

HOW TO DO SUCCESSFUL EMAIL MARKETING WITH AI

OMZ **REVIEWS**



CR **CleverReach**

EDITORIAL

It's December 2022. The Internet is undergoing a wave of AI. The launch of ChatGPT has sparked a new discussion about artificial intelligence and opened up possibilities overnight that many people didn't expect to see so soon - even though many of them have been around for a while.

A lot has happened since then: Within months, employees and students discovered the power of AI. As the tools evolved, AI integrations became a must-have for anyone who wanted to keep up in this fast-paced, ever-changing online world.

CleverReach® is at the forefront of this development - and the first email marketing solution provider in Germany, Austria and Switzerland to integrate AI-generated copywriting into email marketing. Since February 2023, the tool has been supporting marketers in their daily business with the help of artificial intelligence, enabling them to generate content even more efficiently for effective email marketing.

„We'll show you how you can bring the power of AI to your email marketing to-do list.“

- **Chantal Seiter, Editor at OMR Reviews**



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WE NEED TO TALK:

ABOUT AI IN EMAIL MARKETING.

NO EMAIL MARKETING WITHOUT AI

Email marketing is an important part of the marketing mix for many companies. It's the fastest, most targeted, and most personal way to communicate with your customers. Email marketing tools like CleverReach® offer a lot of helpful features. So far, so clear.

With AI now being a part of many people's daily work, new opportunities are opening up in email marketing. If you want to take advantage of these opportunities and keep pace with your competitors, you can hardly avoid dealing with AI. Despite all the controversy surrounding the complex and certainly sensitive topic, one thing is certain: AI has become an indispensable part of our everyday lives. So it pays to stay on top of it.

Although the topic of AI is still treated rather cautiously in Germany, companies have long recognized the increasing

relevance of artificial intelligence. In 2022, 94 percent of companies surveyed in a Deloitte study said AI is important to the future of their business. However, according to a survey by Bitkom in the same year, only nine percent actually used artificial intelligence for their business.

What is above all expandable also offers great opportunities for small companies: According to Bitkom, it is primarily the big players in Germany that are venturing into AI. Small companies should therefore take courage and get to grips with the technological opportunities available to them as quickly as possible. So they can secure front-row seats with a little skill.

¹„Deloitte: KI-Studie 2022.“

²„Bitkom: Künstliche Intelligenz – Wo steht die deutsche Wirtschaft?“

CREATIVE WITH AI SUPPORT: THE POWER OF AI IN EMAIL MARKETING

First: AI does not replace your creative freedom. Instead, think of it as a helpful supplement that simplifies your life and helps you accomplish your tasks.

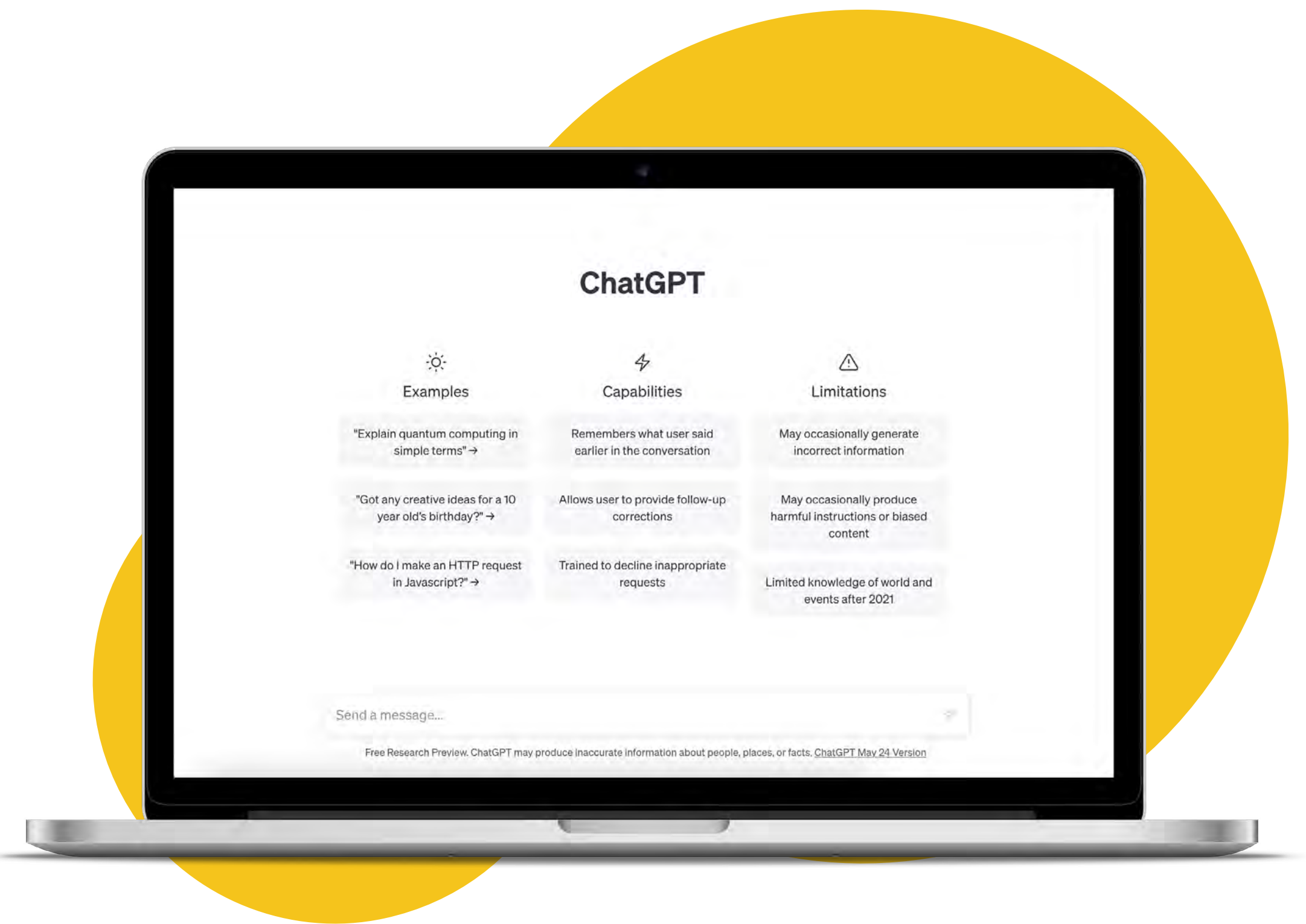
AI IN EMAIL MARKETING ...

