

# Email Marketing 101: But Why?

Table Rock Lake Chamber of Commerce:  
Chamber University



# For years, I've heard things like:

- Email is dead
- Social Media works better
- Google ads are more effective
- I'm spending all my marketing efforts on TripAdvisor or Yelp





# Email is Still Here (and still a champ)

- Email marketing technology is used by 82% of B2B and B2C companies <sup>+</sup>
- Average Open Rate: 14.79% <sup>\*</sup>
- Average Click Rate: 6.99% <sup>\*</sup>
- Email returns \$44 for every \$1 spent <sup>+</sup>



<sup>+</sup> Source: CampaignMonitor

<sup>\*</sup> Source: ConstantContact

# Reasons Email is Thriving in 2019

- Very easy to create and send
- Easy to test and optimize
- Versatile and inexpensive
- Quick results
- Adapts to any industry
- New **automation**, **personalization** and **ecommerce** tools improve effectiveness



**It's one of the only  
channels you still own  
(assuming you're not renting lists)**

# Common Types of Email Messages

## General/Awareness

- Welcome email (or series)
- Regularly scheduled message (newsletter)
- Surveys and free gifts
- Product announcement
- Customer Bday/Anniv.

## Ecommerce/Retail Specific

- Time-sensitive message or offer (i.e. coupon)
- Personalized or retargeting message
- Reorder email (need more?)
- Abandoned cart email
- Ask for review after purchase

the original recipes. 100% of proceeds

# FOOD52



## Welcome to Food52!

We're so happy you're here. We founded Food52 because we wanted to create a trustworthy and inspiring place for you to find everything you need to eat and live well (and, let's face it, because we really like cake).

We hope you'll get lost in our recipes, how-tos and Shop finds, and we'd like to thank you for signing up by offering you \$10 off when you spend \$50 or more—just enter the code WELCOME10 at checkout\*.

Yours,

GET STARTED

The (Not)Recipes App is Here  
Guaranteed to be lighter than your  
cookbook library.

GET THE APP



Welcome Board! | 2014.03.01 11:43:00 AM



elevate

There's nothing better, and no one else, to help you get the most out of your flight. Sign up now.



## WELCOME ABOARD

We'll be in touch.

GRAB A SEAT

Hi there,

Thanks for signing up to keep in touch with Virgin America. From now on, you'll get regular updates on fare sales and special offers from the airline making flying good again. And since you'll be the first to know, you can always fly with the best fares we've got (in addition to the usual moodlighting, WiFi\*, food on demand, TV, movies, and more).

In the meantime, check out our [Fares to Fly By](#) and get a jump on your next getaway. Here's to the start of a healthy digital relationship.

Cheers,  
Virgin America

EARN UP TO  
15,000 BONUS POINTS  
The Virgin America Visa  
Rewards Card



BEST FARES GUARANTEED  
at virgin.com/usa

© 2014 VIRGIN AMERICA | ABOUT US | CONTACT US | CONTRACT OF CARRIAGE | PRIVACY POLICY



Nice to have you on board!

## Welcome to Lyft

Take a Ride





# Own Your Lists!

- If you're renting lists, you're effectively just buying ads
- Develop your own lists of:
  - Targeted Prospects
  - Active Customers
  - Past Customers



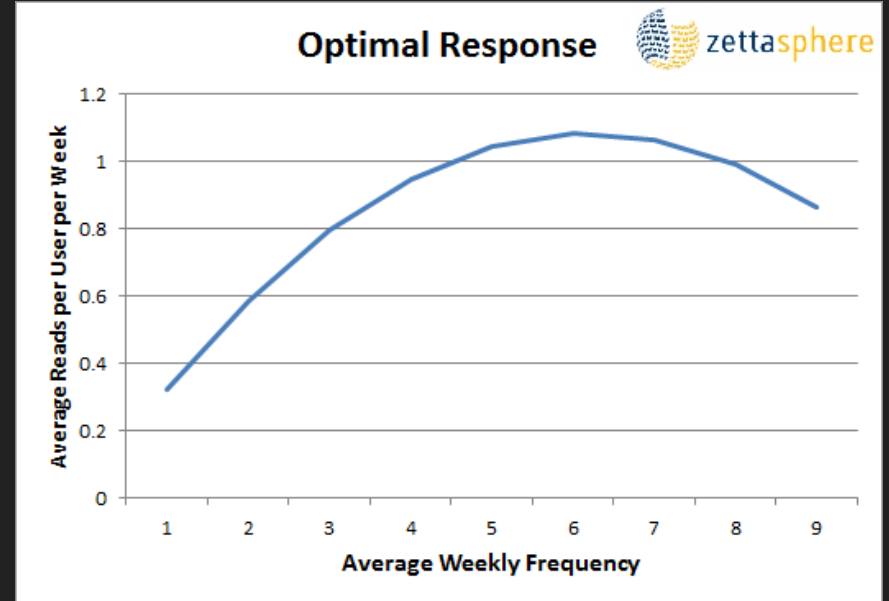
# Segment your list by interest or audience group

MailChimp found that when emails are customized according to segment and interest, **open rates increased by nearly 19%, and click-through rates by almost 22%**, compared to campaigns that go out to everyone



# How frequently should I send messages?

- Create a calendar for the year that sends at least 2 messages per month to each recipient
- Test different frequencies
- Retail businesses find that the “frequency sweet spot” is about 6 messages per week -  
-Zettasphere



