

THE EFFECTIVENESS OF SALESERA PRIVATE LTD. EMAIL MARKETING TO THE GROWTH OF CUSTOMER NUMBERS

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ABSTRACT

SalesEra Private Ltd. is a startup that provides services in outsourcing, staffing, digital marketing, business development, IT support, and research reports. They are experts in competitive markets, accelerating expansion, and enhancing brand value.

This research will provide SalesEra Private Ltd. with a solution to increase the effectiveness of email marketing and acquire more customers via email marketing as a marketing channel. Marketing is a social system enabling individuals and organizations to achieve their needs and wants by producing, distributing, and exchanging valuable goods and services. Email marketing is a targeted, personalized communication channel that entails sending marketing communications or information to a group of individuals via email and is one of the most effective means of communicating directly with consumers. Customization, information relevance, deliverability of emails, list quality, targeting, segmentation, customization, engagement, sender reliability, customization, relevance, interaction, and timing have been identified using research as crucial factors for the success of email marketing campaigns.

Keywords: Digital Marketing, Email Marketing, and Customer Growth.

INTRODUCTION

SalesEra Private Ltd. is a start-up company that provides outsourcing, staffing, digital marketing, business development, IT support, and research reports services. SalesEra Private Ltd., based in India since January 2022, specializes in competitive markets, speeding growth and improving brand value. SalesEra Private Ltd.'s vision and mission are to enhance and assist organizations in moving forward by delivering the necessary results, working hard, and being a steadfast partner to the clients to implement plans that achieve the desired objectives and overcome hurdles (SalesEra Private Ltd., 2022). BusinessEra is a group company of SalesEra Private Ltd. with different customers and is more focused on market research. At the same time, SalesEra Private Ltd. is more focused on IT and making a report and was also established in 2022. SalesEra Private Ltd. has over 200 employees divided into various divisions: Human Resources, Business Development Executive, Senior Operation Manager, Search Engine Optimization Analyst, Sales Manager, Sales Representative, and Sales Associate.

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SalesEra Private Ltd. runs in various industry sectors such as Entrepreneur and startups, IT, Government and NGO (non-Governmental Organizations), Lifestyle and luxury fashion, Edutech, Schools, Institutions, Events and exhibitions, hotels, E-commerce, sports fitness, travel agencies, bank insurances company (BFSI), blue chips company, and corporate organizations industry sector. Also, SalesEra Private Ltd. provides outsourcing for digital marketing, brand management, content marketing, designing creative website development, and report selling. Moreover, SalesEra more focusing on digital marketing and IT support such as website development, app development, social media marketing, paid promotions, etc. (SalesEra Private Ltd., 2023). The operation process starts with incoming orders. Clients reach SalesEra Private Ltd. via email, WhatsApp, and phone calls listed on the SalesEra Private Ltd. web. Once SalesEra Private Ltd. receives the order, SalesEra Private Ltd., with the client, will sign the service agreement and non-disclosure agreement and raise the invoice for advance payment. After SalesEra Private Ltd. and the clients have done it, SalesEra Private Ltd. will research the client company, execute the client project based on the agreed date, and consider the client's requirement to fulfill the client's need (SalesEra Private Ltd., 2023).

PURPOSE

This research is aimed to deliver an advisory report regarding SalesEra Private Ltd.'s effectiveness of email marketing to customer growth. This research will provide the SalesEra Private Ltd. solution related to email marketing effectiveness to attract the target market of SalesEra Private Ltd. And to gain more customers using email marketing as the marketing channel.

DATA ANALYSIS

SalesEra Private Ltd. Competitor Analysis

The competitor analysis in the outsourcing industry for this research is TATA consultancy services because both SalesEra Private Ltd. and TATA consultancy services are from India, and the headquarters for both companies is also in India. The method for the competitor analysis uses SWOT analysis to set side by side for both company TATA consultancy services and SalesEra Private Ltd. The reason for the analyze the SalesEra Private Ltd. competitor is this analysis can lead to the number of target markets visiting the SalesEra Private Ltd. website and the number of target markets that respond to the SalesEra Private Ltd. email marketing. SWOT analysis for SalesEra Private Ltd.

