The Power of the Inbox

Tips and Tricks for Successful Email Marketing

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Constant Contact

Welcome

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Social Media Strategist/Email Marketing Expert
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Questions after the event?

facebook.com/YourSocialMediaGal

@Melanie_Diehl

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First impressions
matter.

The difference between...

wanda@granville-chamber.com

Move to Inbox | More

Women In Business

Wanda Garrett <granvillechamber@embarqmail.com> 1/31/14
to info

Chamber's

WOMEN IN BUSINESS

Tuesday, February 11, at noon

The noon luncheon will be held in the conference room of

the Richard H. Thornton Library, Main St., Oxford.

The program will be "A NEW YEAR - A NEW YOU".

Two Chamber members, Melinda Pritchett, owner of Melinda's and Michelle Burgess, Independent Stylist with Stella and Dot,

will be sharing spring fashion trends and showing some new accessories and ideas for businesswomen ~ professional and casual.

Lunch is being catered by SIMPLY DELICIOUS CATERING .

Reservations are requested by February 6th to

wanda@granville-chamber.com; or 919-693-6125

tawheeler@granville-chamber.com; or 919.528.4994

Cost: $12/Chamber members; $15 non-members.

and...

Granville County Chamber of Commerce via auth.cosend.com
to info

GRANVILLE COUNTY CHAMBER OF COMMERCE

quick links: our website calendar members board ambassadors

10 Mindsets for Success!

Success is something all career-driven individuals desire yet it eludes many people -- at least at the levels desired. Why are some businesspeople successful and others not? It has everything to do with habits, beliefs, passion, flexibility and attitude.

Often there's nothing really different between one entrepreneur and another in terms of ability, as each person can do whatever he or she wants. What it all comes down to is having the frame of mind to set practical habits and keep a balance between attachment and commitment and letting things happen. Here are 10 mindsets for success

This week at the Chamber & in our communities . . . Feb 15

Tuesday, Feb. 16; 8 am
Chamber Ambassadors' Meeting
Chamber Boardroom; 124 Hillsboro St, Oxford

Tuesday, Feb. 16; 12 noon
"Watch Me Work" Kick Off Lunch and Learn

Email Marketing

your social media gal

What is email marketing?

Delivering **professional** email communications…

to an **interested** audience…

that looks great in any inbox!

Containing information the recipient finds **valuable**…

Agenda

1. Why email marketing?
2. Harnessing the power of the inbox
    a. Grow a healthy list
    b. Creating great content
    c. Create a beautiful, mobile-friendly template that matches your brand
    d. Get your email opened
    e. Tracking your results
3. Putting it all together

Q: What is the #1 app on cell phones?

A: Email

More than half of all emails are opened on a mobile device

More people own a cell phone than own a toothbrush!

Source: Litmus

People read it

88% regularly check email on their smartphones (more than social media or videos)

91% of people check their email daily

Email is reliable

Email gets delivered 90+% of the time; (Facebook posts reach just 2% of fans)