# Email Marketing is Mobile Marketing

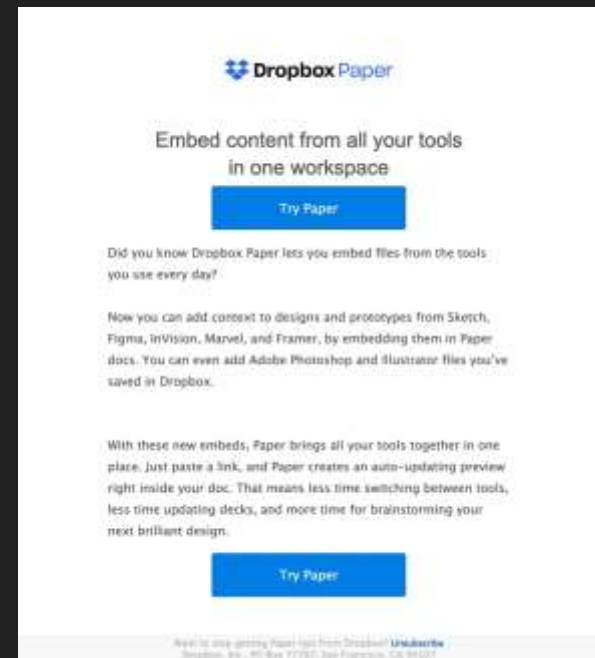
**60%+ of emails will be opened on a phone**

- Use a mobile-first template from Constant Contact
- Mobile subject lines are shorter... under 40 characters
- Body copy should be as succinct as possible
- CTAs should be big, bright and easy to tap
- Can't require user to print anything out



# 6 Elements That Make Up a Typical Email

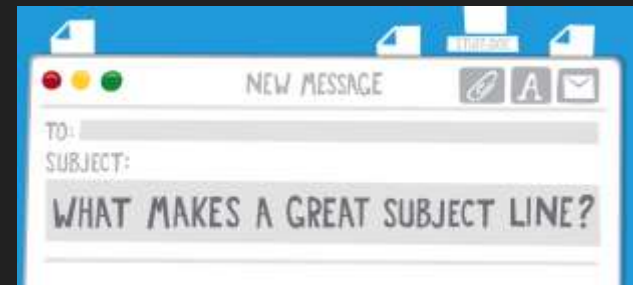
- Sender name
- Subject line
- Preview text  
(mobile and desktop)
- Opening sentence
- Body text
- Call(s) to action



**The role of each is to get the user to go to the next step**

# Most important part of the email: The subject line

- Don't pack everything into your subject line
- This is not the time to sell
- → **Its only role is to get the recipient to open the email** ←
- Be as casual as is appropriate



**Next... Some Techniques for Effective Subject Lines.**

# Evoke Curiosity (or a twinge of scandal)

## Examples:

- I'm so good with desperate housewives
- I LOL'd at this \$300,000 comment
- I wish I had learned this lesson 20 years ago
- Don't shower again until you've read this
- 3 dogs, 2 weeks, 1 perfect vacation
- The 5 bravest people I know




# Highlight the Benefit to the Customer

## Examples:

- How to Email Important People (The Ebook)
- 2020: Be The Exception
- Can you build your business without spending a penny on ads?
- Why creating a “newsletter” is a mistake
- Decrease your electric bill by 15% next month



# Some Subject Line Best Practices

- Write the Subject Line Last
- Use Numbers
- Numbers add concreteness to vague subjects
- Digits stand out
- Use, but don't overuse, emojis 
- Don't mislead or overpromise!

# More Subject Line Best Practices

- Don't rely on gimmicks or "tricks"
- Don't use exclamation points (negatively affects open rates)
- Don't use "Fwd" or "Re" to make your message appear to be a forward or reply
- A/B test different headlines in same message



**If this session had a  
subject line...**

# “Email Marketing 101” becomes...

- Email Marketing Info Every Manager Needs
- Proven Ways to Win with Email Marketing
- Don't Make These Email Marketing Mistakes
- Email Marketing: Subjects, Text and Emojis, Oh my! 😱
- Email is dead. Long Live Email!
- Email Marketing in 2019: 🏃 Better, Faster, Stronger 🏃

# So Really ... What should my expectations be?

*The time/energy/money you invest will be returned many times over as loyalty and sales IF YOU:*

- Feed, water and prune your list
- Send targeted messages on a regular basis
- Have a consistent and authentic voice
- Respect and inform your customers
- Give them value/warm fuzzies/belonging

Average  
44:1  
ROI



# Email Marketing 101: Just Do It.

Table Rock Lake Chamber of Commerce:  
Chamber University





**Step 1**

Email  
Database

# Building Your Email Database

- A good email database is VALUABLE!
- Think of your customer database like currency.
- Build a database of quality... be less worried about quantity.



# What we use for email marketing.

- You need to use an email marketing platform like Constant Contact, Mail Chimp, Active Campaign, etc.
- Gmail, Yahoo, Outlook don't count.
- Many point of sale systems have options.



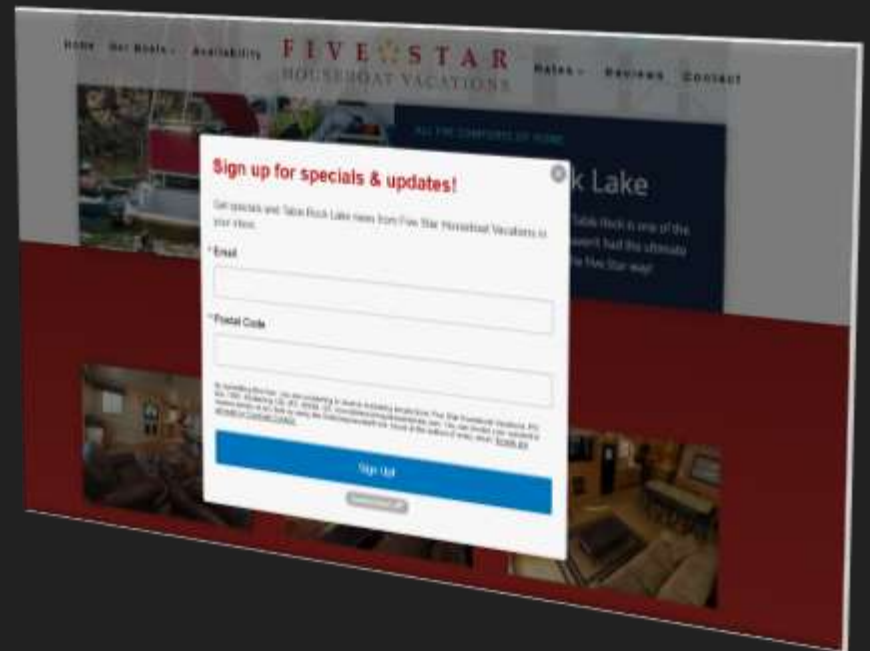
Sign Up Now:  
<https://conta.cc/2SF0H2O>

# Building Your Email Database

- Start with your customers.
  - Do you have any lists now that can be utilized?
  - Business cards you pick up / contacts you meet when networking.
- First message will need to be an opt in. If they don't opt in, you legally cannot send them emails.

