

# Tips to launch your email campaigns

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# SUMMARY

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1 Introduction

2 Why email marketing is important?

3 What are the key features

4 What are the benefits?

5 Conclusion

# WHY IS IT IMPORTANT?

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Email marketing remains one of the best performing digital marketing medium:

→ effortless for maximum impact



*Email marketing was ranked as the best channel in terms of return on investment, with 68% of companies rating the channel as 'good' or 'excellent'.*

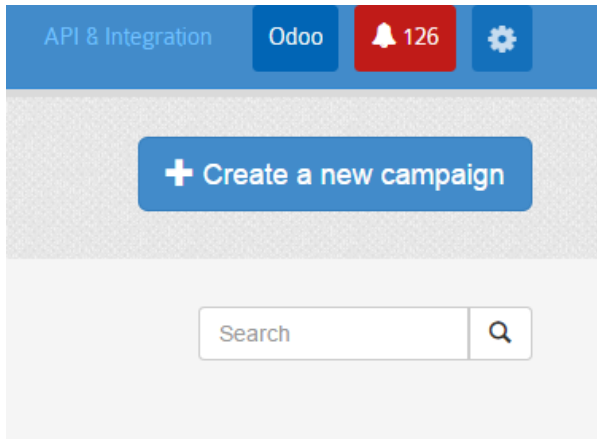
Econsultancy

# TRADITIONAL EMAIL MARKETING

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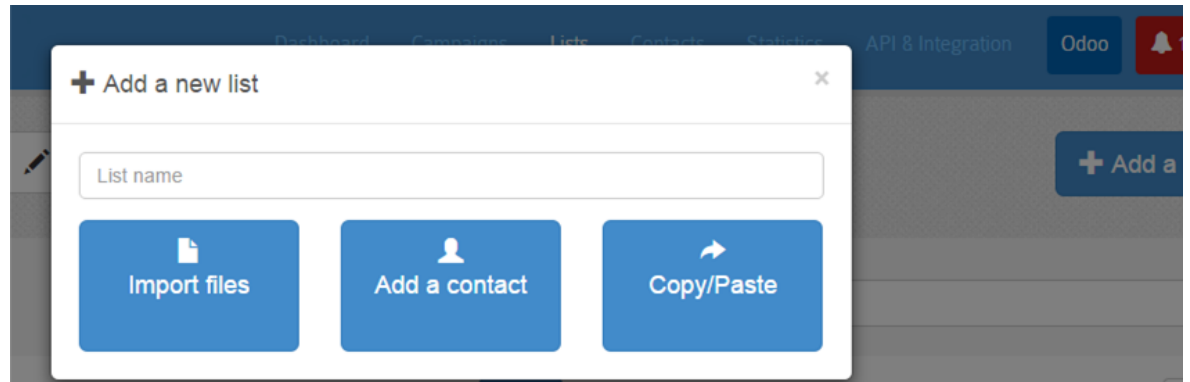
Step 1

Create your campaign and edit your email in a



Step 2

Export your contacts from another page



Step 3

Import your contacts in the mass-mailing

Step 4

Send your email from another page

# EMAIL WITH ODOO

Step 1

Step 2

Step 3

Create your campaign and edit your email

Choose your contacts

Send your email

The screenshot displays the Odoo Mass Mailing interface. At the top, there's a navigation bar with 'Mass Mailing' and sub-menus for 'Mailings', 'Campaigns', 'Reports', and 'Configuration'. Below this, the page title is 'Mass Mailings / New'. There are buttons for 'SAVE' and 'DISCARD'. On the right side, there are status buttons: 'TEST MAILING', 'SEND TO ALL', 'DRAFT', 'IN QUEUE', 'SENDING', and 'SENT'. The main content area is divided into two sections. The top section is for recipient selection, with fields for 'From' (filled with 'Yves-Pascal Mukadi <yym1> - yym@openerp.com>') and 'Subject'. Under 'Recipients', there are radio buttons for 'Customers', 'Leads / Opportunities', and 'Mailing List', with 'Mailing List' selected. A dropdown menu for 'Select mailing lists:' is visible. The bottom section is titled 'MAIL BODY' and 'OPTIONS', with a 'Select a theme' dropdown. Below this, there are two rows of email theme preview cards. The first row includes themes like 'Awesome Co' with a 'Good News!' message, 'Awesome Co' with a 'Hello!' message, 'Awesome Co' with a 'Your order shipped!' message, and 'Awesome Co' with a 'Your order has been shipped!' message. The second row includes themes like 'Invoice: INVOICE001', 'Your Logo' with a 'Your order has shipped!' message, 'your logo' with a 'Your order has shipped!' message, and 'A fancy message'.