- + ... provides inspiration when you run out of ideas.
- + ... helps you find the right words to say so you don't have to spend too much time phrasing your thoughts.
- + ... is an eloquent colleague around the clock, actively supporting your editorial work.
- + ... saves time, so you can focus on other important tasks.

CHATGPT: THE ALL-IN-ONE EMAIL CREATOR

ChatGPT was launched on November 30, 2022. An AI discussion that made many people forget their pre-Christmas stress was then held in December. The OpenAI chatbot is a real all-rounder, helping employees and students with research, making travel plans, and writing homework or blog articles in no time.

It's no surprise, then, that the seemingly endless features of the GPT 3.5 technology-powered chatbot are highly beneficial to your email marketing as well. For example, ChatGPT can help you find new topics for your newsletters, write email copy for different audiences, and even create entire strategies for your email marketing.



ChatGPT is an AI chatbot based on GPT technology. GPT is an acronym for Generative Pre-trained Transformer and is a language model that can generate and process text. Depending on the version, it has been trained with up to a trillion parameters. The GPT technology is the brainchild of OpenAI, a U.S. company that was founded in 2015 by Elon Musk and others. Since mid-March 2023, there is GPT-4, an optimized version of GPT-3.5, which according to OpenAI can perform even more complex and creative tasks and can process image input in addition to text.

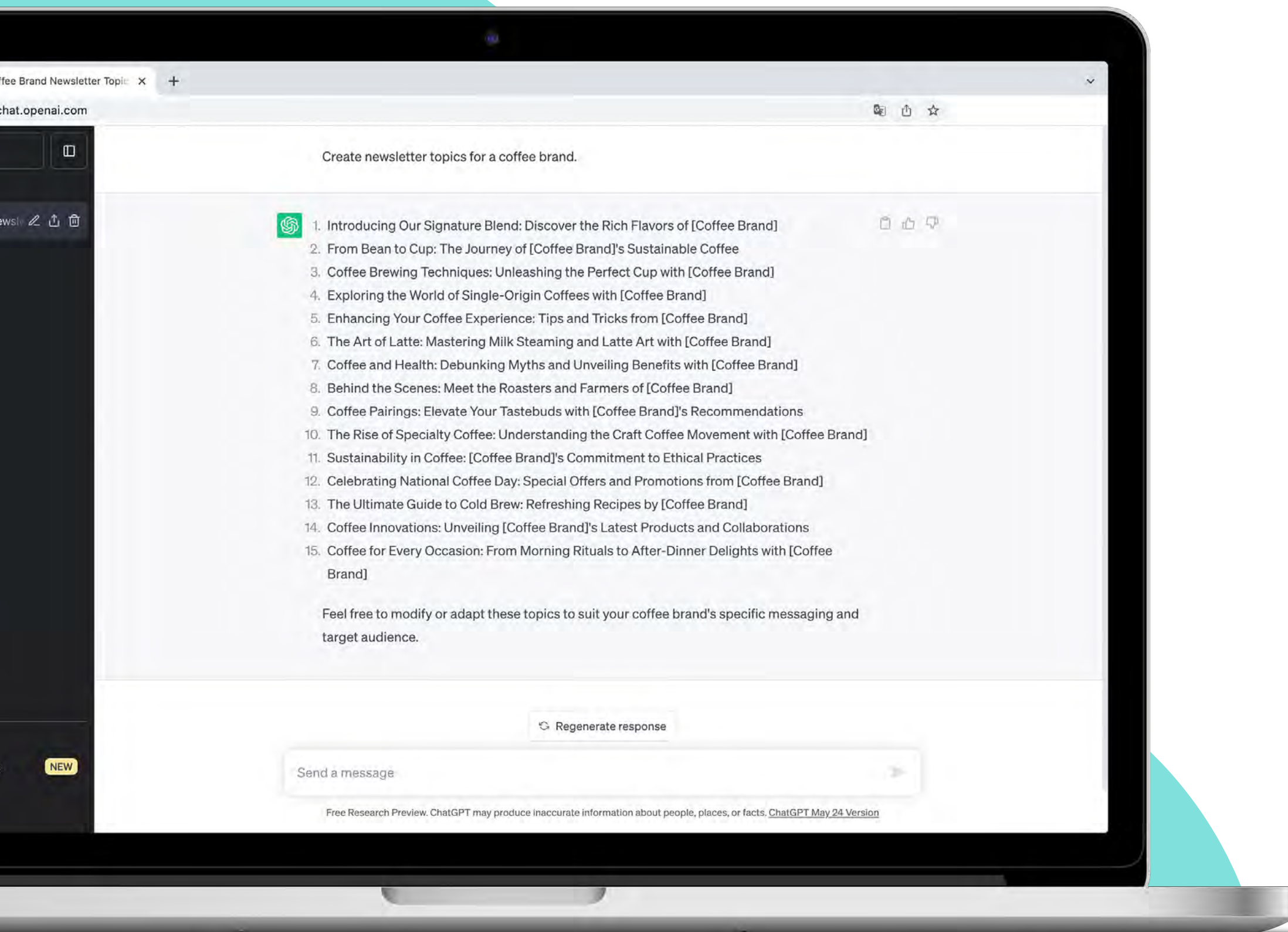
CHATGPT: THE ALL-IN-ONE EMAIL CREATOR

ChatGPT works by entering commands, called prompts. The more precise these prompts are, the better the result the chatbot will give you. Logical: clear instructions are most likely to produce the desired result.

