

# Agenda:

- Email marketing best practices
- Email marketing systems
- Taking it to the next level
- Why email marketing is still relevant
- Five things that make email marketing effective
- Knowing your audience & choosing the right content
- Email Marketing the most cost-effective way to promote business
- Email providers
- Email Auto Responders
- Squeeze/Landing Page - Subscribe Form
- Getting to know your subscribers
- Social media & email marketing
- Email marketing takeaways
- Glossary

# Email marketing best practices

# Anatomy of a Killer Email

1. Targeted recipient
2. Recognizable Sender (better if it's from an actual person)
3. Clear and compelling subject line (under 50 characters)
4. Branded email
5. Valuable content
6. Clearly visible call-to-action (CTA) button
7. Company info & unsubscribe links/email preference



# A Good Email Is ...

... by, for and about people (not robots)

- Keep it conversational
- Read your email aloud to check tone/language

... based on what you know about the recipient

- Segment your list based on language, how the email was acquired, previous action taken, etc.



# How to Get Sign-ups

**Offer people something they value**

• Figure out what you can offer that will be of value to your readers

• What is your superpower?

• What can your organization offer that no one else can?

• What can you tell people, teach people, connect people with that no one else can?

## EMAIL NEWSLETTER WORKSHEET

Use this worksheet to record your answers to the simple questions below. Adding these elements to your email newsletter will increase your chances of creating a newsletter that people want to sign up for and keep reading.

### What is your Superpower?

What are you uniquely qualified to share with your supporters that they will be eager to read about regularly? Maybe it's invitations to events in the community, tips to make their lives better or their jobs easier. Describe in 40 words or less.

### What can you 'trade' for their email address?

What can you offer people in return for their email address? A free event, a download or a chance to win a prize are all ways to offer value to your subscribers right away. List three things you could offer in exchange for an email address.

### How will you describe your newsletter, in terms of the unique, amazing things you offer?

Use the space below to brainstorm two or three short phrases describing the unique, amazing things your email newsletter will offer subscribers regularly. It could be great tips, invites to and reports from events in your sector, or job opportunities.

# How to Get Sign-ups (contd...)

## Email signup forms

Simply asking people may not work – you need to sell them on it!

Establish credibility and trust (i.e., mention email frequency), give them a sense of what they will be getting

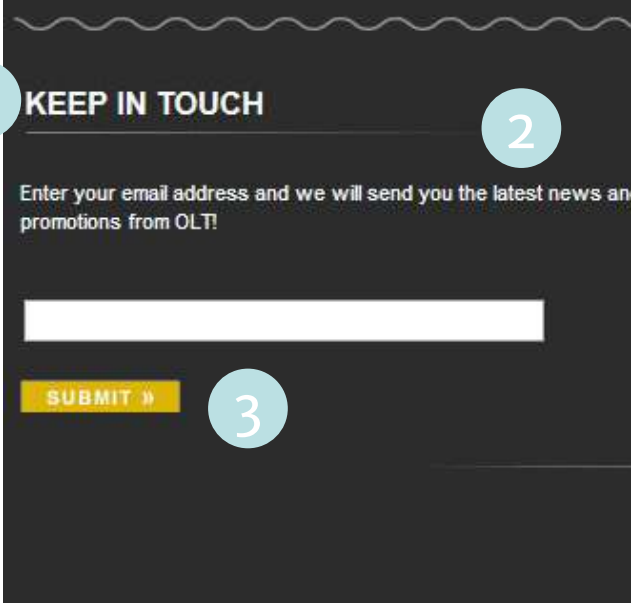
Best to collect email, first name and postal code

### *Example from Ottawa Little Theatre:*

Gives people a sense of they they'll be getting;

Brief newsletter description;

Focused call-to-action



The image shows a dark-themed email signup form. At the top, there is a wavy white line. Below it, the text "KEEP IN TOUCH" is displayed in white, with a light blue circle containing the number "1" to its left. Underneath, a light blue circle containing the number "2" is positioned to the right of the text "Enter your email address and we will send you the latest news and promotions from OLT!". Below this text is a white rectangular input field. At the bottom of the form, there is a yellow button with the text "SUBMIT »" in black, and a light blue circle containing the number "3" is positioned to its right.