## WHY IS IT IMPORTANT?

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*" With Odoo, we ease the way marketers send email campaigns. "*

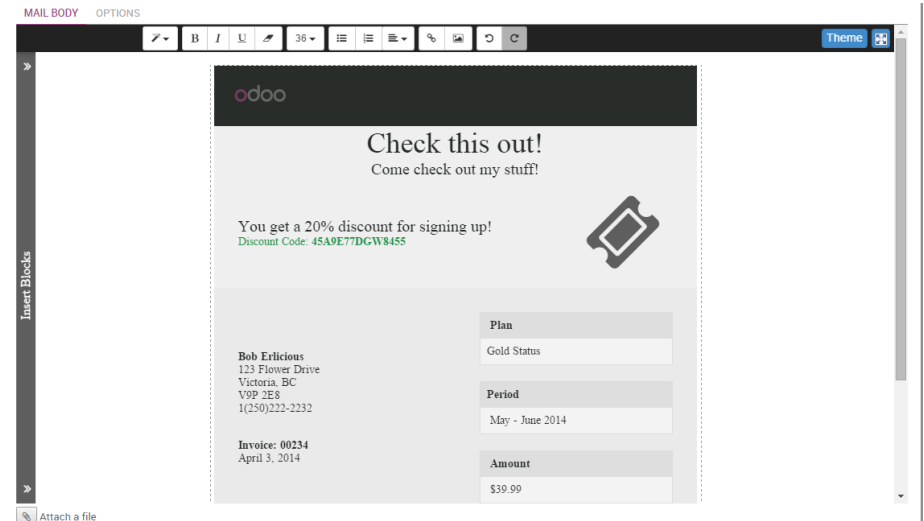
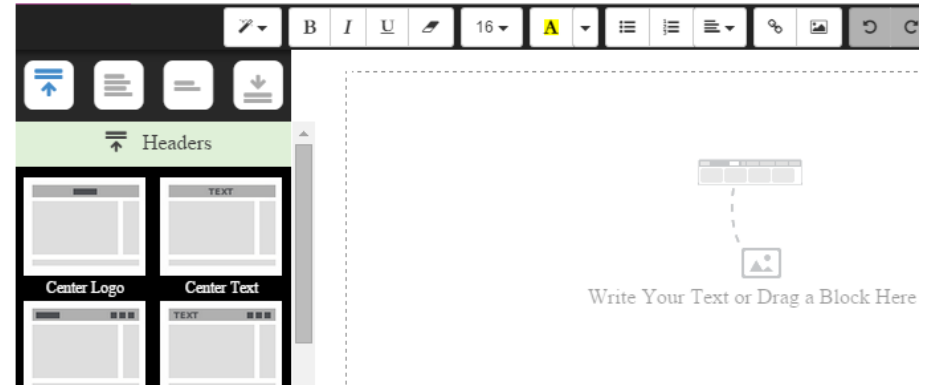
**INTEGRATION IS PART OF THE SUCCESS**

# Odoo Mass Mailing

## KEY FEATURES

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- Drag and drop editor
- WYSIWYG editor
- Responsive
- “End-user ready” = NO TECHNICAL KNOWLEDGE NEEDED
- Nice user interface
- Sample testing
- Campaign tracking and comprehensive analytics
- Fully integrated with Odoo CRM