STRENGTH	<ol style="list-style-type: none">1. Offer outsourcing in many different industries sector.2. Integrated website.
WEAKNESS	<ol style="list-style-type: none">1. New Company2. Limited budget
OPPORTUNITIES	<ol style="list-style-type: none">1. Have offices in India and America.
THREATS	<ol style="list-style-type: none">1. Lack of information about the company

Strength: SalesEra Private Ltd. offers an outsourcing service in many different industries. The difference in this industry is SalesEra Private Ltd.'s strength because not every outsourcing company provides services in various industry sectors. Usually, companies offer services in the same industries.

SalesEra has one email for the target market to reach. So, the target market does not need to fill in any forms or have any company email to contact SalesEra Private Ltd.

Weakness: SalesEra Private Ltd. is still a new company established in January 2022. Reputation is significant for business; reputation is built from customer reviews. If the company has many customers and has good reviews or testimonies, the company will get a good reputation from its customers. In this case, SalesEra Private Ltd. is still a new company in this sector and hasn't earned as many customers as a competitor.

As SalesEra is a new company, the other weakness is SalesEra still has a limited budget to develop the marketing, mainly email marketing. In contrast with social media marketing, email marketing requires more funding to develop, such as the tool to create it.

Opportunities: SalesEra Private Ltd. opportunities is that SalesEra Private Ltd. has two offices in India (headquarters) and America. The chance for SalesEra Private Ltd. is to gain more customers from India and abroad, focusing on the Indian market and building a market in America.

Threats: Lack of information will threaten SalesEra to the target market. Considering the target market of SalesEra are B2B SalesEra should be more open about the company information such as the number of SalesEra office, how many countries that SalesEra has established, the history of SalesEra, etc.

SWOT analysis for TATA Consultancy Services

STRENGTH	<ol style="list-style-type: none"> 1. Known for its reputation in India and also abroad such as the United Kingdom. 2. Have more budget.
WEAKNESS	<ol style="list-style-type: none"> 1. Not integrated for the clients to reach.
OPPORTUNITIES	<ol style="list-style-type: none"> 1. Presence in five different continents in 150 nationalities.
THREATS	<ol style="list-style-type: none"> 1. Have different websites for different continents and nations.

Strength: Reputation is an essential thing for business. If the target customer knows the company because of its reputation, the probability of the target customer becoming a customer is relatively high. In this case, TATA Consultancy Service is known for its reputation in India and the United Kingdom.

TATA Consultancy Services have more budget to develop the marketing, mainly email marketing, considering TATA Consultancy Services was founded in 1968 and established in a different country.

Weakness: Unlike SalesEra Private Ltd., which only has one email for the target customer to reach, TATA Consultancy Service has separate emails for a target market to contact the company. For example, suppose the target customer needs to contact TATA Consultancy

Service to request services. In that case, the target customer must fill in the form, not directly email the company. This is the weakness of TATA Consultancy Service because the target customer can not directly email the company to request the services.

Opportunities: the TATA Consultancy Service is present on five different continents in 150 nations. The opportunity is that TATA Consultancy Service can gain more customers from different continents and nationalities because it can facilitate the target market to reach the company office in that country.

Threats: It would be better if TATA Consultancy Service had only one website worldwide. In this case, TATA Consultancy Service has different websites for different countries and continents. This is overwhelming the target customer to open the website.

Current Email Marketing Situation in SalesEra Private Ltd.

According to the interview with the SalesEra Private Ltd. representative, SalesEra Private Ltd. is currently more focused on social media marketing using SalesEra Private Ltd. social media such as Instagram, Twitter, YouTube, Pinterest, and LinkedIn. However, SalesEra Private Ltd. is still evaluating email marketing to gain more clients. SalesEra Private Ltd. not send the Email marketing randomly but make a selection by using the lead generation which done by internship employee, in the lead generation there are details about the target market of SalesEra Private Ltd., for example, the companies name, address, industry sector, Email, phone number, etc. the target market is a company which tries to find anything related SalesEra Private Ltd. product, for instance, website development, content marketing, market research report, etc. then SalesEra Private Ltd. try to approach the target market by sending the email marketing to the target market Email address, not only company that establish in India but also abroad. Tools that used by SalesEra Private Ltd. to make the email marketing is Brevo to help design the Email marketing before sending it to the target customer (SalesEra Private Ltd. 2023).

