

Digital Marketing MASTERCLASSES

Email Marketing using Artificial Intelligence

With Automation & Personalisation

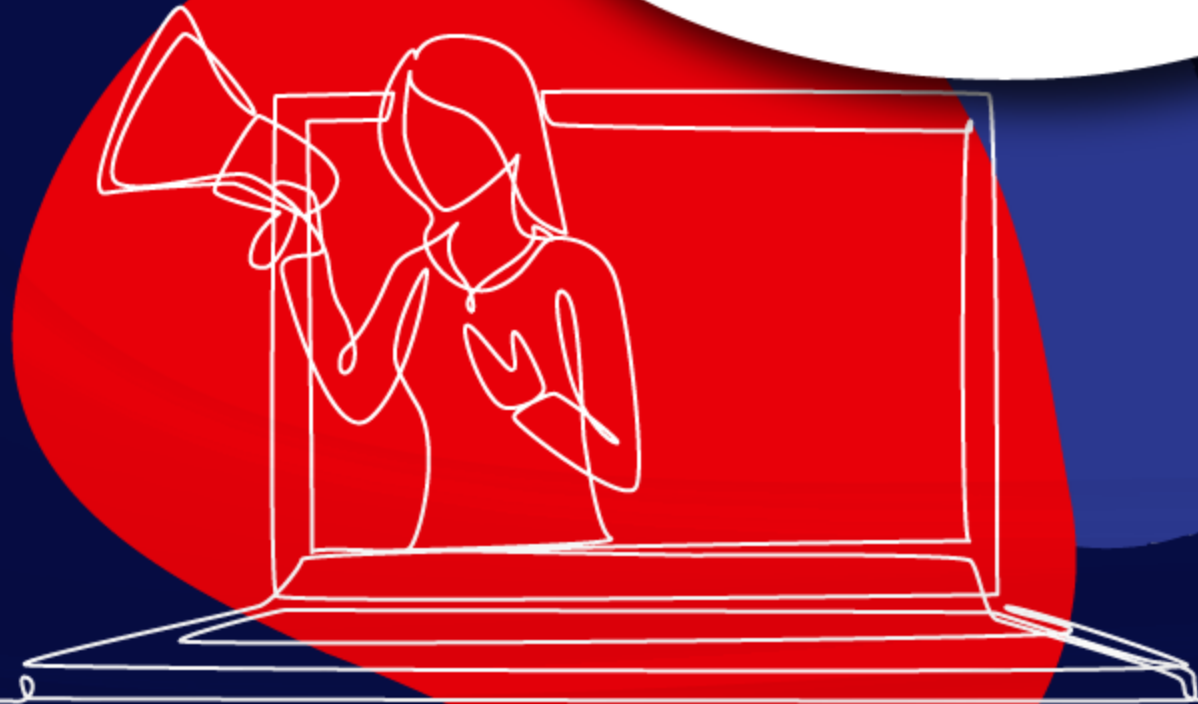
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SMME CLINIC
Practical Business Remedies

Let's Talk!

1. Why AI Matters for SA SMEs
2. Common AI Terms Simplified
3. Why AI in Email Marketing
4. Key Statistics for the South African Context
5. What AI Can Do For Email Marketing
6. Benefits of Using AI
7. Step-By-Step Workflow
8. AI Tools for SA SMEs
9. Step-By-Step Using Mailchimp
10. Case Studies
11. FAQs
12. Next Steps
13. Q&A



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Intro to AI – Why AI Matters for SA SMEs

- Cost-Effective Growth

- AI automates repetitive tasks, saving time and money

(e.g., R500/month tools can replace R5,000/month agencies).

- Local Relevance

- 72% of SA consumers prefer brands that personalise communications

(Source: DSM Digital School of Marketing).

- Example

- *"Imagine sending emails in Zulu, Afrikaans, and English without hiring translators. AI makes it possible."*



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Common AI Terms Simplified

Term	What It Means
Dataset	A collection of data (e.g., images, text) used to train AI.
Algorithm	A set of rules for solving a problem (e.g., sorting data).
Machine Learning	Learns from your data (e.g., predicts which customers will buy next).
Deep Learning	A type of ML that uses neural networks to learn complex patterns (e.g., image recognition).
NLP (Natural Language Processing)	Writes human-like emails (e.g., ChatGPT)
LLM (Large Language Model)	AI that generates human-like text (e.g., ChatGPT).



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Why AI in Email Marketing

- Cost-effective scaling for SMEs.
- Hyper-personalisation drives customer loyalty in SA's competitive market



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Key Statistics for the South African Context

- 72% of SA consumers prefer brands that personalise communication.
- AI can save SMEs up to 10+ hours per week on repetitive tasks.