# Do people read emails?

$$\text{Open Rate (OR)} = \frac{\text{No. of people who open your email}}{\text{No. of people you sent it to}}$$

$$\text{Unsubscribe Rate (UR)} = \frac{\text{No. of emails that are unsubscribed}}{\text{No. of people you sent it to}}$$

$$\text{Click Through Rate (CTR)} = \frac{\text{No. of people who click on a link}}{\text{No. of people you sent it to}}$$

$$\text{Bounce Rate (BR)} = \frac{\text{No. of emails that can't be delivered}}{\text{No. of people you sent it to}}$$

# How could people be made to read emails?

## 1. Subject Line

- Keep it short
- Share what's inside

## 2. Relationship

- What value have you provided in the past?
- How engaged are you?

## 3. Time & day

- Weekday vs weekend?
- Early morning, lunch, after work, evening?

## 4. Volume of email

- How much email do you send?

## 5. List cleanup

- Get rid of old subscribers who aren't engaged



- **Doing well**
  - Compelling image
  - Call to action – buy tickets
  - Description draws you in, conversational tone
  - Clear info – dates, price
- **Could be better**
  - Large image will be hidden for some
  - Call to action button rather than links
  - Layout/flow
  - Could be more personal

**TSOUNDCHECK**



PROGRAMME SPONSOR



Tue, May 20 at 8pm – [BUY TICKETS](#)

Wed, May 21 at 2pm – [BUY TICKETS](#)

Wed, May 21 at 8pm – [BUY TICKETS](#)

You know the songs: *I Could Have Danced All Night*, *On the Street Where You Live*, *If Ever I Would Leave You*, *Almost Like Being in Love*, and so many more. The TSO joins forces with a top-notch cast of vocalists to perform all the greatest hits from legendary Broadway duo Alan Jay Lerner and Frederick Loewe, who brought us such musicals as *My Fair Lady*, *Camelot*, *Brigadoon*, and *Gigi*. This truly is classic Broadway!

**\$14 tickets**

# Email Marketing Systems

# How do you send marketing emails?

- Outlook, Gmail, etc. (my personal/work email account)
- Mailchimp
- Constant Contact
- Vertical Response
- iContact
- My organization's ticketing system or database
- Other
- I don't send marketing emails

# What's an Email Marketing System?

Email marketing systems are web-based services that are designed to send mass emails:

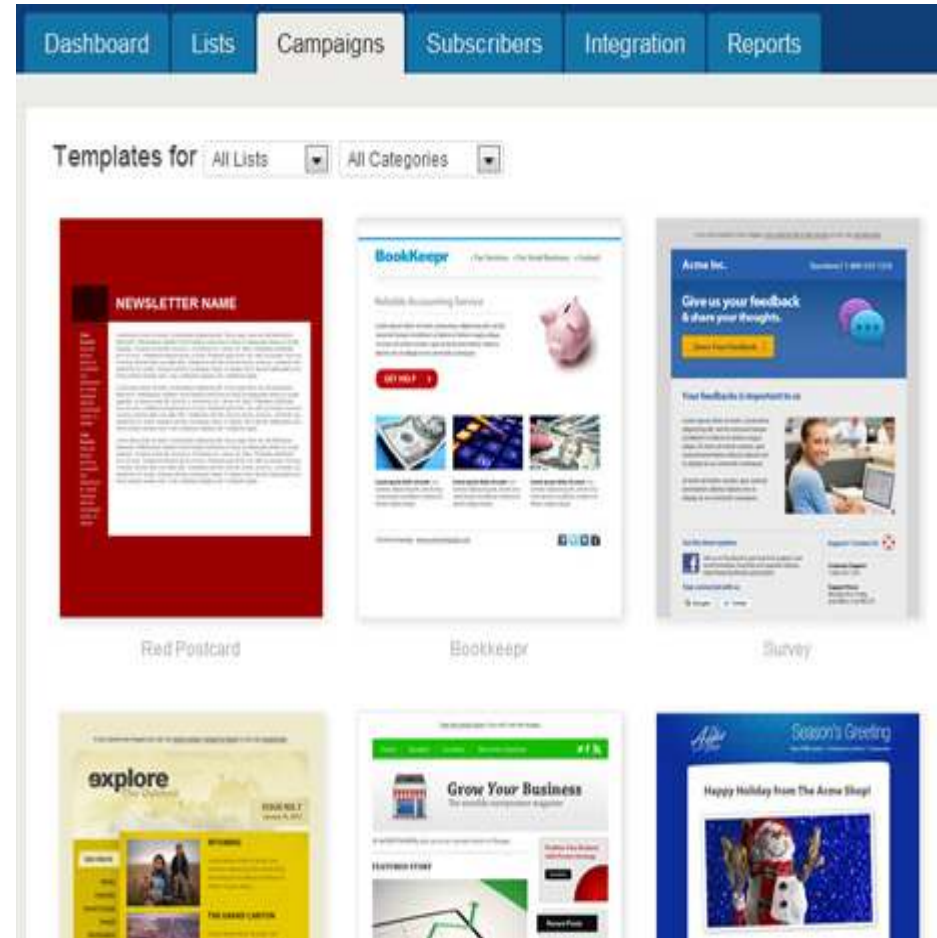
Approved bulk mailers

Follow professional and legal mailing practices

Provides listing hosting and subscription management

User-friendly and typically requires little to no technical skill

Detailed reporting & feedback



# “But why can’t I just use Outlook/Hotmail/ Gmail?”

Your standard email account (e.g., Outlook, Gmail, Hotmail, Yahoo etc.) is not designed for email marketing

- No authentication = easily get blacklisted or identified as spam
- Can’t track clicks or opens
- No automatic bounce removal
- No control over unsubscribing
- No personalization
- Poor HTML

# Choosing an Email Management System

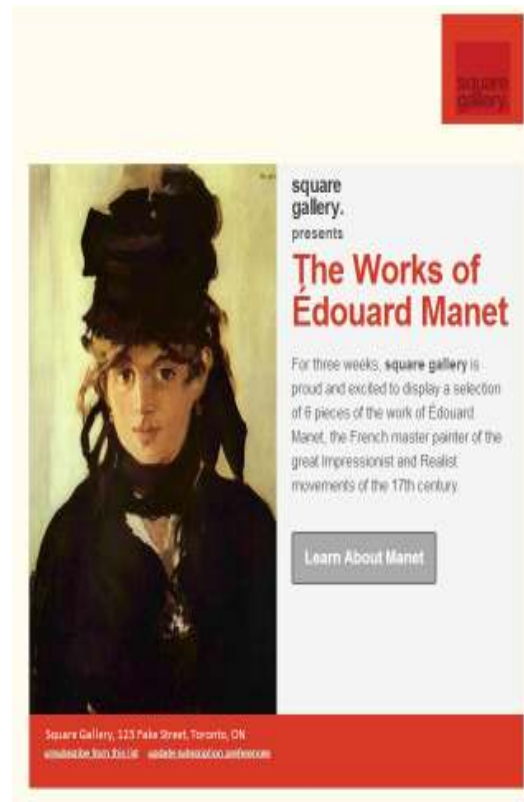
Factors to Consider:

- Ease of use
- Availability of templates / ability to create your own templates
- Pricing (Per email? Per subscriber?)
- Ability to segment your lists



# Optimize Your Emails for Mobile

- 48% of emails are opened on mobile devices (smartphone & tablet)
- If your email doesn't look good, it will likely get deleted or ignored
- Use a pre-built responsive template or make your template responsive
  - Requires CSS skills



**Taking it to the next level**



# List Segmentation

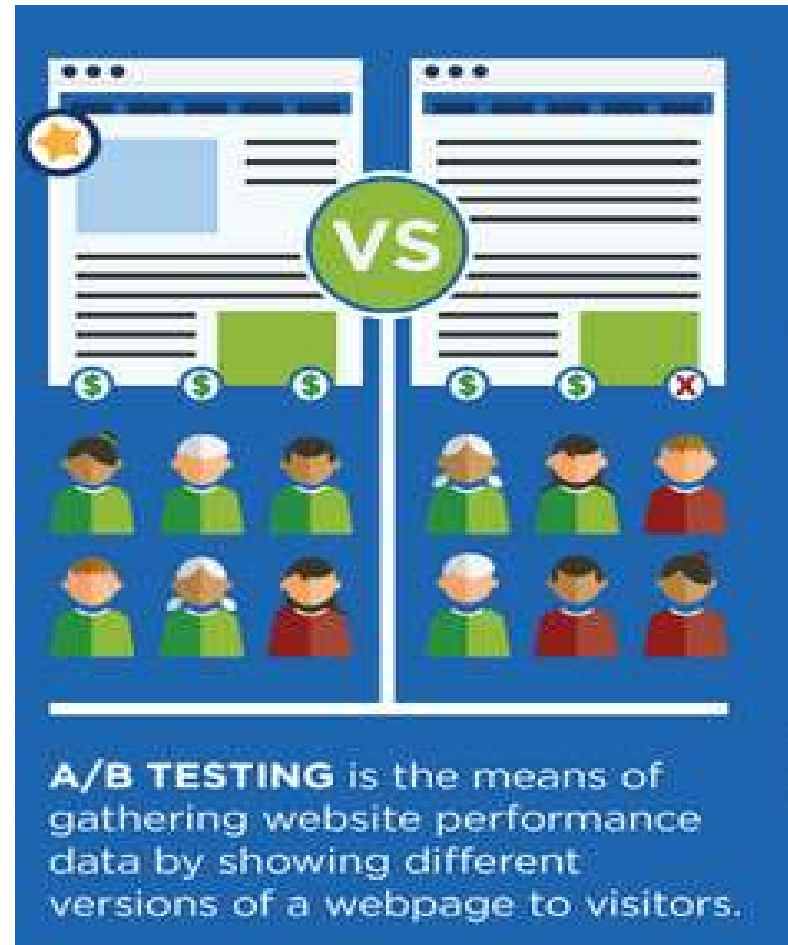
1. Consider what information you have about your subscribers
  - Location (postal code)
  - Past performances attended
  - Past behaviour (opened/clicked previous emails)
2. Segment your list based on the information
3. Customize your email for each segment