Email works

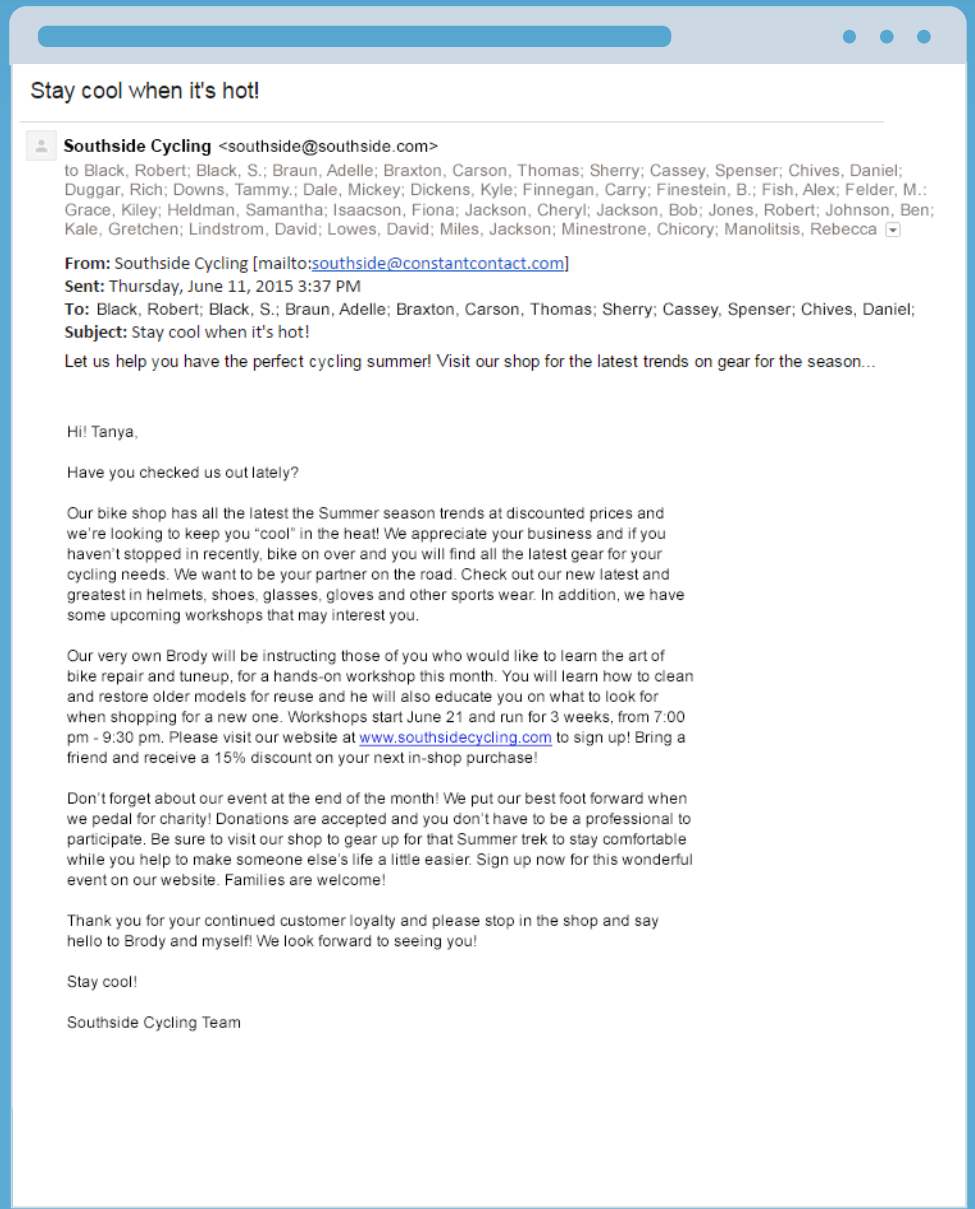
Email marketing has 3x the conversion rate as social media

For every $1 spent on email marketing, there is a $44.25 average ROI

Source/s: Litmus; Direct Marketing Association; Pew Research Center, 2015; Forrester Research, 2014; Forbes.com; SalesForce.com

Why regular email *doesn't* work

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



Stay cool when it's hot!

Southside Cycling <southside@southside.com>
to Black, Robert; Black, S.; Braun, Adelle; Braxton, Carson, Thomas; Sherry; Cassey, Spenser; Chives, Daniel; Duggar, Rich; Downs, Tammy.; Dale, Mickey; Dickens, Kyle; Finnegan, Carry; Finestein, B.; Fish, Alex; Felder, M.: Grace, Kiley; Heldman, Samantha; Isaacson, Fiona; Jackson, Cheryl; Jackson, Bob; Jones, Robert; Johnson, Ben; Kale, Gretchen; Lindstrom, David; Lowes, David; Miles, Jackson; Minestrone, Chicory; Manolitsis, Rebecca

From: Southside Cycling [mailto:southside@constantcontact.com]
Sent: Thursday, June 11, 2015 3:37 PM
To: Black, Robert; Black, S.; Braun, Adelle; Braxton, Carson, Thomas; Sherry; Cassey, Spenser; Chives, Daniel;
Subject: Stay cool when it's hot!

Let us help you have the perfect cycling summer! Visit our shop for the latest trends on gear for the season…

Hi! Tanya,

Have you checked us out lately?

Our bike shop has all the latest the Summer season trends at discounted prices and we're looking to keep you "cool" in the heat! We appreciate your business and if you haven't stopped in recently, bike on over and you will find all the latest gear for your cycling needs. We want to be your partner on the road. Check out our new latest and greatest in helmets, shoes, glasses, gloves and other sports wear. In addition, we have some upcoming workshops that may interest you.

Our very own Brody will be instructing those of you who would like to learn the art of bike repair and tuneup, for a hands-on workshop this month. You will learn how to clean and restore older models for reuse and he will also educate you on what to look for when shopping for a new one. Workshops start June 21 and run for 3 weeks, from 7:00 pm - 9:30 pm. Please visit our website at www.southsidecycling.com to sign up! Bring a friend and receive a 15% discount on your next in-shop purchase!

Don't forget about our event at the end of the month! We put our best foot forward when we pedal for charity! Donations are accepted and you don't have to be a professional to participate. Be sure to visit our shop to gear up for that Summer trek to stay comfortable while you help to make someone else's life a little easier. Sign up now for this wonderful event on our website. Families are welcome!

Thank you for your continued customer loyalty and please stop in the shop and say hello to Brody and myself! We look forward to seeing you!

