



MARKETING

E-MAIL MARKETING

ANDRÉ NOVAIS DE PAULA

Escolha Plataforma

Passos

- Decidir quais são os objectivos
- Definir o Budget
- Retorno previsto com Email Marketing
- Prever a evolução que vamos no Email Marketing
- Listar as features obrigatórias e as nice to have
- Seleccionar as Plataformas
- Short list das Plataformas
- Trial
- Escolha

Critérios

- Preço
- Dimensão da lista e volume de envios
- Conhecimentos técnicos e facilidade de utilização
- Criação dos Emails
- Gestão dos contactos
- Reporting and Analytics
- Integração com outras Apps e Plataformas
- Angariação de registos
- Opt-in e Opt-out
- Segmentação e Personalização
- Testes
- Marketing Automation
- Segurança
- Suporte

Email Marketing



marketing cloud



ActiveCampaign >



ExactTarget®



 Campaign Monitor



iContact

Email Marketing

	Mailchimp	eGoi	Sendinblue	ActiveCampaign
Gestão de Lista	✓	✓	✓	✓
CRM	✓	✓	✓	✓
Formulários	✓	✓	✓	✓
Landing Pages	✓	✓	✓	✓
Segmentação	✓	✓	✓	✓
Dados Variáveis	✓	✓	✓	✓
SMS		✓	✓	✓
Automation	✓	✓	✓	✓
Facebook Ads	✓		✓	✓

Escolha Plataforma



[Resources](#) [\(855\) 487-5425](#)

[MAIN SOFTWARE CATEGORIES](#) [SOFTWARE VERTICALS / INDUSTRIES](#) [COMPARE SOFTWARE LEADERS](#)

DO YOU NEED A BUSINESS

SOFTWARE?

We've done the research, so you don't have to.

SAVE TIME, MONEY + STRESS. FREE SERVICE.

☒ YOUR BUSINESS NEEDS

☒ SIZE, INDUSTRY

☒ BUDGET, USERS

☒ MARKET RESEARCH

☒ EXPERT REVIEWS

YOUR SOFTWARE RECOMMENDATIONS

Grow your business with the right *Software Solutions.*

Check out how our software matching tool can save you time, money, and stress.

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400+ Software Categories

 **Accounting & Finance**
Accounting, budgeting, expenses.

 **HR**
Applicant tracking, LMS, recruitment.

Questions

Tipos de Email

HTML vs Text



Text

Keep chatting with all your Messenger contacts. Upgrade to Skype today.

Hello,

Starting April 8th, we will begin upgrading customers from Messenger to Skype. The process will take a few weeks to complete. April 8th is the first day you may be required to upgrade. This is a bit later than the March 15th date we previously mentioned to some of you as we wanted to give you more time to make the transition.

To keep chatting with your Messenger contacts, simply upgrade to the latest version of Skype using the instructions below and sign in using a Microsoft account (this is the same ID you use to sign into Messenger). Once signed in, your contacts will already be there. You'll be able to instant message and make video calls with them just like before, and start discovering new ways of staying in touch, including Skype on your mobile or tablet.

[Upgrade now]
http://www.skype.com/go/wlmdownload?cm_mmc=MSFT%7LINK_B1-_ -z71_MSE_WLM_P1_1x1_US

Yours sincerely,
The Messenger and Skype Teams

New to Skype?

1. [Get the latest version of Skype].
http://www.skype.com/go/wlmdownload?cm_mmc=MSFT%7LINK_B1-_ -z71_MSE_WLM_P1_1x1_US

HTML Complexo



In this edition: Treaty of Versailles ends WWI 100 years ago, Beau Brummell re-invents men's fashion, and the post-war roots of today's space suits.



THE MAGAZINE

The visual history of space suits

Today's high-tech spacesuit materials are a far cry from the cotton and rubber used by early high-altitude pilots.

LEARN MORE

SHARE  

TODAY IN HISTORY

On June 24, 1509, **Henry VIII** and Catherine of Aragon, his first wife, are crowned king and queen of England.



PHOTOGRAPH BY GREGORY HEINEMANN

HISTORY MAGAZINE

This 19th-century London dandy caused a style revolution

Sharp-dressed man Beau Brummell was the sole arbiter of male fashion and invented style rules that men still follow today.

FOLLOW THE TRENDS

SHARE  

HTML Simples

Andre, a few days ago I emailed you about a common mistake marketers make.

It's the stranger diversion phenomena, where you accidentally let unvetted marketers send you down the wrong path.

This mistake can quickly consume your most valuable asset: your time!

So the real question is this: Who can you trust for marketing wisdom?

I hope Social Media Examiner is at the top of your list.

You won't see us jumping on the hype train unless there's a real underutilized opportunity we're convinced has staying power.

Because we're a media company, we track industry changes very closely. We use all of our media (articles, podcasts, live shows, and YouTube) to bring you experts.

The best of the best are offered the opportunity to train our members in the Social Media Marketing Society.

Each month we deliver live and original workshops on topics we know will make you a better marketer.

Imagine being part of a community that equips you to be ready for whatever comes next.

The Society offers you training, support, and access to a welcoming community of peers who loves to talk about the ever-evolving world of marketing.

"Trying to keep up on everything new and the best way of doing stuff was really hard to do before the Society," said Tom Mills.

[Click here to discover more](#)

There are 140 workshops waiting for you right now.

Hope to see you on the inside!

Mike Stelzner, founder of Social Media Examiner

id:2021-02-24-20:10:10:111t

[Stop all Society 2021 related emails](#) | [Stop all emails from Social Media Examiner](#) or [update email address](#).

Social Media Examiner: 13025 Danielson Street, Poway, Ca 92064

Text vs HTML

Text

- Consistência entre Clientes de Email
- Aparência mais pessoal
- Menos problemas
- Pior medição
- Maior taxa de abertura
- Sem apelo visual
- Difícil criar destaques nos CTAs

HTML Complexo

- Inconsistência
- Mais impessoal
- Desformatação
- Mais fácil de medir
- Pior taxa de abertura
- Maior apelo visual
- CTA com mais destaque
- Maior risco de ser considerado Spam

HTML Simples

- Consistência
- Aparência mais pessoal
- Mais fácil de medir
- Maior taxa de abertura
- Maior apelo visual
- CTA com mais destaque
- Continua a ser HTML

Tipos de Email

- Newsletter
- Email Promocional
- Notícias
- Press Releases
- Sequências de Emails
- Triggered
- Transacionais

Triggered Emails

- Welcome
- Lead Nurturing
- Reactivação
- Carrinho abandonado
- Transaccionais
- Aniversário

Tipos de Email

Newsletter

- Envio regular
- Layout fixo
- Temática fechada

Campanha

- Envio não regular
- Layout variável
- Temática aberta

Templates



Templates

- Definir templates para os diversos tipos de Emails que se pretende
- Facilita e aumenta a celeridade do processo
- Mais fácil para o reconhecimento de quem recebe

Anatomia de um Email

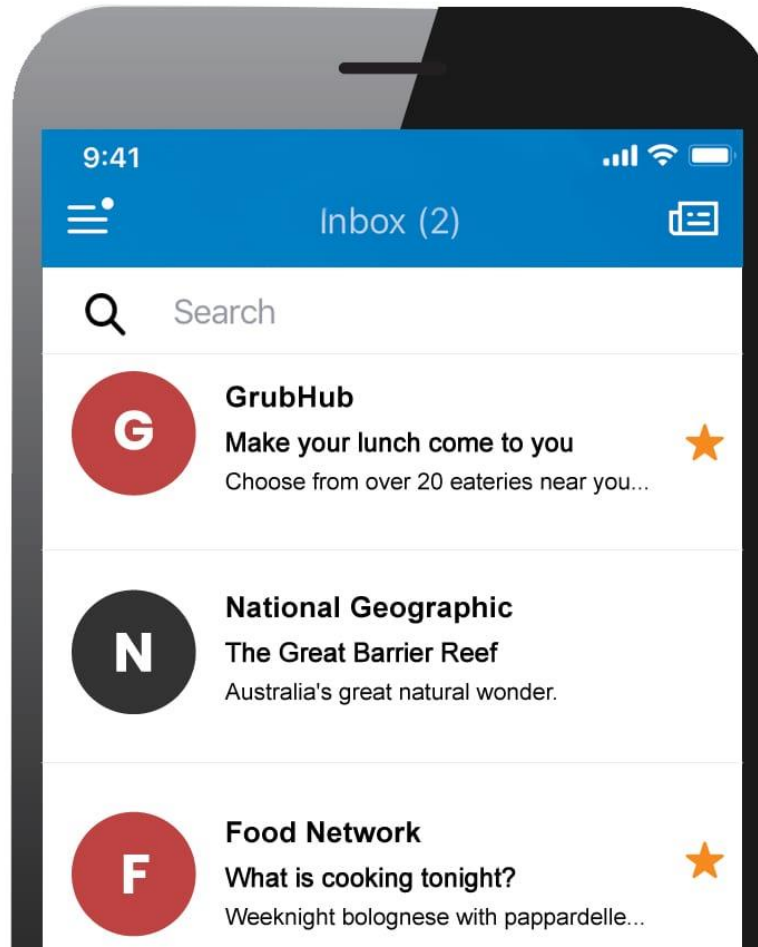
Autenticação

- SPF
 - Sender Policy Framework
 - Autentica a identidade da entidade que envia e que a mensagem foi enviada a partir de um servidor autorizado
- DKIM
 - DomainKeys Identified Mail
 - Autentica a identidade da entidade que envia e o conteúdo do Email

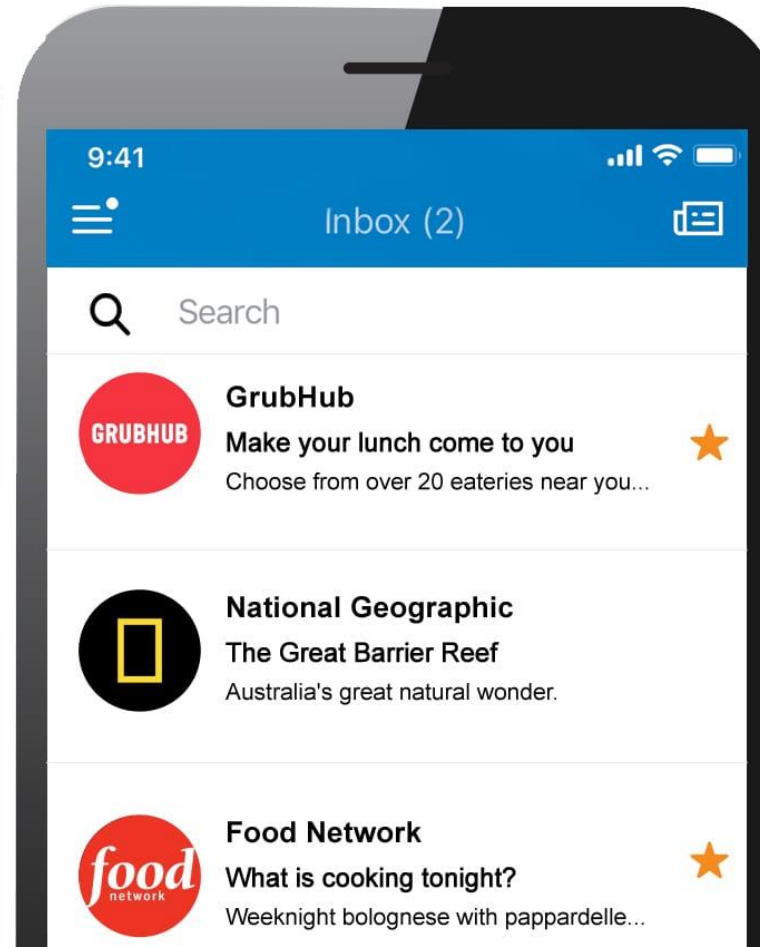
Autenticação

- DMARC
 - Domain-based Message Authentication, Reporting & Conformance
 - Funciona a partir do SPF e DKIM. Serve para informar que acção deve ser realizada se alguma das autenticações anteriores falhar
- BIMI
 - Brand indication message identification
 - Necessidade de ter DMARC
 - Melhora a credibilidade e legitimidade de quem envia, mostrando o seu logo na inbox

Before BIMI



After BIMI



Reputação



Grade My Email

≡ netcore TOOLS

My Account

Grade My Email

Want more inboxing? GradeMyEmail shows you how to win the game of email deliverability.

From domain e.g. example.com

Check My Grade

Anatomia de um Email

- Info Email
- Cabeçalho
- Corpo
- Rodapé

Info Email

- From
- Assunto
- Preheader

From

- Identificação clara de quem envia a comunicação
- Personalizar com o nome do contacto que envia

From

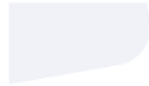
The countdown has begun — FL 2.0 is almost here! ⌚



Inbox x



Mikael at Funnelytics <ceo@funnelytics.io> [Unsubscribe](#)
to me ▾



Funnelytics



Hey André

I'm so excited!

After two years of hard work and development, we're finally ready to announce the upcoming launch of Funnelytics 2.0!

It's the next evolution in customer journey performance.

It's a platform unlike any other, that will help your business scale faster.

Watch our quick overview video, and if you schedule a demo today, you'll be eligible for great early bird and launch incentives.

[Watch Now](#)

Best,
Mikael



Mikael Dia
Founder & CEO @ Funnelytics

Funnelytics Inc, 229 Yonge Street, Suite 400, Toronto, ON, Canada

[Unsubscribe](#) [Manage preferences](#)

Assunto

- Manter com menos de 50 caracteres
- Não utilizar All Caps
- Transmitir sentido de urgência
- Clareza
- Ser específico
- Evitar palavras relacionadas com Spam
- Possibilidade de usar Emojis

Assunto

- Curiosidade
- FOMO
- Humor
- Incerteza
- Vaidade
- Ganância
- Preguiça

Assunto

- Antes de Criar o Email
- Rever antes de Enviar

Assunto

Email Client	Character Length
Outlook 2010 preview	54 characters
Outlook 2010 compact	73 characters
Thunderbird	66 characters
Gmail	70 characters
Outlook.com	60 characters
Yahoo Mail	46 characters
Android (480 x 320px) portrait	27 characters
Android (480 x 320px) landscape	46 characters
Android (800 x 480px) portrait	30 characters
Android (800 x 480px) landscape	62 characters
iPhone portrait	41 characters
iPhone landscape	64 characters
Windows Phone portrait	42 characters
Windows Phone landscape	61 characters

SPAM

SPAM Trigger words				
% off	Double your income	Great offer	Never	Remove
\$\$\$	Earn \$	Guarantee	No gimmiks	Reverses
100% free	Earn extra cash	Help	No hidden costs	Sample
100% satisfied	Extra income	Hidden	No investment	Satisfaction
Acceptance	F r e e	Hidden assets	Now only	Satisfaction guaranteed
Accordingly	Fast cash	Increase sales	Obligation	Save \$
Act now	Free	Increase traffic	One hundred percent free	Search engine listings
Affordable	Free gift	Increase your sales	One time	Serious cash
Apply now	Free info	Incredible deal	Opportunity	Solution
Avoid	Free installation	Info you requested	Order now	Special promotion
Billion	Free investment	Lifetime	Order today	Stop
Cash bonus	Free leads	Limited time offer	Please read	Success
Chance	Free membership	Lose	Prices	Test
Cheap	Free offer	Maintained	Problem	Thousands
Click here	Free preview	Make \$	Promise you	Urgent
Compare rates	Free trial	Medium	Refinance	Visit our website
Credit	Get started now	Miracle	Reminder	Web traffic

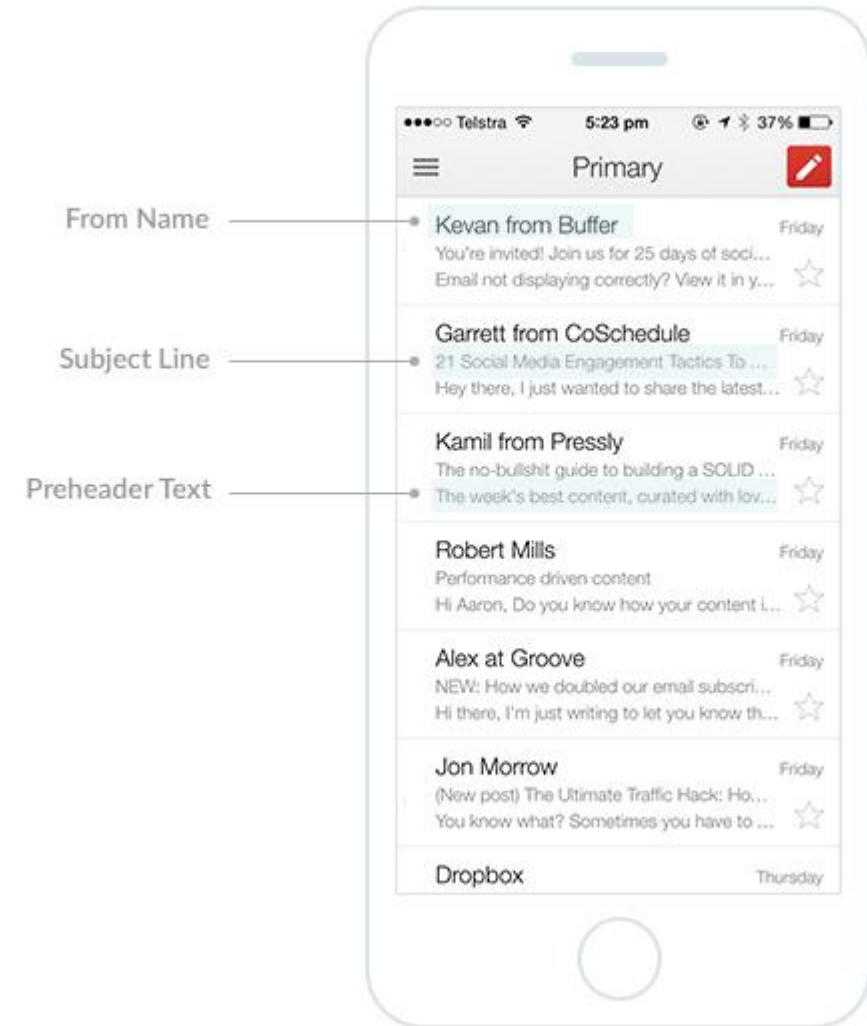
Preheader

- Linha que aparece a seguir ou abaixo do Assunto
- 40 a 50 caracteres
- Alinhado com o Assunto

