

## 邮件营销

大多数人每天至少检查一次电子邮件,使其成为传递营销信息的最重要媒介之一。创建一个好的电子邮件营销策略并不是一项简单的任务,你可能会想到这里有更多的变量。因为客户讨厌广告,所以它使电子邮件变得更加重要,因为它可以是更个性化的互动。



### 如何通过电子邮件营销增加销售额

在电子邮件营销领域犯下的最严重的罪行之一是发送通用电子邮件。如果您认为创建一封可以发送给成千上万客户的电子邮件,同时进行细微更改是要走的路,那就错了!这些电子邮件很容易被人们发现,它们具有相同的模式;没有足够的相关信息,那你就死定了。

避免这种情况的一个好方法是细分客户。可以按客户网站上出现的产品关键词分类,也可以按不同应用的客户分类,当然也可以根据不同地区的客户分类。然后,您可以创建服务每个细分的电子邮件发送小组,最后,自动调用收件人的公司名称,公司网址,收件人名字等。请记住,电子邮件应始终定制和定位!

### 迷人的邮件设计

#### 1.保持简单:

简单而高价值的内容始终与潜在客户紧密相连。你可能已经多次听过各种各样的情况,“保持简单”。许多营销人员过度开发并制作充满各种颜色,复杂设计的电子邮件,使收件人感到困惑。当电子邮件难以理解时,大多数收件人很容易失去注意力。

应该记住,日常收件人会收到数千封电子邮件,因此很难专注于每封邮件。大多数电子邮件都会没有任何明确信息的情况下高度混乱,从而造成公司的负面形象。您应该创建一个简单,有吸引力的电子邮件模板,并轻松地将邮件传达给收件人。

让我们解读颜色的影响的重要性:

- 蓝色:它与可靠性和安宁性相关。客户总是在寻找值得信赖和可靠的产品或服务。出于这个原因,他们下意识地吸引了与蓝色相关联的品牌。一些保守品牌通过其产品促进信任因素。
- 绿色:它与健康和自然有关。颜色刺激大脑的和谐,在您周围创造环境平衡。
- 红色:这种颜色在观众中产生了紧迫感。众所周知,许多高价值品牌都会使用这种颜色来增加旺季的销量。

众所周知,像麦当劳这样的公司会使用红色和黄色等颜色,这些颜色会吸引儿童和青少年。它促进了紧迫感,点燃了食欲。在紧张的日子里,星巴克使用绿色来增强咖啡馆的放松感。

所以现在您了解颜色对于推广品牌的重要性。开发具有鲜艳色彩的专业电子邮件模板,与您组织的目标保持一致,可以对客户的注意力产生强大影响,从而增加销售和收入。

## 2.号召性用语:

号召性用语是电子邮件营销活动中的重要一步,读者有动力采取行动。根据研究,已经发现页面的左侧比右侧更受关注。为了引起收件人的注意,必须将CTA放在电子邮件的左上方。您甚至可以在电子邮件的底部放置第二个CTA,这个订阅者将在邮件结束之前完成。

## 3.图像和文字:

图像在任何电子邮件营销活动中都起着关键作用。平衡正确的图像和内容可以使您的电子邮件活动看起来干净,有趣。根据一项研究,我们发现大多数读者关注的是图像而不是文本。

使用正确的图像和文本开发优化的电子邮件模板将为您的企业电子邮件提供有趣的外观。作为营销人员,您必须制定计划策略并创建有效邮件,收件人会收到包含图像和说明的电子邮件,例如“替代文字”。“替代文字”消息适用于图像未加载的电子邮件收件人

#### 4.页眉,页脚和标题:

在设计电子邮件时,标题至关重要。如果没有吸引人的头衔,收件人将永远不会对打开电子邮件感兴趣。如果你标题很好,那么它会自动吸引收件人的注意力。

一个干净的标题打破了主要消息的内容,适当地放置它,并突出显示该活动的关键想法。页脚内容将放在邮件末尾,您可以在其中提供联系信息。这是您抓住潜在客户的机会。让客户希望您的信息建立更强大的个人关系并促进口碑营销,而不是那些不感兴趣的人。

### 频率

虽然发送电子邮件是一种廉价而有效的方式来吸引客户,但过度使用它可能会对您的品牌形象造成不利影响!务必确定发送电子邮件的最佳频率。你会每周去一次,一个月一次吗?您必须根据您要分享的信息,您销售的产品/服务以及您所在行业的需求来决定。重要的是不要耗尽您的内容,变得可预测,最终失去目标受众。

### 取消订阅的选项

客户应始终可以选择UNSUBSCRIBE。有时,人们可能会错误地注册自己,或者注册的电子邮件现在用于其他目的。无论是什么原因,客户都可以选择退出!为什么这很重要?主要原因很简单,避免被标记为垃圾邮件。通常,取消订阅的选项位于电子邮件的末尾。默认情况下,大多数公司都有此选项,因为在某些国家/地区必须使用此选项。

### 分析

测量结果是电子邮件营销受欢迎的一个重要原因。完成电子邮件营销活动后,假设您发送了新产品推荐,您应该随后分析结果。需要注意的重要事项包括打开率,点击率,垃圾邮件报告和取消订阅号码。您还应该看到哪些是点击次数最多的链接,哪些是效果不佳的链接,您可以了解您的客户群体行为模式,了解哪种类型的内容会吸引他们并相应地定制您的下一封电子邮件。

### 客户电子邮件列表

就像名片一样,一对一电子邮件可以给人留下良好第一印象并确保人们记住你。那么怎么能建立精准的客户邮件列表呢!Followala建议通过贸易大数据分析竞争对手的客户群体,以竞争对手客户群体为目标,建立竞争对手客户群体类似的客户数据库,并自动完善客户的详细信息,如:公司名称,联系人,公司网址,社交媒体帐号等。

# 长途自行车全球领军企业 电子邮件营销成功案例

电子邮件是电子商务业务流程的核心,花一些时间考虑您将发送的电子邮件。邮件内容中加上企业品牌网站,是方便顾客更多了解公司产品及获得服务支持,体现价值和建立信任;建立社会化媒体社区,关键通过内容、娱乐、竞赛或服务让有需求的客户参与进来;邮件内容中加上社交媒体的链接,比如加上Facebook个人的帐号和公司的主页,为了更好的建立与顾客建立持续的关系,获得客户的信任,体现公司的价值。深度挖掘客户Facebook上好友的关系,评论客户的关系,客户加入的小组资源等;