Regarding the SalesEra Private Ltd. representative, SalesEra Private Ltd. hasn't focused on email marketing because email marketing is more expensive than social media marketing. Since SalesEra Private Ltd. is still a new company established in January 2022, SalesEra Private Ltd. still has a limited budget.

This aligned with Brown, K., & Broderick, A. J. (2017) research about A Comparative Analysis of Social Media Marketing and Email Marketing in a Small Business Context. From that research, social media marketing has several advantages:

1. Social media marketing is seen as more cost-effective than traditional marketing channels, allowing startups to connect with their target audience on a tight budget.
2. Brand visibility and exposure: Social media platforms enable small businesses to increase brand visibility, reach a larger audience, and increase product or service awareness.
3. Social media allows interaction directly with consumers, encouraging involvement, constructing connections, and encouraging customer loyalty.

Referrals and positive word-of-mouth marketing: small businesses can benefit from good publicity and referrals due to the ease with which content can be shared and disseminated through social media.

Factors on the Success of Email Marketing

According to the marketing expert, there are several success factors of email marketing:

1. From the content, design, and template, the email marketing should use simple words, not put too many words, make a tagline, use a combination of words and pictures, use a little bit of clickbait, have a good title, highlight the attracting thing such as promotion, and the brief description about the benefit of the product or services.
2. Understand the target customer needs.
3. Understand the target market, such as what industry it is into; if email marketing is not suitable for the target market, it will be useless and waste company spending.
4. By understanding the target market, a company that sends the email marketing can explain effectively and communicate well by selecting the word more suitable for the target market, especially when the target market is a company from abroad.
5. Make the subject of email marketing as attractive as possible to make the target market curious about email marketing.
6. SalesEra Private Ltd. should make a target to the marketing department after sending the 100 email marketing SalesEra Private Ltd. should have at least 50% of visitors that visit the SalesEra Private Ltd. website and at least 30% of the target market contact SalesEra Private Ltd. to ask about the SalesEra Private Ltd. services. In other words, SalesEra Private Ltd. should make a success rate from email marketing.

The other data from the journal *success factor of email marketing* also mention several success factors for email marketing:

1. Cost-effective: In addition, it is essential to note that since 2003, technological advancements have reduced the cost of email marketing and provided businesses with many professional service agencies that create strategies for email marketing and deliver emails to consumers on their behalf.
2. Personalization: Depending on the email list's size and the marketer's skill, email marketing messages may range from simple to complex. Emails can be personalized with the recipient's name and more.
3. Higher response rate: Email is a top-rated platform, with 92% of online adults utilizing email, with 61% using it daily. 57% of those receiving emails spend between 10 and 60 minutes per week reading marketing emails, demonstrating the effectiveness of email marketing when done correctly.
4. Segmentation: Because segmentation is possible in email marketing, it makes it simpler for marketers to direct their efforts more significantly, ultimately allowing them to anticipate better results from their marketing efforts. According to the DMA, 58% of all revenue is generated by segmented and targeted emails.
5. Email automation: Email automation is crucial to the success of email marketing because it automates many processes that would otherwise take too much time or labor. Email automation, also known as marketing automation, indicates that a customer is targeted with an email that triggers a predetermined action on the company's part. (Ghani, 2019)
- 6.