Here are some exemplary prompts you can enter into ChatGPT to support your email marketing:

- + Compile newsletter topics for a running shoe brand.
- + Propose three newsletter topics for welcome emails to new subscribers to a shelter newsletter.
- + Create a Father's Day newsletter for a perfume company.

You can refine the ChatGPT drafts with additional prompts, and also specify whether the texts should sound humorous or more formal, for example. Enjoy giving it a go!



EMAIL MARKETING TOOL + TEXT AI:

WHAT THE CLEVERREACH® TEXT

AI FEATURE CAN DO

CLEVERREACH®: EMAIL MARKETING

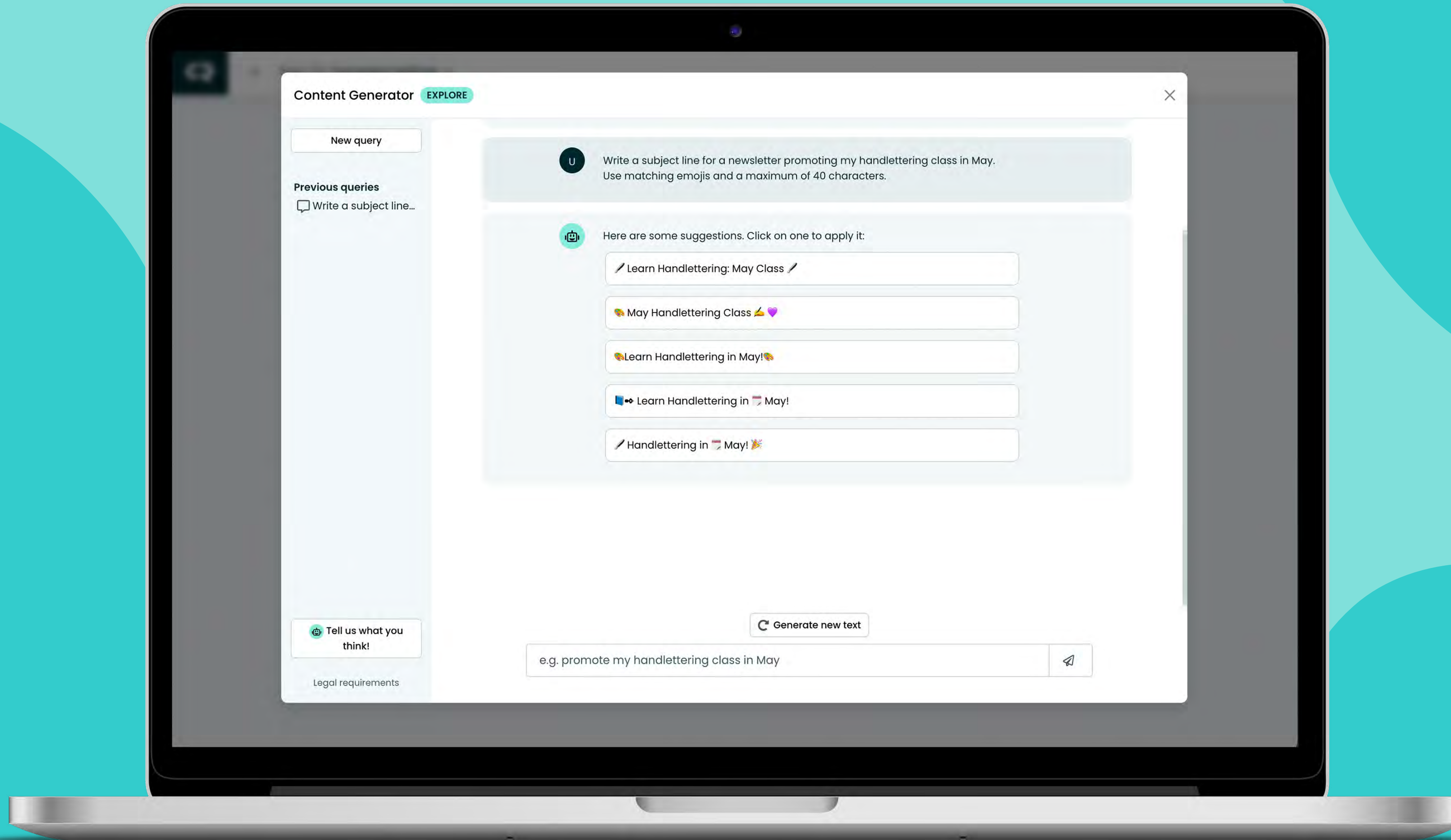
MADE IN GERMANY

CleverReach® is a cloud-based newsletter tool made in Germany. The company, which is based near Oldenburg, Germany, has been providing people with comprehensive options for their email marketing since 2007. The intuitive user interface is great for beginners to start their email creation activities, but at the same time offers various features, integrations and automations for marketing professionals. Lots of users confirm this on OMR Reviews.

At the heart of the tool is the newsletter editor. It's a drag-and-drop tool that lets you create attractive newsletters in no time. Send them easily and quickly to customers in your online store, fans of your blog, or key B2B contacts. You can integrate with countless storefront systems, website builder kits, and CRM tools. You can also use automation to get even more out of your emails, such as setting up entire email series or reminding potential buyers about items in their shopping carts.