流程	沟通目标	电子邮件目的	邮件使用的例子
引起客户注意	通过引发消费者的想象 让某公司得到关注	通过网络渠道或一般 渠道让客户初步了解 产品的优点,公司优势	明确我是谁,致力于什么领域,能为你持续 带来什么价值,通过加入品牌网站,社交媒 体链接,和客户建立资深联系
引发客户思考	通过向客户不断宣传产 品对他们直观的好处, 使某公司进入客户的考 虑范围	通过产品宣传优点, 增强客户的购买欲望	让客户感兴趣,让他们同意接收您的宣传邮 件。通过电子邮件,加速用户进入下一个环 节
获得客户意向	进一步让客户接近消费	让客户前往消费渠道 (比如客服中心)	在电子邮件中加入一个超级链接,让单击链 接的客户转到产品服务中心
获得客户反馈	让客户对其他周边产品 和服务感兴趣	向品牌深入,加强宣 传,进入交叉销售和 追加销售阶段	基于商业规则,动态变化电子邮件销售策略
持续成交订单	加强和加深关系,以便 进行下一件产品的推销	为获取客户终身价值 培育与深化与客户的 联系。	通过电子邮件发送带有附加价值的信息

“你不必创造有史以来最有趣的内容,关键是能给客户带去什么样的价值”

邮件内容一

## Big Box of Happiness Unboxing!

发件人: Followala

收件人: ceo@hoogege.com

# Followala



We know how hard the choice can be: you wanna go on an epic summer ride, but that means leaving Fido home alone. Good news, doggo parents! Check out our [3 favorite ways to bring the pup along for the ride.](#)



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Followala was founded in response to a calling: to reinvent and fully realize the life-enhancing potential of bicycles in our modern world. We believe in harnessing the power of curiosity-driven design to amplify the secret powers of this simple steed (and its riders). Through our commitment to service and the value we place on deep human connection, we work tirelessly to positively shift the course of human transportation toward a more brilliant future.

You are receiving the Followala digest because you signed up for periodic updates, news and product information. Thanks for sharing an interest and/or being a part of the longtail cargo bike revolution!

Followala, Inc. - 868 43rd St. - Oakland, CA 94608  
Followala.com | hello@Followala.com

邮件内容二

## What's so special about the 6th of July?

发件人: Followala

收件人: ceo@hoogege.com

# Followala

Hey!

We'll keep this quick so we can all get back to the festivities – it was so much fun giving out free shipping on the 4th we figured “why not give away 6 on the 6th?!”

While big sacrifices were made to secure our freedom and independence, we can all contribute to a more vibrant future.

Our mission is to help more people enjoy the deep freedoms and joy of a bicycle lifestyle. So click here if FREE SHIPPING will help support your decision to put your power to the pedal.

The fuse is lit. Enjoy!  
Ross

PS. Behind this link are 6 more ways to celebrate our interdependence with 6 limited-time opportunities (discount codes to be entered at checkout) to get free shipping on your bikes delivered in a Big Box of Happiness.

PPS. The fireworks end on July 8th so make sure to place your order before the code expires. Around here, we're pretty jazzed about our interdependence as edge-runners.

Please send me a limited-time



Facebook



Twitter



Twitter



Followala



Youtube

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Followala.com | hello@Followala.com

邮件内容三

## For a Limited Time, add some Xtra fun to your Summer

发件人: Followala

收件人: ceo@hoogege.com

# Followala



The wait is finally over! The RFA is officially in stock and the Followala team and our trusted dealers are ready to build up your dream cargo bike. Still have questions before hitting the "check out" button on your RFA order? We've got answers to those and more over in the RFA FAQs!



Take your summer rides to the next level with a sweet deal on our internal gear hub long tail, the EdgeRunner 11i! Through July 20th, you can save online and at your local Followala dealer. When ordering online, use the offer code freeB-BOHfor11i for free shipping & handling - a \$400 value!

Check out all the awesome July Happenings with these Followala dealers!

Sat. July 13 - Sat. July 20 – NYC – 718 Cyclery – 2019 Summer Tour: The Adirondacks

Sun. July 14: AURORA, CO – Bike Shop Girl Family Cyclery – Kidical Mass DEN Family Ride | BROWNSVILLE, TX – 7th & Park – Yoga at the Shop | NYC – 718 Cyclery – Day Hike: Bull Hill

Mon. July 15: PHILADELPHIA, PA – Firth & Wilson – Bike Shop Beach Day

Wed. July 17: WASHINGTON D.C. – Bicycle maintenance Essentials Class – Ivy City

Thurs. July 18: BERKELEY, CA – Blue Heron Bikes – "Motherload" Movie Night (\$5/child, \$10/adult) | DENVER, CO – Bike Shop Girl Family Cyclery – Coffee Outside

邮件内容四

## You can carry HOW MANY kids on an Followala!

发件人: Followala

收件人: ceo@hoogege.com

# Followala



How much cargo can a cargo bike bike if a cargo bike can bike cargo?  
A LOT and then some when you add a trailer to your ride! We hitched a trailer to every bike in the Followala fleet and compiled all the handy how-to details including optimum set ups for 3+ kiddos over on the Xtra blog.



## A side-by-side buyer's guide

Speaking of bike trailers, there are so many options on the market these days for family biking! We hope to help guide you in the right direction to find the perfect set-up for you with our series of Side-By-Side Buyer Guide's. This week's guide goes over all the pros and cons of bike trailers and long tail cargo bikes. From cost to how many kids you can carry to the ease of storage, we've got your questions covered!

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Check out all the awesome July Happenings with these Followala dealers!  
Sun. July 21: CALGARY, ALBERTA - BikeBike Inc. - E-Bike Test Ride Experience | BROWNSVILLE, TX - 7th & Park - Yoga at the Shop  
Thurs. July 25: DENVER, CO - Bike Shop Girl Family Cyclery - Coffee Outside  
Sat. July 27: BURLINGTON, VT - Oldspokes Home - Bizarre Bazaar  
Sat. July 27 - Sun. July 28: MINNEAPOLIS, MN - Farmstead Bike Shop - Bike Camping (Free!)



邮件内容五

## Not sure how to load up your followala on the family wagon? This'll help! + Summer Flash Sale

发件人: Followala

收件人: ceo@hoogege.com

# Followala



Road trips and epic adventures away from our home base can be fun and all, but the thought of leaving our choice ride at home can be a real bummer. We are thanking our lucky spokes this summer that there are so many ways to take our bikes along for the journey! For those who don't have the option to just ride their bike to their destination, here are our favorite ways to transport a long-tail cargo bike by car, boat, bus and more!

Wait. We only have TWO 8e Bosch electric EdgeRunners in stock until they are gone... forever?! Get a sweet deal on the last of these gems with this week's flash sale! Be sure to use the coupon code 8efreeshipping+assembly at check out for free shipping & handling.

