



Email Marketing **DATING GAME**

BUILDING STRONG MULTICHANNEL RELATIONSHIPS



Hank Hoffmeier

Director of Operations

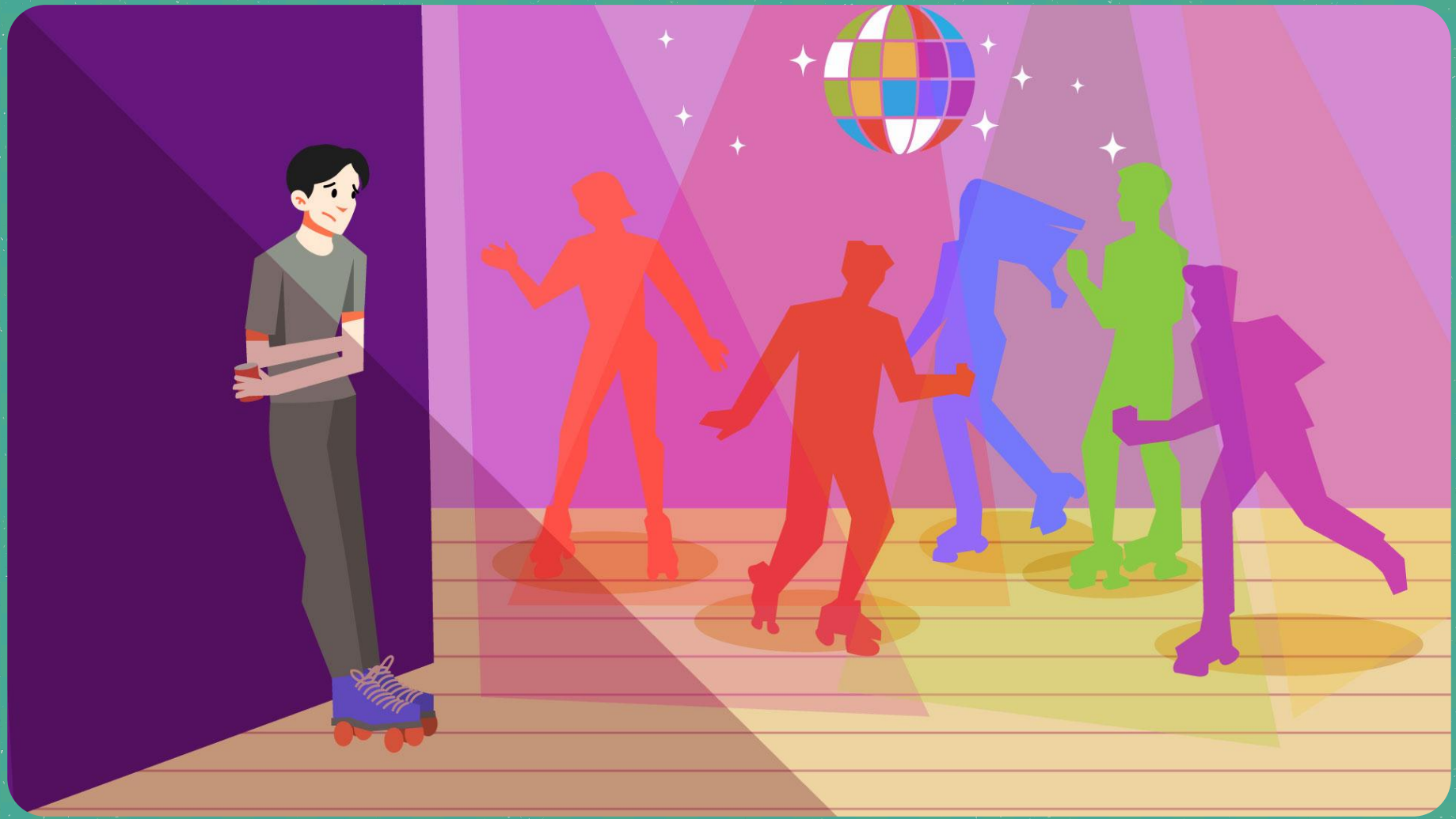
hank@kickbox.com



Hi, I'm Kickbot!



HankHoffmeier.com/sos25











Monochannel to Multichannel



Why Multichannel Marketing is a Match Made in Heaven

Email drives engagement and conversions

Other platforms amplify reach and enhance targeting

Together, they create a seamless customer experience



SMS: Send timely follow-ups after email campaigns and ask subscribers to take action.



