

# Grow your Business with the Power of Email Marketing



## What is Email Marketing and Why does it work?



# What is Email Marketing?



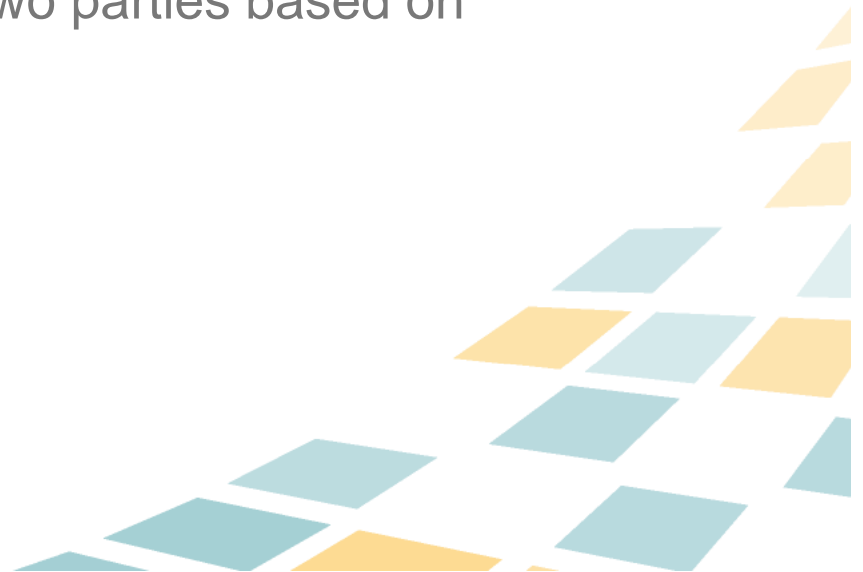
Increase your Word of Mouth

Continues a relationship you initiated with a website visitor or customers

Provides the reader with something valuable (information, coupons, community) in return for access to their email inbox

Is trackable, measurable and empowers custom future messaging

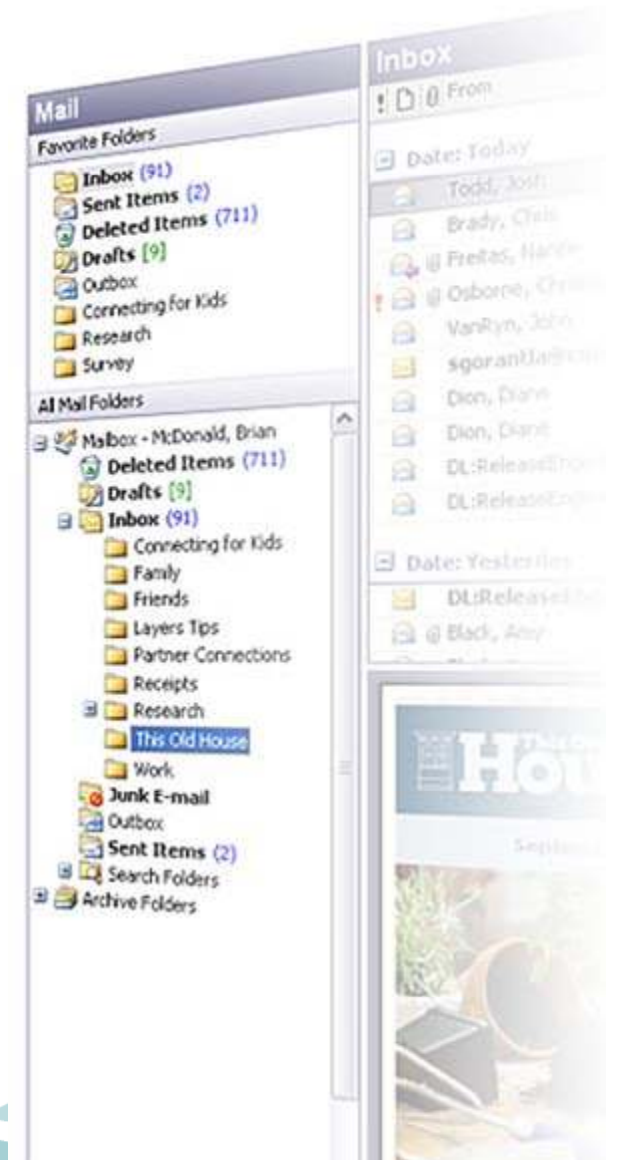
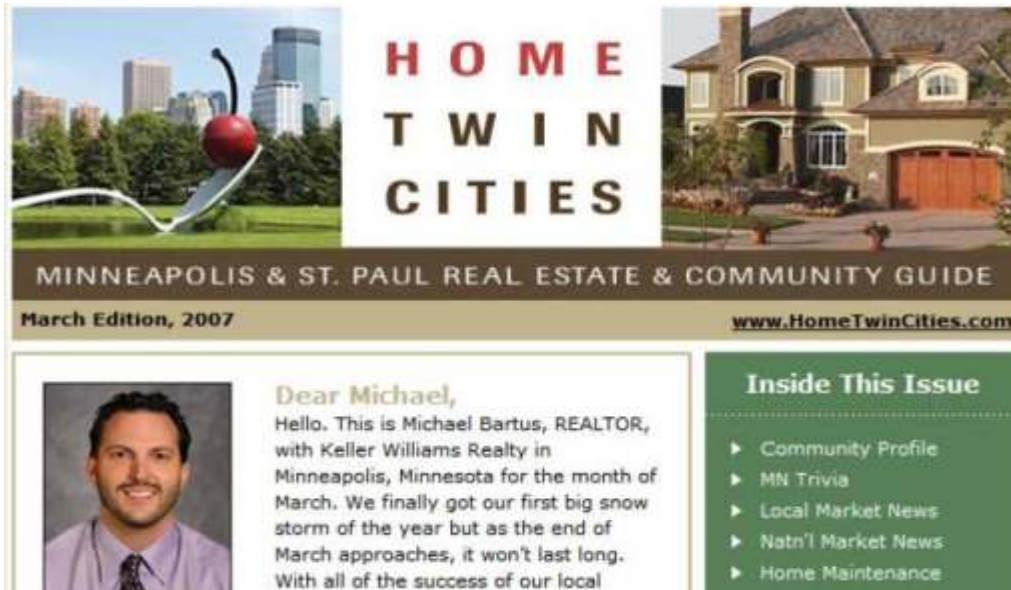
Ongoing communication between two parties based on permission from the recipient