Preheader

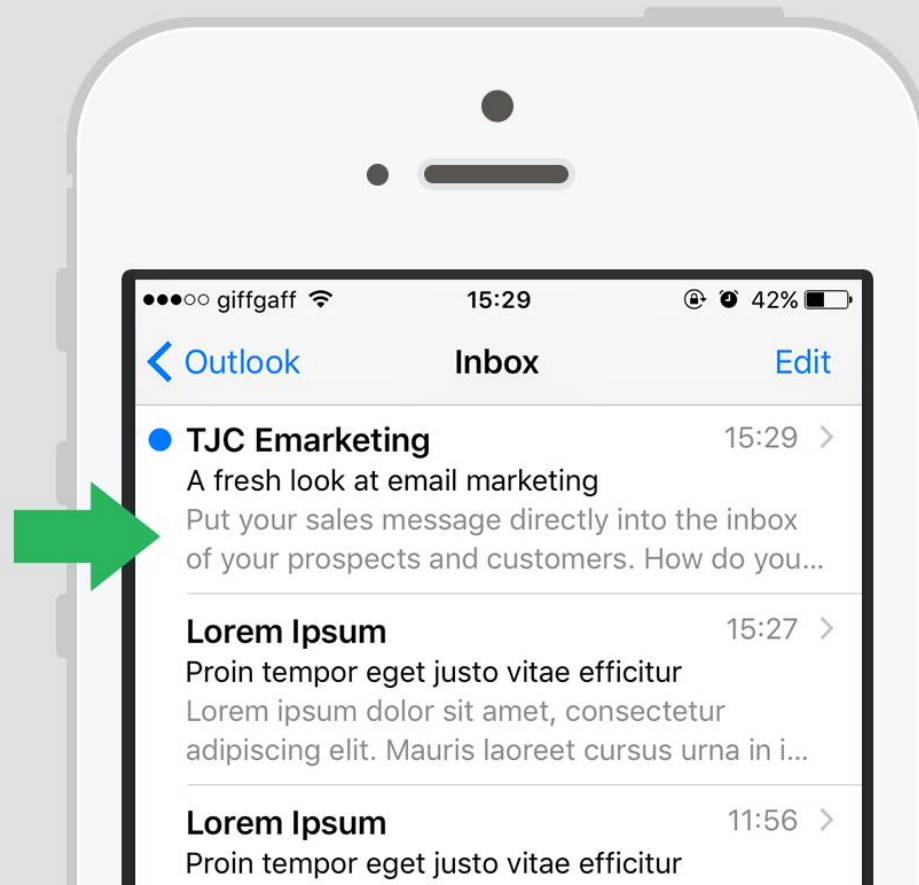
ad Google eBooks - books.google.com.au/eBooks - Christmas Magic On The web, Android, iPhone & iPad.		
☆ □	ABC Widgets	This month's issue... - Wishing you a safe and merry holiday season! When optir
☆ □	Ros	Hide elements in desktop/webmail clients - Preview - On desktop/webmail client
☆ □	ABC Widgets	Image maps in email - Preview - Meet our remote support team The Internationa
☆ □	Ros (5)	Phone numbers in email - Preview - Order ABC Pizza now! It's Friday. You want

Info Email

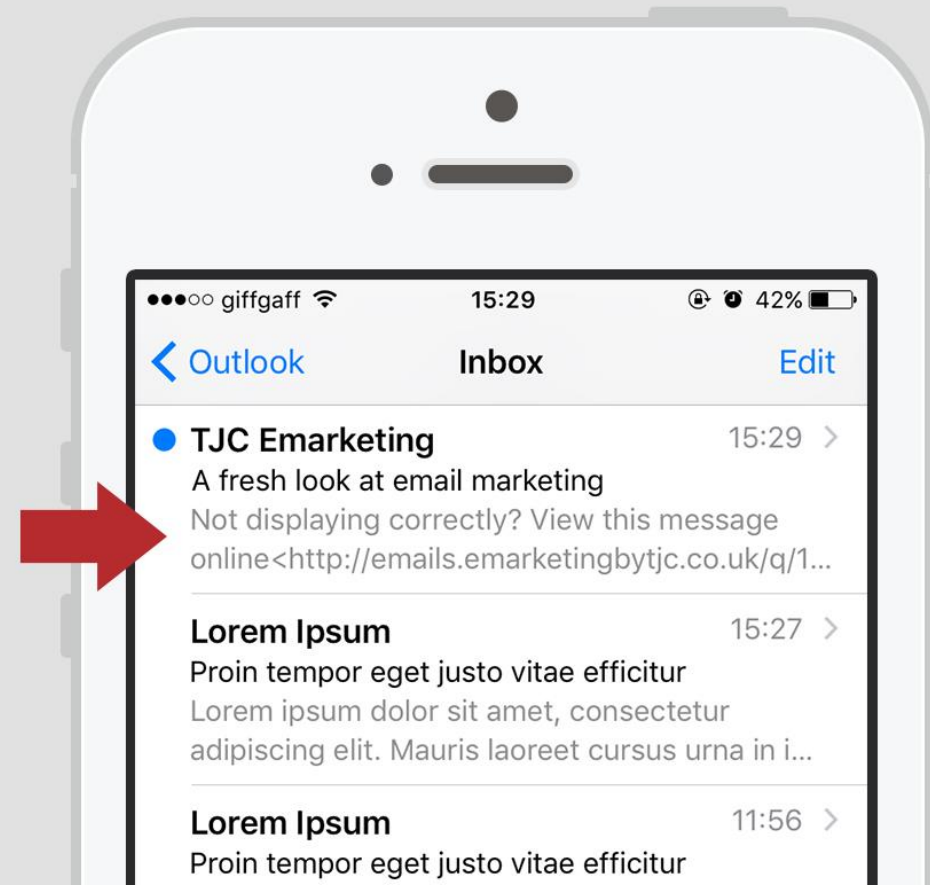


Preheader

With Preheader Text



Without Preheader Text



Preheader

Desktop	Preview Text Support	Avg # of Characters Displayed
Apple Mail	✓	140
Lotus Notes 8.5	✗	N/A
Outlook 2003	✗	N/A
Outlook 2007	✗	N/A
Outlook 2010	✗	N/A
Outlook 2013	✓	35
Outlook for Mac 2015	✓	55
Mobile	Preview Text Support	Avg # of Characters Displayed
Android Native App	✓	40
Android Gmail App	✓	*
Android Yahoo! App	✓	45
BlackBerry	✗	N/A
iOS Native App	✓	90
iOS Gmail App	✓	50
iOS Yahoo! App	✓	50
Windows Phone	✓	40
Webmail	Preview Text Support	Avg # of Characters Displayed
AOL Mail	✓	75
Gmail	✓	*
Yahoo!	✓	*
Outlook.com	✗	N/A

* Varies depending on the subject line length.

Devices used:

Samsung Galaxy S3 – Android 4.3

BlackBerry Z10

iPhone 6

Nokia Lumia 520 – Windows Phone 8

Cabeçalho

- Branding
- Nome do Email
- Data
- Numeração
- Ver na Web
- Opt-out



Smiles Davis's invitation is about to expire

Smiles Davis invited you to book Luxurious Forest En-Suite with soaking tub! for Jan 9 - 12.



You have until 7:33 PM EST on Jan 2 to book your reservation before their invitation expires.

[Book now](#)

Corpo

- Copy
- Imagens
- Links
- Botões
- CTA

Layout

- 500 a 600 px largura
- Vertical
- Separar as diferentes secções
- Deve ser Responsive ou Mobile

Copy

- Utilizar fontes de sistema
- Parágrafos curtos
- Utilizar bullets
- Utilizar bold para realçar
- Utilizar CTA
- Corpo de fonte para títulos com 22 px
- Corpo de fonte para texto com 14 px

Imagens

- Imagens com 72 dpi
- Dimensão do espaço que vão ocupar
- Colocar Alt Text nas Imagens

Gifs Animados



What a year it's been

In 2019, we helped you store and protect the things that matter most to you — like your great travel photos and family videos, and all your important files. Let's take a look at how you are using your storage to protect all those memorable moments and more. Then we'll revisit the rest of the year with Google One.

650 GB

of your 2 TB storage is used



We had your back-
in

ILIA

BESTSELLERS FACE LIP EYE MULTI-USE

MULTI-STICK 101

Perfect for on-the-go application, this blendable + buildable formula melts into the skin for a soft wash of color.



Warm it up with your finger or pair it with our Perfecting Buff Brush for a perfect flush every time. Blend it onto the apples of your cheeks or apply like a balm for a kiss of color.

SEE MORE SHADES>

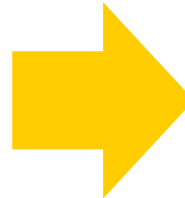
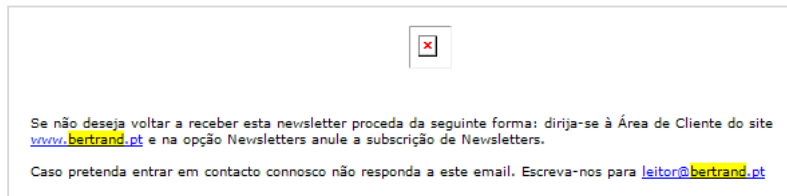
Gifs Animados

- Nem todos os Clientes de Email correm as animações
- O primeiro fotograma deve passar a informação completa
- Não ter um loop nem muito curto, nem muito comprido
- Evitar animações muito repetitivas
- Utilizar sempre alt-text
- Criar Gifs o mais leves possível
- Medir resultados

Texto vs Imagens

- 40% Imagem para 60% Texto
- O Copy é que vende

Texto vs Imagens





LER VERGÍLIO FERREIRA NOMES QUE DERAM NOME À LITERATURA.

É eis que me instalo erem em minha casa do Alto, Tornado o desvio para São Bento, sobe-se depois aos moinhos, a casa fica ao lado direito. Uma vizinha trata-me dos arrumos, tomo na cidade quase sempre as refeições, mesmo as ligeiras, que, todavia, por vezes eu próprio preparo. No pátio em frente há um toldo de glínicas que começam a florir e, debaixo, bancos de madeira

As Livrarias Bertrand assinalam o Cinquentenário de O Existencialismo é um Humanismo - Da Fenomenologia a Sartre, com 30% de desconto nas principais obras de um dos maiores mestres da nossa literatura.

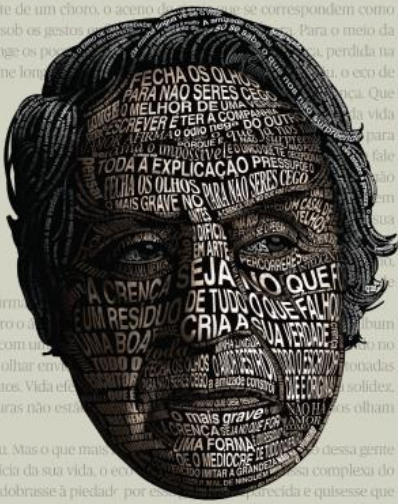
torçura, onde me ismo também, veste de branco a acumulação dos séculos como de um luar de morte. O espaço esvazia-se até ao limiar da memória, onde alastra o meu cansaço, o afago quente de um choro, o aceno o se correspondem como ecos de um labirinto. Num obriguo aviso afloro o que estremece sob os gestos e para o meio da planície, uma inerada toalha de água de represa lembra ao longe os pressos, a perda na planura, desencana-se os olhos de vertigem da distância. Quedo-me longe

De 21 de maio a 3 de junho, venha à Bertrand e aproveite os nossos descontos.

Dia 1 de Junho, sexta-feira, às 18.30, a LER leva Vergílio até à Bertrand do Chiado.
Com Helder Godinho, Virgílio Kasprzykowski, e Paulo Ferreira.
Moderação de Anabela Mota Ribeiro.

Um encontro literário a não perder.

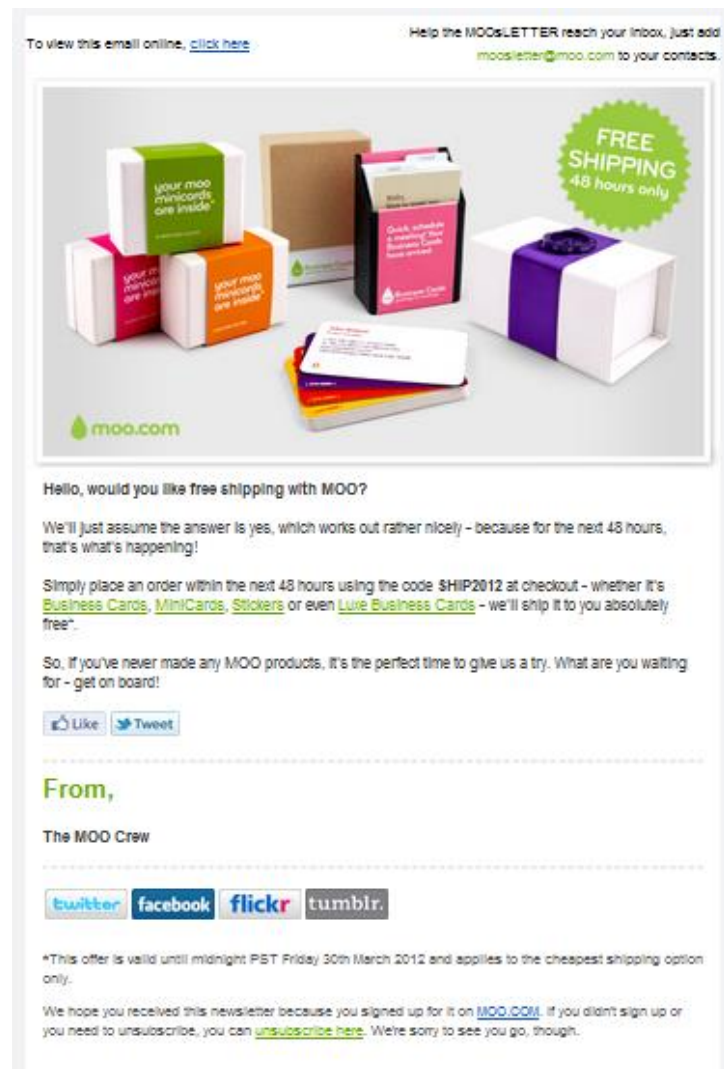
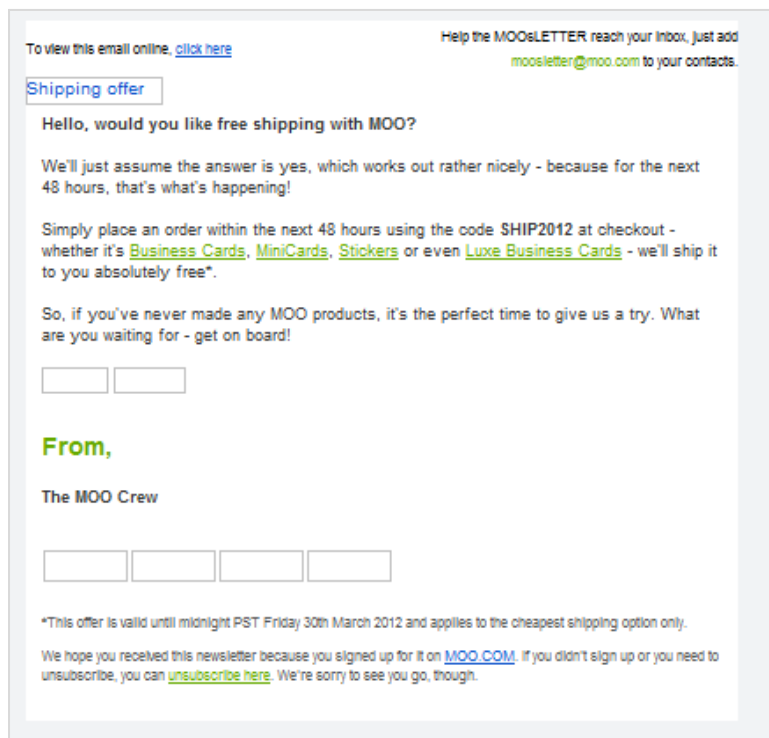
alfarrabista, Elevo-os à sua dignidade, perfilando-os nas estantes; imo
Subitamente, no meio da confusão da livralhada, descubro o a
velho, pesado como o tempo. A apa arredonda-se em almofada, com um
regação um leque fechado. Cinta instantânea, seios pequenos, um olhar em
só se passam devagar; e em cada fi-re de folha, só um ou dois retratos. Vida et
de uma unicidade eterna. Retrato de grupo há só um. Mas as figuras não está
Campanha válida até 3 de junho em toda a rede de livrarias.
arrogante. Certo os olhos e sei de novo que toda esta gente morreu. Mas o que mais
está suspenso em mim. Porque eu tenho ainda uma pequena notícia da sua vida, o eco
seu ser e sentir. Tia Dulce contou-me. E foi como se ela própria se dobrasse à piedade por e
alguma coisa perdurasse. Mas de muitos retratos já não sei. São esses que eu fito com mais angústia. Tem olhos espantados ou
risinhos ou sérios. Que medos, que sonhos, que virtudes lhes inventaram a vida em eternidade? Mas vós estais mortos e ninguém



Se não deseja voltar a receber esta newsletter proceda da seguinte forma: dirija-se à Área de Cliente do site www.bertrand.pt e na opção Newsletters anule a subscrição de Newsletters.

Caso pretenda entrar em contacto connosco não responda a este email. Escreva-nos para leitor@bertrand.pt

Texto vs Imagens



Links

My account

Episodic video, served four ways



[Video Marketing](#) | Lisa Marinelli

Whether you're a tech company for marketers or a music streaming platform for artists, you too can create original content. Learn from four companies that are seeing success with episodic video today!

[Let's see](#)

Featured Posts



What Changes to YouTube Means for Marketers

Find out what you can do to take more control over your viewer's experience.

[Learn more →](#)

Botões

- Não usar imagens
- Mobile first
- Destaque
- Cor
- CTA

Botões

Standard Button Shapes

rounded corners

square corners

pill shaped

ghost button

shadowed button

Call to Action

- Usar verbos de acção
- Chamar a atenção
- Deve ser específico
- Transmitir o ganho
- Transmitir urgência
- CTAs curtos

HTML e Text

- O HTML deverá ser simples
- Deverá sempre existir uma versão em Text

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AMAZON.CO.UK

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As you've recently shown interest in Irregular Choice, we thought you might like to see a selection of the most popular items.

Irregular Choice Womens Ladybug Low Court Shoes
Irregular Choice
http://www.amazon.co.uk/gp/product/B00G9ZQWCA/ref=pe_epc_si_text

Price: £79.99 - £84.99

....

Irregular Choice Kim Bow Navy Floral New Womens Hi Heels Court Shoes
Irregular Choice
http://www.amazon.co.uk/gp/product/B00I2SNWKW/ref=pe_epc_si_text

Price: £59.99

....

Irregular Choice Cheeky Moose Pink New Womens Fabric Hi Ankle Boots Shoes Heels
Irregular Choice
http://www.amazon.co.uk/gp/product/B00I4T14PF/ref=pe_epc_si_text

Shop all Irregular Choice
http://www.amazon.co.uk/s/ref=pe_epc_f?rh=i%3Ashoes%2Cn%3A355005011%2Cp_4%3AIrregular%20Choice&bbn=355005011&ie=UTF8

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Amazon.co.uk
<http://www.amazon.co.uk/ref=footer-amazonlogo/>

Connect with Us

On Facebook
http://www.amazon.co.uk/gp/redirect.html/ref=sef_fb?ie=UTF8&location=http://www.facebook.com/AmazonUK&token=6BD0FB927CC51E76FF446584B1040F70EA7E88E1

On Twitter
http://www.amazon.co.uk/gp/redirect.html/ref=sef_twtr?l?location=http://twitter.com/AmazonUK&token=7A1A4AE8F6CE0BD27D08295E5870D283F329C0F

We hope you enjoyed receiving this message. However, if you'd rather not receive future e-mails of this sort from Amazon.co.uk please opt-out here:
<http://www.amazon.co.uk/gp/gss/o/1m-c4r4SwuiylZDaaRbTyV8VG-5e6gd6QsqJ66oTy3r8YSGHuQOjwaz.ulzninkz>.