Our friend's over at G&O Family Cyclery captured the spirit of Motherload, the documentary devoted to women and cargo biking, beautifully:  
"Please, you owe it to yourself to find a screening and watch 'Motherload'. Wow. This movie is profound. We can do it. It is not too late to draw our culture, our species, our world back from the brink, if we do it together."

Check out all the awesome July Happenings with these Followala dealers!  
Sat. July 27 – BURLINGTON, VT – Oldspokes Home – Bizarre Bazaar  
Sat. July 27 – Sun. July 28 – MINNEAPOLIS, MN – Farmstead Bike Shop – Bike Camping (Free!)  
Sun. July 28 – BROWNSVILLE, TX – 7th & Park – Yoga at the Shop  
Sun. July 28 – NYC – 718 Cyclery – Day Hike: Harriman State Park  
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邮件内容模版六

## How do **YOU** take your kids to school? 🚲 👨👦

发件人: Followala

收件人: ceo@hoogege.com

# Followala



Remember when you first got into cargo biking and you had a bazillion questions? Chances are, some super stoked seasoned rider was more than happy to answer them in person or on the webs. Ready to pay that good karma forward by sharing your tips and tricks with new-to-family-biking parents getting ready for school drop off?! Share any pro-tips ya got in our Bike-2-School Like a Pro survey!

This is the LAST WEEK to take advantage of our EdgeRunner 8e summer flash sale! Get in on the electric cargo biking game and have plenty of coin left over for all those school supplies. Be sure to use the coupon code 8efreeshipping+assembly at check out for free shipping & handling, an additional \$400 value!



## A side-by-side buyer's guide

Didja know you can fit up to 6 - yes, SIX - kids on a long-tail cargo bike paired with a bike trailer and kiddo seats?! Find those helpful gems and more in our latest side-by-side guide. We also roll up our sleeves to compare weight, cost, cargo carrying abilities, and more.

邮件内容模版七

# I'm trying something new in order to share this important message

发件人: followala

收件人: ceo@hoogege.com

Hello !

A quick note to say we just added this page to our site: [Followala.com/webinar](https://followala.com/webinar)

On that page, you'll see all the reasons I've decided to go on air.

Honestly, I'm a little bit scared to do this. (I'm a lot more introverted than most people think.)

Since I started Followala over 20 years ago, I've never experienced such an exciting time for cargo bikes. It's amazing. But I'm troubled by the confusion people are experiencing as they navigate the cargo bike buying process.

That's why I wanted to sit down with you to explain how we got to where we are today and help you discern between all the choices out there.

I keep hearing from friends who are shopping for a bike. They are getting hammered by ads and asking me how to pick between one brand or another. They just want a safe bike at a good value.

[Register here](#)

I'm looking forward to talking with you

A handwritten signature in black ink, appearing to be 'Ross Evans', with a long horizontal stroke extending to the right.

Ross Evans, Founder & CEO

PS. When you join me Thursday, here are some of the things you will learn:

Followala surprising origin story.

Why the bike industry would prefer that Followala went away.

How Followala historical commitment to service continues today through our sister non-profit, [Worldbike.org](https://worldbike.org).

邮件内容模版八

## **We're holding the door for you**

发件人: Followala

收件人: ceo@hoogege.com

Ross is going live on Facebook any minute now.

Join us now to hear about:

Why Ross is acknowledged as a master cargo bike designer and instigator of the modern cargo bike movement.

Followala surprising origin story.

How purpose-driven design inspired 3 generations of design evolution.

Why longtails vs trailers, bakfiets, and panniers.

How our purpose as a company empowers everything we do.

Why the bike industry would prefer that Followala went away.

How Followala historical commitment to service continues today through our sister non-profit, Worldbike.org.

Our commitment to you riding a quality cargo bike.

Ross' reason for extending you a special limited-time offer.

Don't miss out on your opportunity to have your questions answered live!

Plus, Ross has prepared a special unveiling and details on how to get your webinar-attendee-only gift bundle.

[Join us here now!](#)

邮件内容模版九

## Want a FREE Leap Cargo Bike Conversion Kit?!

发件人: Followala

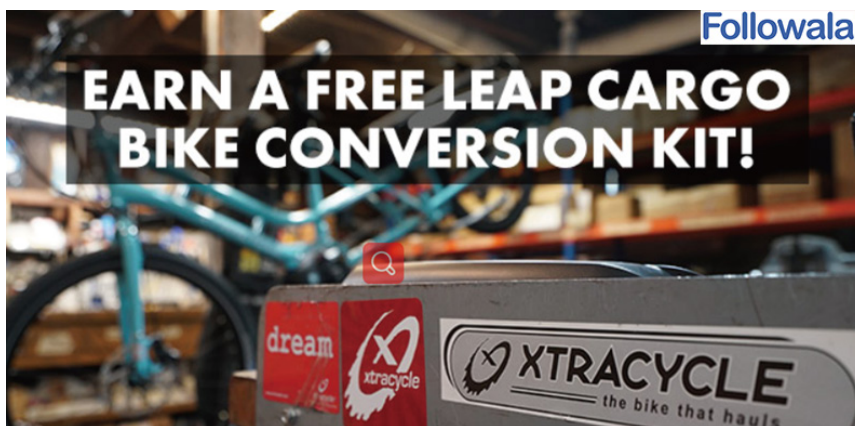
收件人: ceo@hoogege.com

# Followala



"This is the best time I've had on facebook in YEARS!!" Cynthia, who attended last week's webinar, captured our feelings perfectly! The whole Followala team had so much fun during Ross' webinar on Thursday. It's not too late to receive a link to watch the webinar and to learn more about the post-webinar special! Simply sign-up [HERE](#) to receive the link.

Refer someone to our open position for an Followala Assembler at our Oakland office and receive a free Leap Kit as a thanks from us if your referral is eventually hired! Check out the position listing for details on requirements and how to apply.



How do front loaders compare to longtails? We dove deep into this question in our latest Side-By-Side Buyer's Guide: Front Loaders & Longtails. Cost, size, capacity to carry kids and cargo, we cover it all to help you figure out which ride is best for you and your family!

邮件内容模版十

## How would YOU answer these 10 questions?

发件人: Followala

收件人: ceo@hoogege.com

# Followala



What are you doing to use cycling as a force for good?

What can people do to help?

Why did you fall in love with cycling?

Find out how the founder and CEO of Followala, Ross, answers these and 7 other thoughtful queries in this short but sweet interview with our friends over at Virtuous Cycle.

We took on the challenge of answering the question: can I seriously fit all the stuff my kids need for school drop-off on my bike?!