What if you run out of words? Then the AI integration in the newsletter editor will be right on the spot.





CLEVERREACH®: EMAIL MARKETING* MADE IN GERMANY

*with Artificial Intelligence

CleverReach® brought AI text generating to email marketing as the first solution provider in Germany, Austria and Switzerland. Since the beginning of 2023, you no longer have to worry about not finding the right words. Instead, the CleverReach® AI integration helps you send persuasive emails, giving your creativity a boost when needed. The AI-powered content editor is more of a resourceful co-pilot than an autonomous autopilot for your daily email to-do list.

How it works: An interface to the Open AI GPT technology directly helps you create email content in CleverReach®. Based on prompts, AI writes email copy and subject lines when you need a little inspiration. The AI Text Editor provides a great foundation for your next steps and supports your creative processes.

“ChatGPT shook the marketing world. We wanted to use this momentum to make artificial intelligence in our product available to customers quickly and easily. It took us only a few weeks to go from the idea to the live launch of the first version of the Content Generator. We’ve been talking about using AI at CleverReach® for quite some time, and I’m glad that implementing our Content Generator set the starting point for diving deeper into that technology.”
– **Sabine Kowalski, Content Marketing Managerin bei CleverReach®**



AI ≠ AUTOPILOT

**HOW TO USE THE CLEVERREACH®
AI TEXT FEATURE**

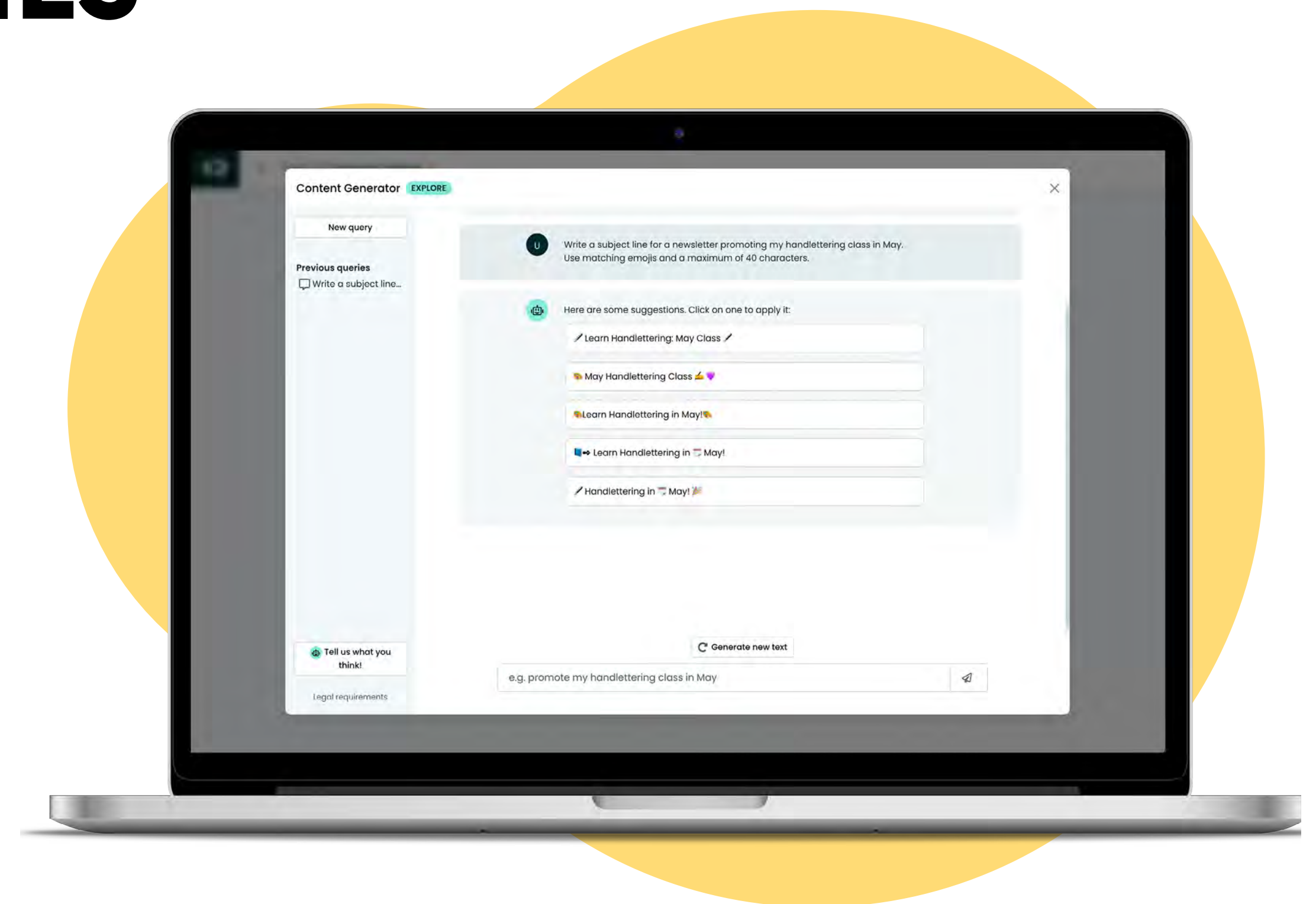
SUBJECT LINES THAT MAKE SUBSCRIBERS WANT TO OPEN YOUR EMAILS

I'm sure you know this: a newsletter pops into your inbox. Surely, it'd be a great read. But you'll never know, because you'll never open it due to an unattractive, dull subject line.

To make sure that doesn't happen to your emails, the AI in CleverReach® helps you write compelling subject lines. The Content Generator in the Campaign Settings is trained to find the ideal email subject line for you. You just need to tell it what it's about and it gives you suggestions for your subject line.