# Building Your Email Database

- Building a new list.
  - Sign Up Tools
  - Add to your website, social media and instore
  - Ask at time of purchase
- Offer an incentive.
  - Create a birthday club
  - Give something free or a great deal for signing up
  - Be exclusive
- In Constant Contact, first create lists before using sign-up tools.



# Building Your Email Database: Do it.

Constant Contact > Sign Up Forms > Create Sign Up Form

Select a sign-up form type

The image shows a selection screen for sign-up forms. At the top, a grey bar contains the text 'Select a sign-up form type'. Below this, four cards are displayed, each with a green arrow pointing down to it. Each card features a small icon representing the form type and a text box with a title and description.

- Pop-up**  
Display a pop-up form that prompts visitors to sign up.
- Inline**  
Insert a form in the perfect spot on your site.
- Lead Generation Landing Page** (New)  
Customizable landing page for generating new leads through social media and email.
- Facebook Lead Ad**  
Create a Facebook ad to reach new audiences.

- Add to website
- Grab visitors right away

- Add to website
- Embed on to a web page

- Housed on Constant Contact

- Social Media Ad
- Need advertising budget

# Spam & Bounces:

## Why a quality database matters.

- Do not send more than one email to someone who has not opted in.
- Your account can be checked for how you acquired your addresses.
- Too many spam reports and your IP address or email address can be blacklisted.
- Check for email bounce-backs.
  - Fix them or delete address.