# Why Does Email Work?



Because people open email from businesses they know and trust...





## Direct Mail vs. Email

Email marketing changed the economics, making relationship marketing viable for small businesses

Email's ROI index is 55 percent higher than any other direct-response marketing vehicle. - *Direct Marketing Association* (2008)

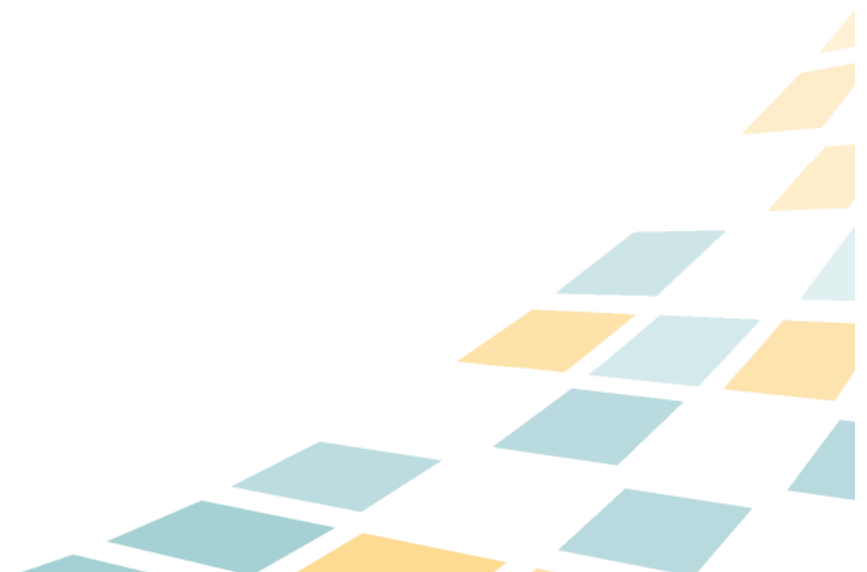
Retention Methods	Cost per Thousand	Click-through Rate	Conversion Rate	Cost per Sale
Email to in-house list	\$5	15%	3.7%	\$1
Direct mail to in-house list	\$761	N/A	3.9%	\$20

Direct mail costs and response rates are from the Direct Marketing Association.