How to use it:

- 1.** Click on the robot icon in the Campaign Settings.
- 2.** The subject line generator opens.
- 3.** Enter the prompt for your subject line: Make sure to give clear instructions and say what your newsletter is about. You can also determine whether your subject should contain emojis.

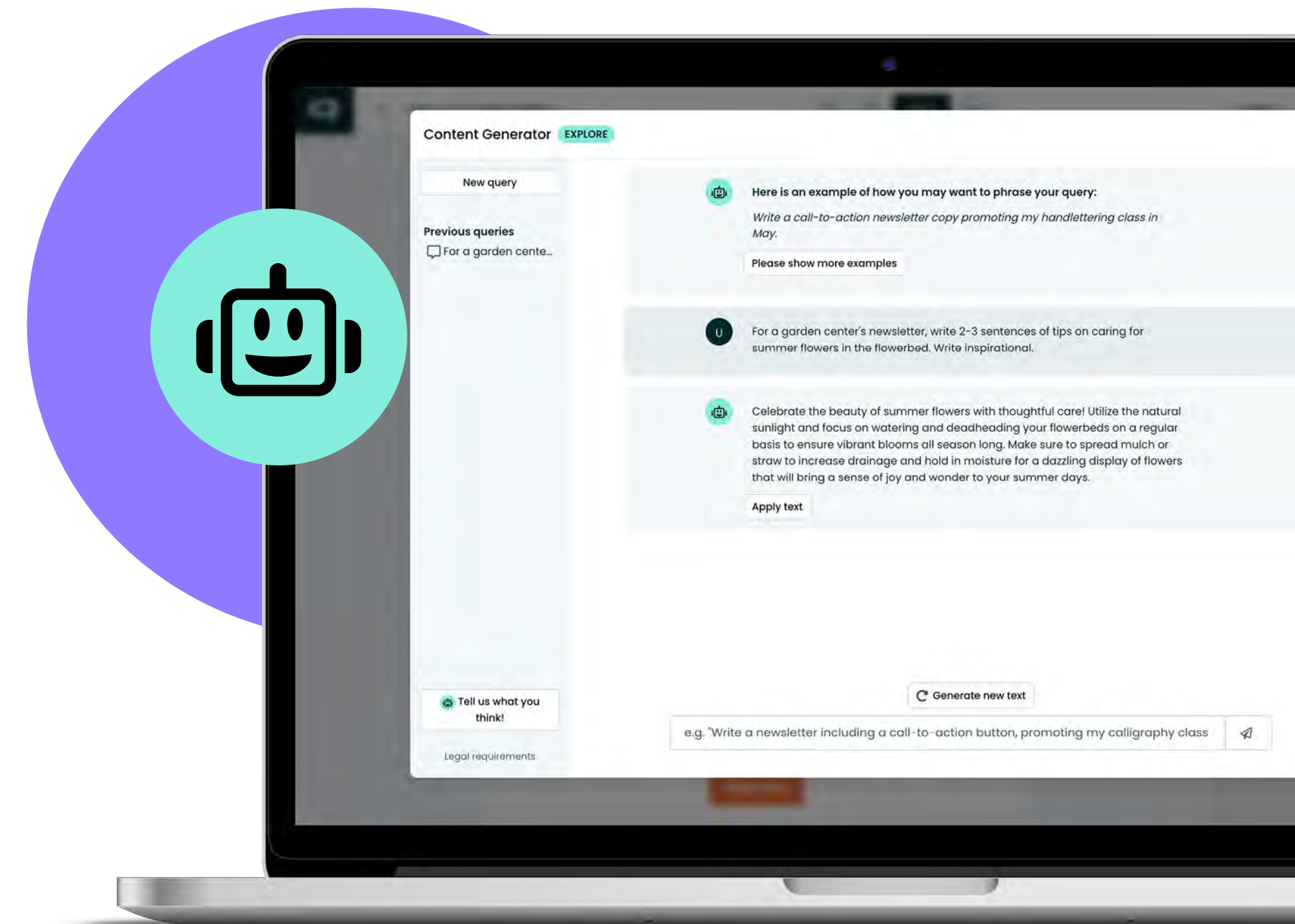


FIND THE RIGHT WORDS AND WRITE COMPELLING EMAILS WITH THE CONTENT GENERATOR

The Content Generator doesn't only help you to write captivating subject lines. If you need help with your email copy, the AI is there to assist you, too.

Here's how it works:

1. Navigate to the Content Settings for your newsletter.
2. Add a text box to your newsletter.
3. Click on the robot icon in the bottom right corner of your text box. The Content Generator appears.
4. Provide the Content Generator all the essential details to get started - for example, do you want it to generate an introduction or a CTA button?
5. Click "Generate text" and let the magic happen: the Content Generator will generate a text suggestions for you to work with. You can also access previous suggestions in the chat history. There's a chat for each prompt.



IT'S ALL ABOUT PROMPTS. **THE BEST TIPS:**

There are some things you need to know when using AI text generators. Here's how to get the most out of working with AI.

DO: GIVE AI A SPECIFIC JOB TO DO.

- + Tell it what your newsletter is about and what your business does.
- + Specify the sender of your email.
- + Define a goal: What do you want to achieve with your newsletter? Who is your target group?
- + Determine writing style or tone: How should your newsletter sound?
- + Formal or casual? You decide!
- + Specify if you want your newsletter to include a specific call to action.
- + Tell the AI which language to use.

The Content Generator can also rewrite existing texts to give them a new tone, for example. You can also tell the AI what kind of text you want it to write for you: Is it the introduction to the newsletter, a single paragraph, or the closing?