Stay cool!

Southside Cycling Team

Email Marketing

automates best practices for you - and makes you look great!

- Provides beautiful, mobile-responsive, easy-to-use templates
- Reinforces brand identity
- Emails addressed to recipient only
- Manages lists – adding new subscribers, handling bounce-backs, removing unsubscribes
- Ensures email delivery, tracks results and obeys the law

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Growing your list is all about *how* and *where* you ask.

And yes, you have to.

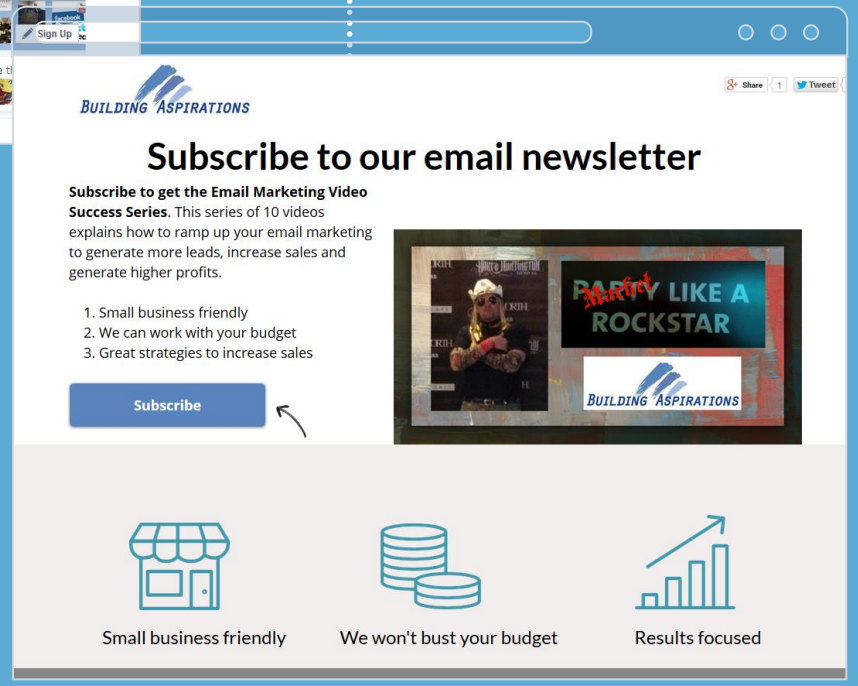
How to Ask: The importance of permission

Get express consent	Ask for permission to send them email
Be straightforward	Let them know what content to expect & follow through
Offer opt-out	Include the option to unsubscribe in every email
Respect privacy	Post your privacy policy – it adds credibility
Don't overwhelm	Respect the privilege of communicating & plan strategically
Follow Compliance Guidelines (CAN-SPAM, CASL etc.)	• Clear & obvious permission on your sign up form • Clearly identify the person, business or organization • Include a valid mailing address & phone number, email or web address • Inform them that they can unsubscribe any time • Have a process to record express consent

Where to Ask: Everywhere you're online

1

2



Where to Ask: Everywhere else!

Collect email addresses at events

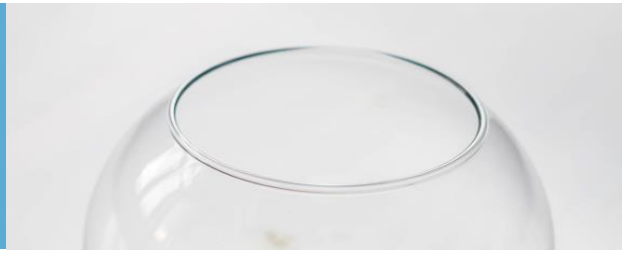
At speaking engagements

Add a QR code to your menu or table tents

Sign up form on the bill or in a check presenter

Print QR code on paper distribution materials

Use a 'fishbowl' to collect business cards



Use a sidewalk sign to offer an incentive to subscribe inside

But really, just ask.

text MELANIE to 22828

Don't forget - give them a reason to join your list *and* let them know when to expect it.

Ongoing education related to your product	VIP preference	Insider news or exclusive access
E-book, whitepaper, guide	Updates on your mission	Friends & Family discounts

The #1 reason for an unsubscribe is irrelevant content.

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Focus on being relevant

Figure out how much is "enough"

Turn questions into content

Images are content too

It's not always about you.
It's about what you know, or what you have access to.

Write for your audience, not for *you*.

camp unleashed®

Want to put a smile like this on your dog?