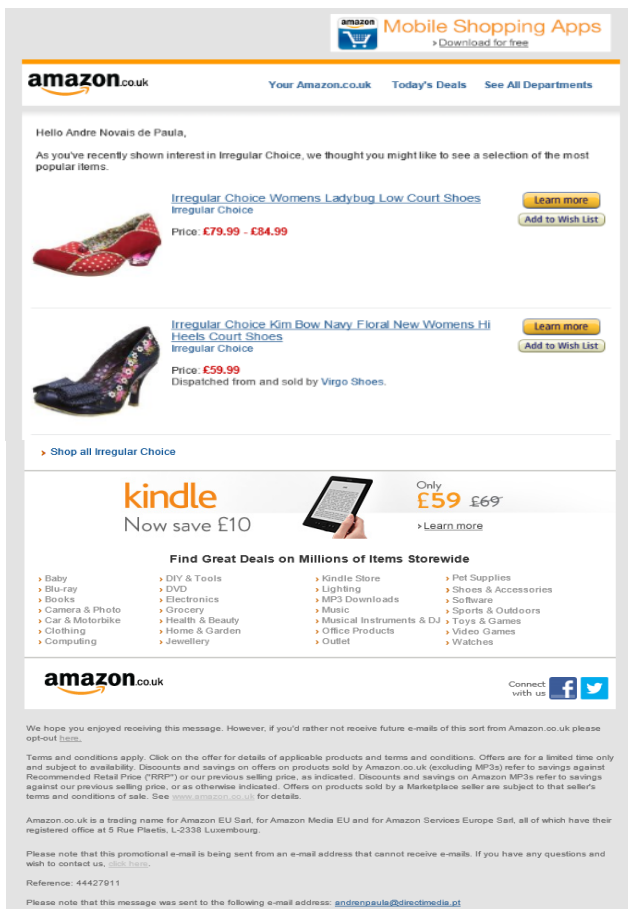
Terms and conditions apply. Click on the offer for details of applicable products and terms and conditions. Offers are for a limited time only and subject to availability. Discounts and savings on offers on products sold by Amazon.co.uk (excluding MP3s) refer to savings against Recommended Retail Price ("RRP") or our previous selling price, as indicated. Discounts and savings on Amazon MP3s refer to savings against our previous selling price, or as otherwise indicated. Offers on products sold by a Marketplace seller are subject to that seller's terms and conditions of sale. See <http://www.amazon.co.uk/> for details.

Amazon.co.uk is a trading name for Amazon EU Sarl, for Amazon Media EU and for Amazon Services Europe Sarl, all of which have their registered office at 5 Rue Laetitia, L-2338 Luxembourg.

Please note that this promotional e-mail is being sent from an e-mail address that cannot receive e-mails. If you have any questions and wish to contact us, click here: http://www.amazon.co.uk/gp/browse.html/ref=pe_ConnectUs?node=502564

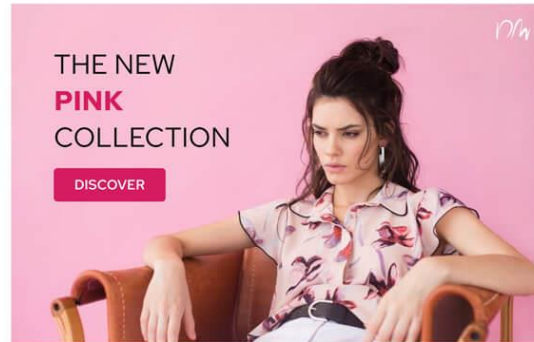
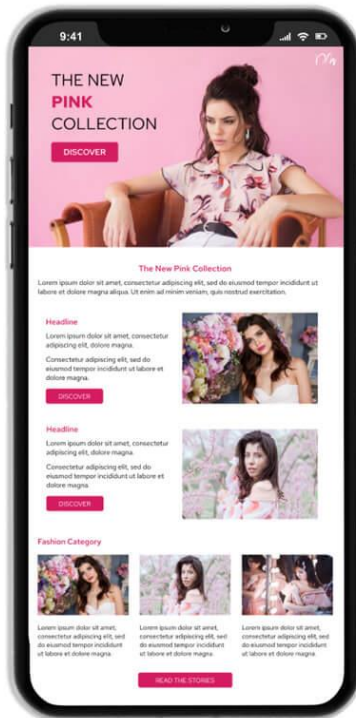
Reference: 44427911

Please note that this message was sent to the following email address:
andrenpaula@directmedia.pt



Mobile

Non-Responsive Design



The New Pink Collection

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolore magna.

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

DISCOVER

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolore magna.

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

DISCOVER

Fashion Category



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.



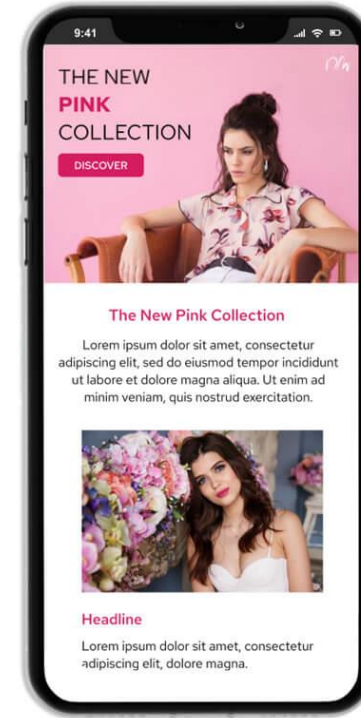
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

READ THE STORIES

Responsive Design



Rodapé

- Redes Sociais
- Opt-out
- Morada e Contactos
- Razão do envio
- Onde se inscreveram para receber as comunicações
- Política de Privacidade

Subscription Administration

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Help us be sure that this email newsletter gets to your inbox. Adding our return address mequoda@e.mequoda.com to your address book may 'whitelist' us with your filter, helping future email newsletters get to your inbox.

Unsubscribe? Clicking the "junk" button in your email client won't take you off our list. If you want to unsubscribe, please do it properly by [removing yourself from the Mequoda Spotlight](#).

This message has been sent to andrenpaula@directimedia.pt
WCIDV2:8C2FCED7F3C17FE2BC6413DE74C8F48DD9F5EB9FFD885D44

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www.mequoda.com
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Hopkinton, MA 01748
(866) 713-1005

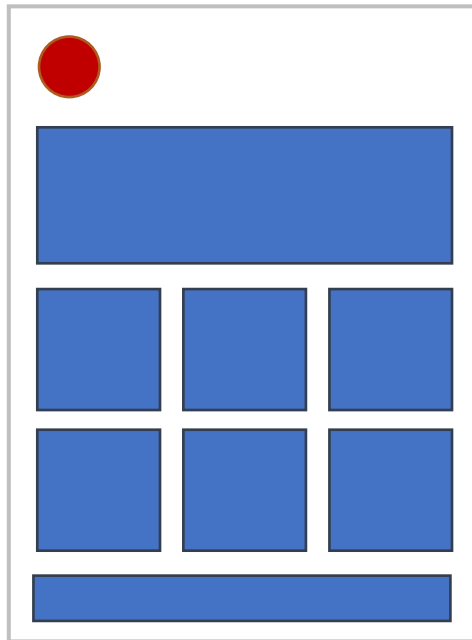
We value your privacy and will not rent your email address to anyone. [View our privacy policy](#).

Benefícios Segmentação e Personalização

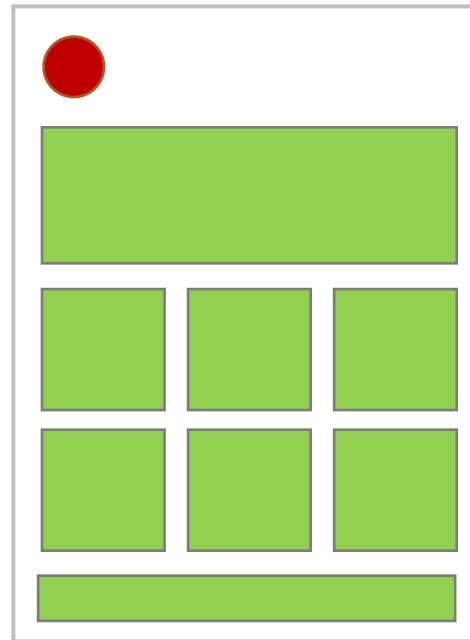
- Aumento de aberturas
- Maior CTR
- Mais conversões
- Menos unsubscribes
- Aumento de satisfação

Segmentação

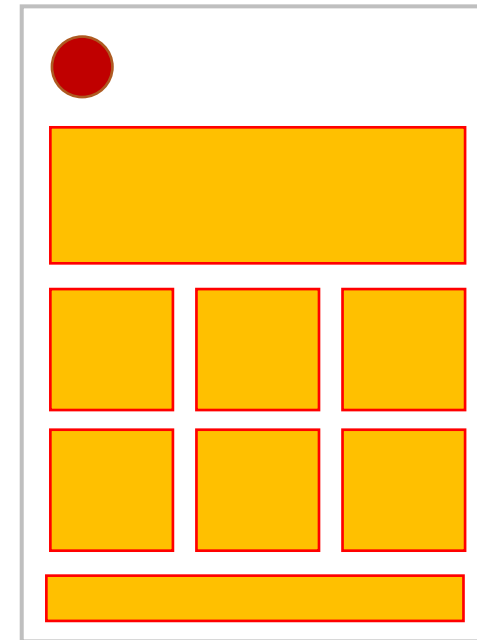
Segmento 1



Segmento 2

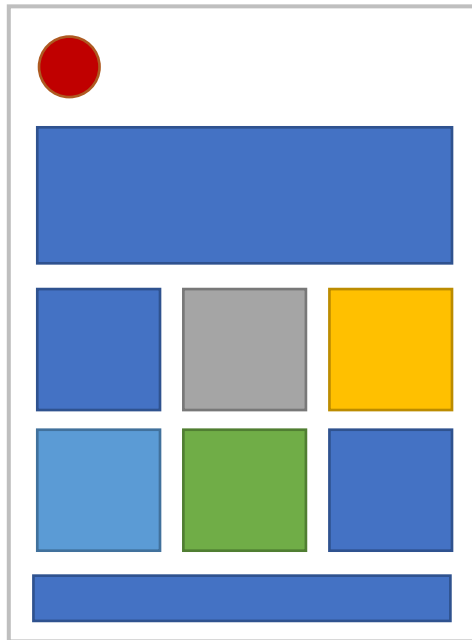


Segmento 3

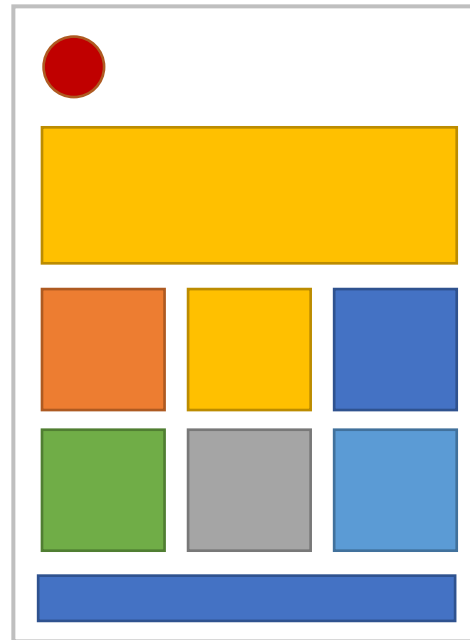


Personalização

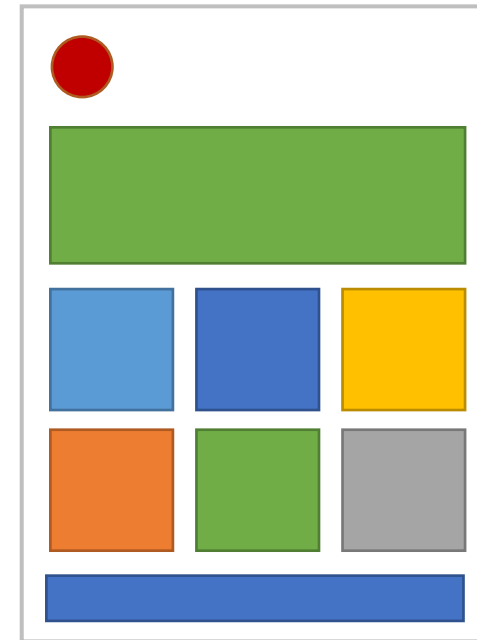
Cliente 1



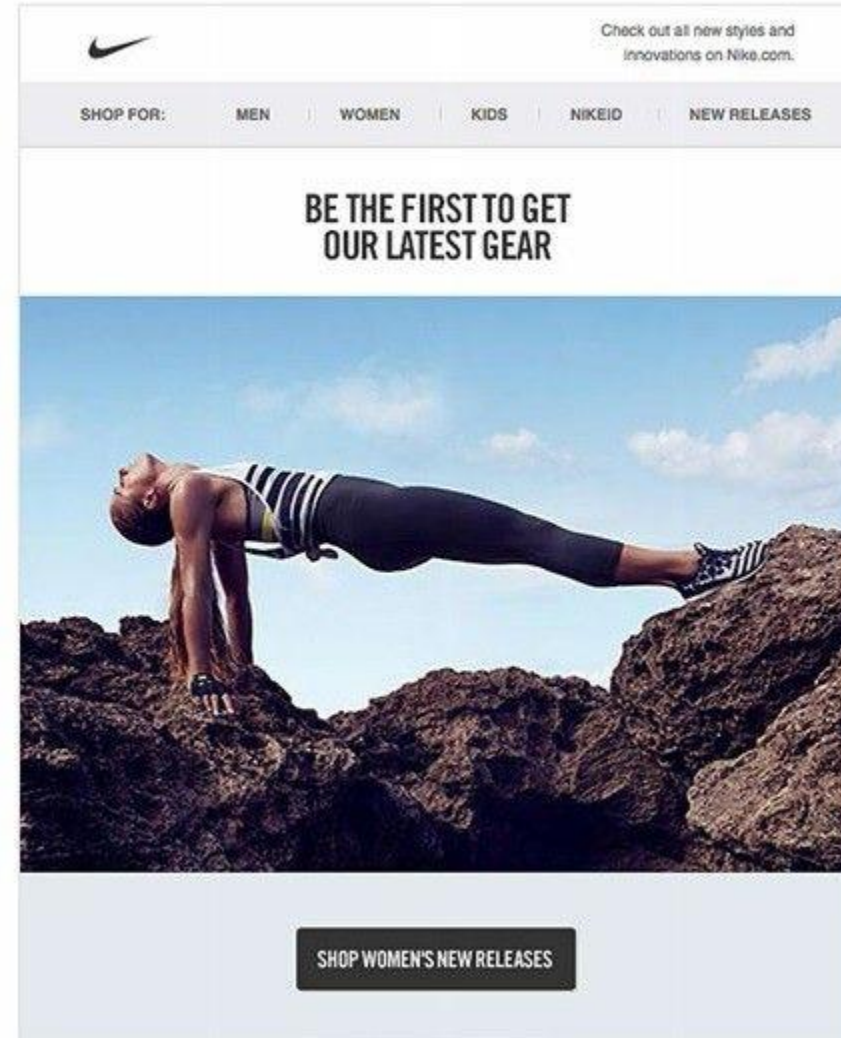
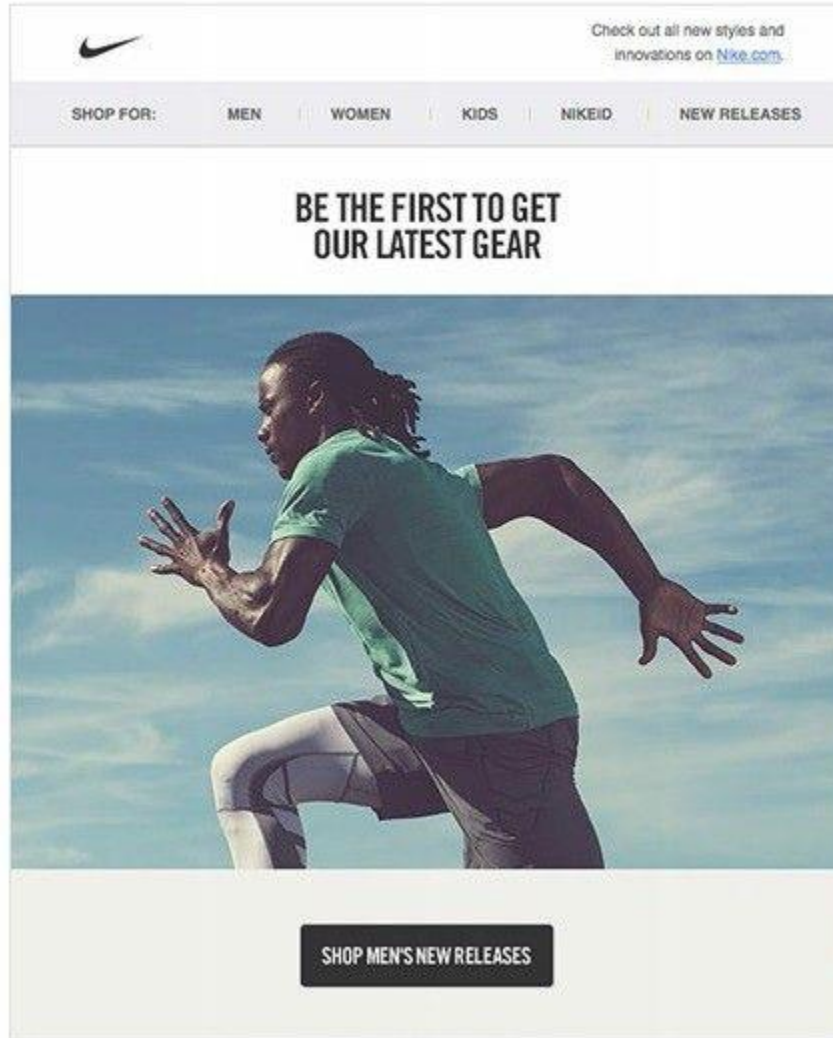
Cliente 2



Cliente 3



Conteúdo Dinâmico



Evolução

Massificado

Segmentado

Personalizado

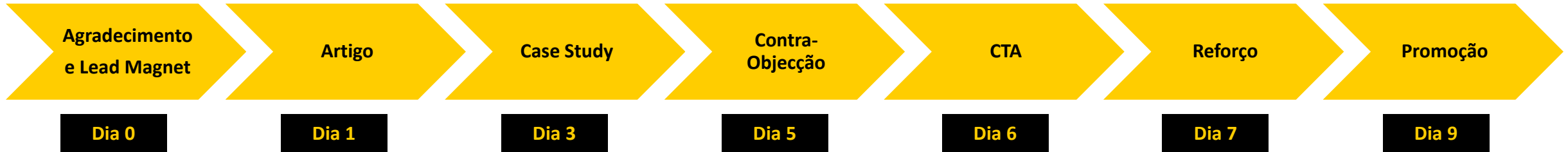
Automation

- Agradecimento
- Welcome
- Onboarding
- Aniversário
- Reminder
- Lead Nurturing
- Carrinho Abandonado
- Cliente Infiel
- Fidelização
- Emails Transacionais