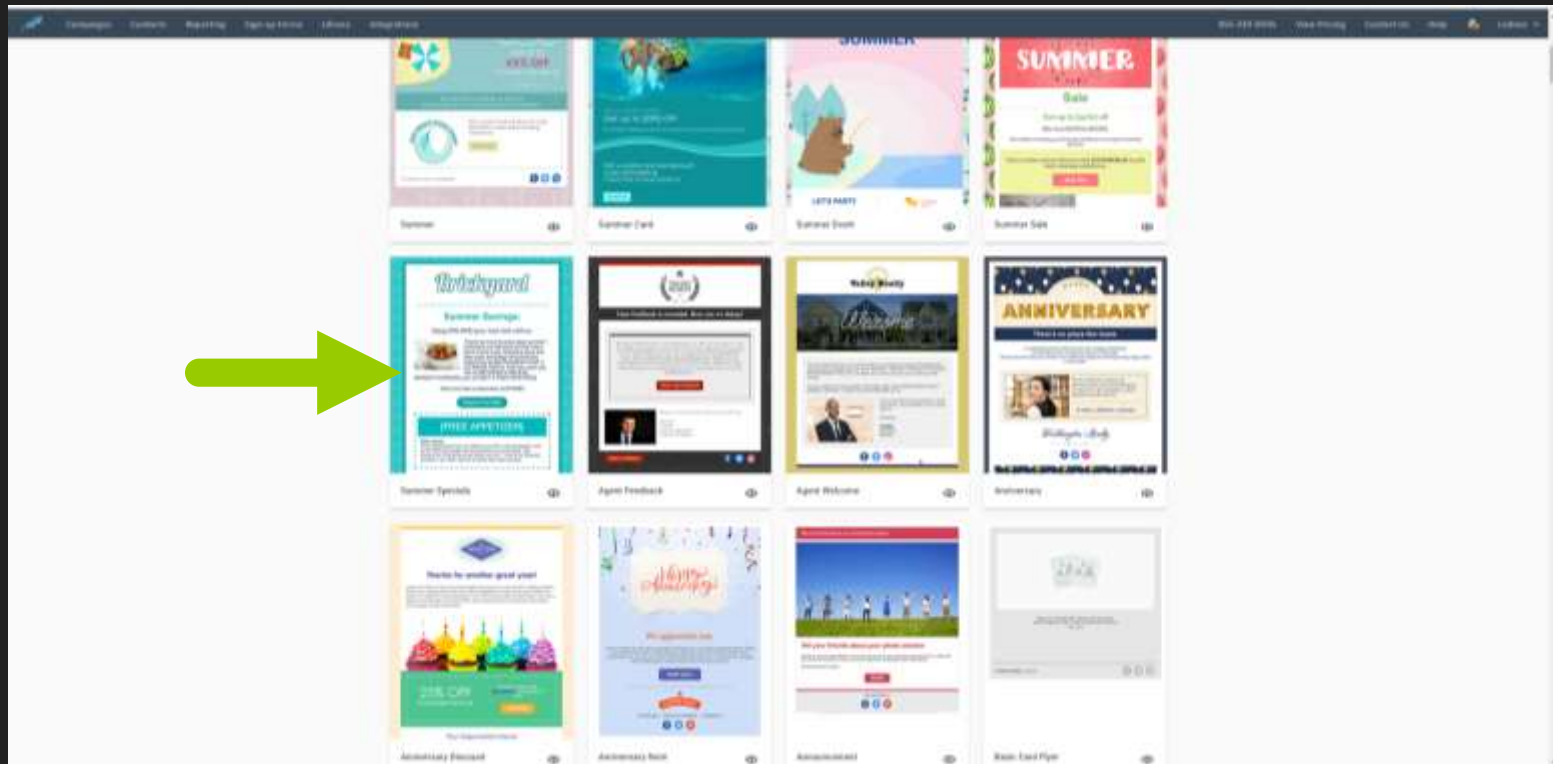


**Step 2**

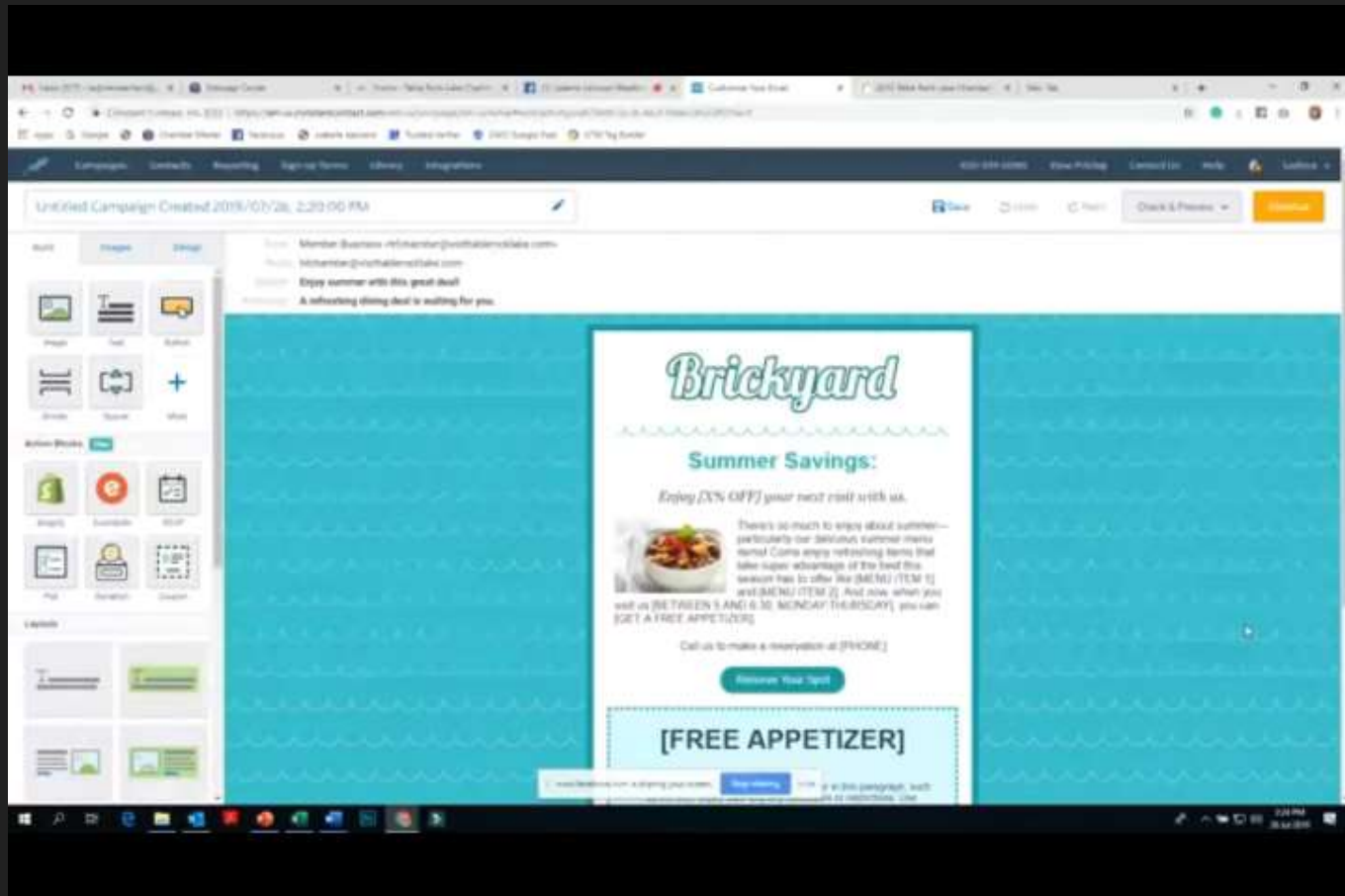
Create Email  
Campaign

# Choose Your Template

Constant Contact > Campaigns > Create > Email > Select Template



# Customizing A Template







**Step 3**

Sending  
Your Email

# Schedule Your Email

- Think about the email's purpose.
- Is this business or personal?
- Test what works best for your customer.
- Review industry best practices

The send times in the chart below are general industry guidelines.

As of April 2019 to June 2019:

Business Type	Day of Week	Time of Highest Open Rate (Local Time)
Accommodations (e.g., hotel, inn, B&B, campgrounds)	Monday	4:00 p.m.
Accountant	Wednesday	9:00 p.m.
Animal Services	Monday	9:00 p.m.
Art, Culture, Entertainment (e.g., galleries, museums, musicians, theatre, film, crafts)	Wednesday	4:00 p.m.
Automotive Services	Monday	4:00 p.m.
Child Care Services	Monday	3:00 p.m.
Civic/Social Membership (e.g., associations, chambers, clubs)	Monday	8:00 p.m.
Consultant, Training (e.g., marketing, management)	Monday	4:00 p.m.