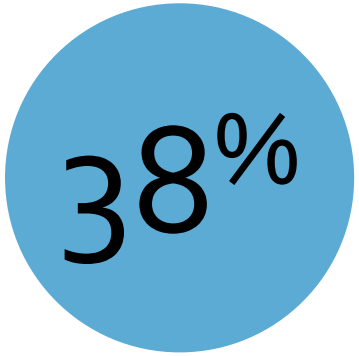
Last chance to sign up for
May 29- June 1 camp in the Berkshires!

Morning, afternoon and evening walks and hiking, agility, tricks classes, swimming, clicker training, dock diving, scent games and freestyle fun!

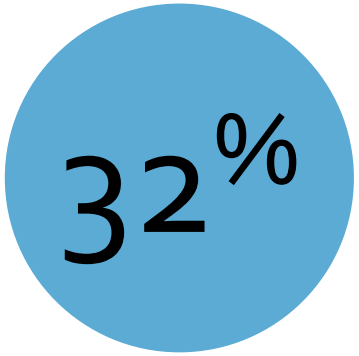
Try a water tricks class with clicker trainer Erica Etchason from Canine Water Sports or move to the music with Jenn Michaelis from SassyT Canine Academy. Share the fun of relaxing and playing together with your dog doing as much or as little as you would like.

Visit our website more details.
Register now!

Write for your audience, not for *you*.



Unsubscribe if it's boring



Send it to spam if it's irrelevant

Source: MarketingSherpa

How much is enough?

3 pictures or less

20 lines of text or less

Source: http://news.constantcontact.com

Turn Questions…

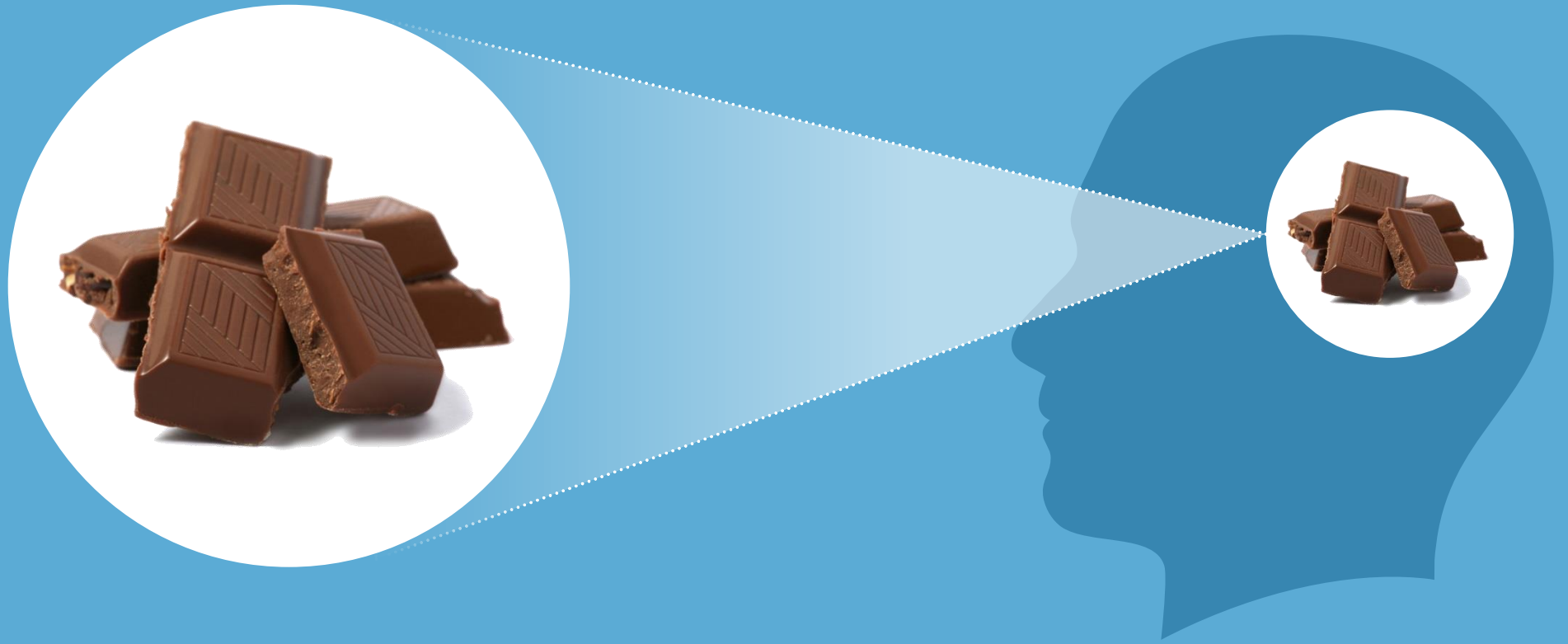
1. How do I ensure my pipes won't burst this winter?
2. Do I get to deduct mileage I drive from work to home each day?
3. What's a simple way to pick the right wine?
4. How do I get more people to show up at my events?