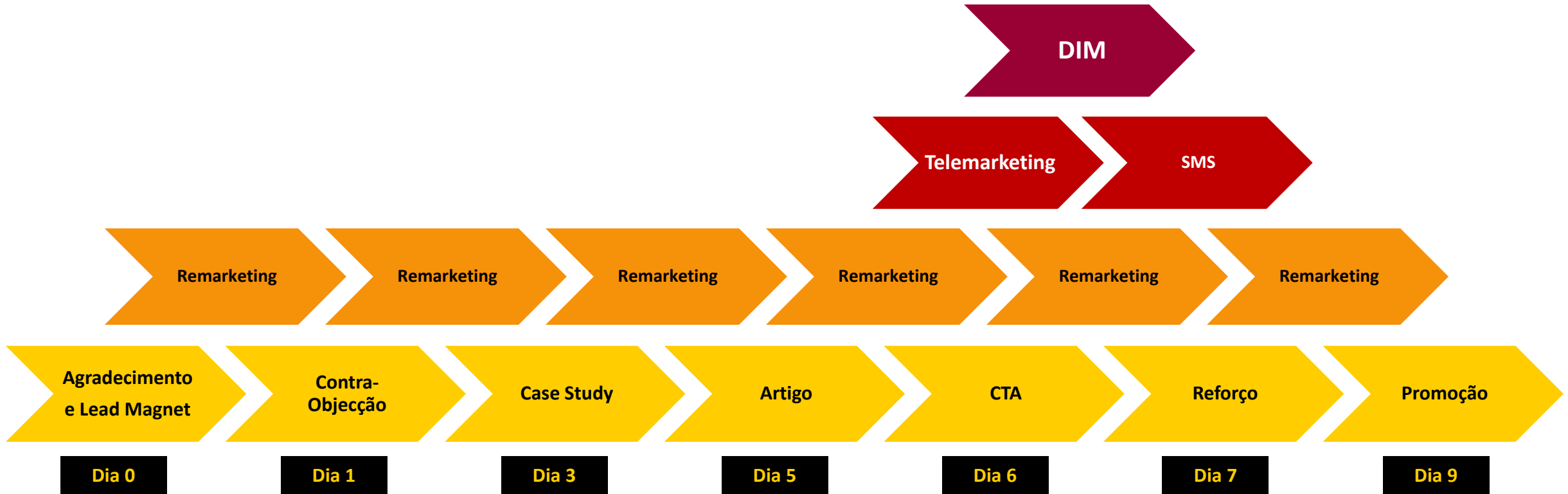
Campanha de Lead Nurturing

Uma série de
Actividades e
Mensagens de
Marketing enviadas
para um potencial
Cliente durante um
período de tempo

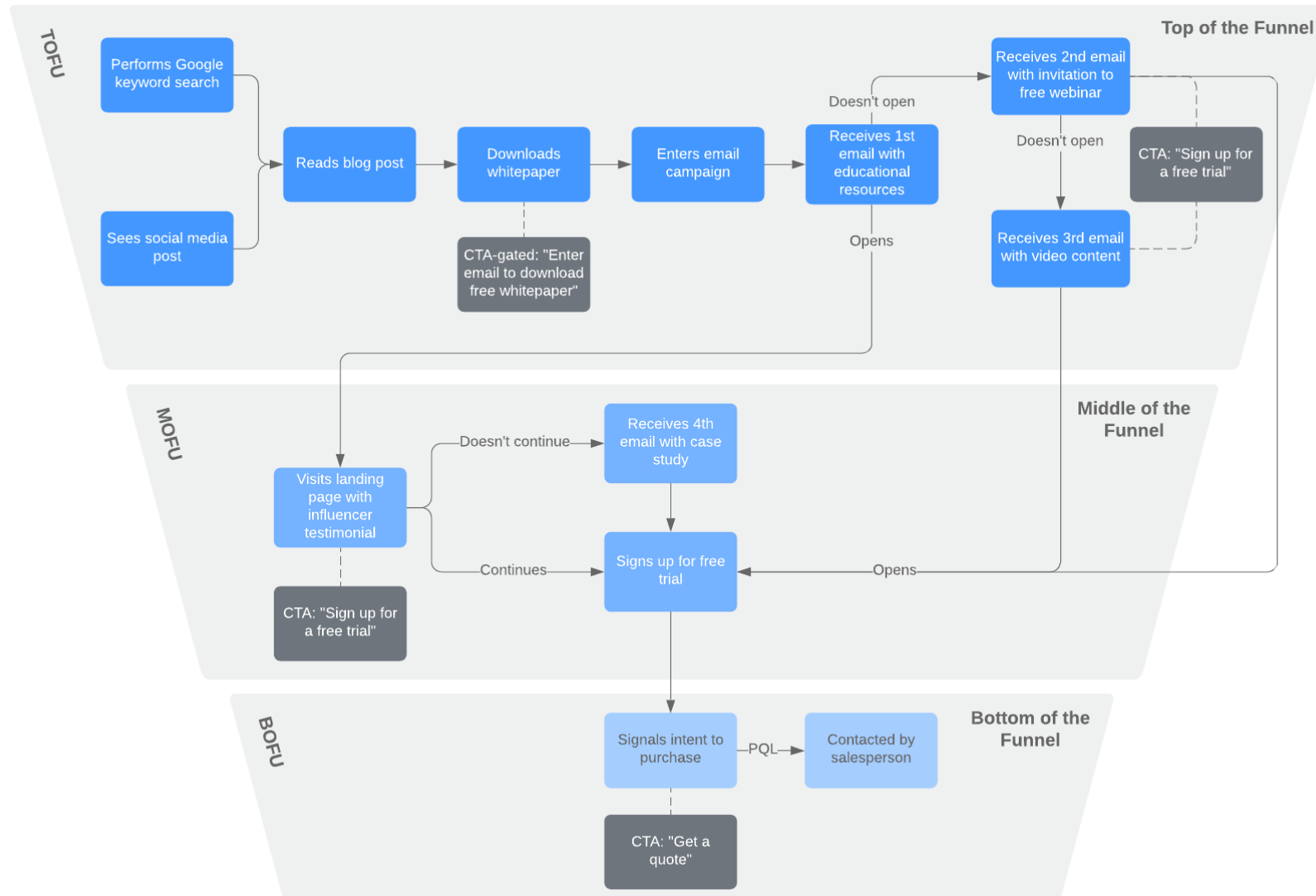
Lead Nurturing



Lead Nurturing



Lead Nurturing



Really Good Emails



ExploreSchoolMore...

Sign InSign Up

Really Good Emails

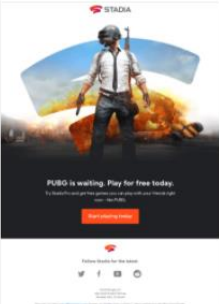
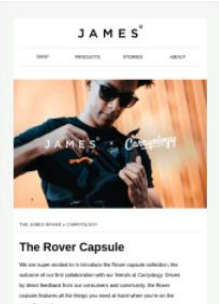
The web's best, and most attractive 🤩, curated collection of over 7,929 emails, showing off both design and code.

Check out [ecommerce](#), [fashion](#), [retention](#), or brands like [Pinterest](#), [Apple](#), [Postmates](#), and [Invision](#)

Sign up and smile

New

EmailsCategoriesCompanies



Ad: Discover what really matters when choosing a new ESP. Download the

MILLED

Brands

Search

Sign in >

Milled is a search engine for email newsletters

Find sales, deals, coupons, and discount codes from 92k+ brands and retailers.

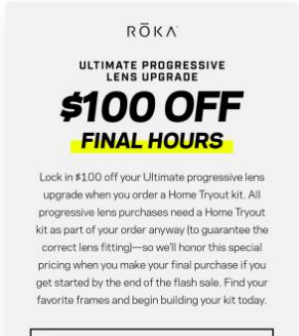
Search brands or keywords

Popular Brands ▾ US ▾ All Categories ▾ Settings ▾

Emails sent Mar 17, 2022

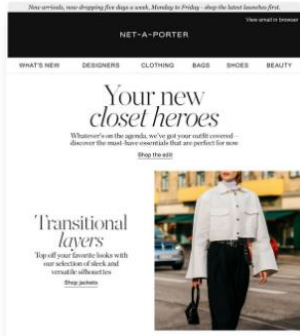
ROKA · Mar 17

Lock in your \$100 off with a Home Tryout Kit



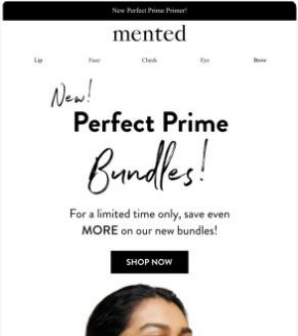
Net-A-Porter · Mar 17

The must-have staples to wear this season



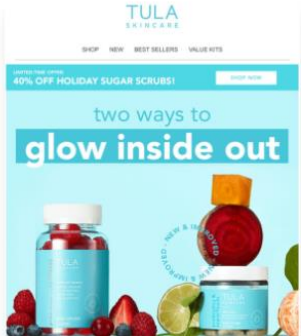
Mented Cosmetics · Mar 17

NEW Exclusive Primer Bundles!



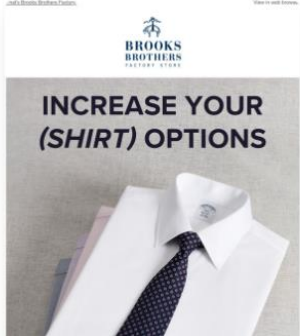
Tula · Mar 17

Your skin & gut will love these

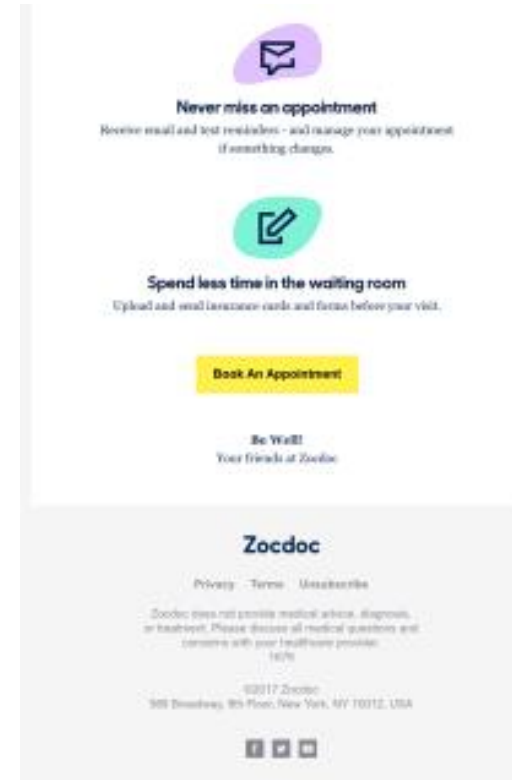
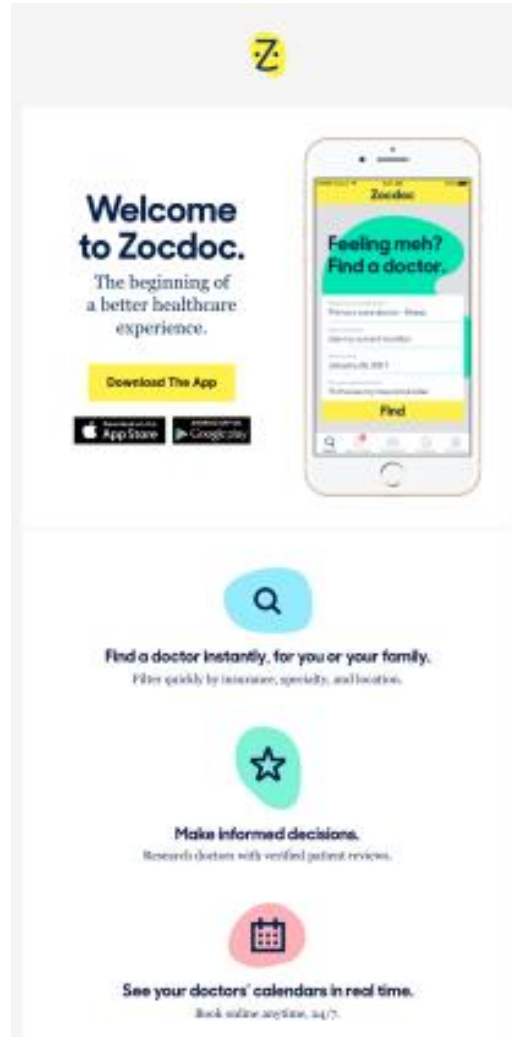


Brooks Brothers · Mar 17

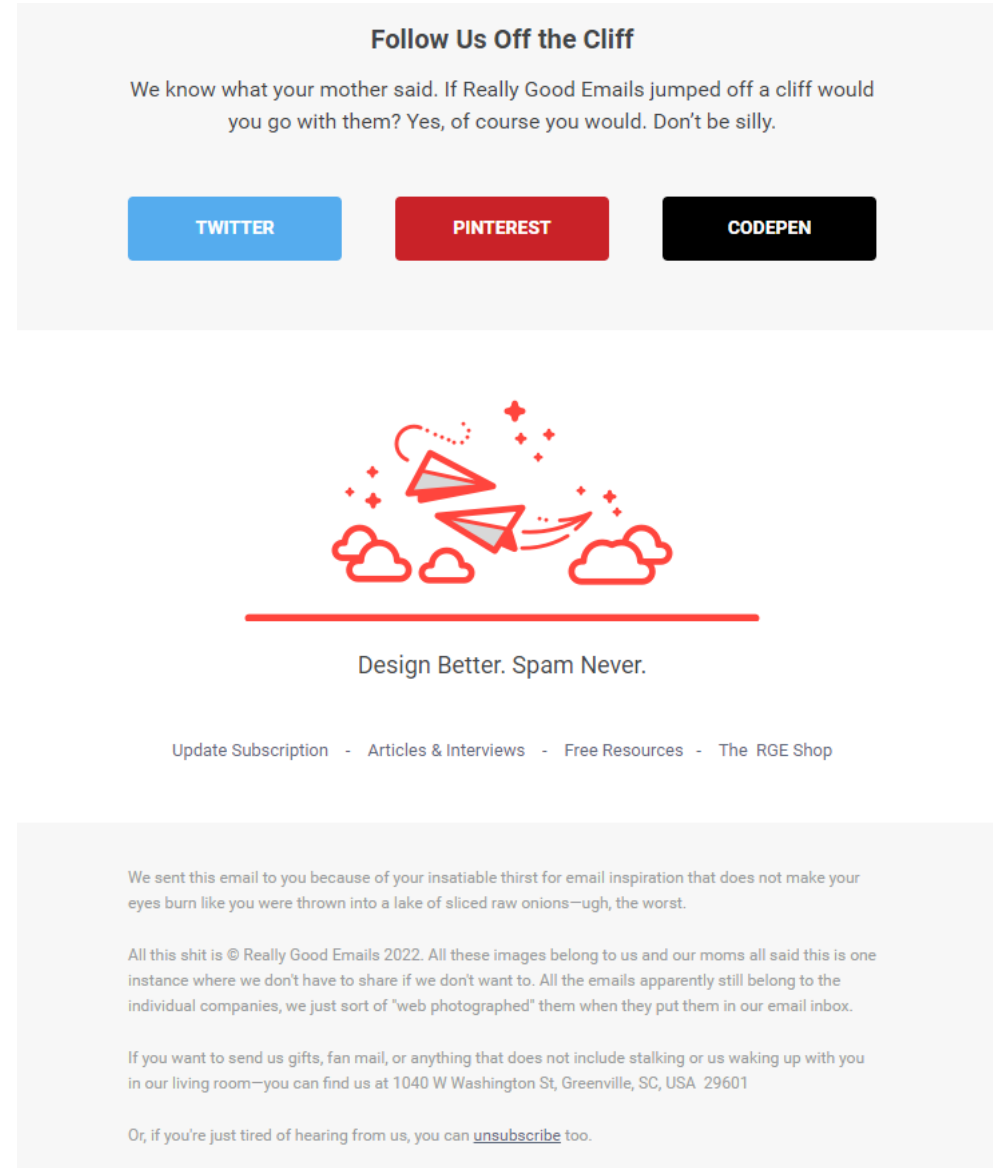
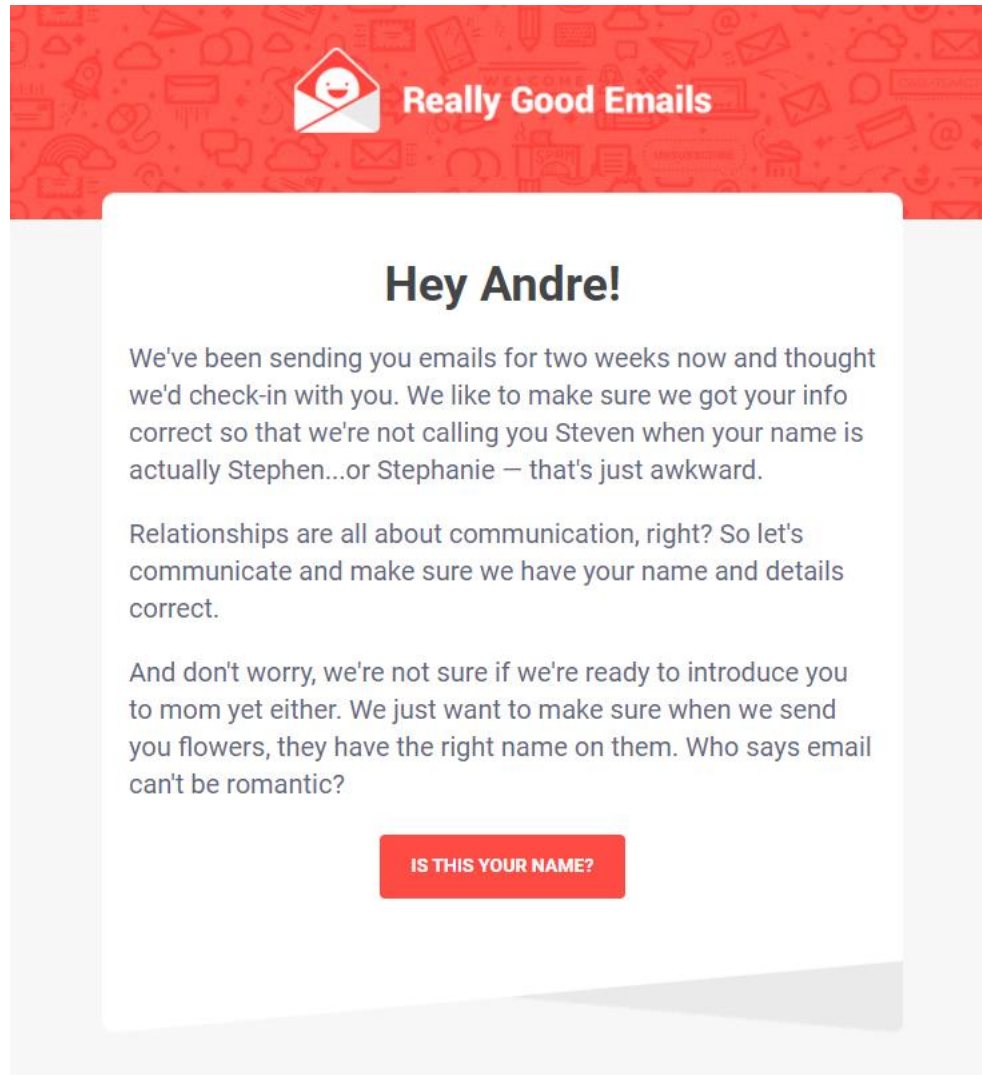
Factory styles are going fast



Exemplo – Welcome



Exemplo – Alimentar Base de Dados



Exemplo – Alimentar Base de Dados

 Really Good Emails

Really Good Emails Email Preference Center

Is your name spelled incorrectly? Change your email? Update all your info using the form below! Or, if you're just tired of hearing from us, you can unsubscribe too.

Name *

Email *

Company

Country

Twitter Username

Your Birthday (so we can party like it's 1999!)

Emails you DON'T want in yo' Inbox

☐ Weekly Roundups (best emails and articles of the week)

☐ Feedback Fridays (deep-dives into submissions and inspiration)

☐ RGE School Reminders (info on upcoming classes)

Save changes

Unsubscribe from all Really Good Emails emails

Exemplo – Newsletter

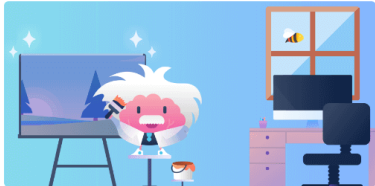
[View in Browser...](#)



Better Views For You (And Your Team)

Learn how Trello Views bring context to work and help teams tear down barriers across projects and tools.