(Spoiler Alert: YES!)

To see how much we were able to fit into our front PorterPack, check out our recent article on perfectly packing your ride.



You'll be laughing all the way on your next ride to the bank with this week's Xtra Special!

Deal includes a price-slashed internal gear hub EdgeRunner 11i, Hooptie hand rail, U-tube foot rests and MagicCarpet padded seat cushion. Simply put an 11i in your shopping cart, and the family pack will be automatically added.

邮件内容模版十一

## I'm trying something new in order to share this important message

发件人: Followala

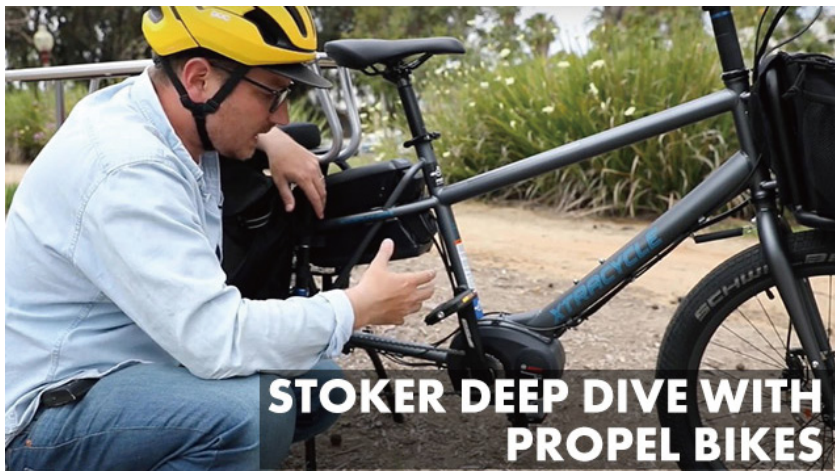
收件人: ceo@hoogege.com



The last thing you should be worrying about during your weekday morning routine in between packing lunches and reminding the kids to grab their coats is: will all this stuff fit on the cargo bike?! That's one thing you don't have to fret over because YEP, it will!

Check out our recent article on optimizing every inch of your ride for breezy morning drop-offs.

What makes the Followala Stoker a solid choice for morning commutes AND weekend trail hopping? Our friend Chris from Propel Bikes dives deep into why folks are so STOKED for this versatile velo.



We're feeling some strong Bike 2 School vibes these days and we can't help but celebrate with a limited time offer to help you get in on this #SkipTheDropOffLine action!

Deal includes a price-slashed internal gear hub EdgeRunner 11i, Hootie hand rail, U-tube foot rests and MagicCarpet padded seat cushion. Simply put an 11i in your shopping cart, and the family pack will be automatically added.

邮件内容模版十二

# I'm trying something new in order to share this important message

发件人: Followala

收件人: ceo@hoogege.com

Hey again ,

I'm going live on air this Thursday and I need you to join me.

Since I started Followala over 20 years ago, I've never experienced such an exciting time for cargo bikes. It's amazing. But I'm troubled by the confusion people are experiencing as they navigate the cargo bike buying process.

Especially when it comes to people buying bikes online – sadly, we're seeing companies take advantage of people who don't know what they're buying.

And it's wrong.

That's why I wanted to sit down with you to explain how we got to where we are today and help you discern between all the choices out there.

I keep hearing from friends who are shopping for a bike. They are getting hammered by ads and asking me how to pick between one brand or another. They just want a safe bike at a good value.

[Register here](#)

I'm looking forward to meeting with you,



Ross, Founder & CEO

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邮件内容模版十三

## It borders on unethical...

发件人: Followala

收件人: ceo@hoogege.com

Hey again ,

Good people are making an unfortunate mistake. But it's not their fault, they're being misled. Profit-driven newcomers to the cargo bike business are happy to sell you a bike without any of the support you need to be successful.

I don't know about your experience, but I hate witnessing the confusion people are experiencing as they navigate the cargo bike buying process.

It's up to us to change this.

Are you A) currently shopping for a cargo bike for your family? Or B) the local expert on cargo bikes in your town?

Either way, you'll want to join us tomorrow

I'm hosting a live event where I reveal a powerful tool that will help you avoid common pitfalls in buying a safe, quality cargo bike. You might be surprised by the non-obvious potholes that can deflate your dream of adopting a bicycle lifestyle that lasts for a lifetime.

[Register for tomorrow's event here](#)

We're in this together,



Ross, Founder & CEO

Yesterday, I mentioned some of the topics we'll be covering. But there is more to the story!

How purpose-driven design inspired 3 generations of design evolution.

How our purpose as a company empowers everything we do.

Why choose a longtail cargo bike VS trailers, bakfiets, and panniers.

My commitment to you riding a quality cargo bike.

邮件内容模版十四

## **[TODAY] grab your seat for a special online event with Ross**

发件人: Followala

收件人: ceo@hoogege.com

Hey again ,

Ross doesn't like to brag about his credentials. That's okay. All of us on the Followala team kind of enjoy how it makes him squirm when we do it for him :)

However, we asked him to set the record straight during this live event.

Did you know Ross had a hand in almost every cargo bike that has been produced? When we say he knows cargo bikes, we really mean it.

That's why he wants to help you avoid the most common mistakes people run into along their journey to a bicycle lifestyle.

I know Ross is really hoping that you will join us TODAY. And he's prepared some very special opportunities to make it worth your time. You won't want to miss out.

Tune in TODAY September 19th at 12:00pm PST.

[Click Here to Register](#)

We hope you'll join us,

The Followala Team

邮件内容模版十五

## We're holding the door for you

发件人: Followala

收件人: ceo@hoogege.com

Hey again ,

Ross is going live on Youtube any minute now.

Join us now to hear about:

Why Ross is acknowledged as a master cargo bike designer and instigator of the modern cargo bike movement.

Followala surprising origin story.

How purpose-driven design inspired 3 generations of design evolution.

Why longtails vs trailers, bakfiets, and panniers.

How our purpose as a company empowers everything we do.

Why the bike industry would prefer that Followala went away.

Why we pioneered the design and engineering of a new, better type of bike delivery.

How Followala historical commitment to service continues today through our sister non-profit, Worldbike.org.

Our commitment to you riding a quality cargo bike.

Ross' reason for extending you a special limited-time offer.

Don't miss out on your opportunity to have your questions answered live!

[Join us here now!](#)

The Followala Team

邮件内容模版一十六

## That's a LOT of kids on one bike

发件人: Followala

收件人: ceo@hoogege.com

# Followala



YES! You really can carry up to 6 kids on a longtail cargo bike. Whether you need to know for utilitarian reasons or you're just down right curious about how a big family can make the bike life work for them, you can see the various other ways to carry 3+ kiddos in our latest "All You Need to Know Guide: How to carry 3, 4, 5 or 6 kids on a cargo bike".