Source: Forrester Research, Inc

For every dollar spent on email marketing in 2008, marketers can expect an estimated \$43.52 ROI. - *DMA* (2008)

# Email Marketing Tips: How do I get started?



# Getting Started



It's a 3-Step Process...

**Step 1:** Build Your List

**Step 2:** Convert Leads to Customers

**Step 3:** Use Best Practices to increase success



# Step 1: Building Your List Where You Connect



Service or Sales Calls



Networking Events and Meetings



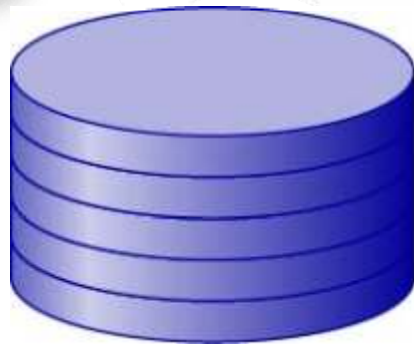
Trade Shows



In-store Guest Book



Where else do you have contact?



Customer & Prospect Database

Website Signup

**Join Our Email List**  
Email:

# Make it Easy to Find and Subscribe



## Use Social-Shopping Sites

Post Products on sites like Stylehive.com and ThisNext. For smaller specialty retailers, this can be useful. - MarketingSherpa Special Report: Marketing During a Downturn 2008

The collage illustrates various digital marketing touchpoints. The Facebook profile shows a user's website link highlighted in red. The Myspace profile highlights an email sign-up link in red. The Myspace music player highlights a mailing list sign-up button in red. The bottom section of the Myspace profile highlights another email sign-up link in red.

# What should you ask for?



Connecting to your visitors where they come to you is a great first step, but you need a way to build a relationship with those visitors. Collecting their email address is the best way to start.

Add your own logo and message to subscribers.

Use data collected to send your customers only what they want

Learn about your customers' interests

Collect names to personalize emails

Determine your own interest categories and other data required.

Constant Contact: Sunset Travel: Mailing List Signup - Microsoft Internet Explorer

**Sunset Travel**

**Registration**  
Thank you for joining the Sunset Travel mailing list. We look forward to keeping you informed.

**Your Email Address:**

**Your Interests**  
Please select the areas of interest for which you would like to receive occasional email from us.

- Featured Vacation Specials
- Cruise Vacations
- Caribbean Vacations
- Family Vacations
- Last Minute Deals
- Travel Advisory Updates

**Your Information**  
Please provide your information here. Items marked with an '\*' require a response for signup.

First Name  \*

Last Name

Home Phone

Address Line 1

Address Line 2

City

State/Province (US/Canada)

Country  Select a country

Zip/Postal Code  \*

Note: In each email you receive, there will be a link to unsubscribe or change your areas of interest. Your privacy is important to us - please read our [Email Privacy Policy](#). Your email address will not be sold or traded, and will be used only to send you requested information.