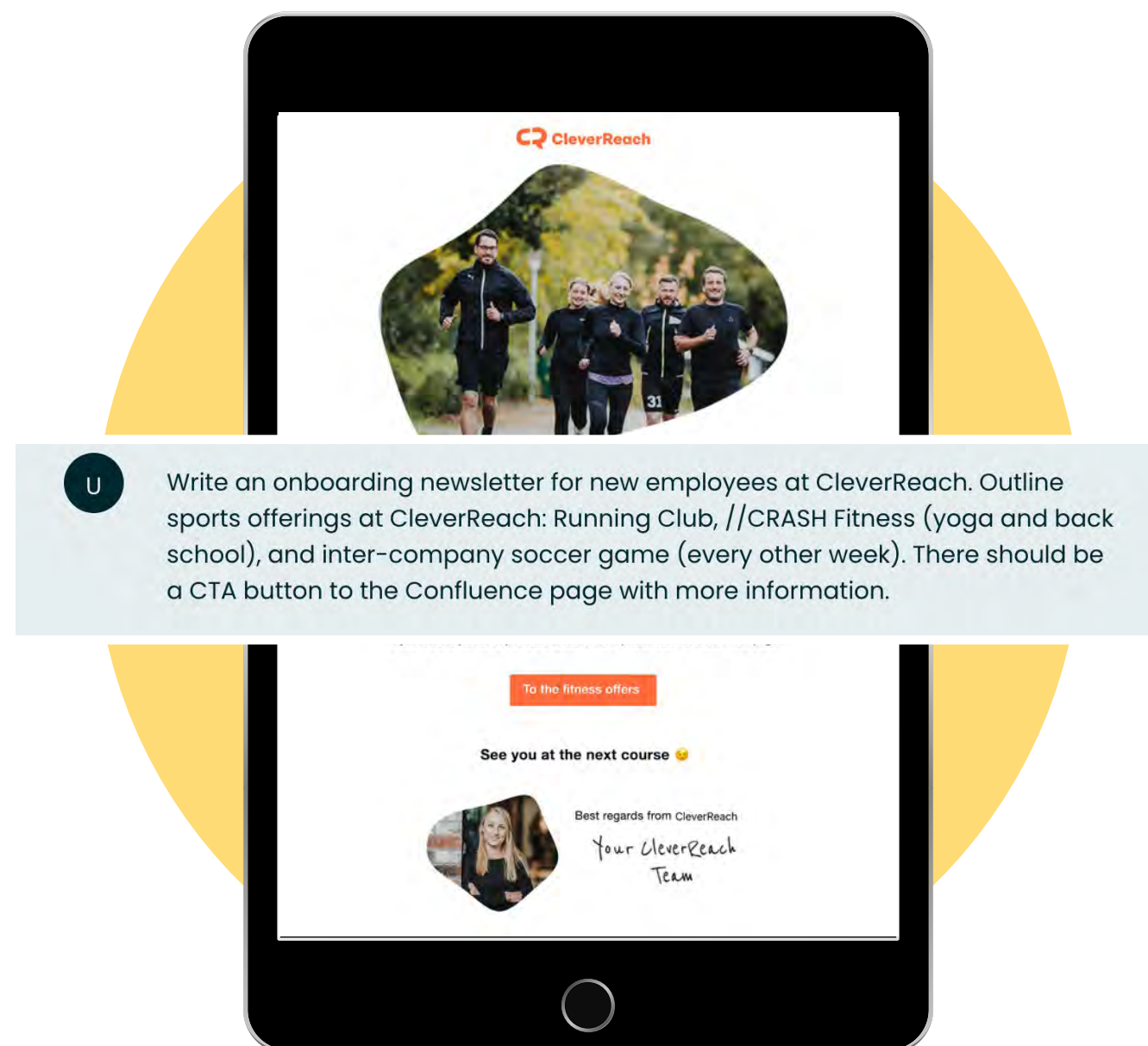
IT'S ALL ABOUT PROMPTS. **THE BEST TIPS:**

When using AI text generators, you should remember some dos and don'ts. Here's how to get the most out of working with AI.

DON'T: EXPECT THE AI TO DO EVERYTHING FOR YOU.

