

Have questions or want to brainstorm email marketing ideas?

- Contact Ladona at the Table Rock Lake Chamber anytime.

Email: lweathers@visittablerocklake.com

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Step 1

Email
Database

Building Your Email Database

- A good email database is VALUABLE!
- It is not recommended that you use a shared, rented or purchased list.
- Think about your list in terms of quality not 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.



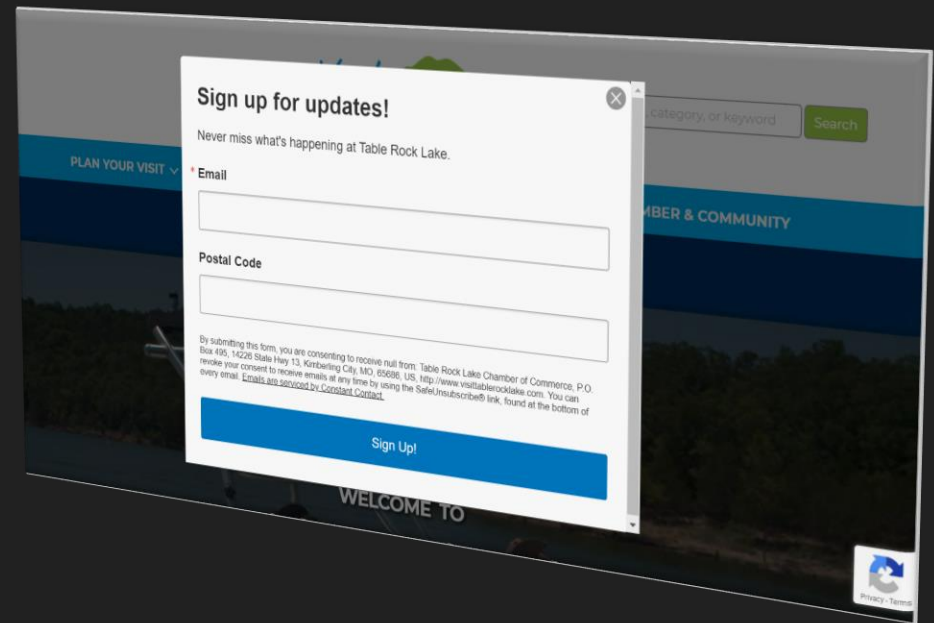
Sign Up Now:
<https://conta.cc/2SF0H2O>

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 are four white cards, each with a green arrow pointing down to it. Each card features a small icon of a web browser window showing a sign-up form. The first card is for 'Pop-up', the second for 'Inline', the third for 'Lead Generation Landing Page' (marked with a 'New' tag), and the fourth for 'Facebook Lead Ad'.

- 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**
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

The screenshot displays the Constant Contact email template selection interface. The interface features a dark navigation bar at the top with the following menu items: Campaigns, Contacts, Reporting, Sign-up Forms, Library, and Integrations. On the right side of the navigation bar, there is a phone number (855-339-0045), a 'View Pricing' link, a 'Contact Us' link, a 'Help' link, and a 'Logout' button. The main content area is a grid of 12 email templates, each with a preview image and a title below it. A large green arrow points to the 'Summer Specials' template. The templates are:

- Summer
- Summer Card
- Summer Event
- Summer Sale
- Summer Specials
- Agent Feedback
- Agent Welcome
- Anniversary
- Anniversary Discount
- Anniversary Note
- Announcement
- Basic Card Flyer

Customizing A Template

The screenshot shows an email marketing software interface. At the top, there's a navigation bar with options like 'Campaigns', 'Contacts', 'Reporting', 'Sign-up Forms', 'Library', and 'Integrations'. Below this, a header indicates 'Untitled Campaign Created 2019/07/26, 2:20:00 PM'. The main workspace is divided into a left sidebar with design tools (Image, Text, Button, Group, Section, Video) and a central preview area. The preview area shows an email template for 'Brickyard' with the following content:

From: Member Business <member@brickyardlake.com>
To: <member@brickyardlake.com>
Subject: Enjoy summer with this great deal!
Preview: A refreshing dining deal is waiting for you.