…Into Content

1. 5 Ways to Protect Your Pipes from Freezing this Winter
2. Answers to Your Top 3 Mileage Deduction Questions
3. Red or White? 5 Simple Wine-Pairing Tips
4. 10 Ways to Sell More Tickets for Your Next Event

Images are content too!

90% of information processed by the brain is visual content



Source: www.adweek.com

Working with photos

- Choose the right size
- Avoid copyright issues
- Use your own photos or stock images

Stock photo sites

Graphic Stock

http://www.graphicstock.com

RGB Stock

http://www.rgbstock.com

Morgue File

http://www.morguefile.com

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Select a mobile-friendly template that matches your message

Make sure your brand is consistent *everywhere*

Look great – and recognizably *you* – in any inbox!

Newsletters

Frequency:
Monthly / quarterly

Content:
Educational (often non-promotional)

Announcements

Frequency:
Event / date driven

Content:
Promotional or educational with targeted message

Surveys, new products, special events

Promotions

Frequency:
Bi-weekly / monthly

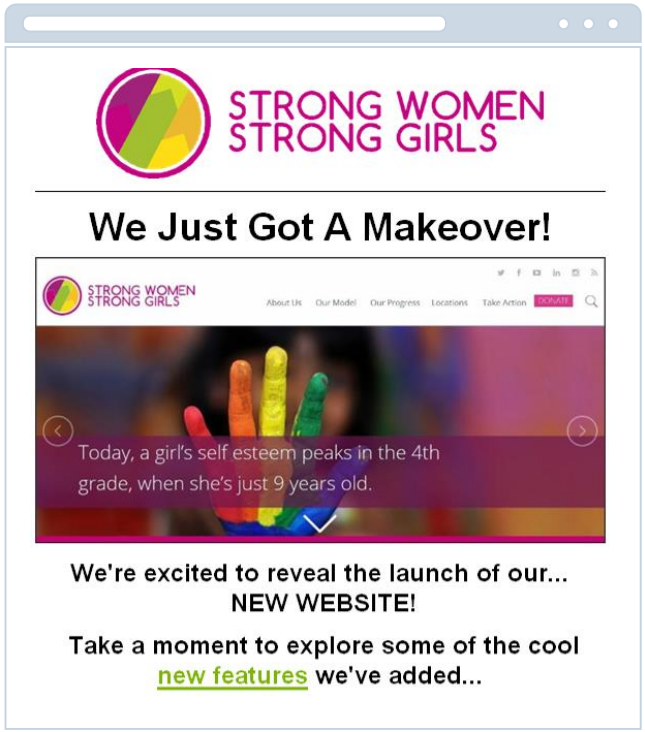
Content:
Promotional / limited content

Deals or coupons

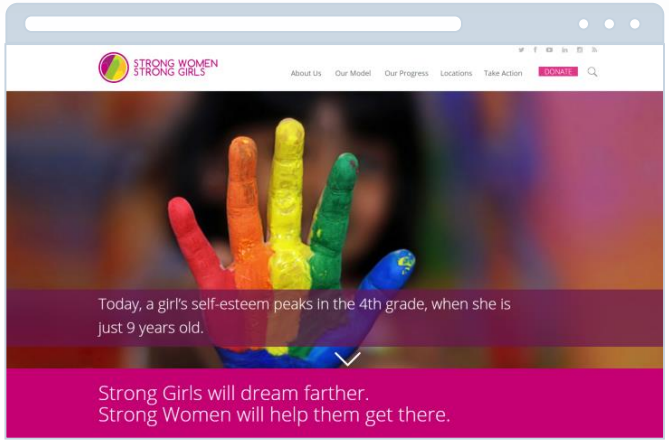
Be recognizable. Everywhere.

- Be consistent with logo & branding colors
- Use images of your business, products & people
- Use consistent language

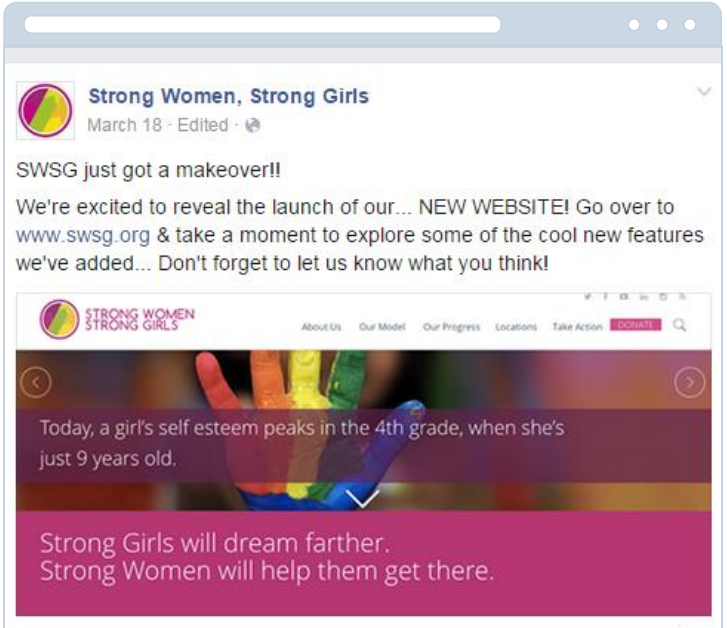
Email



Website



Facebook



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Follow this simple recipe for success…