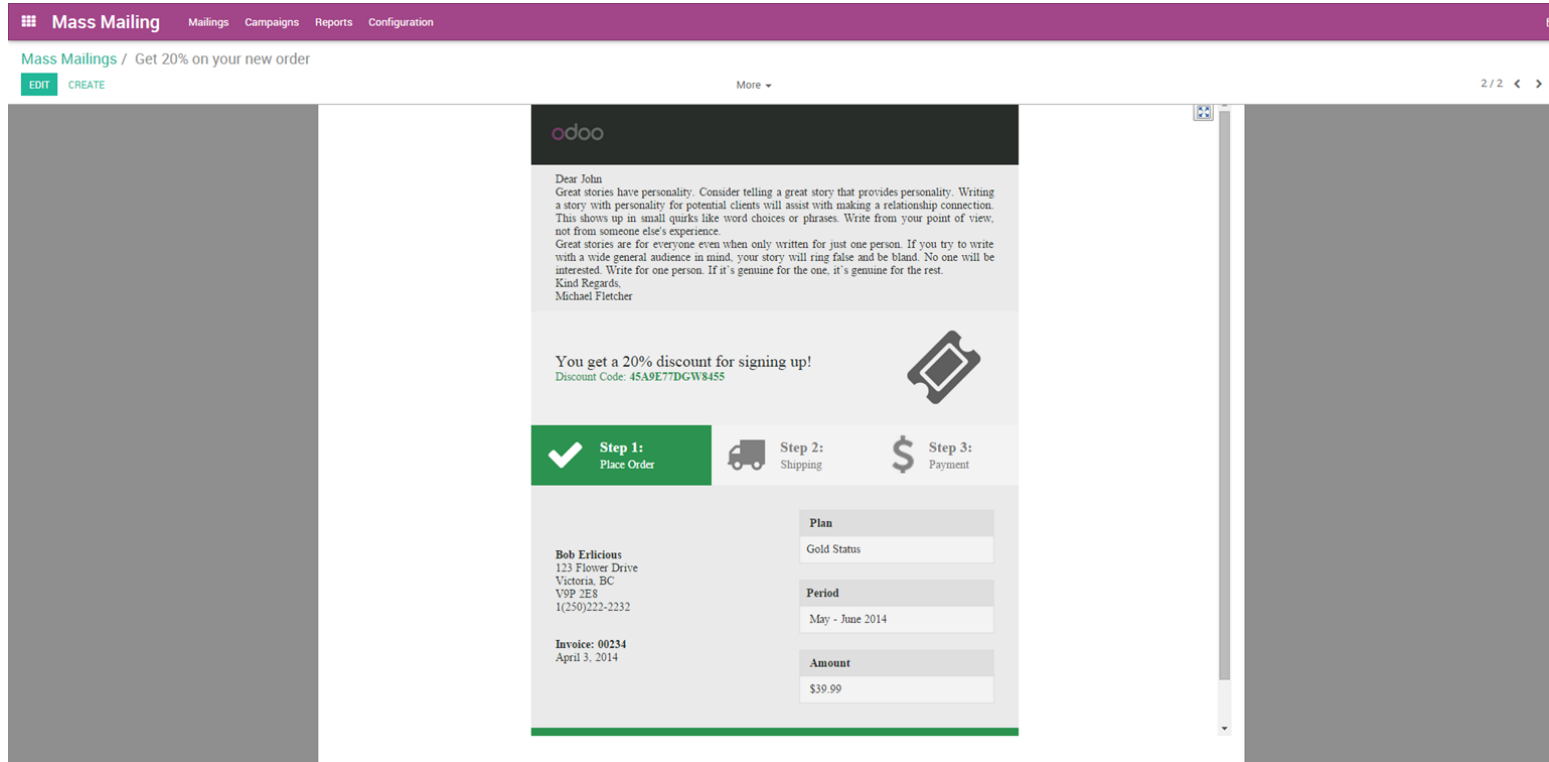




How it works

SEE IT IN ACTION

# CONCLUSION



## SINGLE SOLUTION FOR MULTIPLE GOALS

Grow your subscribers base

Track your marketing campaigns

Increase your productivity thanks to integration

QUESTIONS?

# Thank you

Send me your inputs to [ypm@odoo.com](mailto:ypm@odoo.com)

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