Brickyard

Summer Savings:

Enjoy [X% OFF] your next visit with us.

There's so much to enjoy about summer—particularly our delicious summer menu items! Come enjoy refreshing items that take super advantage of the best this season has to offer like [MENU ITEM 1] and [MENU ITEM 2]. And now when you visit us [BEFORE 5:00 P.M. MONDAY-THURSDAY], you can GET A FREE APPETIZER!

Call us to make a reservation at [PHONE]

[Reserve Your Spot](#)

[FREE APPETIZER]

The interface also shows a bottom status bar with a 'Top menu' button and a 'View in this paragraph' link.



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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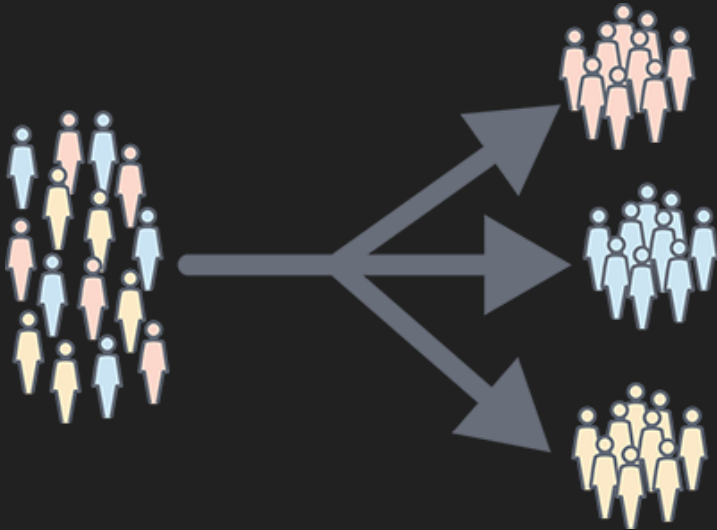
Step 4

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.

You've Sent Great Emails...

But are they working?



Step 5

Review Your
Data

Using Your Email Analytics

Constant Contact > Dashboard > Reporting



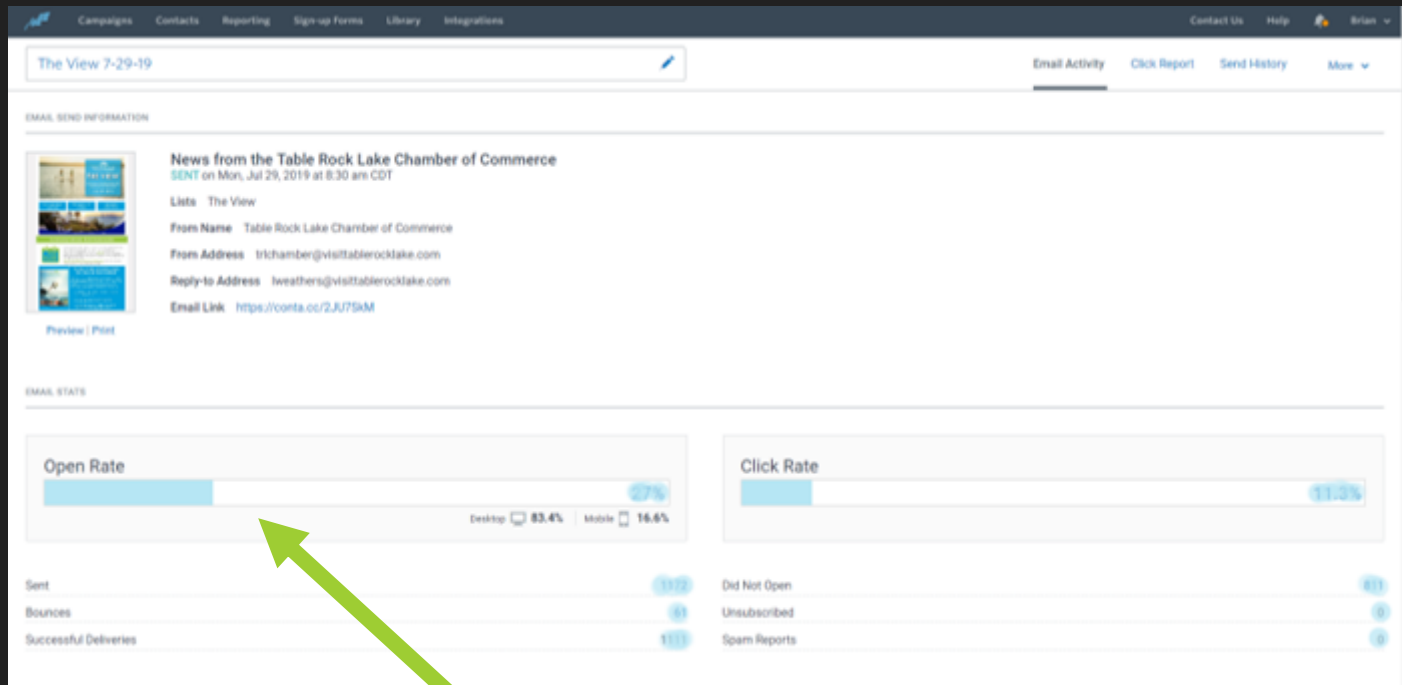
The screenshot shows the Constant Contact dashboard with the 'Reporting' menu item highlighted in the top navigation bar. The main content area is titled 'Recent Campaigns' and lists several campaigns with their performance metrics. The sidebar on the right includes a 'Create' button, contact statistics, and various help resources.