# Permission – What is It?



## Types of permission

**Explicit:** Opt in from your website or storefront

**Implicit:** Requests for information / registration forms, existing customer relationship

**Note:** Always make sure to ask for permission when collecting information

# Spam – What is It?



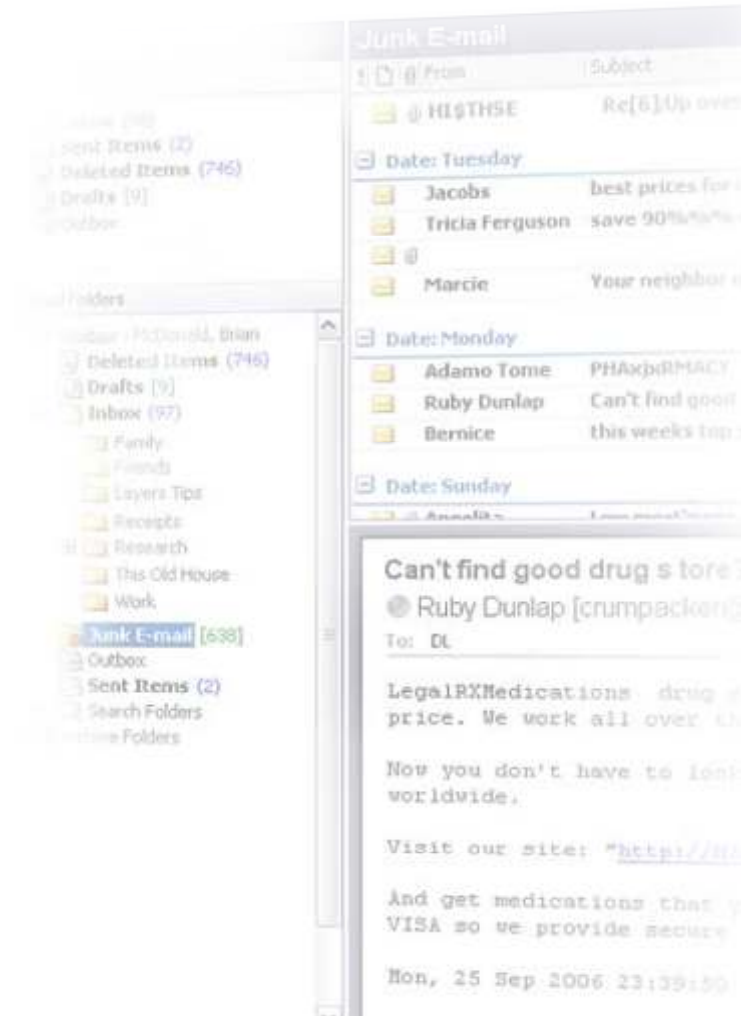
## Spam or Unsolicited Commercial Email

(no relationship / no permission)

List purchase CD ROMs

### Don't do it!

While it may seem tempting, it will have a negative impact on your business.



# Step 2: Convert Leads to Customers



## Repeat Buyers?

Repeat customers spend 67 percent more<sup>2</sup>

After 10 purchases, a customer has already referred up to 7 people<sup>2</sup>

## New Customers?

On average, it takes 7 touches for a sale to occur.

It's 6-7 times more expensive to gain a customer than to retain a customer<sup>1</sup>

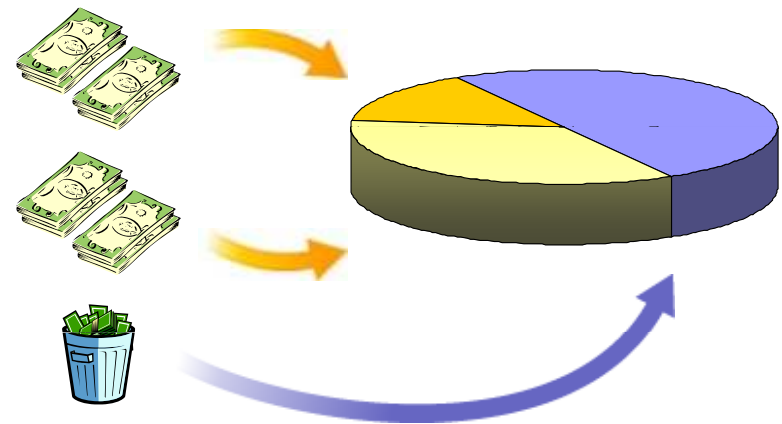
### Ongoing Interaction

Immediate Purchaser

Immediate & Follow-on Purchases

Interested (Buy Later)  
Not Now (Maybe Later)

Capture Interests & Communicate



# Email Service vs. Outlook



## Standard Email Programs (e.g. Outlook, Hotmail)

- Limited # of emails sent at one time
- No formatting control
- List break up more susceptible to filters
- No cohesive branding
- No tracking and reporting of email results