# Schedule Your Email

Education – Primary/Secondary (e.g., elementary, middle, and high schools)	Monday	4:00 p.m.
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Education – Higher Education (e.g., colleges, universities, trade schools)	Monday	8:00 p.m.
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Financial Advisor	Monday	6:00 p.m.
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Fitness Center, Recreation (e.g., yoga studio, bowling alley, gym)	Sunday	10:00 p.m.
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Fitness/Nutritional Services (e.g., personal trainer, wellness coach)	Sunday	8:00 p.m.
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Government Agency or Services	Monday	3:00 p.m.
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Health & Social Services (e.g., hospital, elder care, adoption services)	Monday	8:00 p.m.
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Health Professional (e.g., physician, dentist, chiropractor)	Monday	7:00 p.m.
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Home & Building Services (e.g., construction, HVAC, landscaping, design)	Wednesday	8:00 p.m.
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Insurance	Monday	4:00 p.m.
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Legal Services	Monday	6:00 p.m.
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Manufacturing and Distribution	Monday	7:00 p.m.
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Marketing, Advertising, Public Relations	Wednesday	3:00 p.m.
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Other	Monday	4:00 p.m.
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Other - Non-profit	Tuesday	8:00 p.m.
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Personal Services (e.g., dry cleaning, photography, housekeeping)	Monday	9:00 p.m.
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Professional Services	Monday	9:00 p.m.
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Publishing	Monday	3:00 p.m.
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Real Estate	Tuesday	8:00 p.m.
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Religious Organization	Wednesday	9:00 p.m.
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Restaurant, Bar, Cafe, Caterer	Tuesday	10:00 p.m.
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Retail (e.g., brick and mortar and online)	Tuesday	1:00 a.m.
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Salon, Spa, Barber (e.g., nails, tanning)	Wednesday	1:00 a.m.
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Technology (e.g., web developer)	Tuesday	3:00 p.m.
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Transportation	Monday	3:00 p.m.
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Travel and Tourism (e.g., limo driver, tour guide, reservations)	Wednesday	2:00 p.m.
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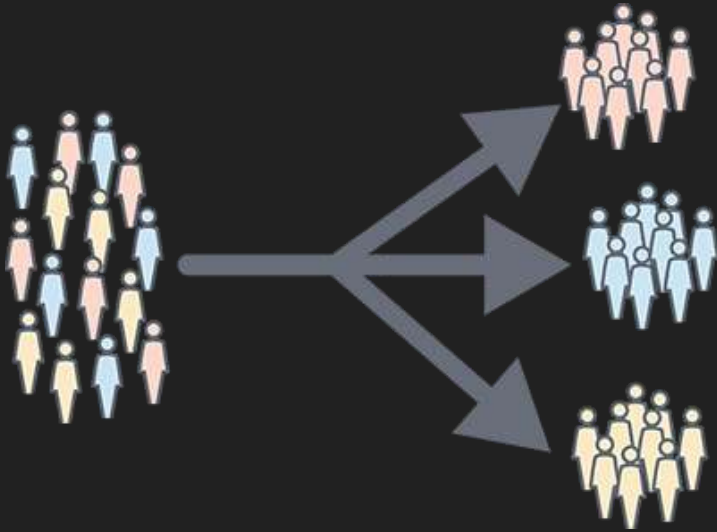
**Step 4**

Beyond  
Clicking Send

# Take your email marketing to the NEXT LEVEL!

- Give your contacts the info THEY want.
- Try **Contact Segmentation**.

# What is Contact Segmentation?



- Segmentation is dividing your contacts into groups based on information like their location, interests, or preferences on products or services.
- These more targeted lists can be created based on anything that makes sense for your business.

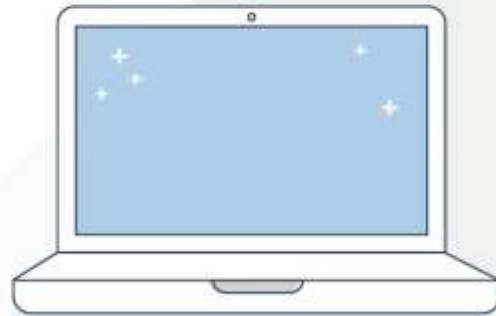
# Ways to Segment Your Contacts?

- **By Contact Details** - If you already have additional information on your contacts, such as their city or state, the easiest way to segment them is to use **Advanced Search**. For example, you can search for contacts who live in Massachusetts, select them, and add them to their own list. Now you can send location-specific information to these contacts.
- **By Contact Behavior** - In addition to contact details, you can also **create segments** based on a combination of other criteria, such as how they engage with your emails and what contact lists they're already on. For example, you can create a segment of your least engaged contacts in order to send them a special offer to help entice them back.
- **By Click Habits** - You can also segment your contacts through your Constant Contact emails. Use **click segmentation** to have contacts automatically added to specific lists based on what links they click in your email. For example, if they click a link for a specific product, you can choose to send them additional product details later on or a heads up when that product is on sale. If you want to segment your contacts using this method, make sure to use a clear call-to-action to encourage contacts to click.
- **By Email List** - **Constant Contact sign-up forms** allow your subscribers to choose the types of content they want to receive and which contact lists they want to be on. You can even have a different sign-up form on every page of your website to automatically add subscribers to contact lists specific to those pages. For example, if you have a page highlighting your menu, add a sign-up form where subscribers will be added to the list you send your weekly menu to. Meanwhile, if you have a page highlighting cooking classes you offer, have a separate sign-up form to add subscribers to the list that receives information about upcoming classes. This allows you to segment your contacts right from the start and sets you up for success down the line.

# Ways to Segment Your Contacts?

**Constant Contact**® 

**Different Ways to Segment Your Contacts  
with Constant Contact**





# You've Sent Great Emails...

But are they working?