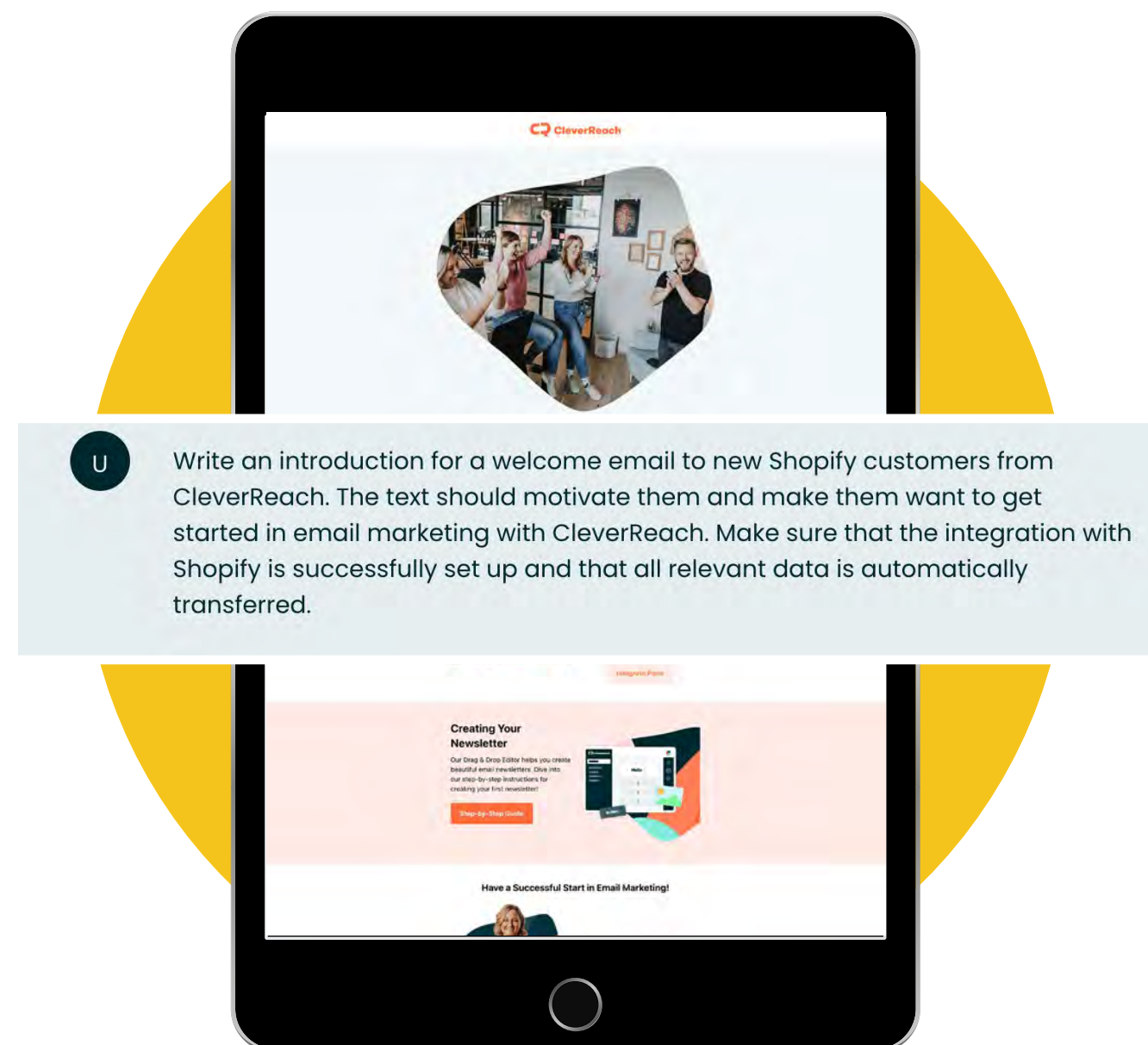
- ✘ The Content Generator provides the foundation for your work. Don't expect AI to do everything.
- ✘ Too little context: The Content Generator needs enough input to work properly - just one word will not do.
- ✘ Up-to-the-minute topics: The Content Generator is based on GPT-3, with datasets extending to September 2021. The technology cannot capture what happened after that.
- ✘ Sensitive data: Do not enter sensitive data such as passwords or personal information into the Content Generator.
- ✘ Successive prompts: The Content Generator does not learn. Each new request stands on its own.

NEWSLETTER IDEAS: WHAT YOU CAN DO WITH NEWSLETTER TOOLS (AND HOW AI HELPS YOU)



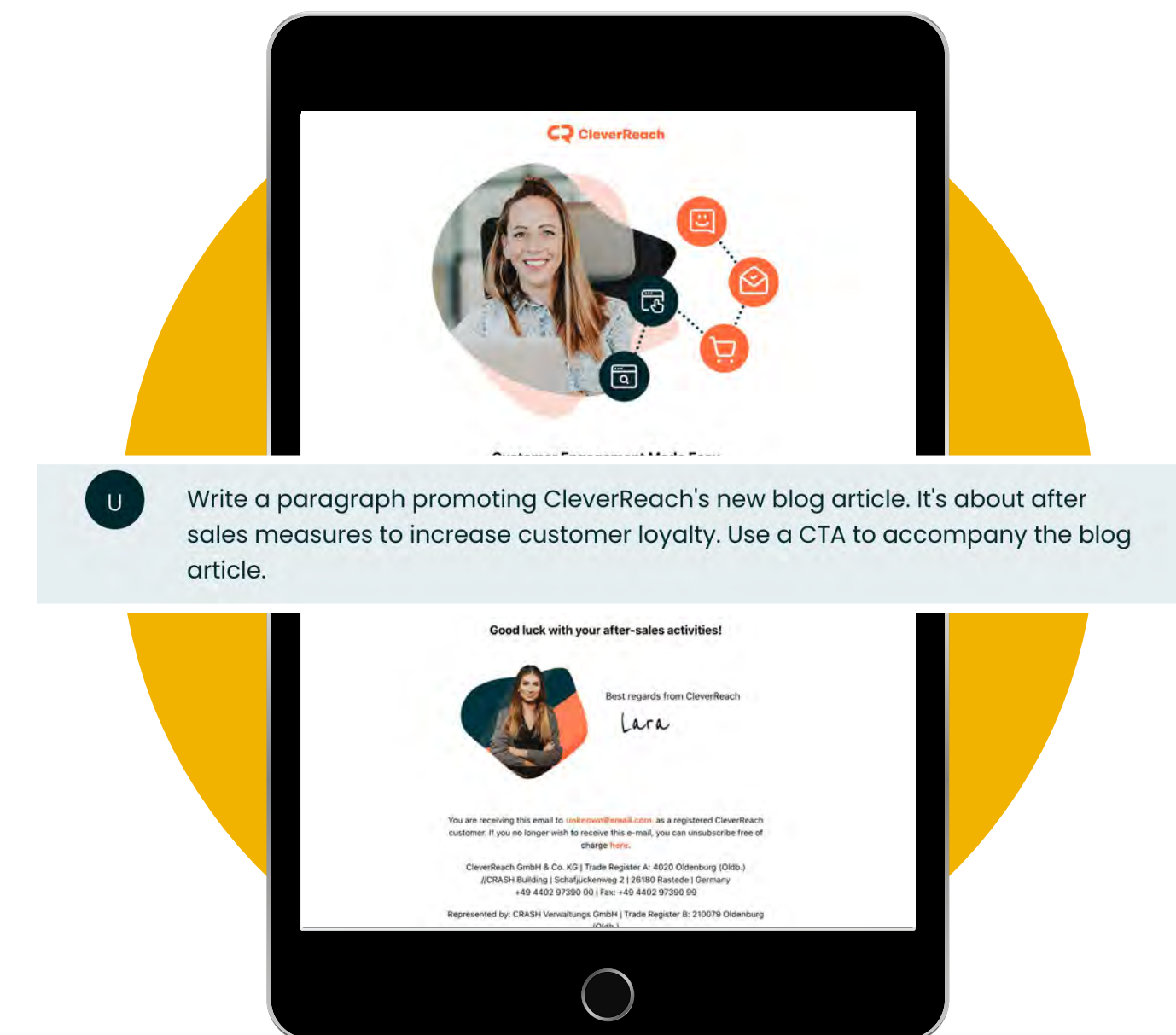
U Write an onboarding newsletter for new employees at CleverReach. Outline sports offerings at CleverReach: Running Club, //CRASH Fitness (yoga and back school), and inter-company soccer game (every other week). There should be a CTA button to the Confluence page with more information.