[Get Perspective](#)



Disrupting Your Daily Schedule Can Actually Make You More Productive

Make disruption a good thing by putting it to work for you. Shake things up to snag that eureka moment!

[Remix That Routine](#)



9 Ways To Make The Holiday Season Less Stressful For Your Employees

The gift we all want: To reduce stress on your team while still meeting all the deadlines.

[No Gift Receipt Needed](#)



Should Your Team Adopt a Five-Hour Workday?

Explore the pros and cons of cutting back on the conventional 8-hour work day.

[Quality Over Quantity](#)



Top Collaboration Resources

Discover the key to teams that are productive and satisfied!

[Check Them Out](#)

Want more?
Get your productivity fix at the [Trello Blog...](#)





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Exemplo – Update

[View as webpage](#)

**Quest**
Diagnostics®

Coronavirus testing updates

Coronavirus: What you need to KNOW

Protecting our patients

At Quest Diagnostics®, we place our patients' health and safety above all else. During this coronavirus (COVID-19) health emergency, we're doing everything we can to serve our communities while also protecting our patients and answering your questions.

STAY INFORMED

When and how to take action

It's important to **reach out to your doctor immediately** if you have a reason to suspect COVID-19.

As symptoms of COVID-19 mimic the flu, your doctor will determine if you need COVID-19 or flu testing.

Please do not go to a Quest patient service center. Quest does not collect COVID-19 specimens – only your doctor can do this.

Contact your
doctor for
COVID-19
testing.

CDC COVID-19 resources

The CDC is an excellent resource for details on COVID-19 prevention, symptoms, diagnosis, and care.

GET CDC FACTS

Encourage your family and friends to stay informed about COVID-19 by sharing this message.

FORWARD EMAIL

Some tests may not be covered and, therefore, not paid for by your insurance company. Refer to your benefit plan or call your insurance company to find out if this testing is covered. Also, talk to your doctor about the right testing for you.



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[Language Assistance / Non-Discrimination Notice](#) | [Asistencia de Idiomas / Aviso de no Discriminación](#) | [語言協助 / 不歧視通知](#)

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Contact Us: Quest Diagnostics, 500 Plaza Drive, Secaucus, NJ 07094—Attention: Digital Marketing Department

Medir

Medir

- Definir os Objectivos
- Definir as Métricas e KIPs
- Medir os resultados
- Comparar com campanhas anteriores
- Aprender
- Melhorar

Taxa de Entrega

Percentagem de
Emails entregues

Taxa de Entrega

(Número de Emails
Entregues ÷ Emails
Enviados) * 100

495 Emails Entregues ÷
500 Emails Enviados *
100 = 99% Taxa de
Entrega

Taxa de Abertura

Percentagem de
pessoas que abriram
um Email

Taxa de Abertura

(Número de Emails
Abertos ÷ Emails
Entregues) * 100

250 Emails Abertos ÷ 500
Emails Entregues * 100
= 50% Taxa de Abertura

Click-through Rate

Rácio entre os Clicks
únicos e os Emails
entregues com
sucesso

Click-through Rate

$$\left(\text{Clicks Únicos} \div \text{Número de Emails Entregues} \right) * 100$$

$$500 \text{ Clicks Totais} \div 10.000 \text{ Emails Entregues} * 100$$

$$= 5\% \text{ Click-Through Rate}$$

Click-to-open Rate

Rácio entre os Clicks
únicos e os Emails
abertos

Click-to-open Rate

$(\text{Clicks Únicos} \div \text{Número de Emails abertos}) * 100$

$150 \text{ Clicks Totais} \div 1.000 \text{ Emails abertos} * 100$
 $= 15\% \text{ Click-Through Rate}$

Unsubscribe Rate

Rácio entre os
Unsubscribes e os
Emails entregues com
sucesso

Unsubscribe Rate

(Número de
Unsubscribes ÷ Emails
Entregues) * 100

5 Unsubscribes ÷ 1.000
Emails Entregues * 100
= 0,5% Unsubscribe Rate

Taxa de Conversão

Percentagem de
pessoas que
converteram

Taxa de Conversão

(Número de Pessoas que Converteram ÷ Número Total de Email Entregues) * 100

400 Pessoas
Converteram ÷ 10.000
Emails Entregues * 100 =
4% Conversion Rate

Taxa de Bounces

Taxa de Emails não
entregues

Bounces

- Soft Bounce
- Hard Bounce

Soft Bounce

- O Email é válido, mas não pode ser entregue

Hard Bounce

- Emails inválidos, fechados ou não existentes
- Devem ser retirados da lista imediatamente
- Podem tornar-se Spam Traps

Taxa de Bounces

(Número Total de Bounce Emails ÷ Número de Emails Enviados) * 100

75 Bounced Emails ÷
10.000 Número de Emails
Enviado* 100
= 0.75% Bounce Rate

Retorno por Email

Retorno por cada
Email enviado

Retorno por Email

(Resultado do Email ÷
Emails Enviados) * 100

50.000 € Vendas ÷
10.000 Emails Enviados =
5 €

**Retorno por
Subscriber**

Retorno por cada
Subscriber

Retorno por Subscritor

(Total Gerado ÷ Número
de Subscritores) * 100

[30.000 € Vendas ÷ 5.000
Emails Enviados = 6 €

Return On Investment

Retorno face ao
Investimento

ROI

$$\frac{[(\text{Valor Vendido} - \text{Investimento Realizado}) \div \text{Investimento Realizado}] * 100}{100}$$

$$\begin{aligned} &[(1.000 \text{ € Vendas} - 100 \text{ €} \\ &\text{Investidos}) / 100 \text{ €} \\ &\text{Investidos}] * 100 \\ &= 900\% \text{ ROI} \end{aligned}$$

Métricas

Aberturas

+29% é uma boa taxa de abertura



CTR

+5% é um bom CTR



Opt-out

0,3% é aceitável



Bounces

-2% de Hard Bounces



Métricas



Industry	Average Open Rate	Average Click Rate	Hard Bounce	Soft Bounce	Unsubscribe Rate
Non-Profit	25.17%	2.79%	0.33%	0.49%	0.20%
Pharmaceuticals	18.58%	2.25%	0.39%	0.53%	0.17%
Photo and Video	23.24%	3.23%	0.43%	0.65%	0.40%

Métricas

 Campaign Monitor

INDUSTRY AVERAGES



OPEN RATE



CLICK-THROUGH RATE



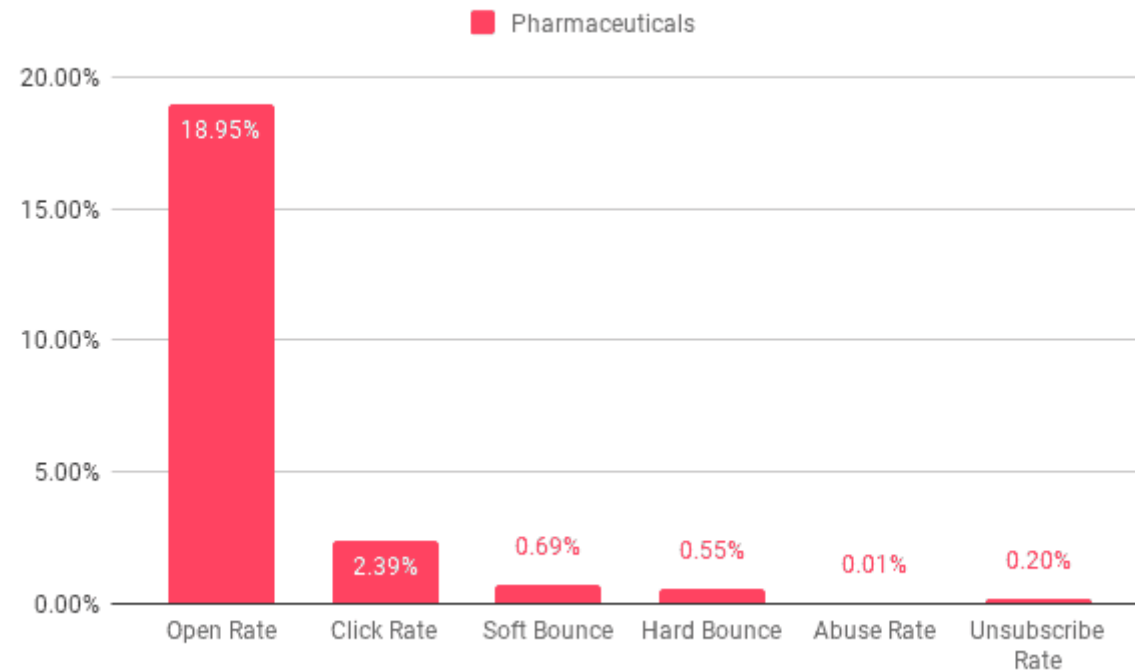
CLICK-TO-OPEN RATE



UNSUB RATE

Advertising & Marketing Agencies	18.50%	2.30%	12.20%	0.20%
Agriculture, Forestry, Fishing & Hunting	23.20%	4.00%	17.00%	0.10%
Consumer Packaged Goods	18.10%	2.40%	13.00%	0.20%
Education	24.90%	4.30%	17.30%	0.10%
Financial Services	24.80%	2.70%	10.60%	0.20%
Food & Beverages	15.20%	1.70%	11.30%	0.10%
Government & Politics	26.70%	6.00%	22.40%	0.10%
Healthcare Services	23.40%	3.70%	15.60%	0.30%
IT / Tech / Software Services	19.50%	2.80%	14.30%	0.20%
Logistics & Wholesale	22.70%	2.40%	10.60%	0.30%
Media, Entertainment, & Publishing	20.80%	3.60%	17.50%	0.00%
Nonprofit	25.50%	4.10%	15.80%	0.20%
Other	17.80%	2.20%	12.30%	0.10%
Professional Services	18.30%	2.80%	15.20%	0.20%
Real Estate, Design & Construction Activities	19.70%	3.50%	17.70%	0.20%
Retail	12.60%	1.10%	8.50%	0.00%
Travel, Hospitality, & Leisure	17.70%	2.00%	11.50%	0.20%
Wellness & Fitness	21.60%	2.80%	13.10%	0.40%
Average	18.00%	2.60%	14.10%	0.10%

Métricas



Linchpin

2021 Email Marketing Benchmarks Segmented By Industry

Testar e Otimizar

Testes

- Teste de Envio
- Teste de
Optimização

Teste de Envio

- Enviar a diversos testers
- Checklist de verificação
- Testar todos os links
- Testar o Opt-out
- Testar o “Ver na Web”
- Ler e corrigir os textos

Teste de Envio

- Todo Correcto?
 - Enviar
- Algun Problema?
 - Corrigir
 - Enviar Teste

Mail Tester



Mail Tester

Wow! Perfeito, você pode enviar este email

Pontuação:
9.5/10



Assunto: Amazon recommends "1 Above Stylish Full Cover..." and more

Recebido 0 minutos atrás

✓ Clique aqui para ver a sua mensagem	✓
✓ SpamAssassin gostou de você	✓
✓ Você está autenticado adequadamente	✓
✗ O corpo da sua mensagem apresenta erros	-0,5
✓ Você não está em nenhuma blacklist	✓
✓ Nenhum link quebrado	✓

Seu adorável total: 9.5/10

<https://www.mail-tester.com/test-fapfax7pt>

[FAQ](#) [Give Feedback](#) [SPF Guides](#) [SPF & DKIM check](#) [API](#) [Log in](#)

mail tester

Teste de Otimização

Testes A/B

Teste A/B



Amostra

- Tem de representar o universo
- Tem de ter significado estatístico

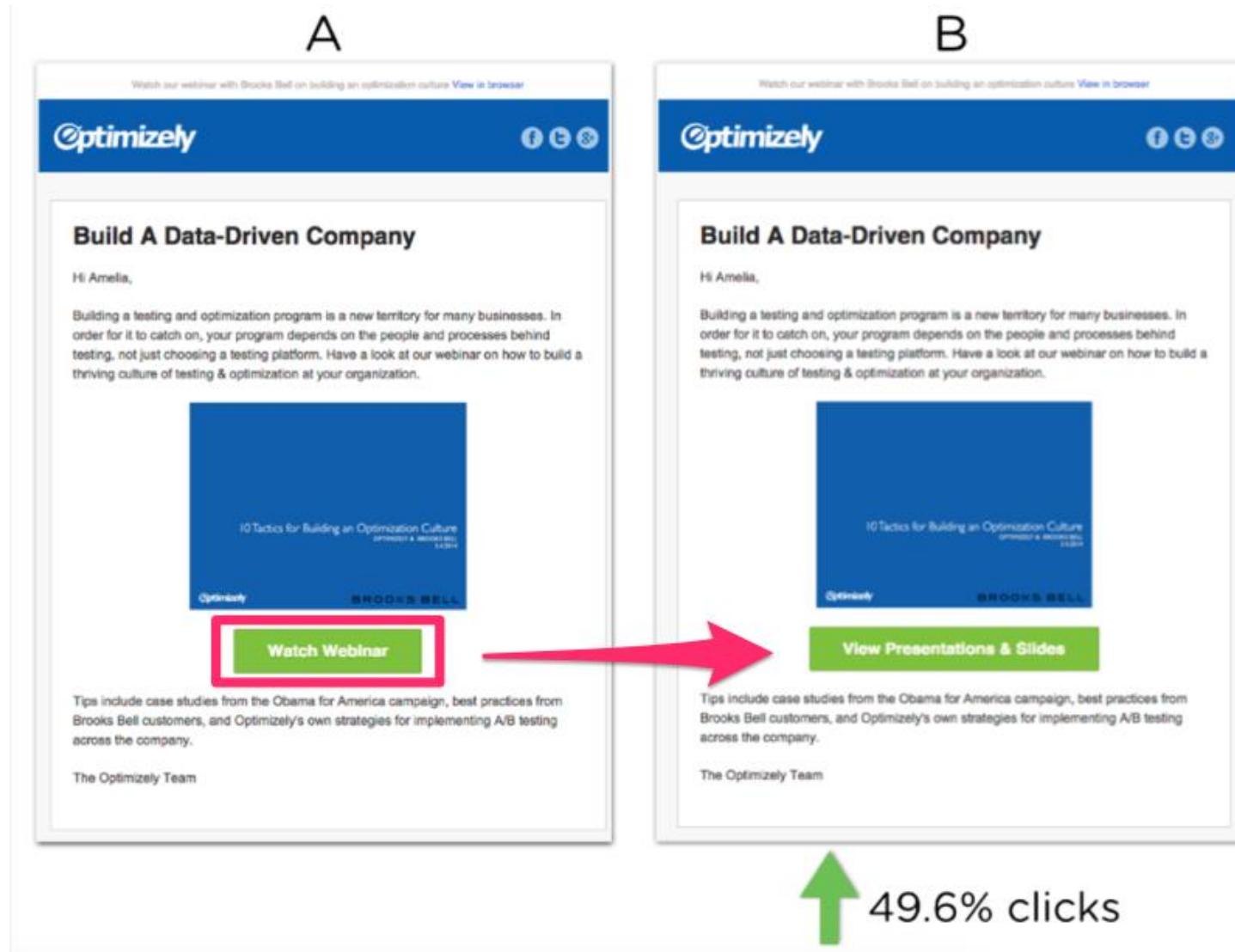
Teste de Otimização

- Tudo pode e deve ser testado com o objectivo de melhorar os resultados das campanhas
- Começar por testar as características que sabemos que condicionam mais os resultados
- Testar somente uma característica de cada vez

Teste de Otimização

- Subject Line
- Layout
- Imagens
- Headlines
- Produtos
- Ofertas
- Conteúdo
- Copy
- Fonts
- Cores
- Botões
- CTAs

A/B Test



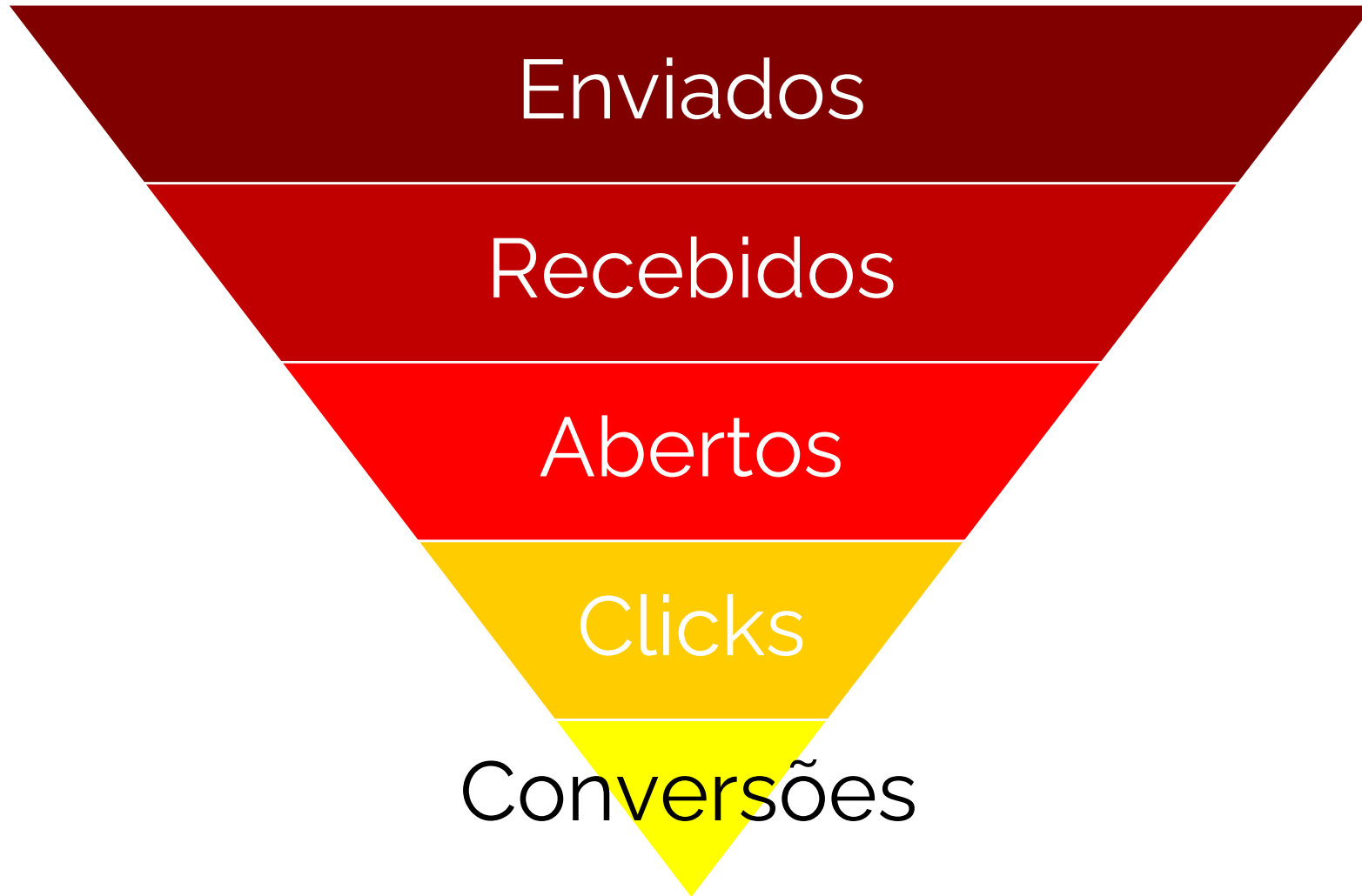
Processo Teste de Optimização

- Criar as amostras da Base de Dados
- Enviar testes para as amostras
- Medir os resultados dos testes
- Enviar para a Base de Dados a opção com melhor resultado

Resultados Teste de Otimização

Nos Testes não medir somente as aberturas. Nem sempre as maiores aberturas levam a melhores resultados. Medir sempre até à última conversão

Conversões



Guess The Test



[About](#)[Glossary](#)[Contact](#)

Newsletter Sign-up



CAN **YOU** GUESS THE TEST?