# Track website visits

1. Name the campaign and segment
2. Create “URL Builder” links for each combination of campaign/segment
  - <https://support.google.com/analytics/answer/1033867?hl=en>
3. Use “URL Builder” links for all links to your website in the email
  - Note: some email management systems do this automatically!
4. Check Google Analytics to see how many visits came from each campaign

# A/B Testing

1. Decide which to test & create 2 options
  - Subject line
  - “From” name
  - Email content – design, call to action, text
2. Send each option to a small portion of your list
  - 5-15%
3. See which is more successful & send to the rest of your list!



# Types of communications included

- Emails, text messages, messages on social media
- With topics such as:
  - Selling tickets to an event / performance
  - Promoting services
  - Asking for donations
  - E-newsletters
  - Promoting your organization

# Get consent!

- Types of consent:
  1. Express consent: person has given written or oral consent to get specific types of messages
  2. Implied consent: person has used your services in the last 2 years
    - Attended a performance, made a donation, volunteered
- Always include:
  - Who is sending the message
  - How to contact you (address, phone #, email)
  - A way to unsubscribe
- Some nuances & exceptions to be aware of

# Why Email Marketing is Right For Your Business?

- Approach Email Marketing with a Content Marketing mentality & approach
- Become the leading authority by providing useful and helpful content above and beyond what you sell.
- Provide a great user experience.
- Social Media – Plays a part but primarily to drive people to your content with the goal of subscription.
- Your audience loves a good story – Why are you in business? Why do you want to help?
- Everyone in this room has a story to tell – One that you're passionate about (\*\*If not you may be in the wrong business)

# A few things that make Email Marketing effective

People check their mobile phone up to 150 x's per day ([kpcb.com](http://kpcb.com))

80% of people only scan their email ([Nielsen Norman Group](#))

Make it easier for subscribers to scan your email with short subject lines.

Our brains process images 60,000 times faster than text ([3M](#))

Make all images clickable by linking it to other relevant content on your web site.

58% of adults check email first thing in the morning (Ezanga) –

Subscribers that receive a welcome note are 33% more likely to engage with your business long-term ([chiefmarketer.com](http://chiefmarketer.com))

# Knowing Your Audience & Choosing the Right Content

Who are you creating content for and who do you want to reach?

What are your audiences needs, pain points and concerns that you can address?

What would your audience find useful and interesting?

Answers to the Top 10 questions you get from customers & prospective customers?

Know what social media channels your customers are on?

**Social Media may generate engagement....but your goal is to create content that drives people back to an owned platform, i.e. your web site.**

**Best chance to build your subscriber list.**



# Email Marketing is still the most Cost-Effective Way to Promote your Business

According to a survey from [Exact Target](#) in late 2014:

91% of respondents said they checked their email daily on a mobile device. 69% on tablets.

8 out of 10 consumers who signed up for emails over the past six months made a purchase based on what they received..