Campaign Name	Status	Open Rate	Click Rate
The View 7-29-19	SENT Newsletter Email, Sent Jul 29, 2019 8:30 AM	27%	11%
TRLCC Visitor Newsletter September 2019	DRAFT Legacy Newsletter Email, Created Jul 22, 2019 10:49 AM	-	-
The View 7-22-19	SENT Newsletter Email, Sent Jul 22, 2019 8:30 AM	30%	15%
The View 7-15-19	SENT Newsletter Email, Sent Jul 15, 2019 8:30 AM	31%	13%

47500 Contacts

Need additional help?
Call a coach, free.
855-854-8609

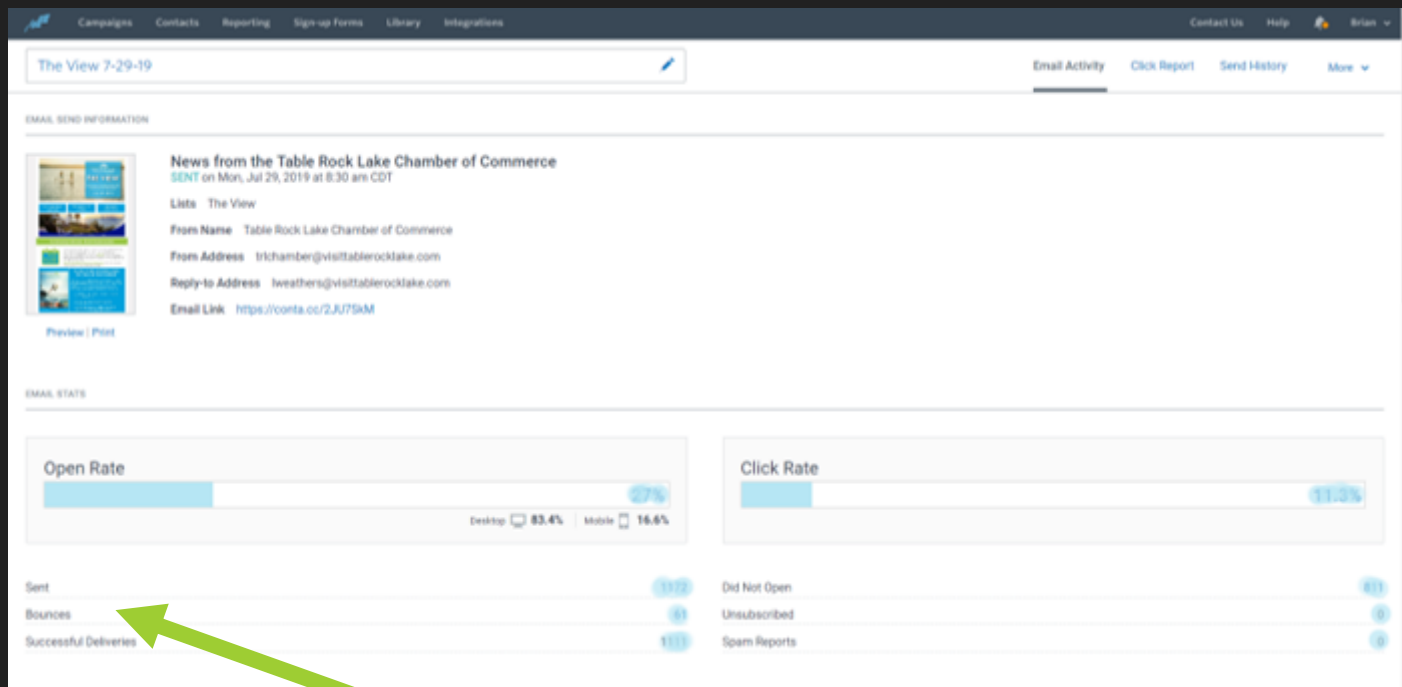
Using Your Email Analytics



Open Rate

The number of email addresses that opened the message.