Methods for Designing and Implementing Email Marketing

According to the experts, designing and implementing email marketing are also important things to remember for the company to send email marketing to the target market or customer. Something that also plays a crucial role in the design of email marketing is the combination between colors, pictures, words, etc. have to be balanced because if the email has too many words, the recipient will not read it, but if the email has too many pictures or gift recipient also will not read it because recipients will not understand what the content of the email is. However, there are several things to do by the sender of the email marketing before sending it to the target market or recipients:

1. **A/B testing:** A/B testing or split testing refers to a randomized experiment with two or more version of email marketing to different segments simultaneously to determine which version have the most significant impact on the business. In this case, A/B testing has to be considered because A/B testing can improve email marketing to be more effective and save company spending, especially in email marketing.
2. **Design:** design plays a crucial role in email marketing because it's related to whether the recipient reads the email marketing. In format, there are no specific designs that could attract more. The design depends on the audience or target market, content, and the purpose of the email marketing. Email marketing design can include a combination of words, pictures, emoticons, and gifs available in the email feature.
3. **Content:** email marketing content must be clear and straightforward about what the email's sender wants to deliver to the target market, use the trends, and keep on track of the target market.
4. **First impression:** The first impression of email marketing toward the clients is also essential. Make an excellent first impression on the subject lines by triggering the recipient's curiosity about the email marketing content. Using a bit of clickbait is also allowed to attract the recipient, but keep in mind that the use of clickbait has to be aligned with the email marketing content.
5. **Personalization:** in B2B email marketing, only one email cannot be used for all the target markets. The sender of the email marketing has to personalization the email, which means that the sender of email marketing has to understand well about the recipient such as what the industry the target market into, where is the target market, and understand the target market culture if the target market from abroad. Every country has different cultures, even on the same continents, such as how to call other people. For some cultures calling others is a very crucial thing.
6. **Timing and frequency:** sending email marketing, if it's not at the right time, the target market will not read it, or if the recipient receives too much email marketing in one week, the recipient will block the sender of the email marketing because it bothers the recipient.
7. **Prevent mistakes in creating and sending email marketing:** Analyzing the recipient is essential, which means that the email marketing sender must understand the recipient or target market. Update the email marketing regularly to make sure the email marketing is also following the current trends and update about the offer. Designing email marketing based on the recipient or target market will be more effective in sending the

email marketing and prevent the recipient from putting the email marketing into the spam.

According to Camelia Budac in the Journal of Theoretical Approaches on Successful Email Marketing Campaigns, there are several methods in designing and implementing email marketing campaign:

1. Implications: Setting goals is crucial in email marketing, and marketers must consider the click-through rate from email call-to-actions. The open email rate alone does not guarantee the user will visit the company's website.
2. Use clear subject lines: Regarding the subject line; it is preferable to state rather than suggest what the email contains. Then, using content, marketers pique users' interest and encourage them to follow the call to action to the website's landing page, where they can obtain additional information. Therefore, a subject line relevant to the email's content is preferable to one that could result in a higher open rate but where users will quickly abandon the email before reading the content.
3. Customizing the email and using clear call-to-action (CTA): Personalization encourages recipients to open and interact with email content. The greater the amount of handset-specific information used to personalize emails and subject lines, the greater the campaign's effectiveness.
4. Testing and measuring email marketing: Measuring conversions, visited pages, and immediate abandonment in marketing campaigns is crucial because it represents subscriber feedback, and its evaluation enables further optimization. Therefore, if the email service does not generate these indicators automatically, it is desirable to add tracking codes to each link in the email to monitor what the subscriber does after clicking the link. A/B testing on subject lines, content, or time references provides valuable information that contributes significantly to the success of a campaign's improvement. (Budac, 2016)

RESULT

As a result, there are several things to consider before creating and sending email marketing:

1. Content: The content from the email marketing should be connected to the offer and straightforward, not be too wordy but still have to attract the target customer by combining words, colors, pictures, gifs, and many more, Choose the appropriate and simple terms for the subject lines and the body content of the email marketing that show the offer or the purpose of that email marketing to the target market.
2. Understand the target market: This means that the sender should prepare little research about the target market, such as what industry the target market is into, understand the culture based on the location of the target market, the target market needs, etc.
3. Cultural differences: The sender should consider the cultural differences between the sender with the recipients. Countries have different rules and cultures for receiving emails, mainly email marketing.