Social Media: Use email to drive traffic to posts, gain followers and also use social media to drive email subscriptions



Web: Personalize on-site experiences for email visitors.



Paid Media: Retarget email subscribers with PPC and social ads and re-engage with those that have not opened/clicked an email in some time as well as use lookalike audiences to get additional subscribers that are relevant.



If email had a dating profile

Bio:

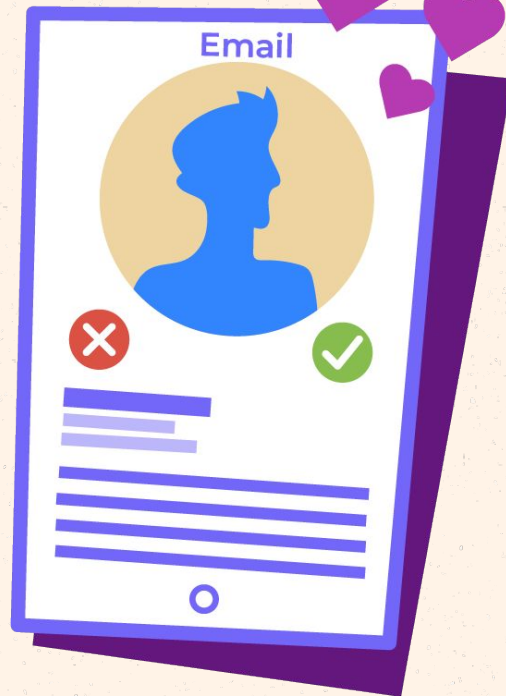
Hi there! I'm Email Marketing—your reliable yet exciting digital companion. I love meeting up in the Primary tab of Gmail, but I'm not opposed to a little adventure in Promotions (as long as I'm not ghosted 🙄).

Biggest fear:

Getting lost in the Spam folder—it's like the Bermuda Triangle of inboxes.

Looking for:

I get along great with others, especially my besties Social Media, PPC Advertising, and SMS Marketing—we make an unstoppable team! Whether it's a short and sweet campaign or a long-term nurturing sequence, I promise to keep the conversation going.





Meet the Candidates



Speed Dating

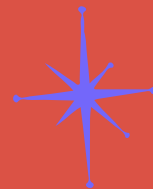
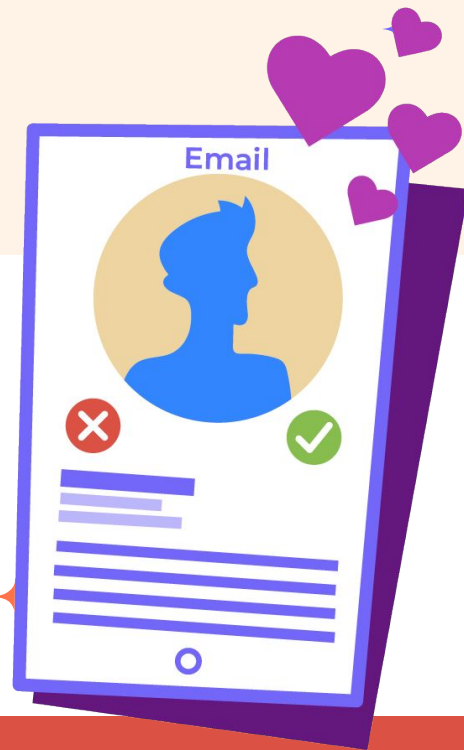




Email

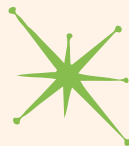


- Highest ROI
- Cheapest paid channel
- Personalization
- Segmentation
- Automation
- Owned Audience





sms

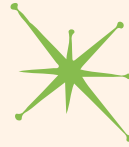


- Urgent/Timely reminders and updates
- High engagement
- Personalized (to a degree)
- Two way communication

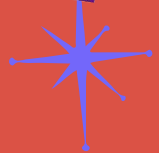
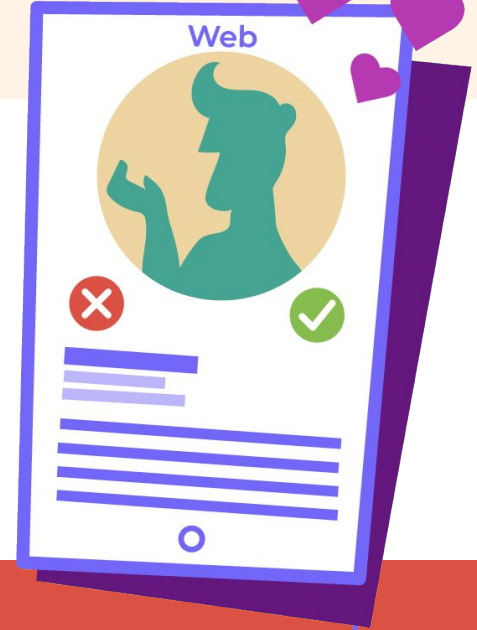