**Step 5**

Review Your  
Data

# Using Your Email Analytics

Constant Contact > Dashboard > Reporting

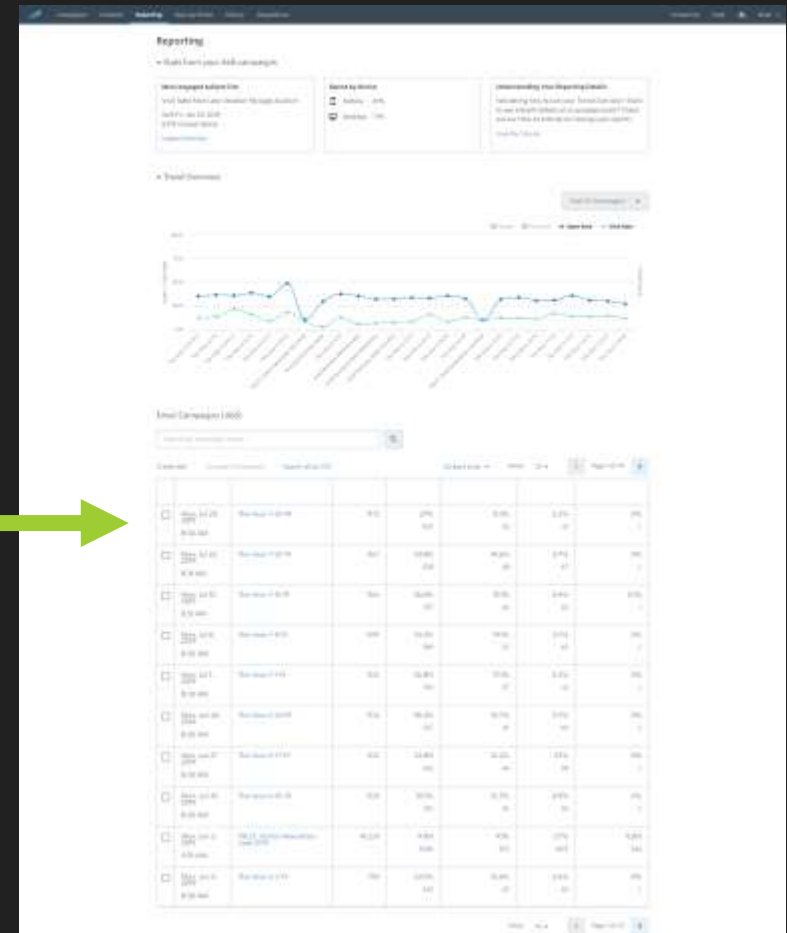


The screenshot displays the Constant Contact dashboard with the 'Reporting' tab selected. The dashboard features a navigation bar at the top with tabs for Campaigns, Contacts, Reporting, Signup Forms, Library, and Integrations. The main content area is titled 'Recent Campaigns' and lists several campaigns with their respective open and click rates. On the right side, there are several widgets, including a 'Create' button, a '47500 Contacts' widget, and a 'Grow Your Contacts' section with a Facebook icon. The bottom of the screenshot shows a Windows taskbar with open files.

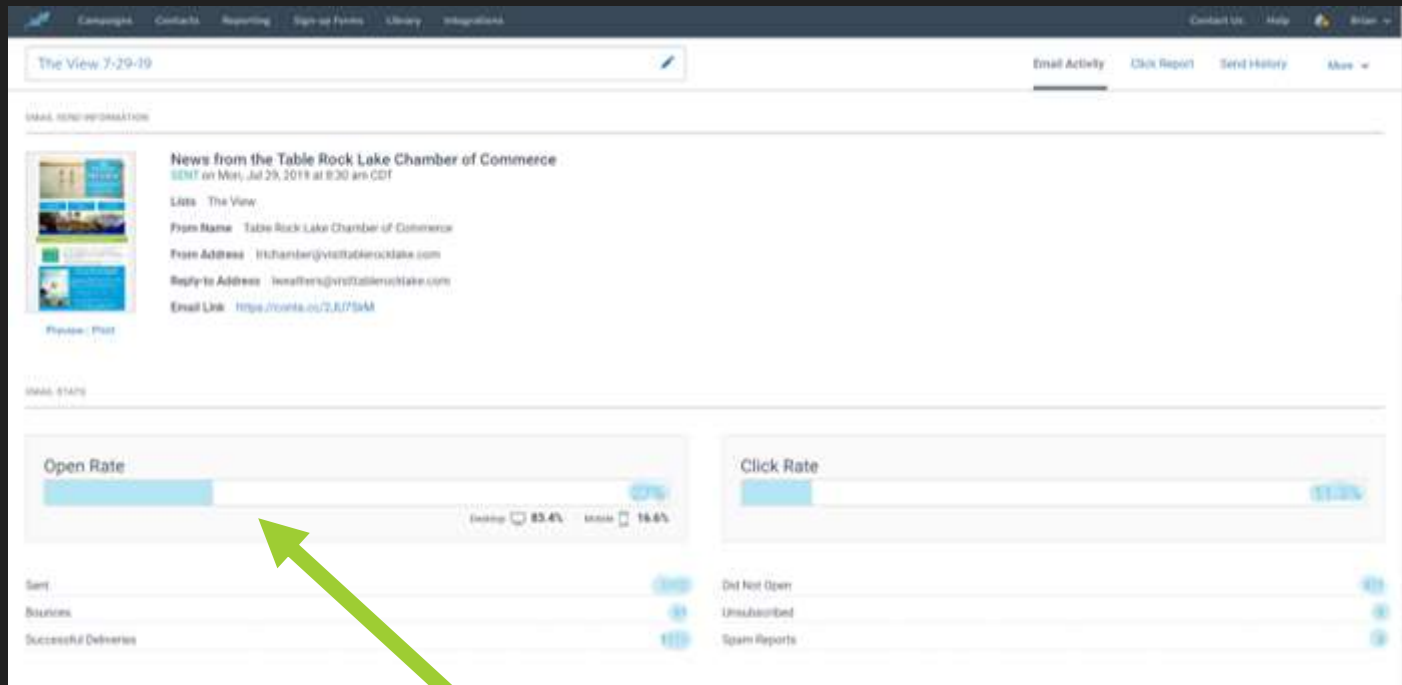
Campaign Name	Open Rate	Click Rate
The View 7-29-19	27%	11%
TRKCC Visitor Newsletter September 2019	-	-
The View 7-23-19	30%	15%
The View 7-15-19	31%	13%

# Using Your Email Analytics

- The top section shows an all email campaign overview.
- To look at a single email, scroll down and select that email.