Weekly Gamified A/B Tests

THIS WEEK'S FEATURED TEST

What's the best converting hero image?

City skyline



A

Click to enlarge

Happy customers



B

Click to enlarge

TAKE YOUR BEST GUESS

<https://guessthetest.com/>

Guess The Test

A



B



Guess The Test



About

Archived Tests

All Articles & Resources

Pro Member Benefits

Community Forum

Glossary

Reviews

Contact

Member Login

FREE Sign Up

Search

Results: What's the best converting hero image?

City skyline



A

Click here to enlarge

Results

The **hero image** featuring Calgary's skyline skyrocketed **web form inquiries** by 87.05%, at 99% confidence, compared to the "happy customers" image.

Why did the city skyline image work so well?

CLICK HERE TO FIND OUT

You'll get an insightful analysis and valuable takeaways you can apply to your own work.

Note – this helpful Analysis section is typically only available to Pro Members. However, you get a special, free, limited-time sneak peak.

WINNING VERSION

A

Poll Results - The Best Guesses:

Version B

Version A

Check-list

- ☐ Objectivo
- ☐ Email de Envio
- ☐ Email de Resposta
- ☐ Assunto
- ☐ Ortografia
- ☐ Rácio Texto/Imagem
- ☐ Visualização Web
- ☐ Versão Mobile
- ☐ Versão Text
- ☐ Base de Dados Opt-in
- ☐ Segmentação
- ☐ Opção de Opt-out
- ☐ Imagens bem dimensionadas
- ☐ Alt Text nas Imagens
- ☐ Dados Variáveis correctos
- ☐ CTA
- ☐ Teste ao email e envio
- ☐ Testes para optimização
- ☐ KPIs

Problemas e Soluções

Poucos Registos

- Analisar os pontos de contacto com os potenciais Clientes e preparar um bom sistema de registo para cada um destes pontos
- Garantir que a mensagem e a proposta de valor são claras
- Rever e testar novos layouts, textos, cores, etc
- Testar novas formas de angariação

Poucas Aberturas

- Segmentar e Personalizar
- Verificar se estamos a ser relevantes
- Garantir que os Emails estão a ser entregues
- Melhorar os Assuntos dos Emails
- Focar os Temas e Assuntos
- Reenviar Email

Poucos Clicks

- Segmentar e Personalizar
- Clarificar o Assunto
- Focar as comunicações
- Destacar os Links
- Repetir os Links em diversas zonas do Email
- Reforçar o WIIFM e os CTAs
- Reenviar Email

Poucas Conversões

- Segmentar e Personalizar
- Rever a coerência da campanha (Copy e Imagem)
- Confirmar se existem Clicks e que não existem Conversões
- Rever a plataforma de destino
- As plataformas de destino devem estar preparadas para mobile
- Rever processo de conversão

Notas Finais

1

Estratégia

2

Angariar
Registos

3

Customer
Journey e
Funis de
Vendas

4

Conteúdo

5

Medir,
Testar e
Optimizar

Tools

Tools

Email Marketing



Lead Scoring



Pop-ups



Landing Pages



Quizzes

QZZR

 SurveyMonkey®

HubSpot

Typeform

 SurveyAnyplace

 LeadQuizzes

CRM



Inbound Marketing

HubSpot

eloqua™

Marketo™

Infusionsoft®

leadlovers™

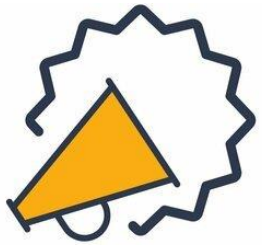
mautic

RD Station

SharpSpring

DINAMIZE

Referrals



Referral Factory



Social Media Management Tools



agora pulse



TweetDeck

PUBLER

Monitoring



Reputação



Colaboration Tools



Google Drive



OneDrive



Dropbox



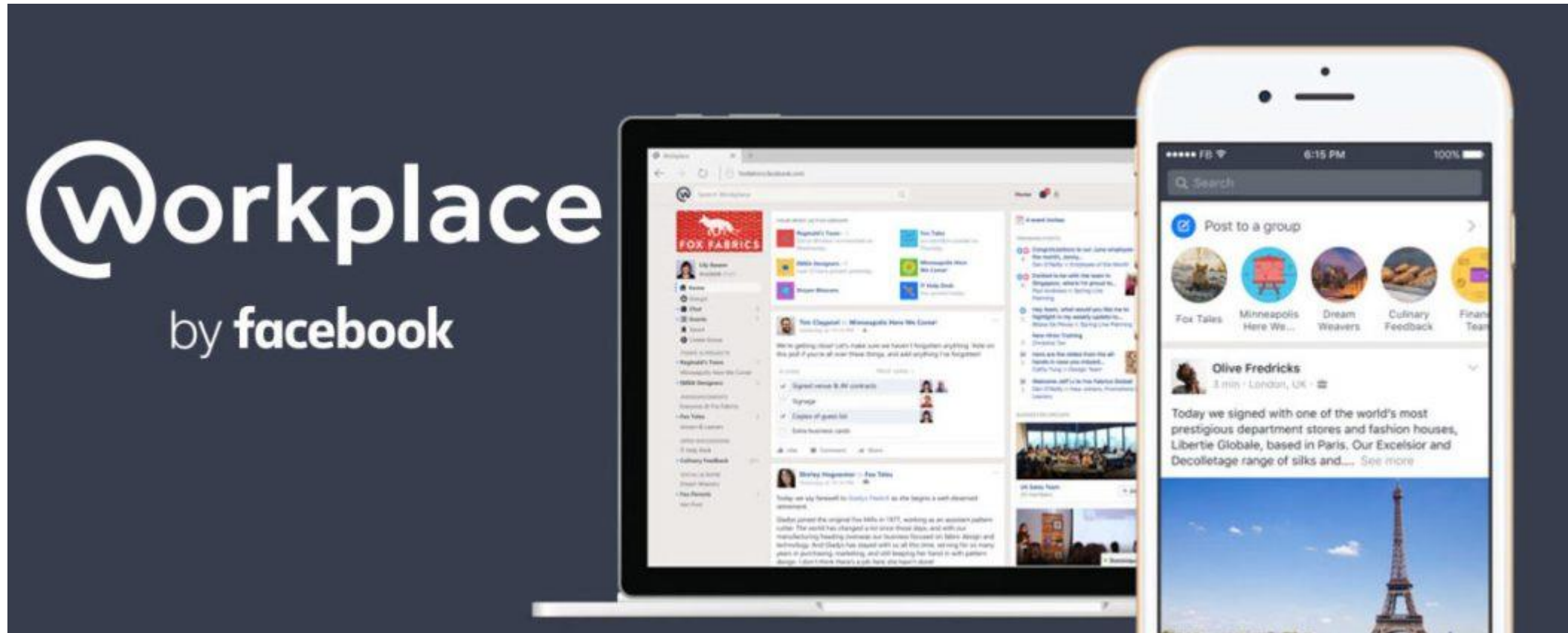
EVERNOTE

Facebook Groups



GROUPS

Workplace by Facebook



×

My Dashboard

Website Redesign

Rocket Science

Lunar Topography

Star Gazing Club

Mission to the Moon

Show Recents and more...

▶ Mission Ops

▶ Recruiting

▶ Engineering

▶ R&D

Browse More Teams

MY TASKS

MY INBOX

+

Q Search

?

Moonrock Co.

★ Mission to the Moon

List

Conversations

Calendar

Progress

Files

Shared with Mission Ops

Add Task

View: Incomplete Tasks

✓

Recruit team of astronauts

3 ❤️

✓

Purchase supplies & spacecraft

Today

✓

Design flag to place on moon

Tomorrow

✓

Organize anti-gravity training session

✓

Notify press of launch day & time

Tuesday

✓

Plan viral video to film in space

✓

Run safety check of spacecraft

Thursday

✓

Land on moon & celebrate

2 ❤️

Alex Y.

Wednesday

×

Mission to the Moon

✓

Organize anti-gravity training session

3 sessions per astronaut

Last session should be 1 week before launch

✓

Purchase anti-gravity treadmill

✓

Schedule training sessions

Skylar J. created task. Yesterday

Skylar J.

Today at 10:25am

Is the simulation room available next Monday? The treadmill will be installed that day.

1 ❤️

Ryan O.

Today at 10:50am

It's available. The trampoline is already there. Boing!

❤️

Write a comment...

+

Follow Task

Boards **Victor**

New Hire Onboarding Travidux Team Visible ... [Show Menu](#)

Before First Day ...

- Manager Reaches Out
 ☒ 0/4 Jul 20
- Forms to Sign
 ☒ 3/13
- Enroll In
 ☒ 0/8
- Confirm Arrival of Insurance Cards
- Setup Training - Support Team
 ☒ 0/3
- Setup Training - Systems Team
 ☒ 0/3
- Schedule Remote Payments
- Add a card...

On First Day - First Week ...

- Check out our Employee Manual Board!
- Sign up for:
 ☒ 0/6
- Fill in Paperwork
- Get Added To Office Directory
- Get on Our Birthday List
- Blurb Gets Sent Out to "All" about You
- Set up a Gravatar
- Read this explanation on your 30, 60, & 90 day review.
- Add your "You" card in the "Who's Who" list in the main Onboarding for New Hires Trello Board
- Add a card...

Done ...

- Get A Tour
 2
- Get Building ID and Floor Key Card
- Espresso Training
- Add a card...

Can I Have? ...

-
- READ ME FIRST
- Equipment / Desk / Headphones / Software
- More on Desks & Chairs
- Plants
- Books
- Swag
- A New Snack
- A Bike In The Office
- Friends Visit for Lunch
- Add a card...

The screenshot displays the Slack web interface. On the left is a dark sidebar with the 'Acme Sites' workspace, a list of channels including #culture (highlighted), and a list of direct messages. The main area shows the #culture channel with a header indicating 19 members and a search bar. A 'Today' section contains messages from Meredith Brown, Kiné Camara, and Damien Baker. A post by Jake Grimes is expanded to show a document titled 'Building Policies and Procedures' with a list of security policies. The right sidebar shows an 'About #culture' panel with links to channel details, pinned items, member count (12/19), shared files, and notification preferences. At the bottom is a message input field.

Acme Sites

Matt Kump

★ STARRED

design-work

events

Cory, Tina, Dio

CHANNELS (39)

accounting-costs

brainstorming

business-ops

culture

design-chat

marketing

media-and-pr

sonic-fanfic

trriage-issues

DIRECT MESSAGES (24)

slackbot

Brandon Velestuk

Caroline McCarthy

Cory Bujnowicz

Fayaz Ashraf

Graham Hicks

Lane, Pavel

Mari Ju

Matt Hodgins

Shannon Tinkley

Terra Spitzner

#culture

19 members | Add a topic

Today

Meredith Brown

12:50 PM

Really need to give some Kudos to @julie for helping out with the new influx of tweets yesterday. People are really, really excited about yesterday's announcement.

👍 2 🌟 8 🍌 1 💖 3

Kiné Camara

12:55 PM

No! It was my pleasure! People are very excited. ⚡

Damien Baker

2:14 PM

What are our policies in regards to pets in the office? I'm assuming it's a no-go, but thought I would ask here just to make sure that was the case.

My pooch just had surgery and I'd like to be with them if possible.

Jake Grimes

2:18 PM

Your assumption is correct. Mostly for allergy concerns, but the building also has a restriction on them.

Jake Grimes

2:19 PM

shared a post

Building Policies and Procedures

Last edited 2 months ago

SECURITY POLICIES

- All guests and visitors must sign in
- Guests and visitors must be accompanied throughout the office
- Last to leave is responsible for setting the alarm.

Damien Baker

2:22 PM

Thanks Jake!

+ Message #culture

About #culture

Channel Details

Pinned Items

12/19 Members

Shared Files

Notification Preferences

Stock Image

- Freelmages
- Picjumbo
- Gratisography
- Pixabay

Infographics



Professionals

Pedro Caramenz



- LinkedIn
- Social Selling

Frederico Carvalho



- Estratégia
- Marketing Digital
- Redes Sociais
- Email Marketing

Paulo Faustino



- Estratégia
- SEO
- Content Marketing
- Redes Sociais
- Facebook Ads

<https://www.facebook.com/paulofilipefaustino/>

<https://www.linkedin.com/in/paulofaustino>

<https://www.paulofaustino.com/>

Jorge Cunha



- SEO
- Google Analytics

Marco Gouveia

- SEM
- SEO
- SEA



Vasco Marques



- Estratégia
- Facebook
- Facebook Ads

Ivo Madaleno



- Marketing
Conteúdos
- Instagram
- Pinterest

Luciano Larrossa



- Facebook
- Facebook Ads
- Chat Bots

Helder Pinto



- Marketing Digital
- Vídeo Marketing

Roberto Cortez



- Marketing de Performance
- Google Ads
- Facebook e Instagram Ads

Ana Mendes



- Facebook
- Facebook Ads

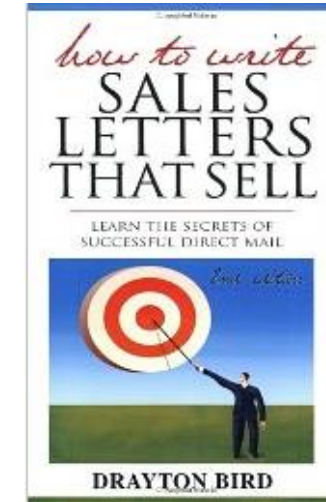
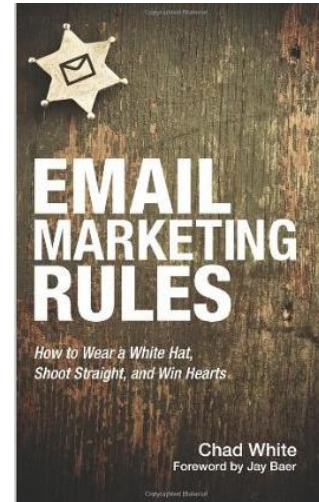
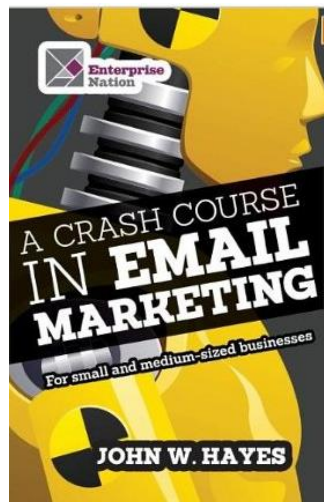
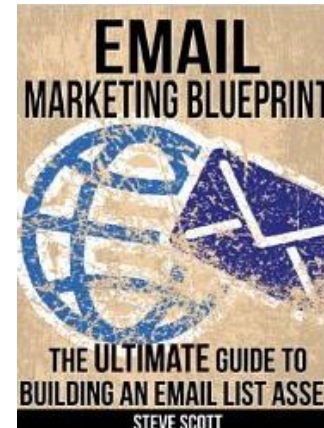
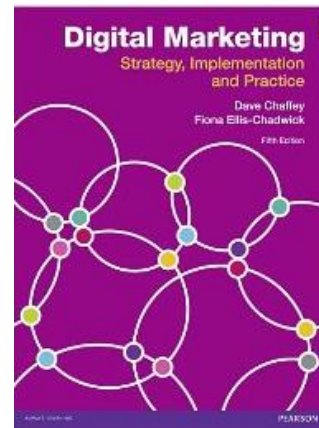
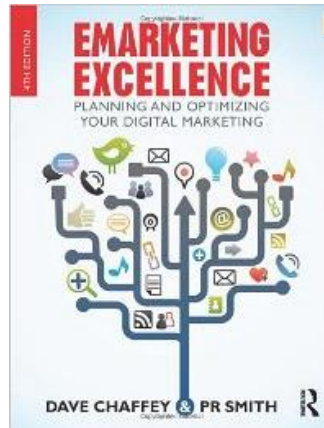
André Novais de Paula