Welcome new team members with engaging onboarding emails.



U Write an introduction for a welcome email to new Shopify customers from CleverReach. The text should motivate them and make them want to get started in email marketing with CleverReach. Make sure that the integration with Shopify is successfully set up and that all relevant data is automatically transferred.

Welcome new customers with compelling newsletters that build brand loyalty.



U Write a paragraph promoting CleverReach's new blog article. It's about after sales measures to increase customer loyalty. Use a CTA to accompany the blog article.

Keep your customers up to date with important news about your business.

WHAT USERS SAY ABOUT THE CLEVERREACH® CONTENT GENERATOR



“I use the AI generator mainly for inspiration and to rephrase repetitive statements. For simple, repetitive headlines and teasers, I use the AI generator and adjust only a few words. So the AI saves me a lot of time. It’s not so much about generating completely new or creative content, but rather taking care of the tedious little things.”
– **Martin Behrends,**
Marketing & Media Management at CORE Oldenburg



“The CleverReach® Content Generator is incredibly easy to use and simple to integrate in your work routine. The tool gives several text suggestions for me to choose from, rather than having to search for the best wording myself. For me, a valuable time saver!”
– **Neela Sonntag,**
Communication Designer at Personizer

“The CleverReach® Content Generator is an extremely helpful tool boosting my inspiration and saving a lot of time. The tool has helped me create creative and catchy subject lines and newsletter copy on several occasions. If you can’t find the right words, it’s a good support and sparring partner.”
– **Vanessa Vink,**
Marketing Manager at EWE Baskets Oldenburg



YOU NEED AN
AI TEXT GENERATOR FOR
YOUR **EMAIL MARKETING.**

*If not now, at least soon.

THE FUTURE OF AI IN EMAIL MARKETING

The future of AI - and not just in email marketing - is promising. But it's also full of unanswered questions. Quite a few of them revolve around how we work in the future. Will AI take our jobs or even render us obsolete?

What's already clear: Artificial intelligence will not replace you (yet). In fact, it's a helpful sparring partner, standing by your side when your creativity needs a little push. While many developments are somewhere between exciting and scary, don't be afraid of AI. Instead, meet it with curiosity. Explore the possibilities and reap the benefits. Artificial intelligence will be a relevant part of the world of work. If you don't get to it early, you risk being left behind.

**„AI WON'T TAKE YOUR JOB,
A PERSON USING AI WILL.“**



“What is important is human curiosity and courage, combined with the necessary freedom to try things out. Used properly, AI can be a source of inspiration that makes work easier.”

– **Mareike Juds, Head of Marketing & Communication at CleverReach®**

Probably no one can take a look into the future. But we'll give it a try: What does AI in email marketing have in store for us? What's happened since December 2022 shows that we can always expect something new. And while it may feel like almost everything has already happened, most people are aware that we are still at the very beginning.

“I see a bright future for AI in email marketing. Here are some of the developments I expect to see soon:

- Personalized emails: AI-based algorithms can analyze user behavior and personalize emails based on interests and preferences. This can help to improve open rates and click-through rates, and lead to higher conversion rates.
- Automated optimization: AI can also help optimize email campaigns automatically. By analyzing open and click-through rates, algorithms can automatically make changes to the subject line, content, or design of the email to improve conversion rates.

Overall, I think AI is going to play a big role in email marketing. Companies that leverage this technology will have a competitive advantage.”

– Nils Eilers, Product Owner at CleverReach®



By the way: get tips for good prompts and generate preheaders with the CleverReach® Content Generator. Preheaders are the texts right beneath the subject line of unopened emails in your inbox. Beyond that, AI remains an exciting topic at CleverReach®. There are many ideas for further AI features. **STAY TUNED!**

“Future email marketing with AI enables interactive landing pages in the form of emails where users can take direct action. With the help of deep learning, products can be promoted and even tried on in a personalized way, for example by using a photo of the user.

In addition, by using AI and natural language processing, chatbots can respond to user queries, provide information, answer questions, and even make personalized recommendations. This improves customer interaction and allows for efficient exchange within the email, which can lead to a positive user experience and ultimately increase conversion rates.”

– Jana van Thiel, User Experience Designer at CleverReach®



GET IN TOUCH



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**CARMEN CICHON**

Content Marketing Manager

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CleverReach® has a passion - communication. The cloud-based newsletter tool is designed to help people connect and share. CleverReach® provides a simple and intuitive solution that enables companies to reach their customers with relevant content. This personal connection with people is what CleverReach® loves about email marketing.

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