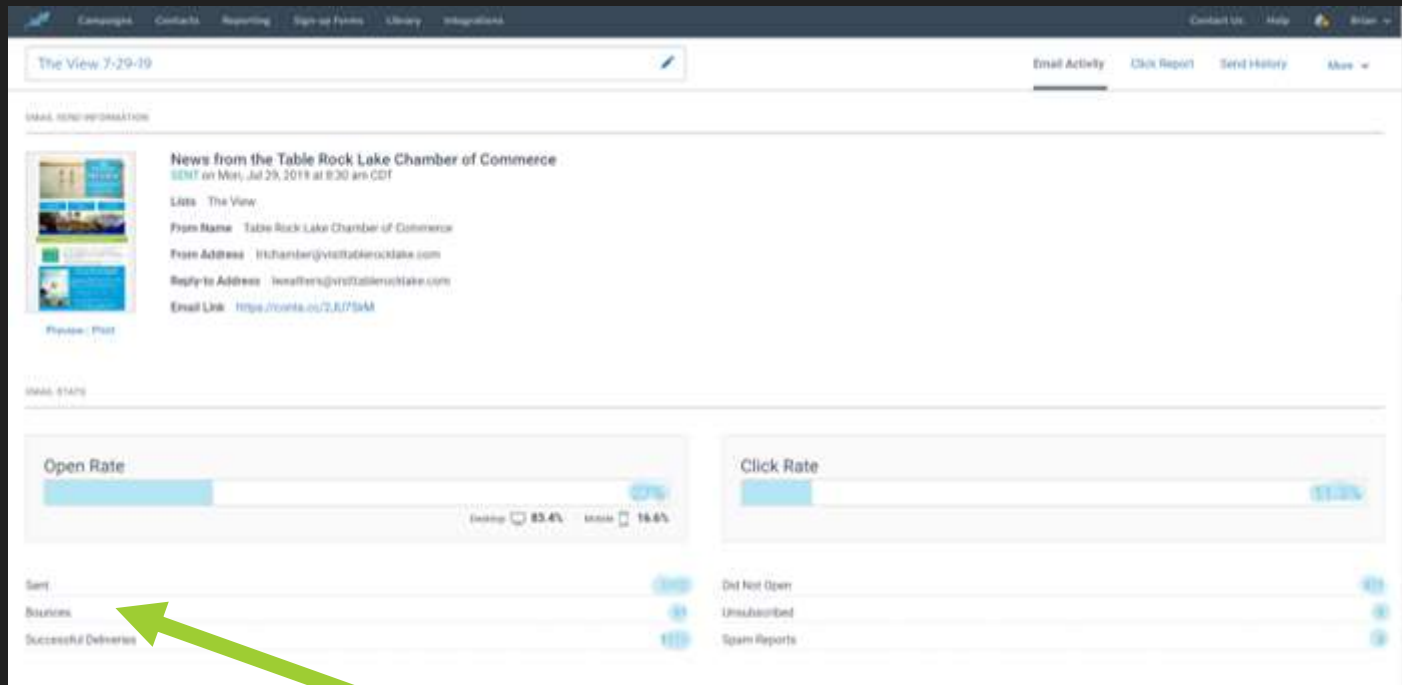
# Using Your Email Analytics



## Open Rate

The number of email addresses that opened the message.

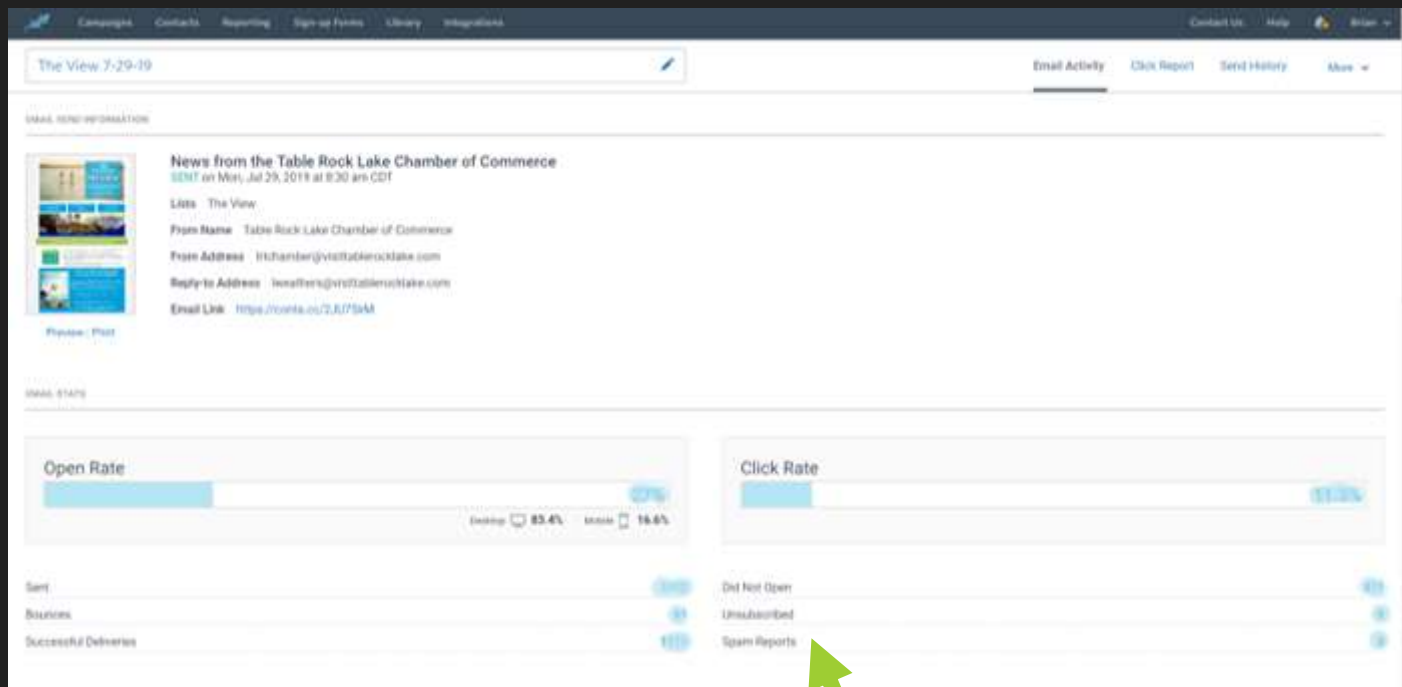
# Using Your Email Analytics



## Bounce Rate

The email addresses that were undeliverable.  
Clean up this section frequently.