- Estratégia
- Marketing Digital
- Marketing Relacional
- Email Marketing

Livros

Livros



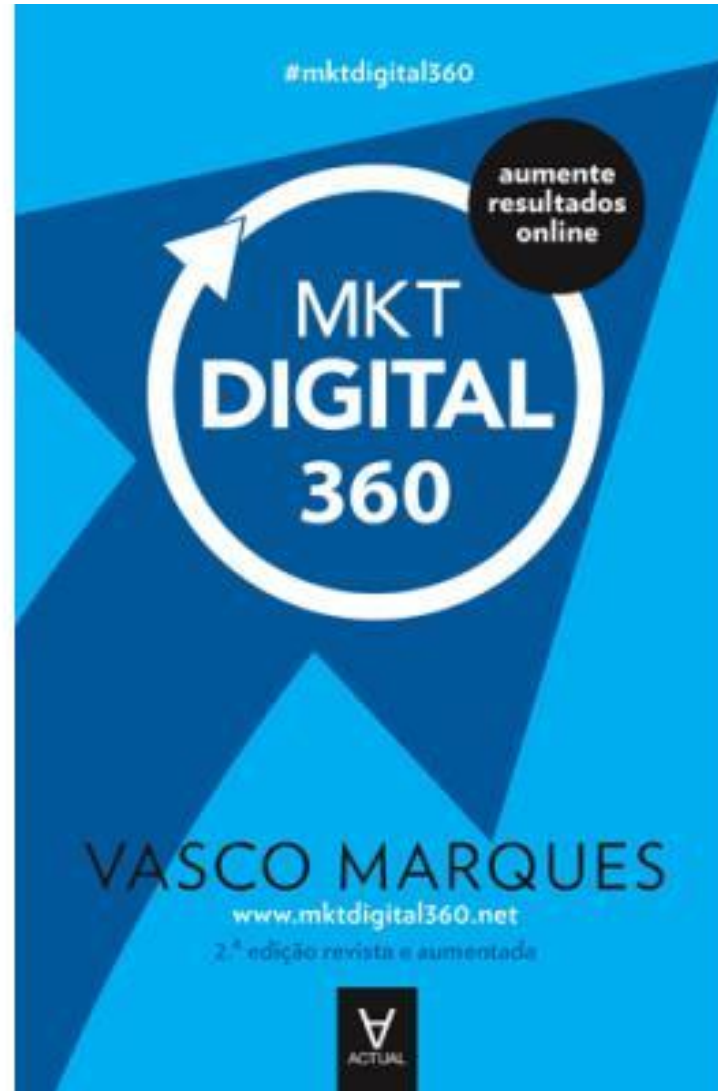
Marketing Digital para Empresas



Marketing Digital na Prática



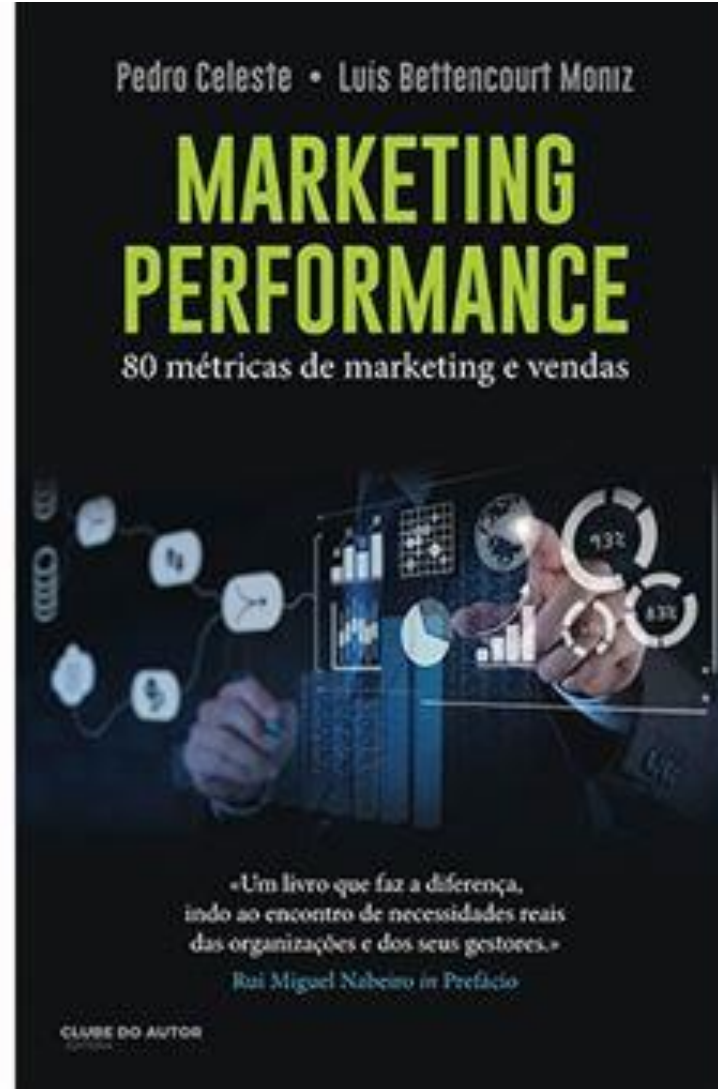
MKT Digital 360



Facebook para Negócios



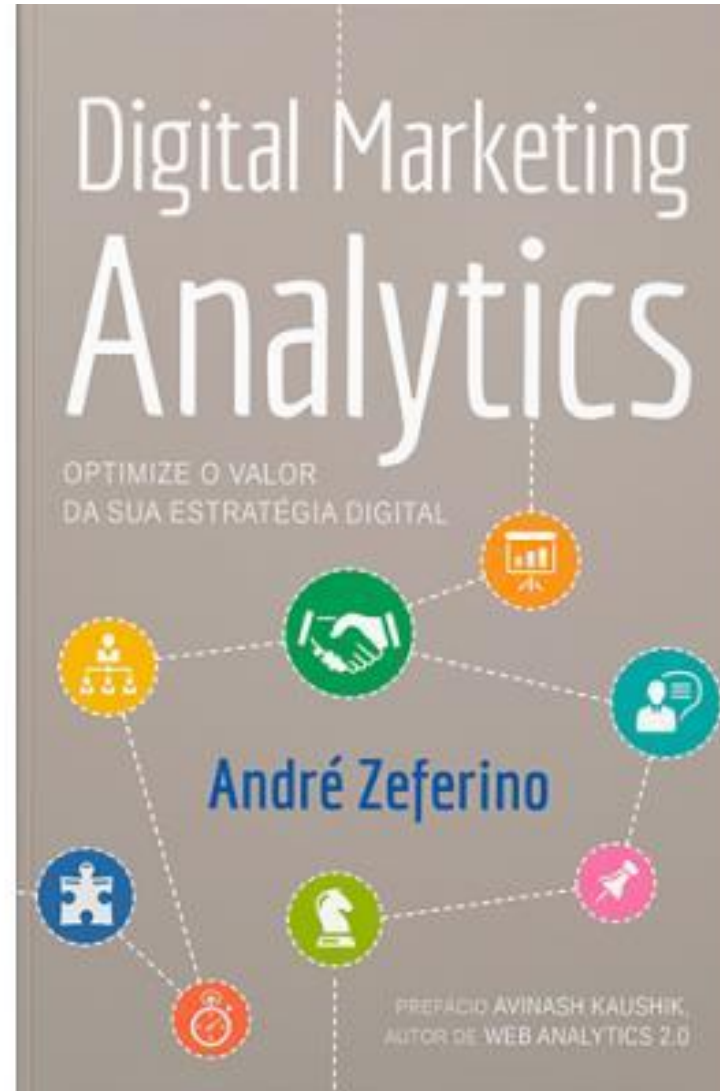
Marketing Performance



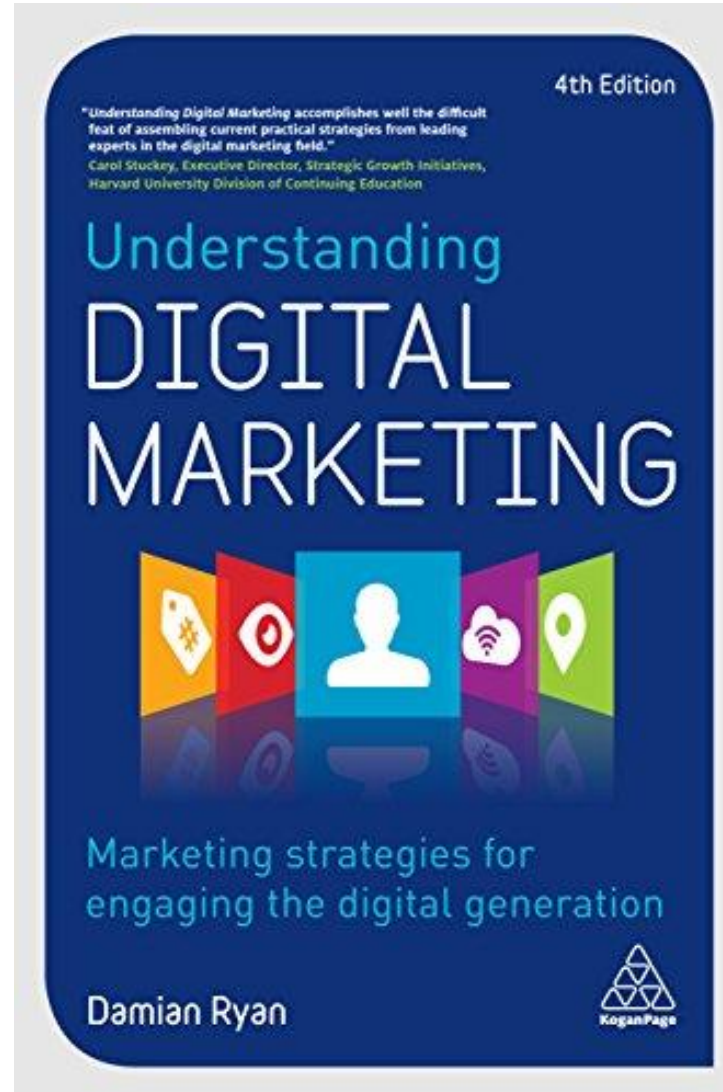
Digital Marketing Analytics



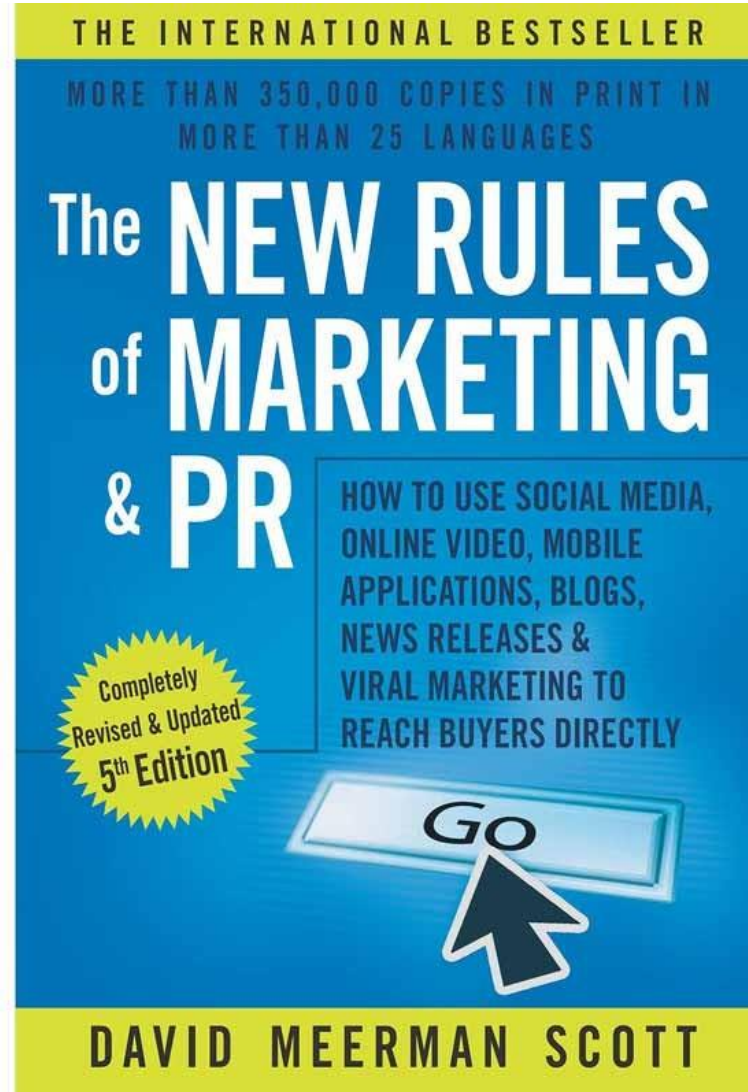
Digital Marketing Analytics



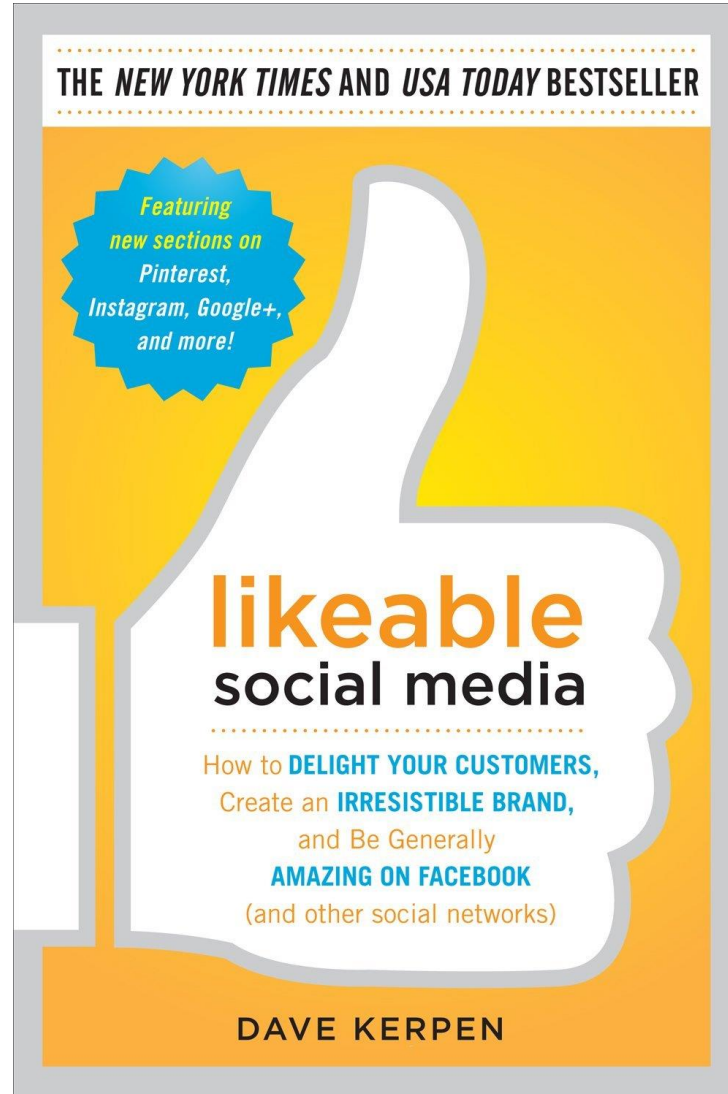
Understanding Digital Marketing



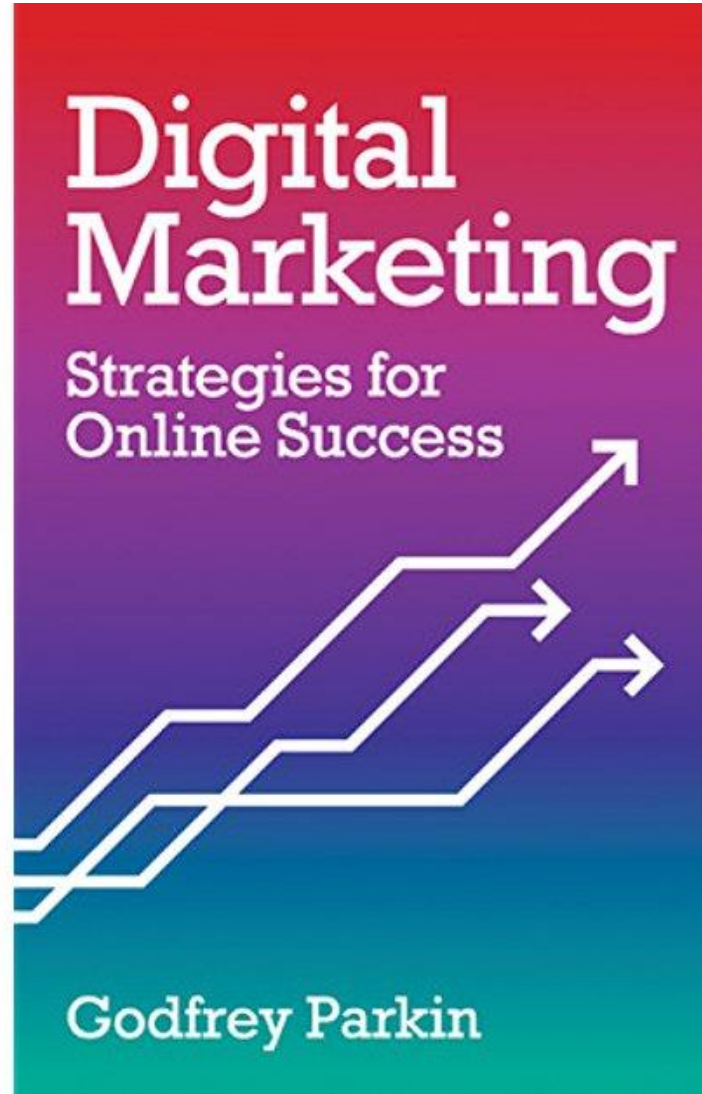
The New Rules of Marketing and PR



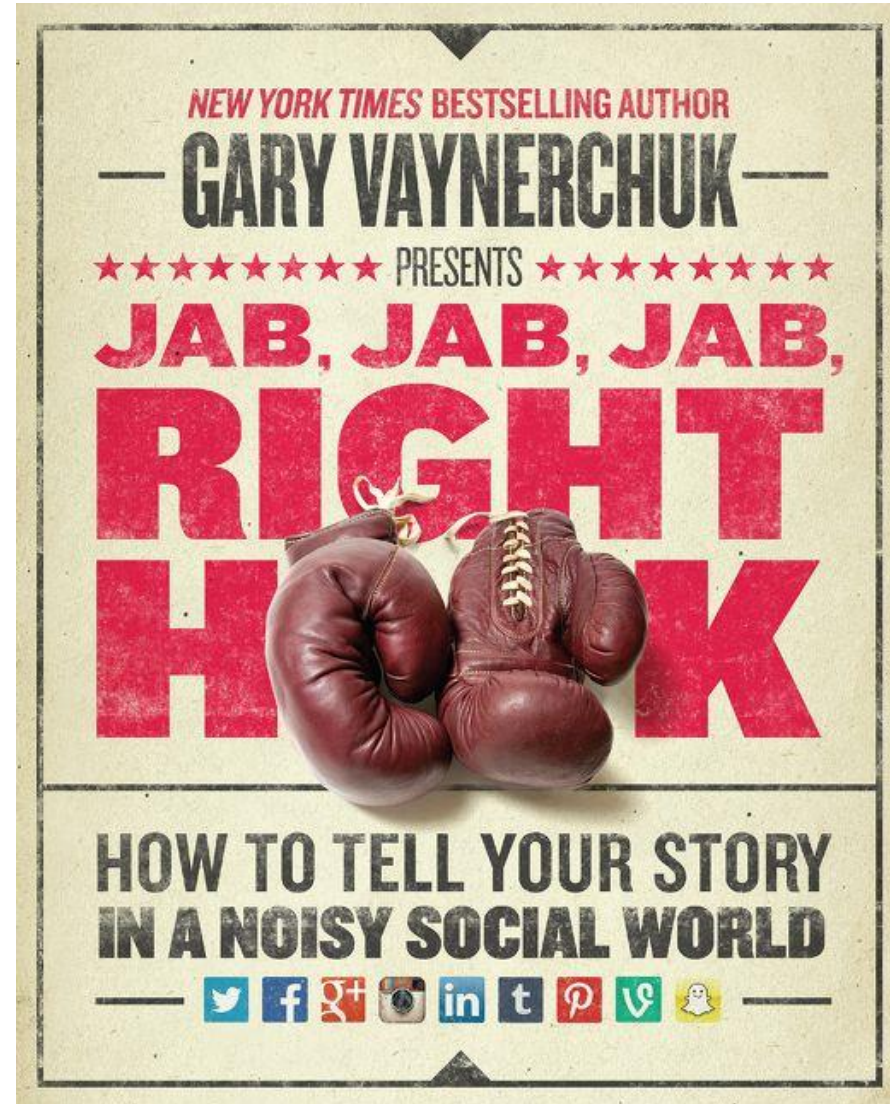
Likeable Social Media



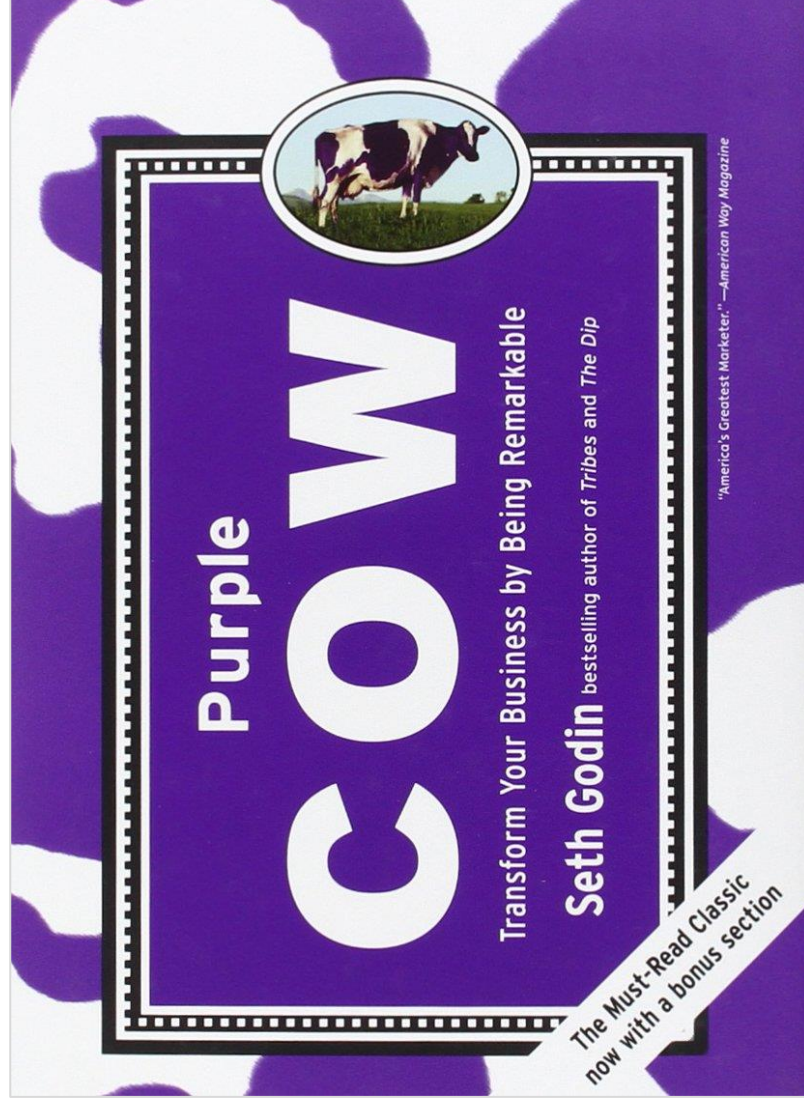
Digital Marketing



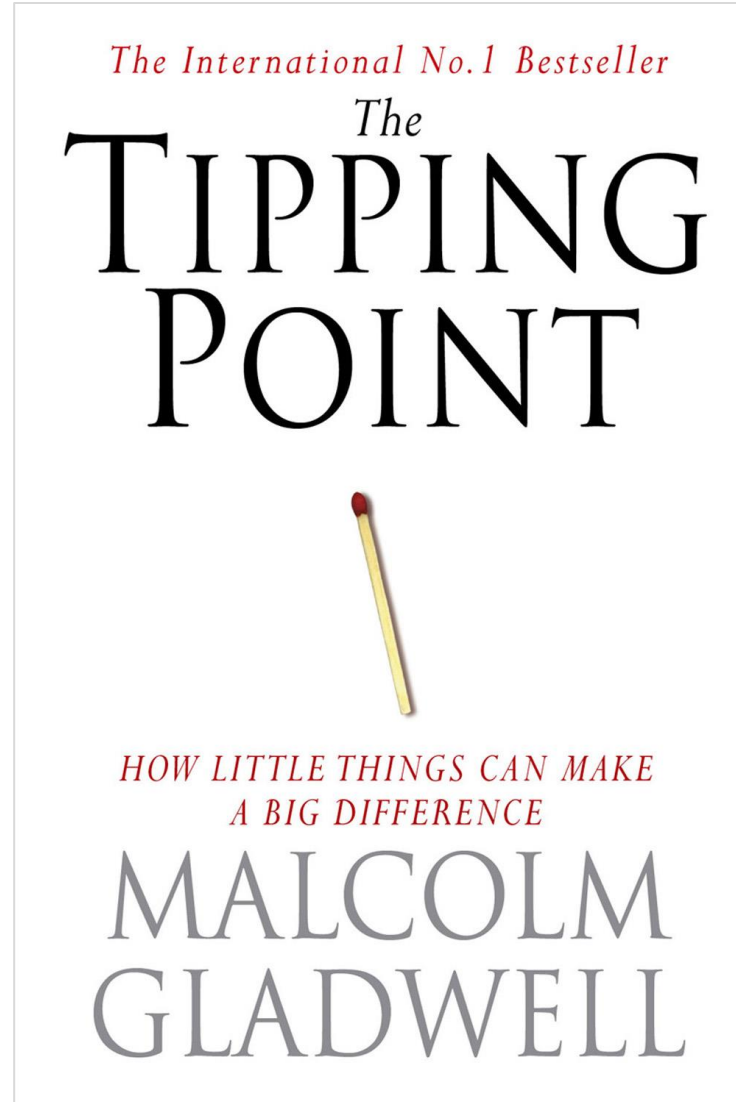
Jab, Jab, Jab, Right Hook



Purple Cow



Tipping Point



Páginas Facebook

The Next Web



The Next Web ✓

@thenextweb · Media/News Company

 **Sign Up**



thenextweb.us1.list-manage.com

 **zShare**

Social Media Examiner



Social Media Examiner ✓

@smexaminer · News & Media Website

[i Learn More](#)

[socialmediaexaminer.com](https://www.socialmediaexaminer.com)

Social Media Today

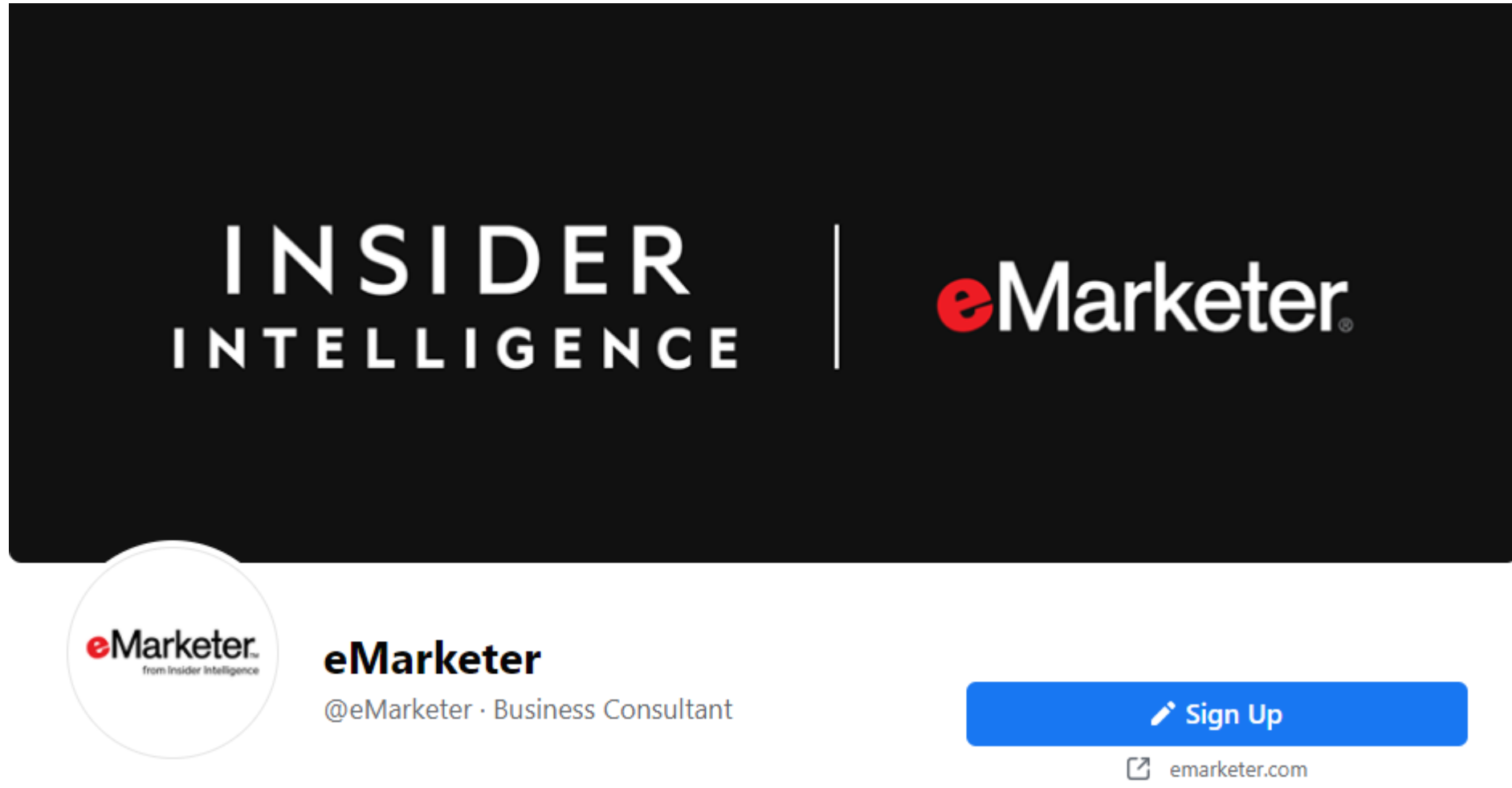


Social Media Today

@socmediatoday · News & Media Website

 **Sign Up**

 [socialmediatoday.com](https://www.facebook.com/socmediatoday/)



A Facebook profile card for eMarketer. The header features a large black rectangle with the text "INSIDER INTELLIGENCE" in white, followed by a vertical line and the eMarketer logo. Below this, on the left, is a circular profile picture showing the eMarketer logo with the tagline "from Insider Intelligence". To the right of the profile picture, the name "eMarketer" is displayed in bold, followed by the bio "@eMarketer · Business Consultant". On the right side of the card is a blue "Sign Up" button with a pencil icon. Below the button is a link icon followed by the text "emarketer.com".