4. Testing: Before sending the email marketing to the target market, known as A/B Testing. The purpose of the A/B testing is to test two or more version of email marketing simultaneously to determine which version of email marketing have the most significant impact on the business.
5. Timing and the frequency: timing and the frequency of sending the email marketing also play a significant role. Because if the sender sends the email marketing not in the perfect timing, the recipient will not read the email marketing, or even if the sender sends the email marketing too frequently, there is a possibility that the recipients will put the email marketing to spam, trash, or will report it.
6. Prevention: to increase the effectiveness of email marketing, the sender should prevent common pitfalls such as sender should update its email marketing frequently to keep track of the current trends happening in the world, designing the email marketing based on the target market, and understanding the perfect timing and frequency to send the email marketing.

CONCLUSION AND RECOMMENDATION

Conclusion

In conclusion, email marketing significantly impacts the growth of customer numbers. Email marketing is one of the marketing methods to gain customers. However, developing email marketing is essential to the company as the sender.

- A. Increase email marketing effectiveness.
 1. The email body: the email body has to be relevant to the purpose of the email marketing, not too long, and not too short. Explain the purpose of email marketing in brief and make it attractive.
 2. Selecting the target customer: by choosing the target customer, the email marketing sender should understand the target customer well. In B2B email marketing, the sender should understand the target market industry, where the target customer is established, how the culture is, etc. if the sender does not understand the target market and select the incorrect target market, the email marketing sent will be ineffective.
 3. Testing: while developing email marketing, the sender has to do testing repeatedly. The goal is determining which email marketing is more effective before sending it to the target market. A/B testing is the most effective to test email marketing.
 4. Frequency of sending email marketing: to attract the target market, the sender needs to send email marketing frequently. However, sending too many marketing emails in one week or month will disturb the target market. Email marketing two or three times a week will be more effective than sending it daily.

B. Developing SalesEra email marketing effectiveness

To implement the development of the effectiveness of email marketing, SalesEra should consider certain things:

Marketing and Sales Department

SalesEra should add two more different divisions in the marketing and sales department from the existing department:

Email marketing division: the email marketing division has to create, update, and send the email marketing based on the analysis result (see Chapter IV).

Research division: research division is responsible for researching the SalesEra target customer, either from India or abroad, such as the industry, needs, location, culture, etc.

Human Resource Department

The human resource department should have a target for the marketing and sales department, especially for the email marketing and research divisions. For the email marketing division, the human resource department should give a target such as 100 email marketing SalesEra should gain at least 40 customers that call SalesEra or reply to the email marketing. And for the research division, the human resource department should give targets too, such as the research division having to report to the email marketing division at least 100 target customers per month, which include the target market industry, location, contacts, culture, etc.

Finance Department

SalesEra has to spend more to improve email marketing. The finance department should limit the company spending for improving email marketing, considering SalesEra is still a new startup that has a limited budget to spend.

Recommendation

Before sending email marketing containing the offer and the purposes, SalesEra should send the introduction email with what SalesEra is, what industry that SalesEra is into, etc. Moreover, SalesEra should cooperate with BusinessEra to develop email marketing considering BusinessEra and SalesEra are still one group company; it will share the company spending between SalesEra and BusinessEra but also have the same advantage: the effectiveness of email marketing.

In addition, email marketing has several advantages for business:

1. Engage company website traffic. A company website is vital to the business, but it takes work to engage the target customer to visit the company website. In email marketing, the sender can put the company website, which will link directly to the company website.
2. Brand awareness. A company needs to communicate to either the target customer or the customer to increase brand awareness. Email marketing to the target customer or customer also increases brand awareness and attracts the target customer.

3. Give an impact to social media. Email marketing will affect the company's social media. Similar to the website, in email marketing sender can put the company's social media, either using a logo or putting the social media name, which will directly link to the company's social media.
4. Create strong relationships with customers. Relationship with the customer is an essential thing in business. Email marketing is also an effective communication method with the customer or target customer. In email marketing, the sender usually put other company contacts, such as telephone number and social media.

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