# Using Your Email Analytics



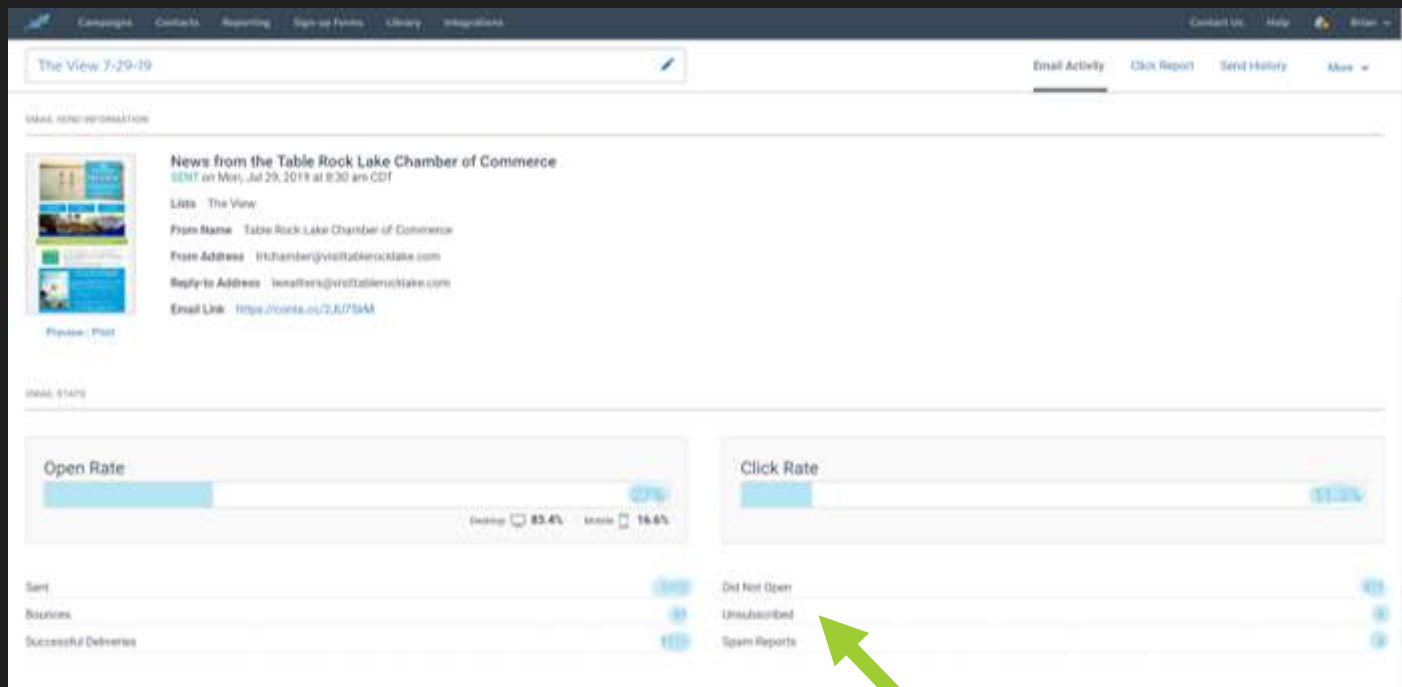
## Spam Reports

Any recipient that not only doesn't want your emails, but finds them annoying or intrusive.

Too many spam reports could get your IP address or email address blacklisted.

Constant Contact can suspend your account until you speak with them about your email lists.

# Using Your Email Analytics



**Unsubscribe List**

Email recipients that don't want your emails any longer.



# How to use your data.

## ○ Who read your email?

- Within your email reports, click on the number of people who opened a particular email. This takes you to a list of email addresses of all the people that opened that email campaign, as well as the time that they opened it.
- You can also see your open rate, your average open rate, and how you compare to others in your industry. These are key metrics to your campaign tracking.
- The top section shows an all email campaign overview.
- To look at a single email, scroll down and select that email.

# How to use your data.

## ○ What did your subscribers find interesting?

- Next, take a look at the “Clicked” tab. This will show you how many clicks your email received, your click-through rate for this email campaign, your average click-through rate, and how you compare to others in your industry.
- This is a great indicator of what information is most interesting and relevant to your audience.

# How to use your data.

## ○ When's the best time to send your email?

- As mentioned above, you can see when your email subscribers are opening your emails. Take a quick look and make sure your sending schedule is in line with when most people are opening.
- You can [Find the Best Time to Send an Email](#) using industry trends and best practices that have worked for other businesses.

# How to use your data.

## ○ On what device are people reading your email?

- You already know that more and more emails are now read on a mobile device. But these metrics also vary, depending on your audience.
- Visit the “Campaigns” tab to see how many people are opening your emails on desktop versus mobile. The stats are consistently updated to reflect the data from your last five email marketing campaigns.

# How to use your data.

## ○ How can you do better next time?

- As you start to dig deeper into your email analytics, it's inevitable that you'll find areas where you want to improve your data-driven marketing strategy. Below is a chart to help you identify some opportunities if you feel stuck.

 <b>High open rate, low click-through rate</b>	 <b>Low open rate, high click-through rate</b>
<b>High open rate</b>	<b>Low open rate</b>
<b>Make it better:</b> <ul style="list-style-type: none"><li>• Find the best time &amp; day</li><li>• Identify best keywords</li><li>• Segment your audience by interest</li></ul>	<b>Make it better:</b> <ul style="list-style-type: none"><li>• Watch timing &amp; frequency</li><li>• Write a strong subject line</li><li>• Send relevant, engaging content</li></ul>
<b>Low click-through rate</b>	<b>High click-through rate</b>
<b>Improve it by:</b> <ul style="list-style-type: none"><li>• Have a strong call to action</li><li>• Make email mobile friendly</li><li>• Keep email short</li></ul>	<b>Improve it by:</b> <ul style="list-style-type: none"><li>• Format links to stand out</li><li>• Offer links to preferred content</li><li>• Segment audience based on clicks</li></ul>

# How to use your data.

- Two very common questions are: *How can I improve my open rate?* And *How can I improve my click-through rate?*
  - To increase opens, find that best time to send and be consistent with your delivery. It's also important to craft a compelling subject line so you're making a good first impression in the inbox and enticing people to open. Lastly, check in with your audience and make sure you're sending them information they find valuable. Ask people in-person, or send an online survey, to better understand what they're looking for.
  - Low click-through rates are usually an indicator that you need a stronger call-to-action. Tell your audience clearly what action you'd like them to take next — whether it's to come into the store for an event, register for a webinar, donate, or shop online. Keep your information concise and make sure your message is clear no matter what device people are reading on.



**Step 6**

Make  
Changes &  
Try It Again!

# Find Today's Info Online

<https://www.visittablerocklake.com/chamber-home/emailmarketing/>