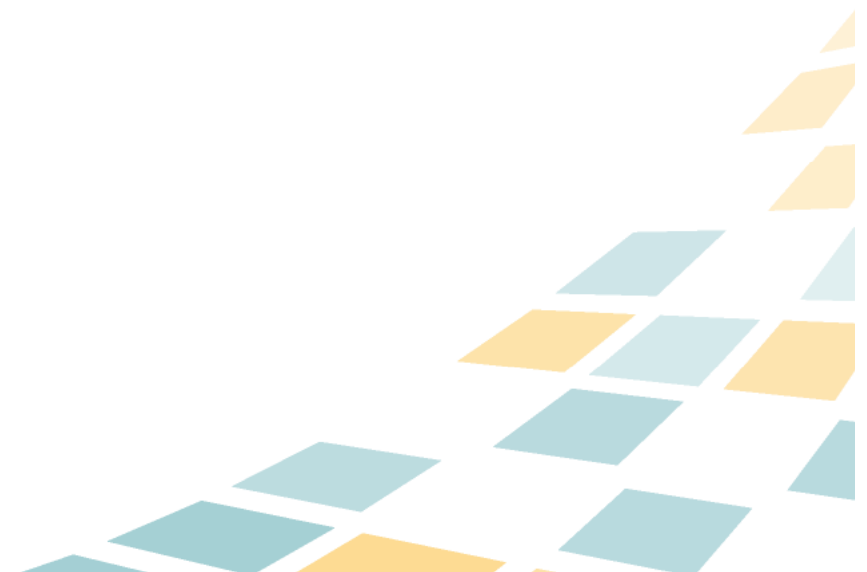
## Email marketing services automate best practices

- Provide easy-to-use templates
- Reinforce brand identity
- Email addressed to recipient only
- Manage lists – adding new subscribers, handling bounce-backs, removing unsubscribes
- Ensure email delivery, tracks results and obeys the law



# Email Marketing Tips:

## Best Practices to make the most of your Email Marketing



# Setting Objectives



## Define objectives: “I want to...”

- Enhance customer / brand awareness
- Interact with my customers
- Increase event attendance
- Bring visitors back to my website
- Obtain donations for my nonprofit

## Use objectives to determine:

- What information to collect
- Communication type
- Communication frequency
- Measuring success



# Planning for Success



Use your knowledge to identify the best people to send your message to and the best time to send it.

## Who should read this email?

Do you have enough information that will impact the relevance of your message?

👁️ Yes: Start to create group/categories of common interests or “hot button issues.”

👁️ No: Ask for what you need.

In sign up process

Simple Online Survey

## When should I send this out?

Start somewhere but watch your own trends!

Business people Tues to Thurs 10am – 3pm

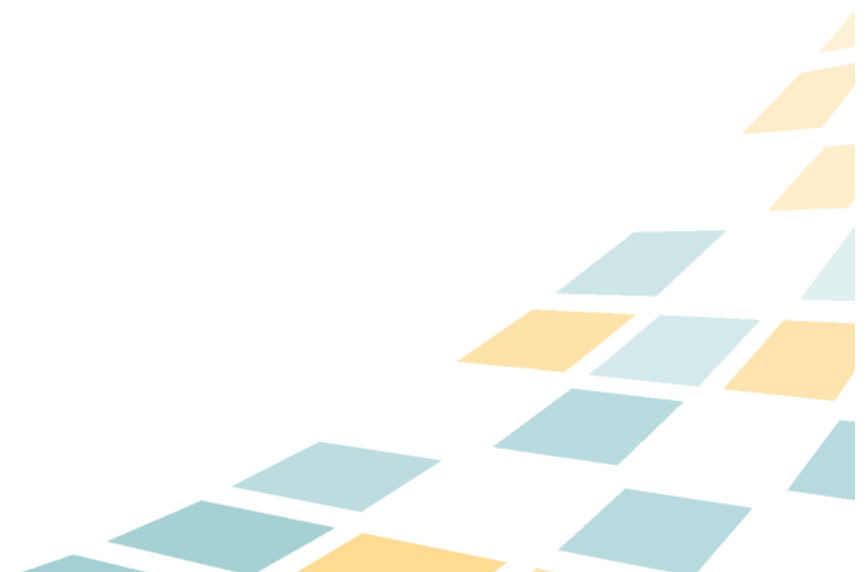
Consumers (day) Tues to Thurs 10am – 3pm

Consumers Mon to Thurs 2pm - 8pm

-

? 摩瑩潮懂 Re獯畚挽? ? 慥氧? 找整楮膜Po睥耀Wo找扯漆

? 炆物杨t? '?? ? 滴ta逆? 逆慣t, ? c.



# Relevant & Valuable Information



## Focus on the content

It's not about you

It's about what you know and how that is important to your readers

Will they talk about it when out with friends?

Will they look forward to your next communication?