INSIDER
INTELLIGENCE

eMarketer

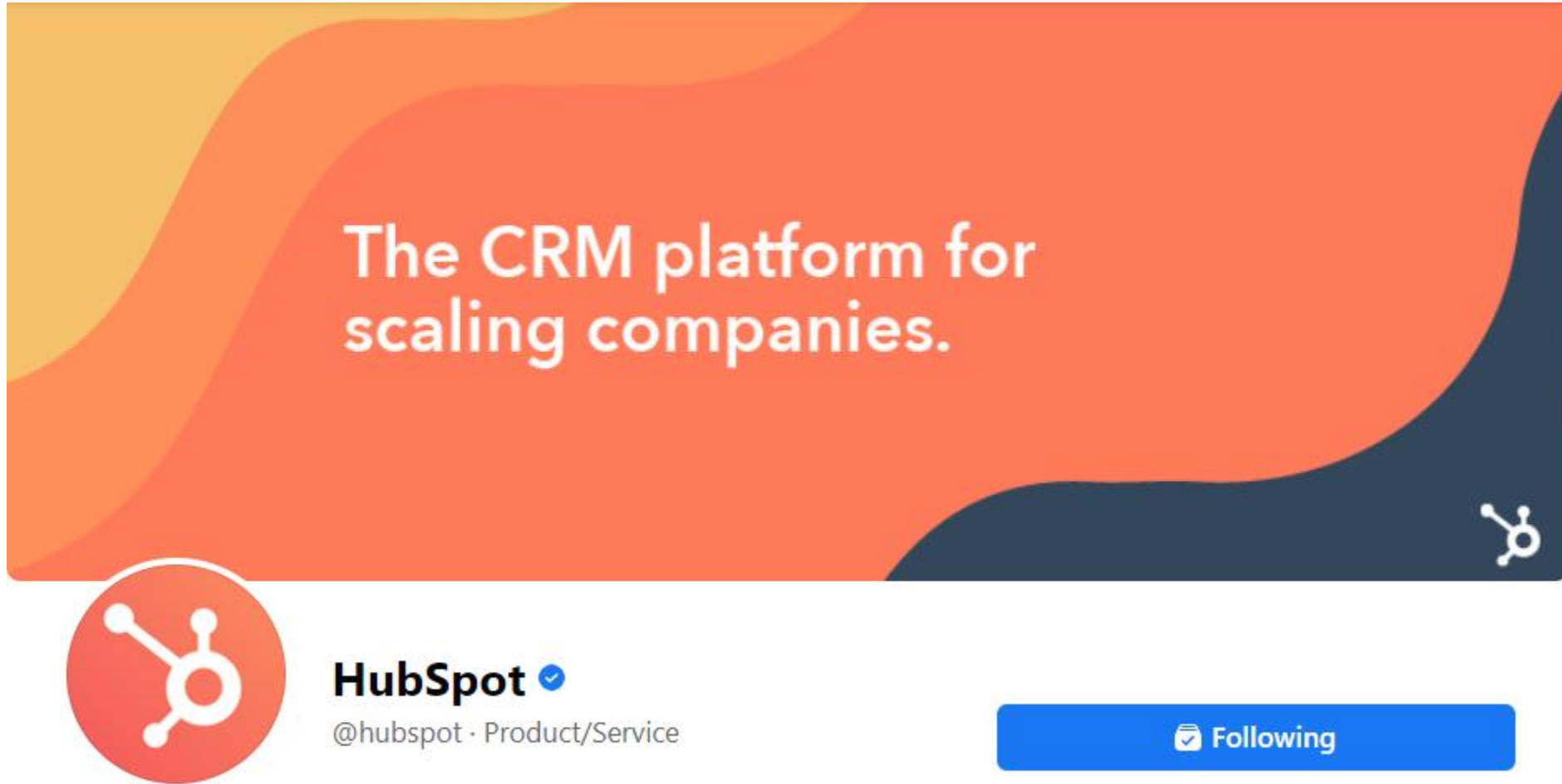
eMarketer
from Insider Intelligence

eMarketer
@eMarketer · Business Consultant

Sign Up

emarketer.com

HubSpot



Seth Godin



Seth Godin ✓

@sethgodin

This is repost of Seth's blog. It's hard for him to keep up with email, but there's something new ev

Jeff Bullas



jeffbullas.com

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jeffbullasco.samcart.com

Neil Patel



Neil Patel ✓

@neilkpatel · Public Figure

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Brian Solis



Brian Solis

Global Innovation Evangelist @ Salesforce | 8x Best-Selling Author | Keynote Speaker | BrianSolis.com

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For **Advanced** Facebook Marketers

Providing daily tips and breaking news to make you
a better Facebook marketer and blogger.



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 Send Message

Mari Smith



Mari Smith ✓

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Grupos Facebook

Facebuzz Group

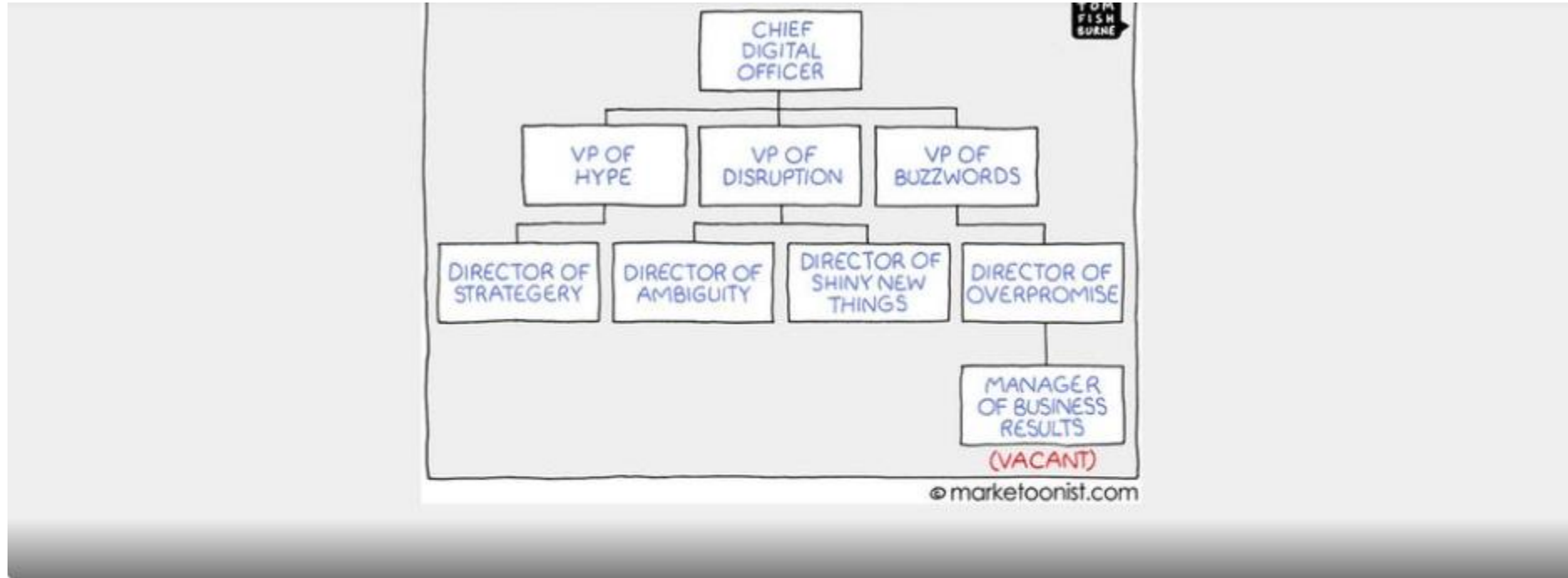


FaceBuzz Group

🔒 Private group · 4.3K members



Digital Done Right



Digital Done Right

🔒 Private group · 2.1K members



+ Invite

The Content Marketing Portugal



Content Marketing Portugal

Private group · 4.3K members



The Social Media Geekout



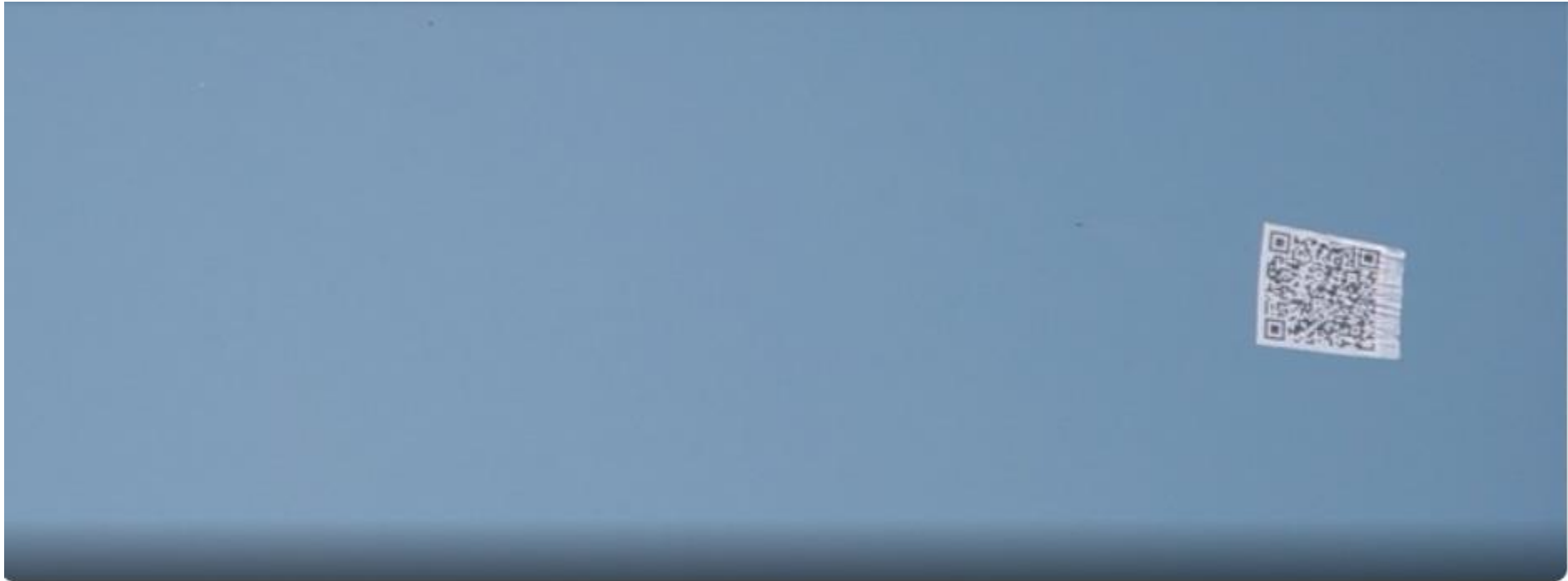
Group by Matt Navarra

The Social Media Geekout

Private group · 22.2K members



Digital Done Wrong



Digital Done Wrong

🔒 Private group · 294 members



+ Invite

Wordpress Portugal



WordPress Portugal

Public group · 4.7K members



+ Invite

SEO Portugal



SEO Portugal

Private group · 4.0K members



+ Invite

Digital Marketing Club



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