1. Single column template
2. Fewer than 3 Images
3. Fewer than 20 lines of text
4. No more than 3-5 links
5. Action above the scroll line

Recognized Sender: "Who sent it?"

Compelling Subject: "Is it worth reading?"

Good Timing: "When was it received?"

Easy 'share' options: "Can I send to friends?"

Give them 4 reasons to pay attention.

Who sent it?

How do people know you best?

Make your "from name" and "from email" recognizable.

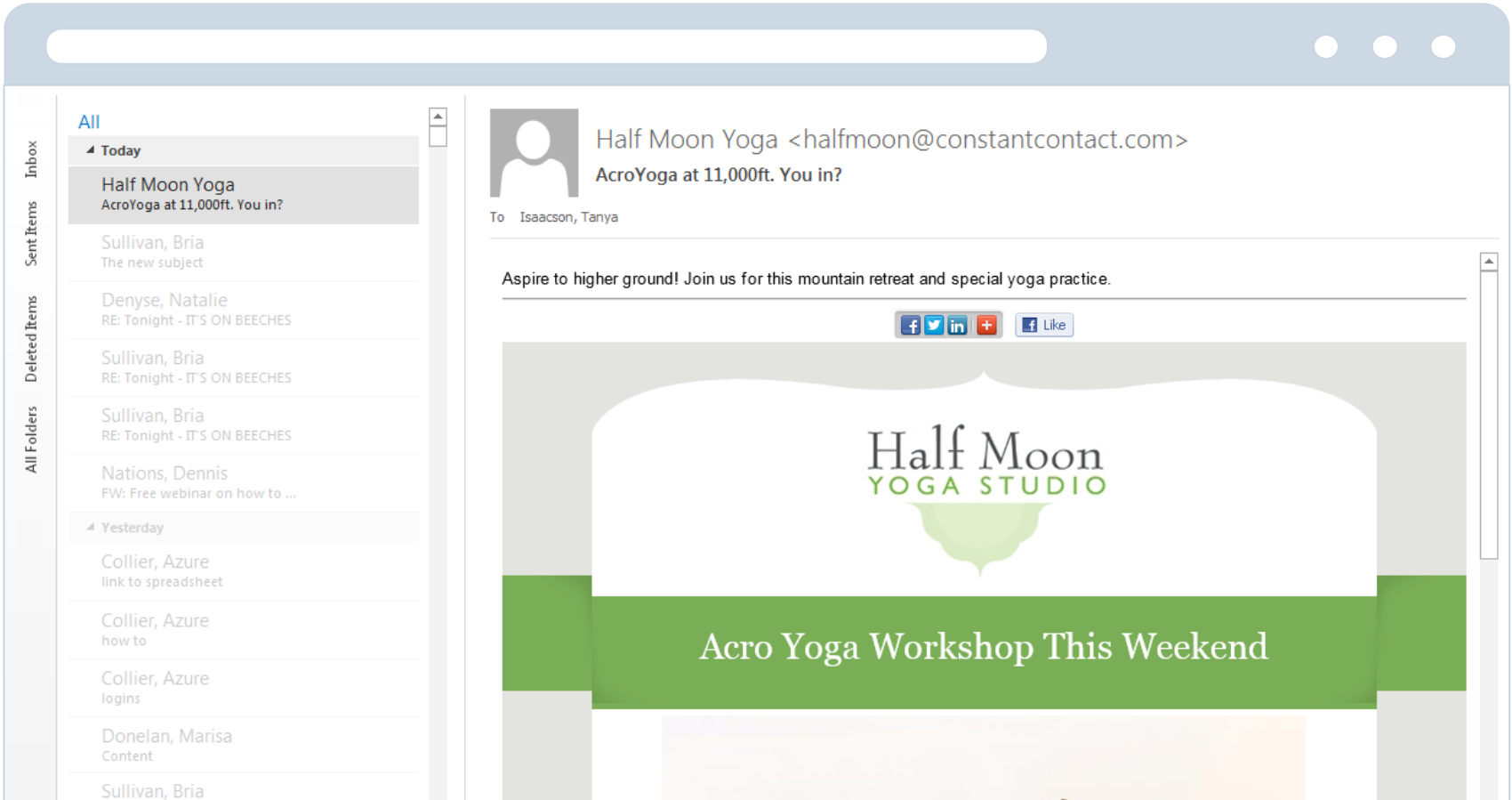
More than 1/3 of people

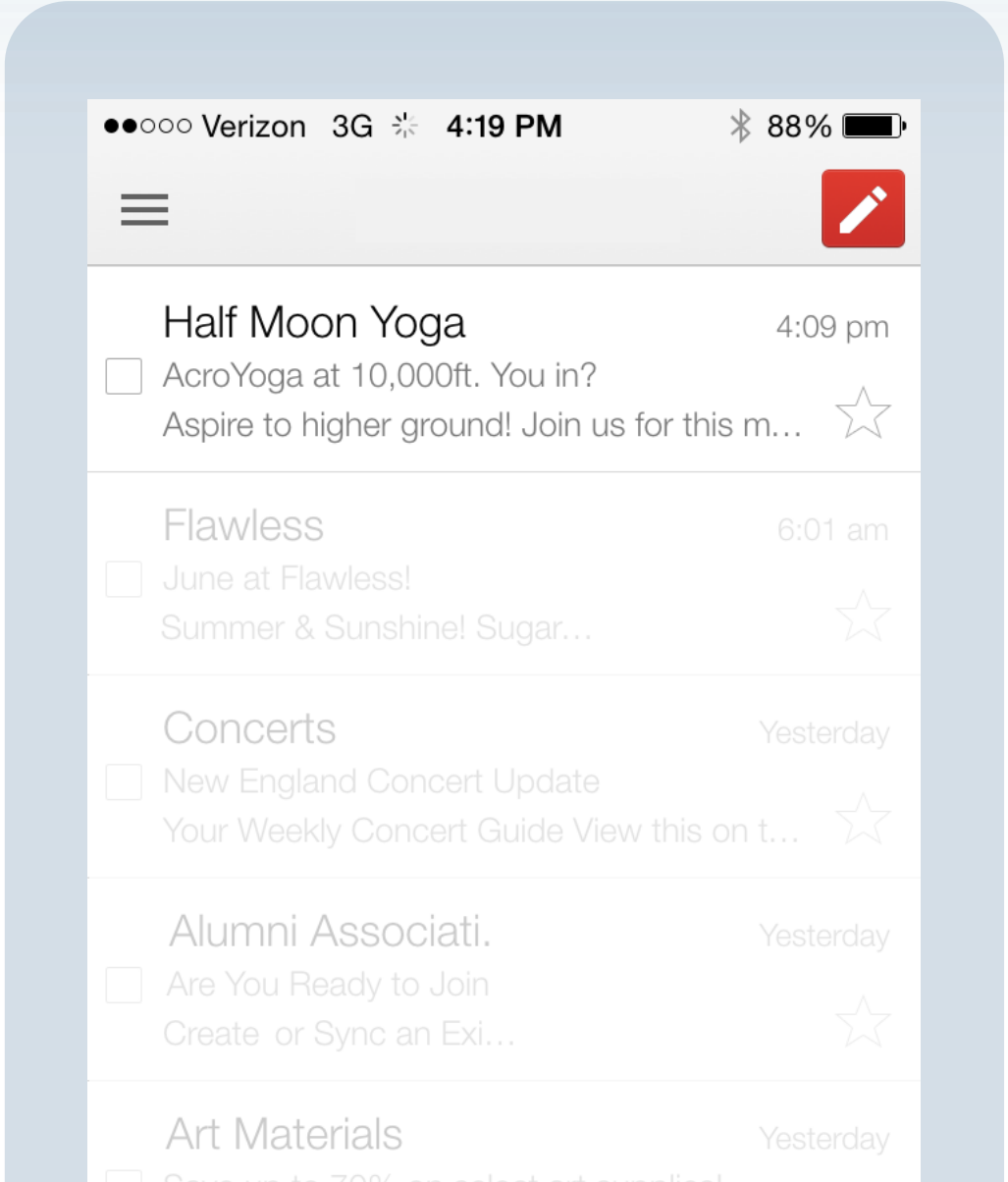
open an email based on the subject line.

Source: Inwise

Is it worth reading?