Web



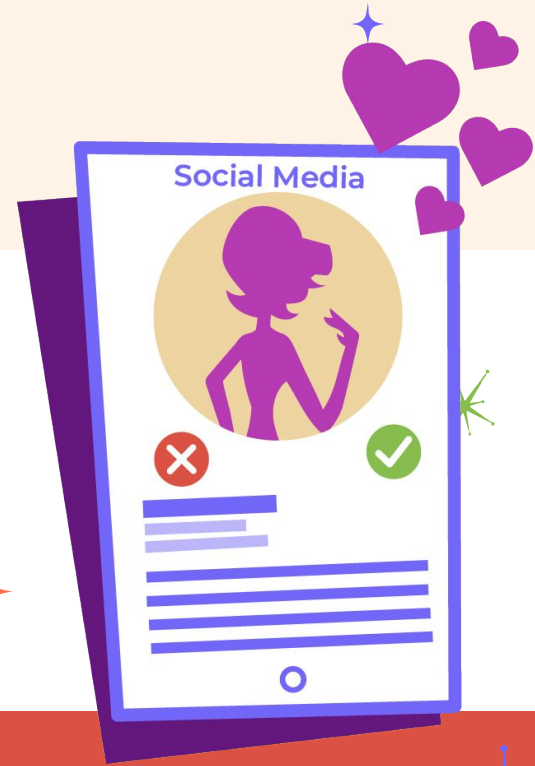
- Builds credibility and trust
- Central hub for information and audience collection
- 24/7 Availability
- “Searchable”
- Versatile





Social Media

- Brand awareness and visibility
- Organic and paid
- Allows for engagement and communication
- “Searchable”
- Targeted
- Numerous platforms

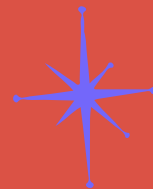
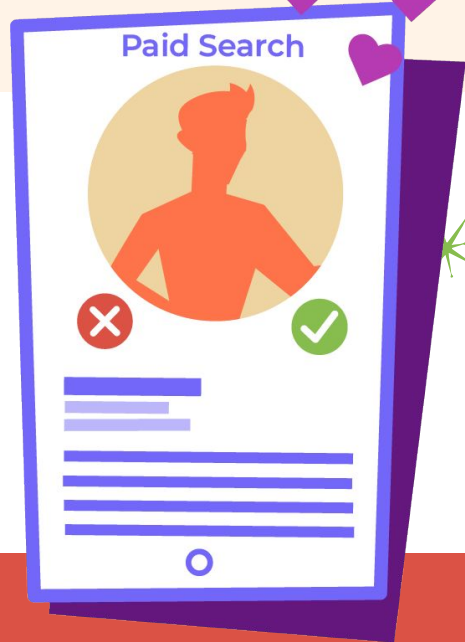




Paid Search



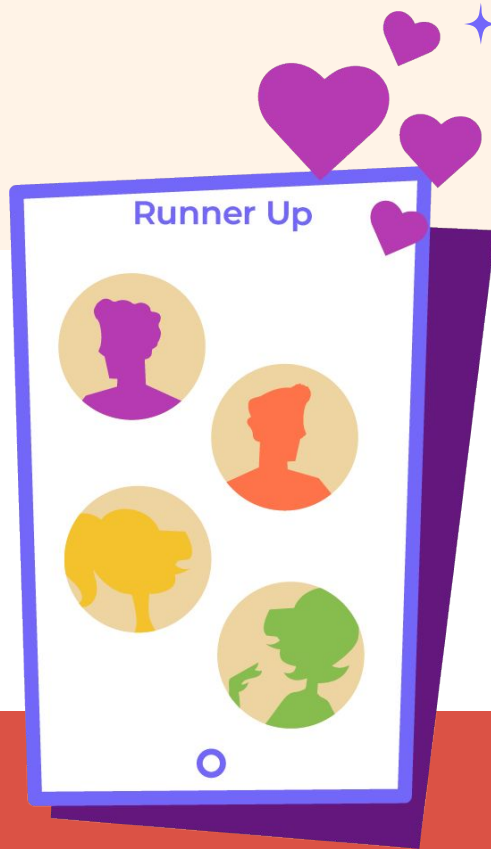
- Immediate results
- Targeted
- Assists other channels
- Creates brand awareness