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AI Basics for New Users

What AI Can Do for Email Marketing

- Personalisation
 - Tailor content by language, location, or purchase history (e.g., "Hi Thabo, your Durban weather update!").
- Automation
 - Send emails automatically (e.g., welcome series, cart reminders).
- Analytics
 - Track open rates, clicks, and sales with AI insights.



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Benefits of Using AI

1. Save Money

- Free/low-cost AI tools replace manual work (e.g., Mailchimp's free plan).

2. Reach Diverse Audiences

- AI translates emails into Zulu, Afrikaans, or Xhosa (tools like Phrasee).

3. Boost Engagement

- AI suggests subject lines that resonate with SA audiences (e.g., *"Braai Day Special! 20% Off"*).



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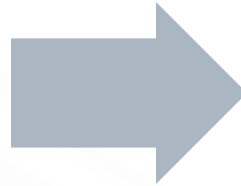
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Getting Started!

2 Aspects

Strategy

- Planning
- Frequency
- Client Lists
- Content Themes
- Lead Generation and Lead Nurturing



Implementation

- Tools and Software
- Setup
- Content Creation
- Scheduling
- Lead Fulfilment



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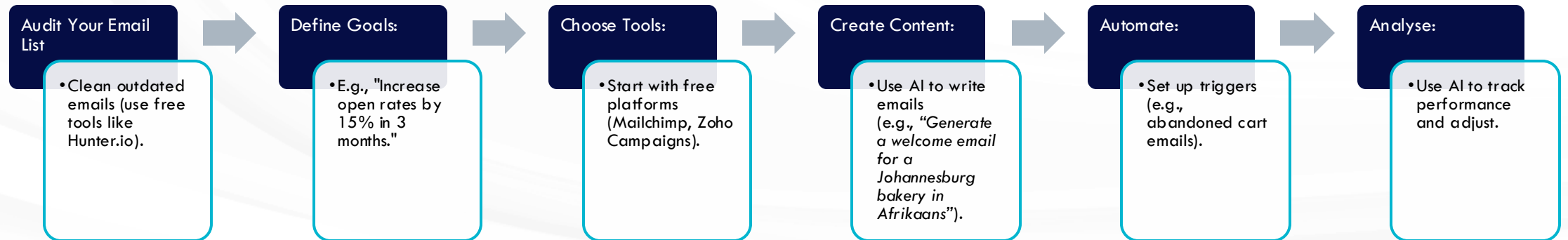
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Getting Started!

Step-By-Step Workflow for AI Email Marketing



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AI Tools for SA SMEs

Tool	Cost (ZAR)	Best For
Mailchimp	R0–R760/month	Beginners, multilingual campaigns
Zoho Campaigns	R70+ /month	E-commerce SMEs (abandoned cart emails)
Gemini (Google Workspace)	Free	Writing subject lines & analysing data
ChatGPT	R0-R760/month	Generating email copy in SA languages



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Using Mailchimp (Step-By-Step)

Step 1: Create a Mailchimp Account

- **Go to Mailchimp's Website:** Visit www.mailchimp.com and click the "Sign Up for Free" button.
- **Fill Out the Signup Form:** Enter your email, username, and password.
- **Activate Your Account:** Check your email for a confirmation link and click "Activate Account" to verify your email address.
- **Confirm You're Human:** Click the "I'm Not a Robot" button to complete the setup process.



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Using Mailchimp (Step-By-Step)

Step 2: Complete the Onboarding Process

- **Provide Business Details:** Fill in your name, business name, and physical address.
- **Take the "Let's Find Your Marketing Path" Quiz:** This helps Mailchimp provide personalised marketing suggestions.
- **Design Your First Email:** Use Mailchimp's templates to create a simple email campaign.



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Using Mailchimp (Step-By-Step)

Step 3: Add Contacts

- **Import Contacts:** Use a CSV file or connect to your CRM to import existing subscribers.
- **Create a Signup Form:** Add a form to your website to collect new subscribers.



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Using Mailchimp (Step-By-Step)

Step 4: Create a Campaign

- **Navigate to the Campaigns Tab:** Click on "Campaigns" in the top navigation bar.
- **Click the "Create" Button:** Choose "Email" as your campaign type.
- **Select a Template:** Pick a pre-designed template or start from scratch.
- **Design Your Email:** Add recipients, from name, subject line, and content.
- **Review and Send:** Preview your email and send it to your subscribers.



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Using Mailchimp (Step-By-Step)

- **Step 5: Set Up Automations**
- **Welcome Emails:** Create a series of automated welcome emails for new subscribers.
- **Abandoned Cart Emails:** Set up triggers for customers who leave items in their cart.
- **Use AI for Personalisation:** Integrate AI tools to personalise content based on subscriber behaviour.