Making sure you have the right Yepp seat for your ride is key when it comes to keeping rear passengers safe and cozy. We dive deep into the compatible Yepp seats for everything from FreeRadicals to RFAs in our article, "Is my Yepp seat a 'Yepp' or 'Nope' for my Followala deck?"

If you didn't happen to catch last week's live stream with Followala founder and CEO Ross Evans, there's still a chance to watch it! Sign up on the webinar page to get a link to the replay. Make sure to stick around until the end for our very special offer. It expires Sept. 26th so act now!

邮件内容模版一十七

## And the **SPECIAL GUEST** at our live event is....

发件人: Followwala

收件人: ceo@hoogege.com

# Followwala



Ever wish you could be a fly on the wall during a convo between two cargo biking legends? Sorry to say our shrink ray is out of commish but we do have the next best thing to this hypothetical scenario! Join us for in next week's "EdgeRunning with Ross" where Ross Evans and Liz Canning we will be chatting about the movie that is igniting a groundswell of support and growth for the family biking movement.

[Register to join us!](#)

If you're in the Bay Area and looking for an IRL experience that funds a noble cause, swing on by Biketoberfest in Fairfax to test ride some Xtras, responsibly sip some brew, join Liz for a group ride at noon and talk shop with Ross in person! This family friendly event will also have plenty to keep the kiddos entertained - did someone say bounce house?! - so bring the whole crew along.

[Get your tix for this Marin County Bicycle Coalition fundraiser here.](#)

Can this Saturday in the Bay get any better? Heck yeah it can! Come on out to see "Motherload" at 7pm at Contratti Park, a short walk or ride down the street from Biketoberfest. This special screening will include a cargo biking parent panel discussion, Followwala test rides and a Q&A with Liz and Ross after the screening.

[Check out the event page for more details.](#)



邮件内容模版一十八

## Behind the scenes - an interactive interview with MOTHERLOAD maker Liz Canning

发件人: Followala

收件人: ceo@hoogege.com

During the eight-year-making-of-MOTHERLOAD I got to know Liz Canning (creator, writer, and director of MOTHERLOAD) as a kindred, edgerunning spirit. If you haven't seen her film yet, Liz an amazing mom of twins who transforms her life from the mundane to the extraordinary after discovering the vibrant world of cargo bikes. But she didn't stop there! She decided to make a feature-length documentary about her experience. Along the way she created a movement of her own while pioneering crowd-sourcing, crowd-funding and crowd-distributing, her extraordinary film.

Clearly we have a lot to talk about.

I'd love for you to join us on Thursday Oct. 17th at 12:00pm PST live on Facebook for a special conversation. She'll sit down with us to tell her story and how it's starting to resonate across the globe — and answer your burning questions.

If you haven't yet registered for the live event, please register today:

[REGISTER NOW](#)

With all gratitude,

A handwritten signature in black ink, appearing to be the name 'Ross', written in a cursive style.

Ross, CEO & Founder of Followala

PS. We've heard many stories of people who are deeply inspired to get their first cargo bike after watching MOTHERLOAD. We'll be honoring those folks with a special discount. Make sure to sign up for more details.

邮件内容模版一十九

## **We missed you! But it's not too late...**

发件人: Followala

收件人: ceo@hoogege.com

Hey there ,

Last week's live webinar with Followala founder Ross and MOTHERLOAD film maker Liz Canning was SO! FUN! We loved getting to listen in on Ross and Liz talk shop about bikes, women in the cycling world and the incredible impact this film is having on communities.

We want to make sure that if you weren't available for the live cast that you still get a chance to catch the replay. To get access to the link PLUS a special offer, valued up to \$500, head on over to the registration page below. Replay and offer expire on Oct. 24th!:

[\*\*Register to get the replay&offer HERE\*\*](#)

Happy riding, friends!

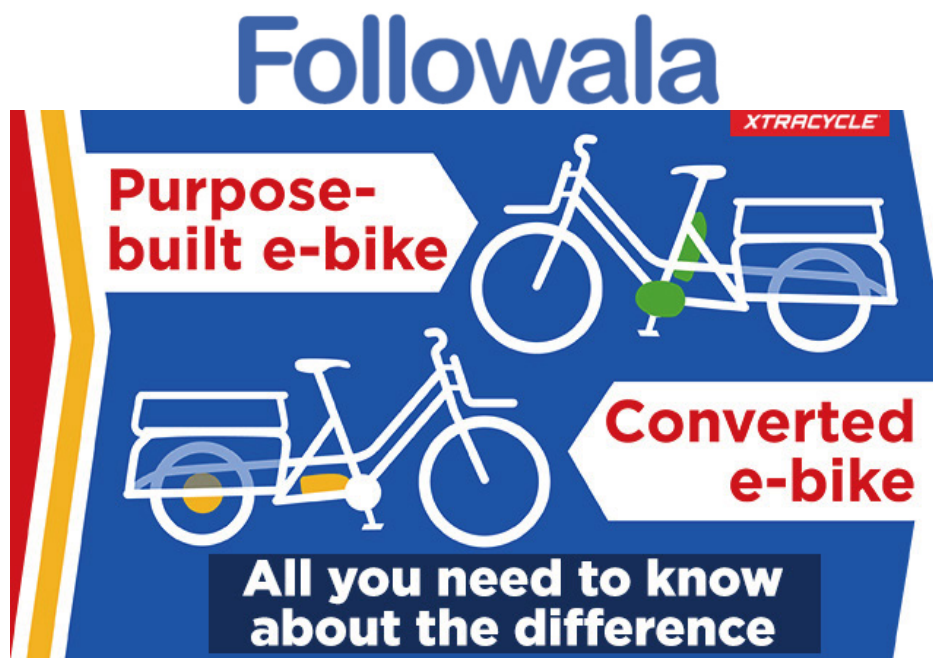
The Followala Team

邮件内容模版二十

## Ohhh, so THAT'S the difference!

发件人: Followala

收件人: ceo@hoogege.com



In the market for an e-bike and getting a little lost in the details? We got you! Over the next few weeks, we'll be sharing a handful of articles to give you all the info you need to buy your e-bike with confidence. For starters, what's all this talk about "purpose-built" and "converted" anyway? Find out all the differences plus pros and cons of each in our All You Need to Know Guide: Purpose-built vs. Converted e-bikes.