Runner Up Contestants

- Podcasts
- Direct mail
- Event marketing
- AI Search





Winning Strategies: Email + Other Channels







Real-Life Success Stories





urbanbar





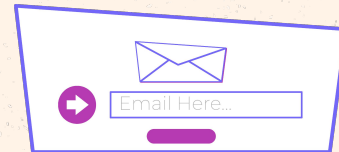
**BLACK
FRIDAY**





The Fix: Cleaning the List & Building Stronger Email Campaigns

- Used **Kickbox** to clean the list and remove bad emails.
- Built automated flows:
 - Newsletter sign-ups**
 - Browse abandonment** (reminding visitors what they looked at)
 - Cart abandonment** (nudging customers to complete purchases)



Source Audience



Lookalike Audience



12%
CTR

70%

INCREASE IN REVENUE





*What goes
with a good drink?*



betJ·A·C·K

Gambling



betJ·A·C·K·

*Bet your A\$\$
they did*



A Risky Bet

Needed to build an audience without violating laws



NO GAMBLING



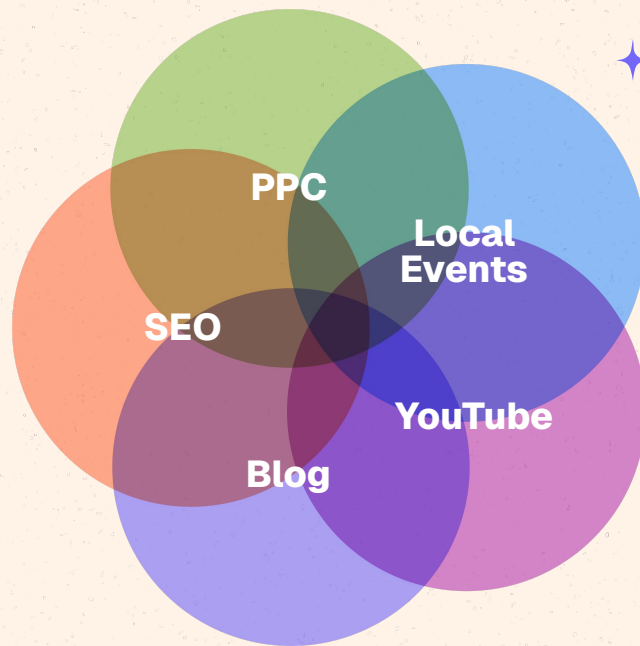
The Challenge: A Risky Bet

- Free coins
- Not sure if the law would change



The Strategy: Multichannel Growth Approach

- Acquire emails
 - PPC, SEO, Blog Posts
 - “We are better than the big players!”
 - Youtube and Display Ads
 - Meta Ads
 - Google Lookalike Audiences
 - Email subscribers that have not converted







betJ·A·C·K·
PPC

betJ·A·C·K·
SEO

betJ·A·C·K·
BLOG

Drive traffic to site

Sign up for email to get
free coins

Engage with platform

Convert to paid when
law changes

Build Massive Email List



betJ·A·C·K·
PPC

betJ·A·C·K·
SEO

betJ·A·C·K·
BLOG

Drive traffic to site

Sign up for email to get
free coins

Engage with platform

Convert to paid when
law changes

Create Strong Brand Presence



betJ·A·C·K·
PPC

betJ·A·C·K·
SEO

betJ·A·C·K·
BLOG

Drive traffic to site

Sign up for email to get
free coins

Engage with platform

Convert to paid when
law changes

Convert Free to Paid



The Bet Paid Off

EMAIL + MULTI-CHANNEL MARKETING = WINNING STRATEGY



Filip Janczak

Co-Founder Creatos Media



creatosmedia





DATING
ADVICE

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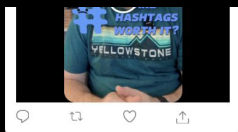
Dating Tips



*Social and Email
sitting in a tree*



*Let's take this
relationship to
the next level*



hankhoffmeier

Just being a **#nerd** and playing around with my Meta Ray - Ban glasses 🕶️ With Meta AI, I am able to ask my glasses for help on **#marketing** content, just like I would Chat GPT or other **#AI** to... See More