Capturing subscribers from your web site or social media channels does not cost a dime

And once again, **you control the content.**

# Recommended List of Email Providers

## MailChimp

Getting Started: <http://bit.ly/mailchimp-getting-started>

Knowledge Base: <http://kb.mailchimp.com/>

## Aweber

Getting Started: <http://bit.ly/AWeberGetStarted>

Video Tutorials: <http://bit.ly/http://bit.ly/aweber-getting-started-videos>

## Emma

Getting Started: <http://myemma.com/emma-101>

Video Tutorials: <http://myemma.com/emma-101/watch>

<http://myemma.com/Emmaresources>



**Email Auto Responders – Email that is sent automatically at a designated date/time**

**Email Auto responders can:**

Trigger auto responders based on email opens

Trigger auto responders if you have an e-Commerce business when someone buys one of your products or services online.

Once you get your feet wet, take advantage of auto responders – they can be a huge time-saver

When you set-up auto responders they work 24x7

# The List – Creating and Growing Your List

Never purchase or rent a list for your email marketing unless you can come up with a unique reason; For example if its basic demographic information on a region or major city.

Never market to anyone that has not opted-in or unsubscribed to your list, period.

Capture only **Name** and **Email** address to start

Use **Facebook** and other social platforms to find out more about your subscribers – Get to know your subscribers....

Always add a Call to Action to every email for additional relevant content.

**Great Content + Good Calls to Action = A Growing**

# Squeeze/Landing Page - Subscribe Form

*A good subscribe form has to deliver 3 things:*

1. State the offer as clear as possible in exchange for an email address.
2. A clear call to action to do so. Tell people to fill out the form to subscribe.
3. Tell people why they need to subscribe. Tell them what's in it for the them and why they can't live without your awesome email campaigns.



## JOIN OUR EMAIL LIST

Get the scoop. Sign up for news on events, promotions, how we make our food and what we're doing to give back. All delivered exclusively to your inbox.

Email required

Zip Code required

By clicking "Subscribe" you agree to receive emails, promotions, and general lovin' messages from McDonald's.

Subscribe

On the list already? [Update your profile](#)

**WE SHOULD GET TOGETHER MORE OFTEN**

Join the **STIHL** email community for:

- Seasonal Landscaping Tips
- Guides & How-To Videos
- Special Offers from Your Local STIHL Dealer
- Maintenance Tips

SIGN UP

*Newsletter Subscription*

Enter Your Email

Subscribe

**Join Our Email List!**

Submit

Fieldset

Email \*

## Pop-Ups – Can be annoying but ....

- Marketers have overwhelmingly said that a pop-up made a significant difference in the people who did subscribe as opposed to just having the sign up widget off on a sidebar.
- Your email provider will most likely have the ability to pop-up your subscribe form after a certain amount of time a visitor is on-site.
- Pippity - <https://pippity.com/> - Create pop-up forms that convert! \$49 per year.

**Thank you pages** – This is a huge measuring point.

- Use Google analytics to track behavior of people who visit other pages of your web site from the ‘Thank you page’.
- Most web developers or site maintenance people can set this up for you.
- Create custom ‘Thank you pages’ to see if people subscribed from your web site, Facebook, Twitter, Pinterest, etc.



# Happy Hour Recap Online Marketing Tips

Your subscription to **Happy Hour Recap** has been confirmed!



*You'll now receive our Wednesday videos (with exclusive, premium content at the bottom of those emails).*

Feeling impatient for some **Happy Hour Recap**?

[Click here to see our latest!](#)

Have a comment question or suggestion for **Happy Hour Recap**?

[Click here to contact us.](#)

Edwards Communications  
2700 Colchester Rd  
Cleveland, OH 44106

[Add us to your address book](#)

[continue to our website »](#)

or

[manage your preferences](#)

# **The Offer – Something of value to someone that subscribes to your list & begin to grow your list.**

For example, let's say you sell homes and when someone subscribes you ask about their buying status, i.e.

First time home buyer – Create and offer up a white paper or video on what's important for first time home buyers to know. What to expect, the process of contracting with a real estate company, etc.

Second/Third buyer time ready to move on – Create a video or white paper on what second and third time home sellers/buyers need to know and even offer up some tips that people would not normally know or think about.

Selling My Home – Again a white paper, infographic, video or something of value to someone in the market of selling their home such as tips for better curb appeal, features about a home that prospective buyers look at and maximize those features.

Create an option for on your subscribe form for each category of where the prospect is during the buying/selling process.

Based on the information provided by subscribers you could now

# Getting to Know Your Subscribers – Content & Campaigns

**Subject Lines:** Personalize using first name of subscriber.

Most email providers offer personalization.