## Make your email message stand out from volumes being sent!

1. Get the tone right.  
"Do not hurt your brand by being the bearer of bad news, even if it is wrapped in free shipping."
2. Do not digging yourself into a hole.  
"Spiral of ever-deeper discounts and ever more urgent calls to action just cheapen your brand."
3. Focus on the long term  
"Newsletter aim to make the recipient of newsletter much more likely at some time in the future to take the kind of action ultimately desired by the publisher."
4. Reach for a larger slice of the pie.  
"Use this time build trust, loyalty and awareness so when they are ready to buy they go for quality not just a quick fix."

-A new role for the old newsletter in a grim economy, *Email Marketing Reports*, Mark Brownlow October 20, 2008

# Worried about the economy?



## Why is this the best time to use email marketing?

1. There's less competition
2. Experts don't sit on the sidelines
3. The right distraction in the "doom and gloom"

"This is the time to be visible, the time to be expert, the time to be upbeat, is when everybody else is not." -Michael Katz's E-Newsletter on E-Newsletters, Issue #207, October 17, 2008

Want more nuggets like this? Check out the [Blue Penguin Development](http://www.bluepenguindevelopment.com/index.html) site and subscribe to Michael Katz's newsletter.  
<http://www.bluepenguindevelopment.com/index.html>



# Layout/Design

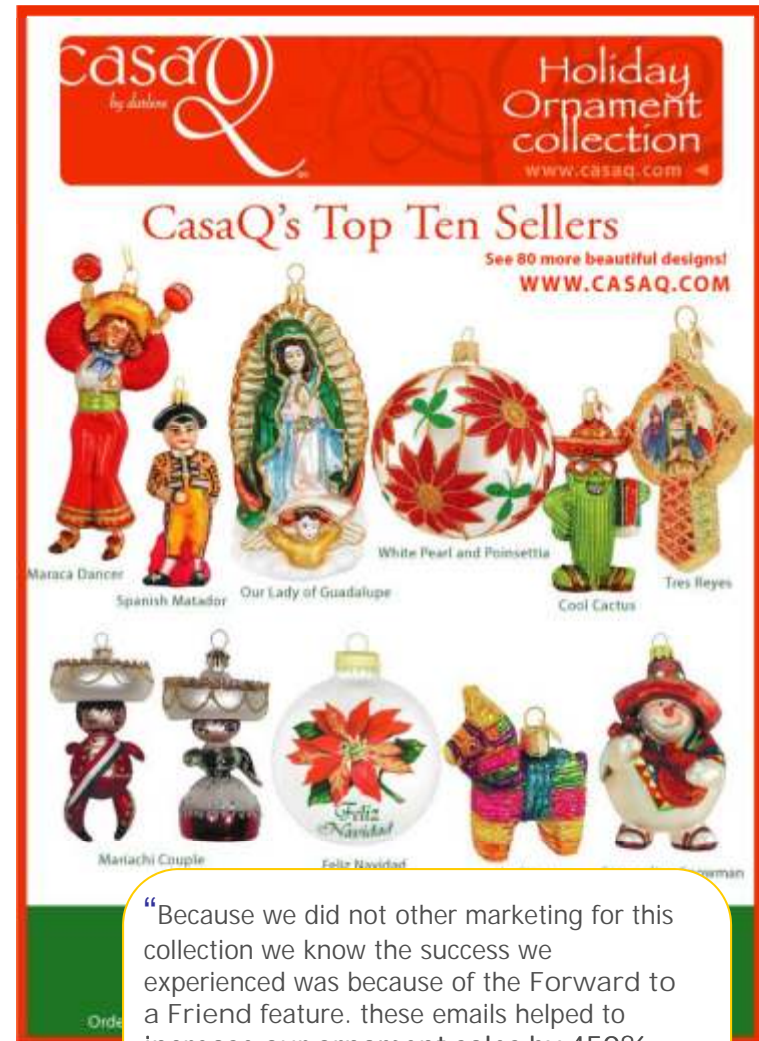


## Look Professional

- Keep your design clean and uncluttered
- Don't rely too much on graphics
- Ensure that the most relevant messages are at the top of the page, above the "fold line"

## Make it Easy to Share

- Provide something that adds value to your readers world
- "The fact that [some people] want to help, for no other reason than because they like to help. This turns out to be an awfully effective way of getting someone's attention." - Malcolm Gladwell, The Tipping Point