🎵 original sound - Hank Hoffmeier



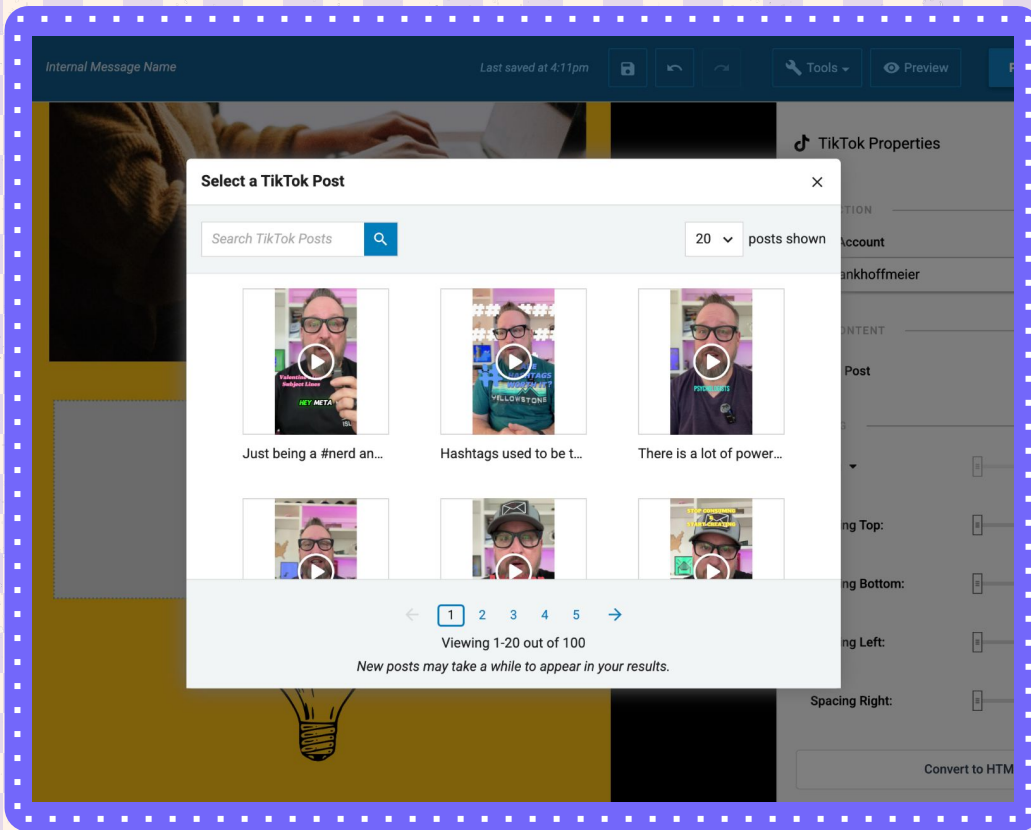
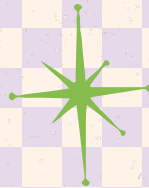
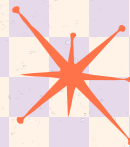
Let us connect you with top industry professionals in the field who can help bring your business vision to life.

Schedule a consultation

See us in action



Table Stakes



Embedding social posts



iContact

Internal Message Name

Last saved at 4:16pm



Tools ▾

Preview

Prepare to Send



Hank Hoffmeier

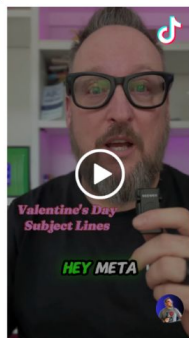
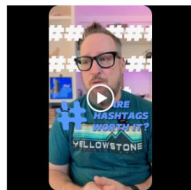
@hankhoffmeier · Feb 4

Hashtags used to be the hotness 🔥

It seems that they might not be as powerful as they used to be, or at least on Instagram.

What are your thoughts?

#NoHashtag #Irrelevant #WhyBother ht... See More



hankhoffmeier

Just being a #nerd and playing around with my Meta Ray - Ban glasses 🕶️ With Meta AI, I am able to ask my glasses for help on #marketing content, just like I would Chat GPT or other #AI to... See More

🔊 original sound - Hank Hoffmeier



Let us connect you with top industry

TikTok Properties



CONNECTION

TikTok Account

hankhoffmeier

POST CONTENT

Post

<https://www.tiktok.com/@hankhoffmeier/video/74683...>

Link to Original Post



Engagement



POST APPEARANCE

Dark Mode



Padding

12

Border Style ▾

0 ▾

Corner Rounding

8

SPACING

Spacing ▾

0

Spacing Top:

0

Spacing Bottom:

0

Spacing Left:

0

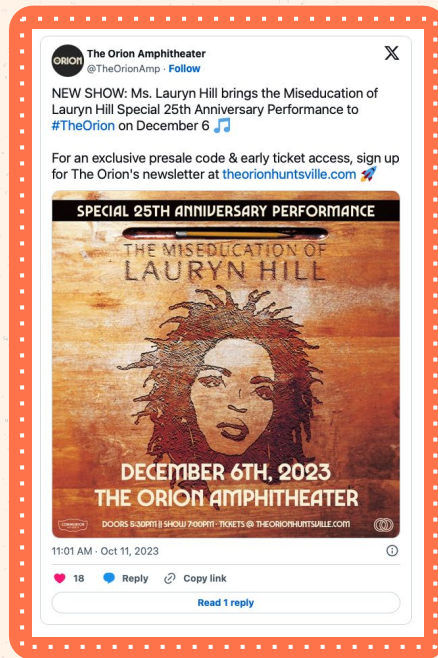
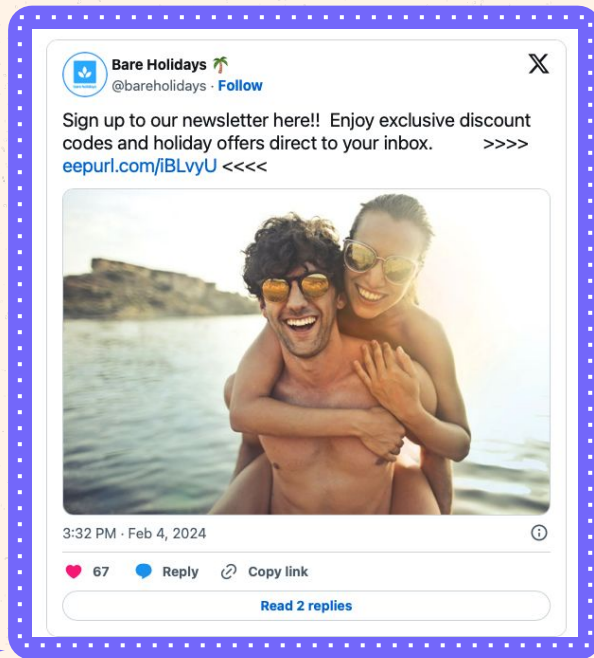
Spacing Right:

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In today's edition of Litmus Weekly, we took our subscribers back in time. No joke.

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 Travel back in time, and view the email here 
bit.ly/31DjPDx



12:45 PM · Apr 1, 2021

 11  Reply  Copy link

[Read 1 reply](#)

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1:37 PM · Apr 3, 2023

 5  Reply  Copy link

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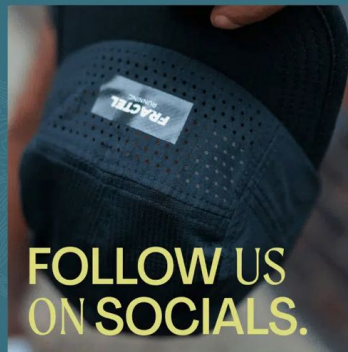
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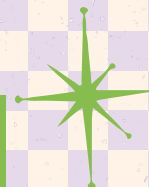
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Promote Stalking





Friend Zone?





***Make a Move
or Move on***



Rekindle the Relationship



Hank Hoffmeier

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...

Are we breaking up? 💔

I hope not. We have enjoyed our time together, but can understand if you want to move on.

Before you do, will you consider staying in touch here on Facebook?

We are on our knees begging you, please! 💙

Newsletter

1



HANKHOFFMEIER.COM

Let's keep in touch

It is not goodbye, but see you later!

Follow Us

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💬 Comment

➦ Share

Rekindle the Relationship: Retargeting



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Newsletter

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➦ Share



Audience

SPI- Ad Account (705036020004843) ▾



Reach the [Accounts Center accounts](#) Who Matter to You

Create and save audiences to reach the [Accounts Center accounts](#) who matter to your business. [Learn More](#)

Custom audiences

Connect with the [Accounts Center accounts](#) who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

Create a custom audience

Lookalike audiences

Reach new [Accounts Center accounts](#) who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

Create a lookalike audience

Saved Audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

Create a Saved Audience



Hank Hoffmeier

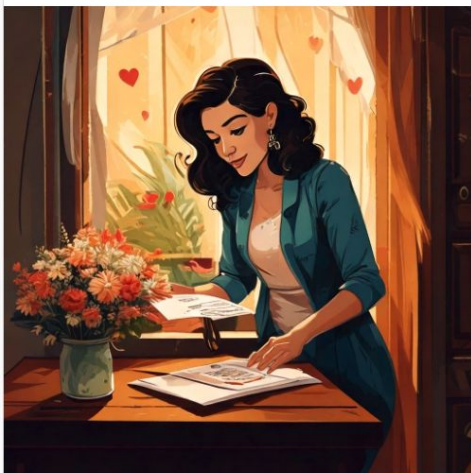
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I see you looking at me 🙄

I like email marketing and it seems you do too!