We love hearing your stories and how having an Followala is positively impacting your life and community. The whole Xtra team was giving high fives all around when we received this feedback from new rider, Colette:

"Followala is hands down the best cargo bike money can buy. I bought an RFA and it rides like a dream. The Bosch electric assist motor is quiet and the 4 different assist modes are perfect for any type of terrain you encounter, even with carrying groceries, dog and a passenger. The customer support is above 5 stars."

Have a stellar story to share about how riding an Followala has positively impacted your life? Drop it on in to our #WeRideTogether survey so we can shout it from the roof tops with you!





邮件内容模版二十一

## Who knew it would be this easy?!

发件人: Followala

收件人: ceo@hoogege.com

# Followala



Are you looking to add a little more oomph to your cargo bike but are feeling intimidated by all the options and the install? Fear not! In part 2 of our series on converted cargo bikes, we dive deep into the types of kits available, the pros and cons of each, what it takes to do a conversion and what kind of kits to avoid.

Do you need a little help in building up your dream bike and you have a few or a lot of questions? We've made scheduling a phone call or virtual chat with our knowledgeable support staff even easier!

"Bicycles are an amazing way to see a country and without the Followala, I'd never be able to introduce my kids to so many different cultures - or carry all the camping gear!" - Christian

We would love to hear your #WeRideTogether story!



邮件内容模版二十二

## See what people are saying about Followala on our new testimonial page

发件人: Followala

收件人: ceo@hoogege.com

# Followala



As we ride into 2020, the Followala team has been reflecting on what has made these last two decades so memorable: YOU. This community. Your enthusiasm for life and passion for a better world inspires us and so many others. In an effort to share those incredible stories with others, we are thrilled to be launching our testimonials page, where you can see the smiling faces of our community members and read their inspiring words.

Looking for the perfect last minute gift or stocking stuffer for the Followala enthusiast in your life? A digital gift card to our online store is sure to bring plenty of joy!



HOOGEGE邮件营销技术+  
一个员工同时影响50000+潜在买家  
1个员工PK100人团队工作效率  
一对一、一对多精准传播至106个国家  
一周一次、持续影响

第一步、批量筛选客户线索到社交营销

第二步、客户详情自动匹配；

第三步、批量客户标签；

第四步、海外企业邮箱发送设置；

第五步、多纬度搜索建立客户发送列表；

第六步、选择邮件模板, 撰写客户邮件

第七步、一对一数据调用, 自动邮件发送

第八步、邮件数据与企业网站数据分析

第九步、分析足迹客户进行一对一开发跟进



## 一对一收件人格式调用

<input checked="" type="radio"/> 粗体 <input type="radio"/> 细体	<b>Title: Ms sally,New Project For You</b>
<input type="radio"/> 粗体 <input type="radio"/> 细体	Title: New Project For You To: HOOGEGE All-in-one Marketing Platform
<input type="radio"/> 粗体 <input type="radio"/> 细体	Title: New Project For You Dear MS sally
<input type="radio"/> 粗体 <input type="radio"/> 细体	Title: Ms sally,New Project For You To: HOOGEGE All-in-one Marketing Platform
<input type="radio"/> 粗体 <input type="radio"/> 细体	Title: Company Name,New Project For You To: HOOGEGE All-in-one Marketing Platform
<input type="radio"/> 粗体 <input type="radio"/> 细体	Title: New Project For You To: HOOGEGE All-in-one Marketing Platform

## 海外企业邮局发送设置

The screenshot shows the '发送邮箱' (Send Mailbox) configuration page in the HooGege system. The interface includes a sidebar with navigation options: '收件人格式' (Recipient Format), '签名设置' (Signature Settings), '发送邮箱' (Send Mailbox), and '邮箱检测' (Mailbox Detection). The main content area is titled '发送邮箱' and contains the following fields and lists:

- 显示名称** (Display Name): A text input field containing 'Ablendo Coats'.
- 联系信息** (Contact Information): A text input field containing 'Ablendo Branding'.
- 回复邮箱** (Reply Mailbox): A text input field containing 'Ablendo@hoomama.com'.
- 收件人列表** (Recipient List): A table listing various email addresses for distribution.

sales@Ablendo-clothing.com	sales@Ablendo-fashion.com
sales@Ablendo-garment.com	sales@Ablendo-outwear.com
sales@Ablendo-apparel.com	sales1@Ablendo-clothing.com
sales1@Ablendo-fashion.com	sales1@Ablendo-garment.com
sales1@Ablendo-outwear.com	sales1@Ablendo-apparel.com
sales2@Ablendo-clothing.com	sales2@Ablendo-fashion.com

发送设置

邮件撰写

客户搜索

邮件发送

跟踪分析

退订客户

编辑新邮件 公共模版 个人模版 历史邮件 标题设置 保存 预览 切换基础编辑器



5 预览编辑后的邮件

Text editing options:

- 文本 (Text)
- 带底色文本 (Text with background color)
- 分隔线 (Horizontal line)
- 图片 (Image)
- 多图 (Multiple images)
- 图文混排 (Text and image mixed)
- 按钮 (Button)
- 图片+文本+按钮 (Image + text + button)
- 社交关注 (Social follow)

Content editor for the first column:

内容 样式 设置

第一列

Rich text editor toolbar with options for bold, italic, underline, link, list, and social media icons.

Content: Hello {your-name} ABLENDO is leading coat manufacturer in CHINA. With a young and creative team, ABLENDO offer fashion and affordable coat for women from 20-40 years. I visit {your-url} and I very much hope to establish contact with your company project. Customer can work with us in a easy way.

Image editor:

内容 样式 设置

上传图片 (Upload image)

Buttons: 上传 (Upload), 使用图集 (Use image set), 删除 (Delete)

Input: >为图片添加跳转地址< (Add link to image)

Checkbox:  转化为跳转控件 (Convert to link control)

Repeat for a second image.