"Because we did not other marketing for this collection we know the success we experienced was because of the Forward to a Friend feature. these emails helped to increase our ornament sales by 450% over the previous year! We did no TV, print or radio advertising, it was purely online efforts."  
-Darlene Tenes, Founder, CasaQ

## The Email “Body”

- Use appropriate graphics
- Use white space effectively
- Include “Call to Action” links
- Create sense of urgency
- Capitalize and punctuate carefully
- Proofread



The screenshot shows an email newsletter from Staffing Advisors. The header includes the logo and the title "The Staffing Advisor" dated May 8, 2006. The main content is divided into two columns. The left column lists several articles with their titles under the heading "in this issue...". The right column contains the text of two articles: "Greetings!" and "Virginia Leads in Tech Jobs".

**SA**  
STAFFING  
ADVISORS

### The Staffing Advisor

May 8, 2006

**in this issue...**

- [HR Manager - One of the Best Jobs in America?](#)
- [Virginia Leads in Tech Jobs](#)
- [Search Firm Employment Booms](#)
- [Recruitment Budgets on the Rise](#)
- [Job market's heating up ... How to get your share](#)
- [Feast and Famine in Recruiting of Professionals](#)
- [How Successful People Remain Successful](#)
- [The Succession Question at Tech Firms: When Is the Right Time to Go?](#)
- [Billions Spent Correcting Writing Deficiencies](#)
- [Shift Away from Pensions Continues](#)
- [Save Gas - Telecommute](#)
- [Blogs Worth Reading](#)

**Greetings!**

This month introduces a new feature - "Legally Speaking" with Rick Vernon, one of the premier employment attorneys in the region. Each month he will offer a practical suggestion to make managing your employees just a little easier.

♦ **Virginia Leads in Tech Jobs**

Virginia leads the nation in tech job creation, according to tech industry trade group AeA's newly released report. [AeA](#) said that Virginia added 9,100 net tech jobs in 2004, the most current available data, and now ranks second in the nation to Colorado in terms of the high-tech concentration of jobs. "If these trends continue, next year Virginia will become the state with the highest concentration of tech workers in the nation," said Gregory Poersch, executive director of the AeA Potomac Council.

[Read more ...](#)

♦ **Search Firm Employment Booms**

According to [Staffing Industry Analysts](#), the market for permanent placement services continues to boom, and employment at permanent placement agencies accordingly rose 9.7% in March. Over the last two years, this tiny sector has added 44,000 jobs and total employment is now approaching that of the Internet boom years.

# Getting Email Opened



## The “From” line

Include your company name or brand

The clearer the better

The shorter the better

Be consistent

## The “Subject” Line

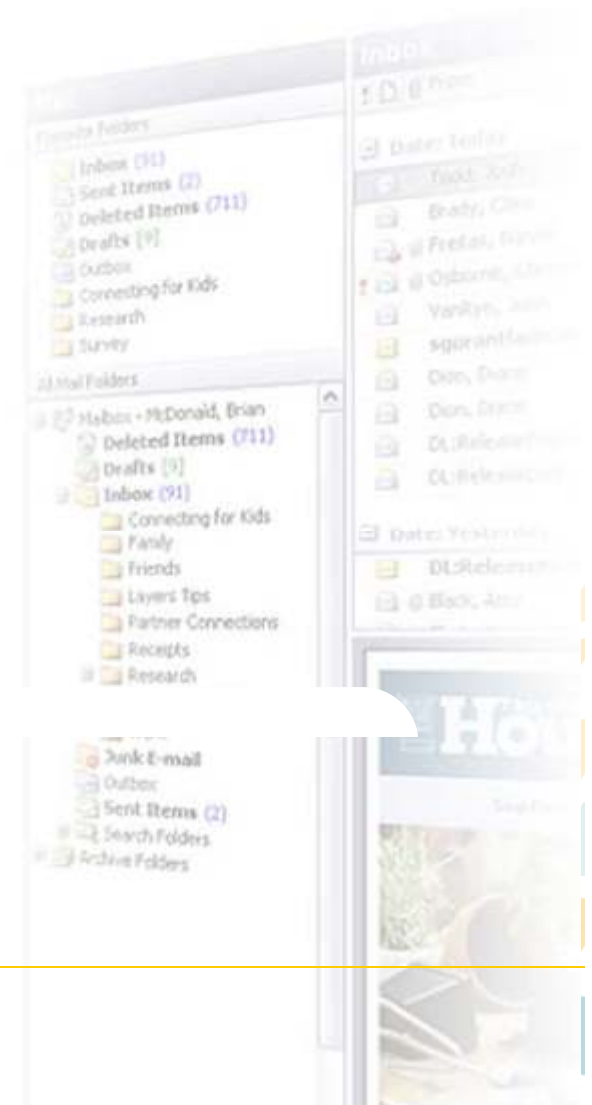
Keep it short and simple

You have 3 seconds or less

30-40 characters including spaces (5-8 words)