Let's take this relationship to the next level and meet in the inbox?

Please sign up for our newsletter for great marketing tips and information that will blow your socks off! 🧦



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The Best Email Newsletter Around

See you soon in the inbox!

Subscribe

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Secret Admirer:



Hank Hoffmeier

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The Best Email Newsletter Around

See you soon in the inbox!

Subscribe

👍 Like

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*Secret Admirer:
Lookalike Audiences*



Audience

SPI- Ad Account (705036020004843)



Reach the **Accounts Center accounts** Who Matter to You

Create and save audiences to reach the **Accounts Center accounts** who matter to your business. [Learn More](#)

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Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

Create a Saved Audience



LinkedIn Audiences



Reach key companies and decision makers

Learn more about the companies and decision makers engaging with your business before creating a campaign. Upload a contact or company list, retarget website visitors, or grow your business with lookalike targeting.

Create audience ▾

Predictive audience

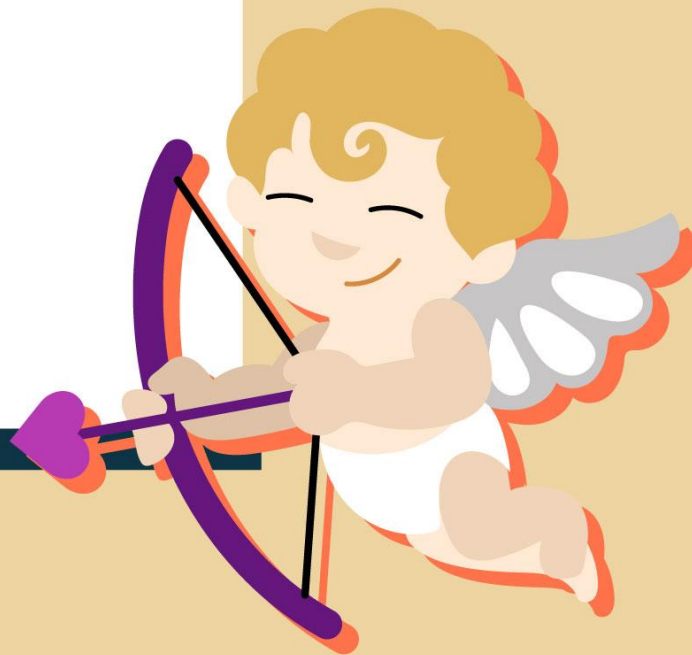
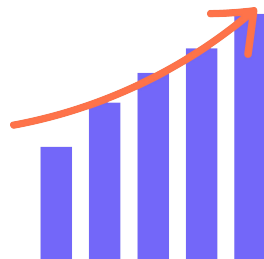
Create an audience predicted to perform actions similar to those within your source data

Matched audience

Create an audience using your contact or company list, and retarget by engagement

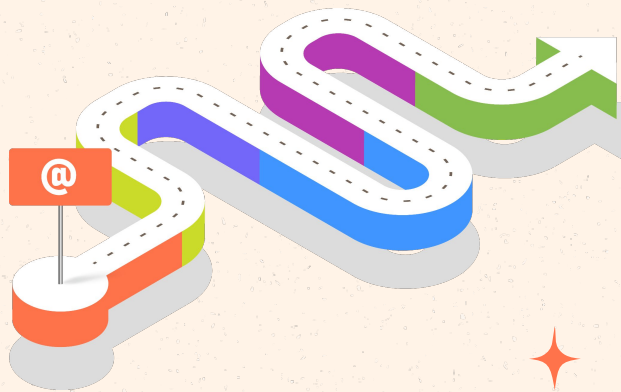


Do you feel cupid's arrow?