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Using Mailchimp (Step-By-Step)

Step 6: Analyse Performance

- **View Reports:** Track open rates, clicks, and unsubscribes in the "Reports" tab.
- **Adjust Your Strategy:** Use insights to refine future campaigns and improve engagement.



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Using Mailchimp (Step-By-Step)

Step 7: Integrate with Other Tools

- **Connect Your Website:** Use Mailchimp's forms to capture subscribers directly from your site.
- **Integrate with E-commerce Platforms:** Connect to Shopify or WooCommerce for seamless order tracking and automation.



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Case Studies – SA Success Stories

Durban Coffee Co.

- Challenge: Low repeat sales.
- Solution: Used Mailchimp's AI to send personalised offers (e.g., "*Sipho, your favourite espresso is back in stock!*").
- Result: 30% increase in repeat orders.

Cape Town E-commerce Store

- Challenge: High unsubscribe rates.
- Solution: AI-translated emails into Afrikaans/Xhosa.
- Result: 40% fewer unsubscribes.



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Common FAQ's

Q: "What if I don't have a budget?"

A: Use Mailchimp's free plan + Chat GPT or Gemini for Workspace (free AI writing).

Q: "How do I handle SA's 11 languages?"

A: Tools like ChatGPT or Google Translate (integrate with Zoho Campaigns).

Q: "Is AI safe for customer data?"

A: Use GDPR/POPIA-compliant tools like Mailchimp.



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Next Steps

Start Small:
Try one AI tool (e.g.,
Mailchimp's free
plan).

Train Your Team:
Free courses
(Google's AI Basics).

Measure:
Track open rates
weekly.



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“AI isn’t magic - it’s a tool to make your work smarter.
Start small, experiment, and watch your business grow!”



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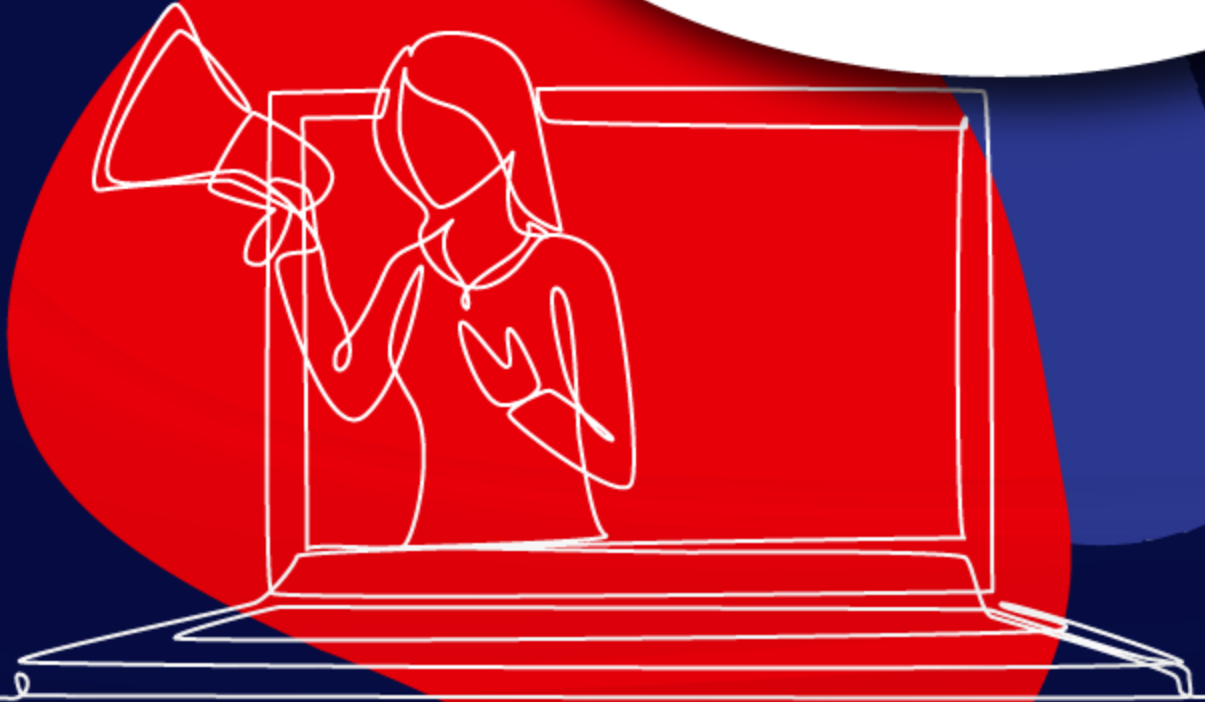


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Q&A



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Thank you!

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