保存 (Save)

1 内容编辑、网址和联系人一对一调用

2 图片上传、修改、大小设置

Image link editor:

内容 样式

按钮文本 (Button text): Register here

链接到 (Link to): 网页链接 (Web link)

链接地址 (Link address): https://www.ableno.com

3 超文本链接创建与修改

Social media editor:

内容 样式 设置

平台选择: Facebook

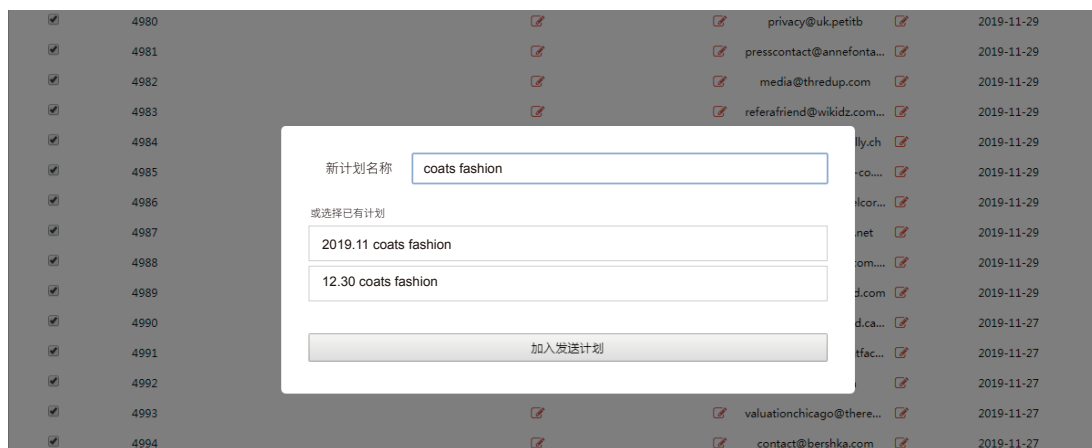
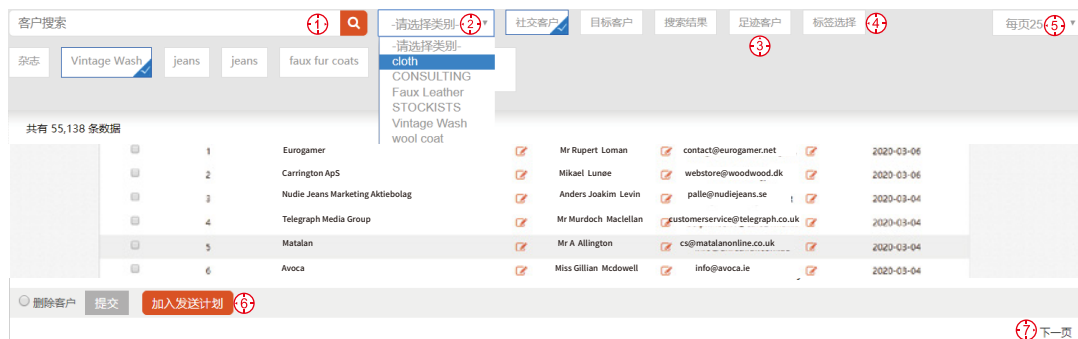
页面地址 (Page address): https://www.facebook.com/ableno

链接文本 (Link text): Facebook

平台选择: Twitter

保存 (Save)

4 社交媒体链接创建与修改



- ① 根据关键词搜索到邮件列表
- ② 根据分类搜索到邮件列表
- ③ 搜索浏览过邮件的客户邮件列表
- ④ 根据一个或多个标签搜索邮件列表
- ⑤ 每页显示25,1000,5000个搜索结果
- ⑥ 加入发送计划 建立邮件客户列表
- ⑦ 下一页指下一个1000或是5000邮件搜索列表
- ⑧ 修改公司名称、联系人、邮箱



-----2020-01-02 10:44:04-----第1封(HOOGEGE)Email从sale3@Ablendo-clothing.com到|www.emagister.com.mx[whilmeragudelo@hotmail.com] 发送成功  
 第2封(HOOGEGE)Email从mail3@Ablendo-clothing.com到|www.torretagle.cl[contacto@torretagle.cl] 发送成功  
 第3封(HOOGEGE)Email从tech7@Ablendo-fashion.com到|www.snif.gr[info@snif.gr] 发送成功  
 第4封(HOOGEGE)Email从tech@Ablendo-outwear.com到|www.greenhawk.ca[customerservice@greenhawk.com] 发送成功  
 第5封(HOOGEGE)Email从my2@Ablendo-fashion.com到|www.teacherpd.co.nz[teacherpdnz@gmail.com] 发送成功  
 第6封(HOOGEGE)Email从tech5@Ablendo-apparel.com到|www.rouwcentrum-tieberghien.be[info@rouwcentrum-tieberghien.be] 发送成功  
 第7封(HOOGEGE)Email从tech3@Ablendo-outwear.com到|www.vitkacy.pl[customerservice@vitkac.com] 发送成功



- ① 审核业务员帐号的邮件发送
- ② 客户邮件列表
- ③ 选择当前发送的邮件
- ④ 修改当前的邮件内容和标题
- ⑤ 删除邮件列表
- ⑥ 邮件发送状态包括发送成功, 暂停和失败
- ⑦ 导入excle格式的邮件列表
- ⑧ 再次发送邮件
- ⑨ 日志指发每个客户邮箱发送的清单
- ⑩ 立即发送邮件到邮件测试的邮箱
- ⑪ 填写测试收邮件的邮箱和联系人信息
- ⑫ 过滤部分标签的邮件列表

发送设置

邮件撰写

客户搜索

邮件发送

跟踪分析

退订客户

每页5000

邮件唯一码	邮件标题	统计 ( (邮件阅读率) )	操作	发送时间
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20191230164031	2020 coat trends	922/5298	查看邮件 数据统计	2019-12-30 16:42:44

下一页

标题: 2020 New coat for winter (69)  
 标题: 2020 Fashion Women Coat (81)  
 全部显示 (875)

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20200102104142	laverapelle@gmail.com	2020-01-02 18:25	86.182.128.29	Gunnislake, England, United Kingdom ..		查看邮件 数据统计	2019-12-30 16:42:44
20200102104142	krystalacres@interisland.net	2020-01-02 17:46	4.53.111.66	Phoenix, Arizona, United States		查看邮件 数据统计	2019-12-30 16:42:44
20200102104142	idegen@redvertex.fr	2020-01-02 17:03	213.56.163.217	Lyon, Auvergne-Rhone-Alpes..		查看邮件 数据统计	2019-12-30 16:42:44
20200102104142	opt@crosstrade.ru	2020-01-02 14:30	188.93.56.127	Moscow, Moscow, Russia		查看邮件 数据统计	2019-12-30 16:42:44

1月 2月 3月 4月 5月 6月 7月 8月 9月 10月 11月 12月

IP	Place	URL	TIME
139.47.20.139	Madrid,Madrid,Spain	http://www.ablendo.com/coats/	2019-02-26 20:55:58
139.47.20.139	Madrid,Madrid,Spain	http://www.ablendo.com/custom-made.html	2019-02-26 20:55:56
139.47.20.139	Madrid,Madrid,Spain	http://www.ablendo.com/collections/	2019-02-26 20:50:58
139.47.20.139	Madrid,Madrid,Spain	http://www.ablendo.com/news/	2019-02-26 20:50:38
139.47.20.139	Madrid,Madrid,Spain	http://www.ablendo.com/ablendo.html	2019-02-26 20:50:30