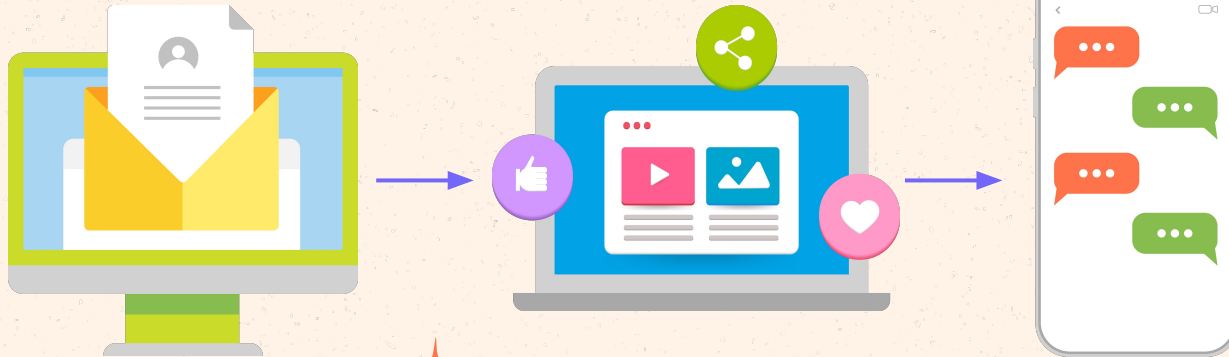
- Analyze your audience to understand their preferred platforms.
- Define clear goals for each channel (e.g., awareness vs. conversions)
- Start small - test one integration at a time.



*First Date Tips:
Starting Your Multi
Channel Journey*

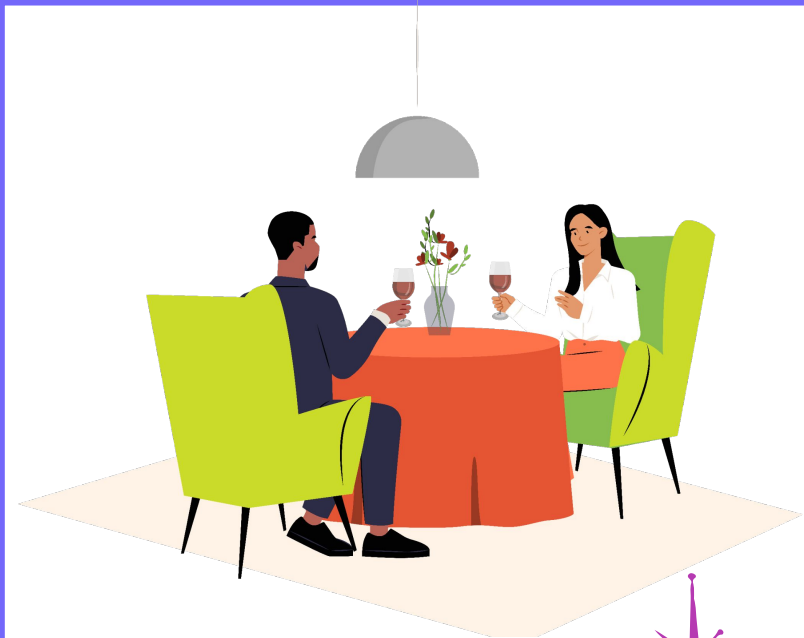
Long-Term Relationships: Nurturing Connections

- Use email for ongoing engagement (newsletters, updates).
- Encourage social media interactions through email campaigns.
- Sync SMS reminders with email promotions.





Let's get intimate





Let's get intimate



Develop a Unified Customer Profile



Implement Cross-Channel Triggers



Maintain Consistent Messaging



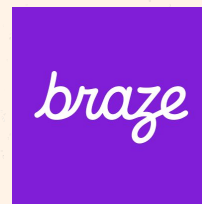
Leverage Automation for Personalization



Integrate Social Media and Email Campaigns



Utilize Data Analytics for Continuous Improvement



ITERABLE



Say yes to a multichannel relationship!





- Don't live in a marketing silo
- Try new channels
- Fail, then fail again



Key Takeaways



Hank Hoffmeier
Director of Operations
hank@kickbox.com



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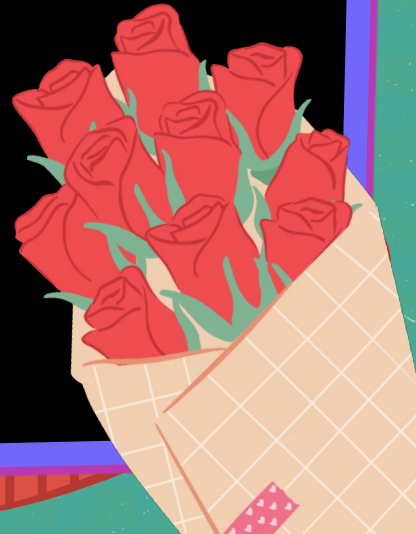
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