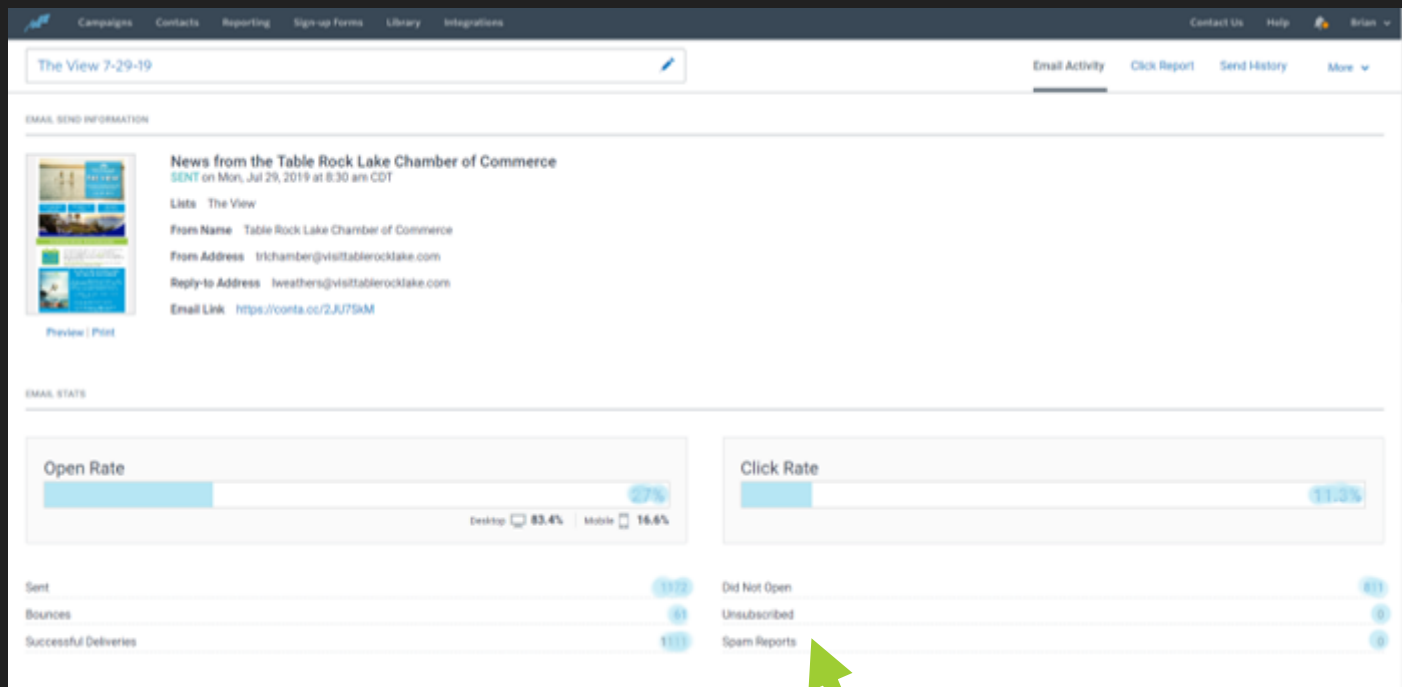
Using Your Email Analytics



Bounce Rate

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

Using Your Email Analytics



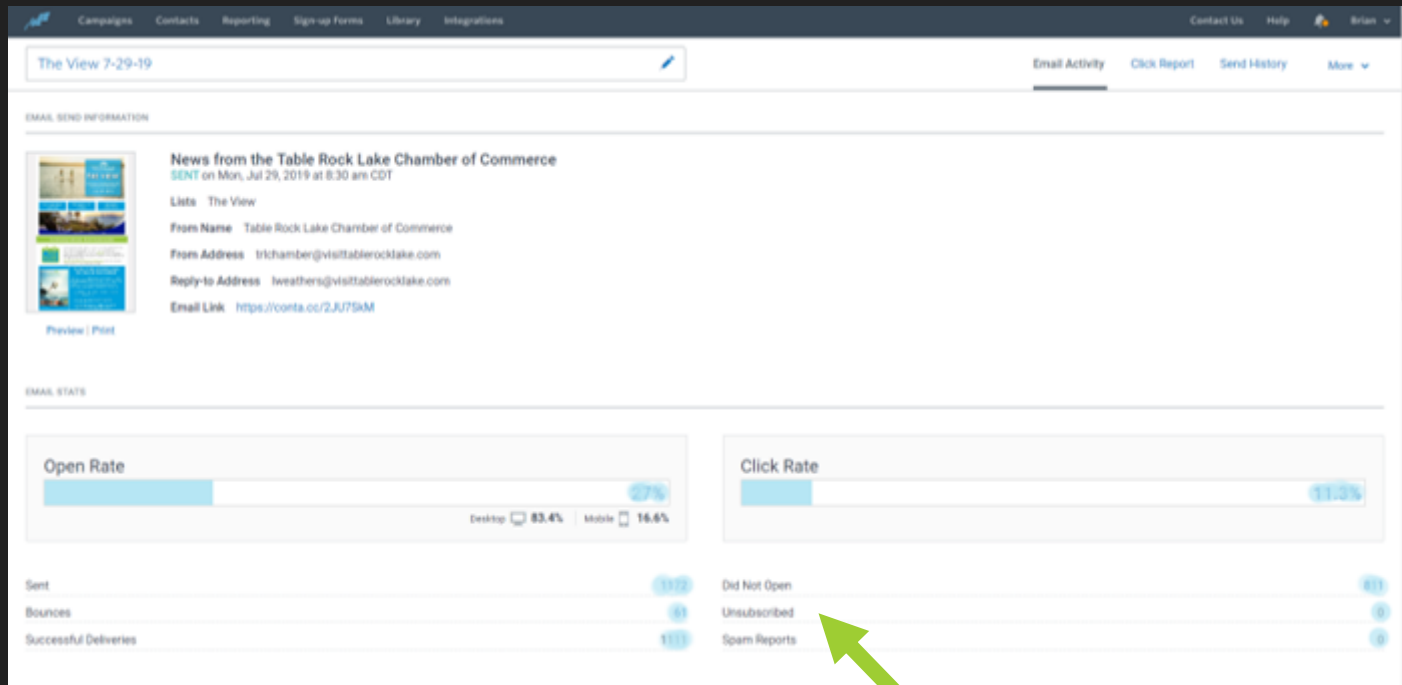
Spam Reports

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.

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



Step 6

Make
Changes &
Try It Again!

Have questions or want to brainstorm email marketing ideas?

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