Maximize the **From:** line in your emails – It should be from a person such as [mark@edwardscom.net](mailto:mark@edwardscom.net) not from a generic email such as info@edwardscom.net.

Avoid words like ‘earn’, ‘sale’, ‘deal’.

Would you read the content or click on the links from your email campaign?

Make your calls to action count! Link to other relevant, helpful or entertaining content.

Test to see what works and what doesn’t.

Using a test email account, test what subject line content gets filtered out and placed in the SPAM folder.

Test certain keywords in the subject lines to measure open rates.

People would like to know what’s in something that gets sent to them and it’s something they would like to see. That’s why they

**Testing** – Test all campaigns to make sure they work....

What kind of testing?

- A/B Testing - Segment an audience based on location, gender, interests, etc.
- Market two different offers to each segment.
- Whichever reacts the best to the offer that metric is important to your entire
- You can test on almost anything in an effort to better know what segments of your audience favor and you can market to that.
- When people sign-up to subscribe to your list, depending upon the offer, you can segment your audience based on possible options you give them at sign up.
- Social Media can help with this.

# Social Media and Email Marketing

Provide content that adds value, answers questions while providing a positive user-experience. Curate and share other people's content in your emails.

**Facebook** – Promote your web site, generate leads/subscribers, promote an app and so much more. Ads can be effective and fairly inexpensive, especially when you first begin using them. Auto-Post to Facebook is another great way to share your email campaigns. Both AWeber and MailChimp allow you to 'automagically' share a link to an online version of your campaign. It will show up in your news feed so your friends and friends of friends (hopefully via a Share) can check out your awesome stuff.

**Twitter** – AWeber and MailChimp both can auto-tweet a link to an online version of your campaign so followers who might not otherwise see your good stuff will have that opportunity

# Social Media and Email Marketing (contd...)

**Instagram and Pinterest** – the idea is to drive traffic back to your web site where people see more of your content. Tease on social but house your content on your owned media property.

**Social Media Stats & Tracking** – Both AWeber, MailChimp and Emma offer decent tracking on open rates, time on page or if someone forwards your email. It also gives you social media data on who's sharing and retweeting your content via Facebook and Twitter.

**Limit Social Media Sharing Buttons** – Seriously consider limiting the use of social sharing buttons except for possibly social platforms where you advertise.

# **Calls to Action – Describes why a reader should take action to fulfill an offer or a goal.**

Give people a reason to take action with a cool or nifty offer

Use words that really hit home:

Download now

Subscribe or miss out

Order yours today

Add a sense of urgency that describes why people can't live without your awesome emails

User various locations within your email for calls to action – Top, bottom, middle; wherever there is compelling content.

# Email Marketing Takeaways

Take the time to know your Email software; play around, experiment, take advantage of all of the tutorials your provider offers, it's well worth the time

Build your templates for your campaigns as soon as you can. At least your basic newsletter or email communication template you intend to use

Subject lines and text – Experiment.

Use A/B testing with subject lines. See what resonates with your subscribers and what doesn't.

Even if you only have 10 subscribers, start engaging with them. If they like what you send along you will have subscribers who begin to pass your content along to their friends. This is the start of a good relationship. The sooner you connect with subscribers the quicker they will come to know you and your business.

**Grow your list!**



# Glossary:

**Call to Action – (CTA)** – The hook within an email or email campaign that asks the reader to click on a link to claim some type of offer or respond to a request for further information about goods or services.

**CTR – (Click Through Rate)** – This is the percentage of unique clicks divided by the number of recipients that click on a link inside an email.

**Conversion Rate** – This is the percentage of people that respond to a call to action in an email campaign, which measures campaign's success

**Email Providers** - Choosing what email marketing software to be

# Glossary:

**Inbound Marketing** –It is a strategy that utilizes many forms of marketing such as content marketing, blogs, events, SEO, social media and more – to create brand awareness and attract new business.

**Landing Page** – A web page on your website where you capture additional information about the person accessing your landing page. It directly relates your products or services that you're promoting from an email call to action.

**Mobile Client** – An email program or client that functions on mobile devices such as an iPhone, iPad or Android device.

# Glossary:

**Open Rate** – The percentage of email that is opened from a particular campaign or mailing of the total number of emails sent.

**Opt-In** – (Subscribe) Subscribes to a particular mailing list that gives you the marketer permission to send that user your content.

**Opt-Out** – Unsubscribe to a particular mailing list or lists and no longer wish to receive your content.