Incorporate a specific benefit

Capitalize and punctuate carefully



# The Don't Dos



- ✗ The words: free, guarantee, spam, credit card etc.
- ✗ ALL CAPITAL LETTERS
- ✗ Excessive punctuation !!!, ???
- ✗ Excessive use of "click here"
- ✗ \$\$, and other symbols
- ✗ No "From:" address
- ✗ Misleading subject lines

Example: Typical spam "From" and "Subject" lines

Junk E-mail					
		From	Subject	Received	Size
!	✉	Dan Keyes	Cash credit / Home credit	Sat 9/9/2006 3:1...	1 KB
	✉	acrylate	4179-4	Sat 9/9/2006 3:0...	1 KB
!	✉	Louella	???5?4? ??????? ????????	Fri 9/8/2006 10:2...	3 KB
	✉	Andres Alexan...	Hey you!	Fri 9/8/2006 3:08 ...	697 B
	✉	@ vendor. actual	~::~~Guaranteed Instant Approval!..!	Fri 9/8/2006 3:41 ...	2 KB
	✉	bosonic	FREE FREE SOFTW@RE 7344	Fri 9/8/2006 1:51 ...	11 KB



# Email Marketing Tips: Measuring your Success



# Evaluating Your Results



What influences the open rate?

From / Subject line

Delivery day / time

List overuse, age, or quality

Watch your trends over time

**Emails : Reports**  
This report shows key comparative metrics as well as the results of your emails to metrics and the report. To view details on bounces, opens, click-throughs or forward

Date Sent	Email name	Sent	Bounces	Reopens	Opens	Clicks	Opt-outs
1/2/2007	<a href="#">New Product Preview</a>	5	0		100.0%		0
12/22/2006	<a href="#">Customer Dinner Invitation</a>	847	5.0% (42)		100.0%		0
12/19/2006	<a href="#">Customer Lunch Invitation 2</a>	523	3.6% (19)		39.9%	12.9%	1.2%
12/10/2006	<a href="#">September 18 Newsletter</a>	172	3.5% (6)		48.2%	16.2%	0.2%
12/1/2006	<a href="#">Customer Dinner Invitation</a>	353	4.5% (16)		44.8%	19.2%	0
11/29/2006	<a href="#">Thank You Campaign</a>	356	8.1% (29)		49.5%	11.1%	1.8%

# Evaluating Your Results



Why did people click through?

What were they interested in?



### Emails : Reports : Contact Click-throughs

Here you can view the contacts who clicked-through on the following email link. To view the contact's detail, click on the email address. You can export this data or save it to a list - the new list will not be displayed on your Visitor Signup Form.

**Note:** Contact click-through data is maintained for 90 days.

[< Back](#)

[Printable Version](#)

Email Name: September 18 Newsletter

Date Sent: 12/19/2006

Email Link: <http://www.constantcontact.com/index.jsp?>

Email Address	Status	Click-through Date
<a href="mailto:dave@mydomain.com">dave@mydomain.com</a>	Active	12/21/2006 1:08 AM EST
<a href="mailto:bobsmith@website.com">bobsmith@website.com</a>	Active	12/20/2006 8:29 AM EST
<a href="mailto:sbrown@internet.org">sbrown@internet.org</a>	Active	12/19/2006 11:38 AM EST
<a href="mailto:jgpublic@someplace.com">jgpublic@someplace.com</a>	Active	12/19/2006 11:13 AM EST

Save as List

Export

< Previous | Start of List | Next >

**Click-through Distribution** The percentage of unique site visitors who clicked on this link compared with other links in this email.

# Questions?

To get started, sign up for your FREE 60 day trial here:  
<http://www.constantcontact.com/index.jsp?pn=yourdesignvehicle>