总记录数 1238 条

起止时间: 2019-9-1 至 2020-3-12 搜索: 查询

注: 如果没有选择时间范围, 默认查询1个月以内的记录。

网址	IP	日期
https://www.ablendo.com/coats/	139.47.20.139 laverapelle@gmail.com	2019-02-26 20:55:58
https://www.ablendo.com/custom-made.html	139.47.20.139 laverapelle@gmail.com	2019-02-26 20:55:56
https://www.ablendo.com/news/	139.47.20.139 laverapelle@gmail.com	2019-02-26 20:50:58
https://www.ablendo.com/collections/	139.47.20.139 laverapelle@gmail.com	2019-02-26 20:50:38
https://www.ablendo.com/collections/	139.47.20.139 laverapelle@gmail.com	2019-02-26 20:50:30

- ① 为每个邮件匹配的ID 用于数据的统计
- ② 阅读邮件数量与发送邮件数量
- ③ 邮件阅读详细列表
- ④ 不同邮件主题的阅读统计
- ⑤ 邮件超级链接点击打开统计



每页25

黑名单

<input type="checkbox"/>	序号	邮箱 / 域名	邮件唯一码	退订时间	操作
<input type="checkbox"/>	1	sales@apparelwin.com	20191230164031	2020-01-08 11:13:49	退订
<input type="checkbox"/>	2	advert@bbgdigitalworld.com.ng	20191230164031	2020-01-06 20:24:29	退订
<input type="checkbox"/>	3	falection.net		2020-01-03 15:34:18	退订
<input type="checkbox"/>	4	284013691@qq.com		2020-01-03 15:34:18	退订
<input type="checkbox"/>	5	service@ullapopken.fr	20200102104142	2020-01-03 14:50:37	退订
<input type="checkbox"/>	6	will@spenceassociatesinc.com	20200102104142	2020-01-03 04:36:01	退订
<input type="checkbox"/>	7	mailbox@emp-shop.no	20200102104142	2020-01-03 00:30:58	退订
<input type="checkbox"/>	8	rob@theadmintank.co.uk	20200102104142	2020-01-02 23:38:05	退订

黑名单的设置



5633. IMVELY: Shop Korean clothing, bags, shoes for women

2020-03-04

imvely.us/

Korean, fashion, shopping, Imvely, Shop, latest, trendy, tops, tees, blouses, knits, outerwears, skirts, pants, shoes, bags, accessories

Cheap fur jackets, multi fur directly from China fur jacket coat ... fur

inside hooded multi fur jacket winter Mrs coats Enjoy ✓Free Shipping

Worldwide shipping Coat - Faux Coat ... Design type, In stock/OEM fur coat

... Single Button Summer Skirts 2017 Elegant Slim Midi Denim Skirt High ...

PDF导出

平台网站

备注:

.xlsx导出

客户分配

信息复制

加入计划

分析网站

邮件黑名单

Buy Men - Male - Gents leather jackets, jacket, cotton jacket, winter coat, winter jacket, warm jacket in an online shopping BD at ...

Twitter LinkedIn Instagram 贸易数据

# 邮件营销Call to Action给我们带来的价值

## 使CTA第一眼可见

在你的电子邮件中，CTA按钮必须在显著位置清晰可见。当收件人打开你的邮件，应该对你提供什么，希望他们



如何做等关键点毫无疑问，用户在第一眼就能get到自己是否要点击按钮和点击后将会得到什么。如此，市场营销者需要以此为中心，彻底重新思考邮件模板的设计布局。想要让你的CTA按钮让用户第一眼可见，紧抓用户的眼球，有许多的常用的方法，如把CTA按钮设计的足够大，甚至突破常规，在CTA按钮上加上恰当且引人入胜的文本。

现在外贸行业赚钱越来越不容易了，其中一个体现便是获取单个询盘的成本越来越贵，

质量却越来越差。主要体现在以下几个方面：

- 1、做外贸的推广渠道太有限了，外贸人越多渠道的广告成本自然增加；
- 2、各行业的竞争越来越激烈，企业做的也越来越专业，获得专业客户的询盘机会大大下降；
- 3、碎片化趋势下，客户的选择也越来越多，找到你的难度也越来越大。

在日益激烈的竞争下，我们的外贸路在何方？从长期来说，提升产品竞争力，走品牌路线是一个很好的选择。但短期内，如何保证存活呢？做好营销和提高资源的利用效率是唯一出路。

相对而言，跟传统的、被动的、间接的、难以保留用户行为数据的开发信相比，CTA邮件营销则带有鲜明的数据特征，用户行为能够被跟踪，用户数据可被挖掘，强调主动出击、交互体验和行为追踪。

邮件营销大家都熟悉，但是CTA这个名称，对于很多外贸人是一个比较陌生的概念，其全称是Call to Action，意在通过动作号令，引导别人做具体的指令。换言之，在邮件营销中，指的是通过在邮件内容中嵌入有效的互动元素，以激发客户参与到邮件中的具体指令，让客户通过一封邮件营销，产生更多的阅读、了解行为。

作为邮件构成最重要元素之一，这些互动元素突破了以往的传统纯文本的邮件形式，变得更具生动感和交互性，大大刺激了外贸客户想要进一步了解的兴趣，CTA邮件营销将会带来更高点击率和更有效的行为转化。也许有人 would 表示疑问，这样的CTA邮件营销真的有用吗？他能比传统的纯文本邮件表现更好吗？一组来自国外的统计数据很说明问题：“相比过去的邮件模式，CTA邮件被客户停留的时间高出53%，客户的点击效率提升了220%，回复率提高了67%”。

## 邮件营销目标：



当所有的外贸企业发送邮件之后，都在关注的送达率、打开率的时候，虎哥哥通过CTA的营销模式，把客户对你邮件的点击率、重复点击率、跳转率、回复率都抓取到了，并锁定到对应的客户联系人，呈现给外贸人，客户的兴趣和行为，一目了然。在营销如何开展，已经变得更加简单傻瓜化。

CTA营销邮件满足了外贸人对客户的反应追踪的需求。你的每一封邮件，都仿佛成了一个吸引客户的电子书，都有可能让客户产生点击行为，并且这些行为将被清晰的记录。在虎哥哥数据跟踪分析的基础上，外贸人可以根据每个客户所阅读的数据分析出不同潜在需求的客户，将具有针对性的营销内容发送给这些目标客户，深度营销针对性的目标客户。邮件作为外贸最常用的工具，扮演了从营销到销售，以及订单各个环节的重要工具。