Identify your purpose. Be clear, be clever and…





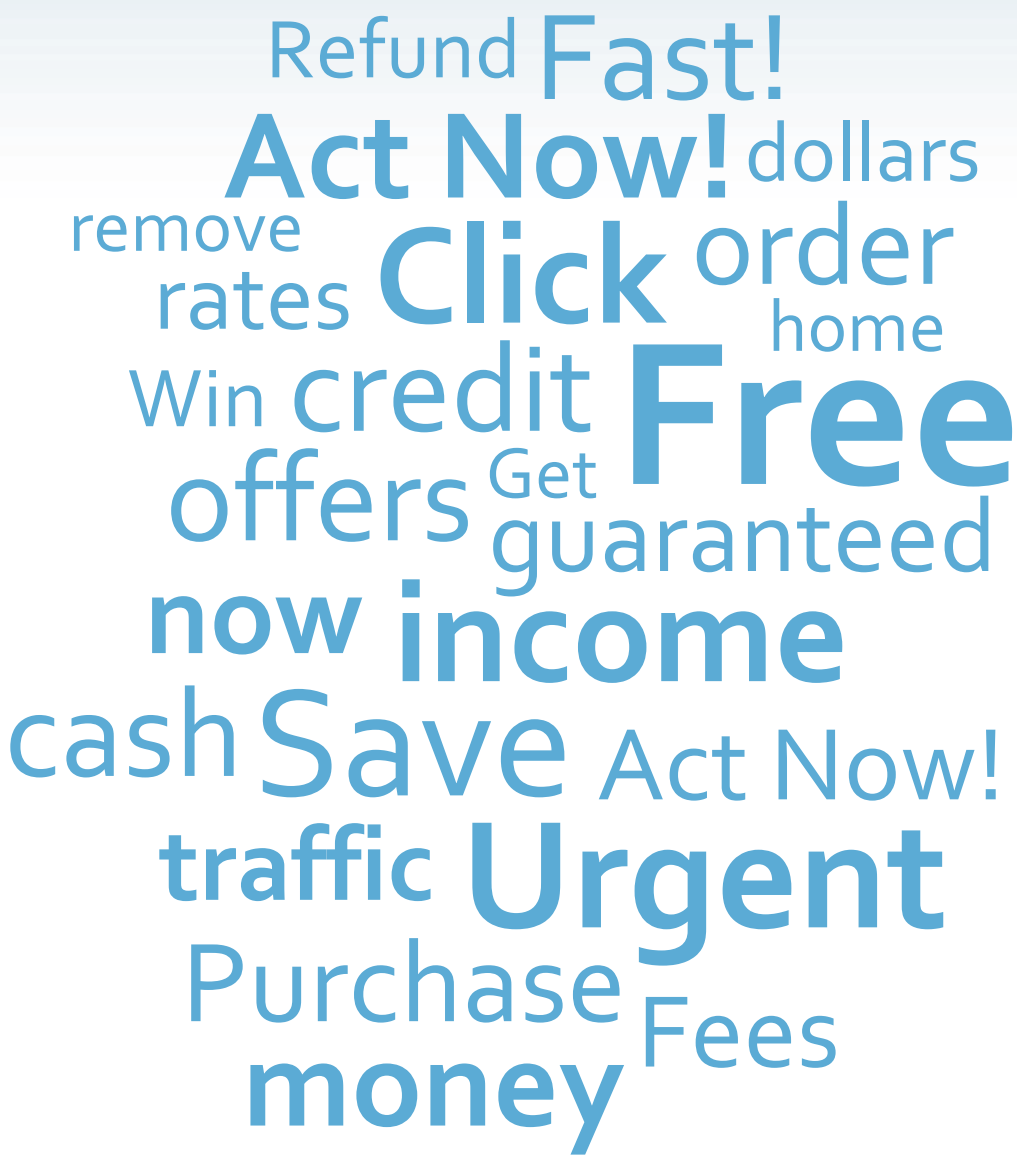
Entice them.

- Use "teaser" text
- Customize the message

Choose your words carefully.

Avoid the following:

- Spam-like terms
  - Check your spam folder
  - Use spam-check button
- ALL CAPITAL LETTERS
- Excessive punctuation and symbols !!!, ???, $$$



Size matters.
Keep it clear, keep it clever, keep it short.

30-40 characters max typically appear on most mobile devices

6-10 words is best; 4-7 has greatest response

Control first 11-18 words of "pre-header" text to entice mobile readers

56% of email is opened on mobile devices

Source: Litmus

Timing is everything. Create a master schedule.

How often?

- Keep the promises you made at signup (weekly, monthly, regular)
- Coordinate timing across email and social channels for maximum impact
- When it's urgent!

What day and time?

- When is your audience most likely to read it?
  - Day of week (Tuesday & Wednesday)
  - Time of day (10am to 3pm)
- Test, test, test

When is it best to send emails?

Restaurants	Accountants & Financial Advisors	Hotels, Inns, B&Bs	Religious Organizations	Arts & Crafts
Monday	Tuesday	Wednesday	Thursday	Friday
7:00 am	6:00 am	7:00 am	12:00 pm	5:00 am

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Know what reporting matters

Focus on the "click through"

Use data to make your next decision

Tracking your results…

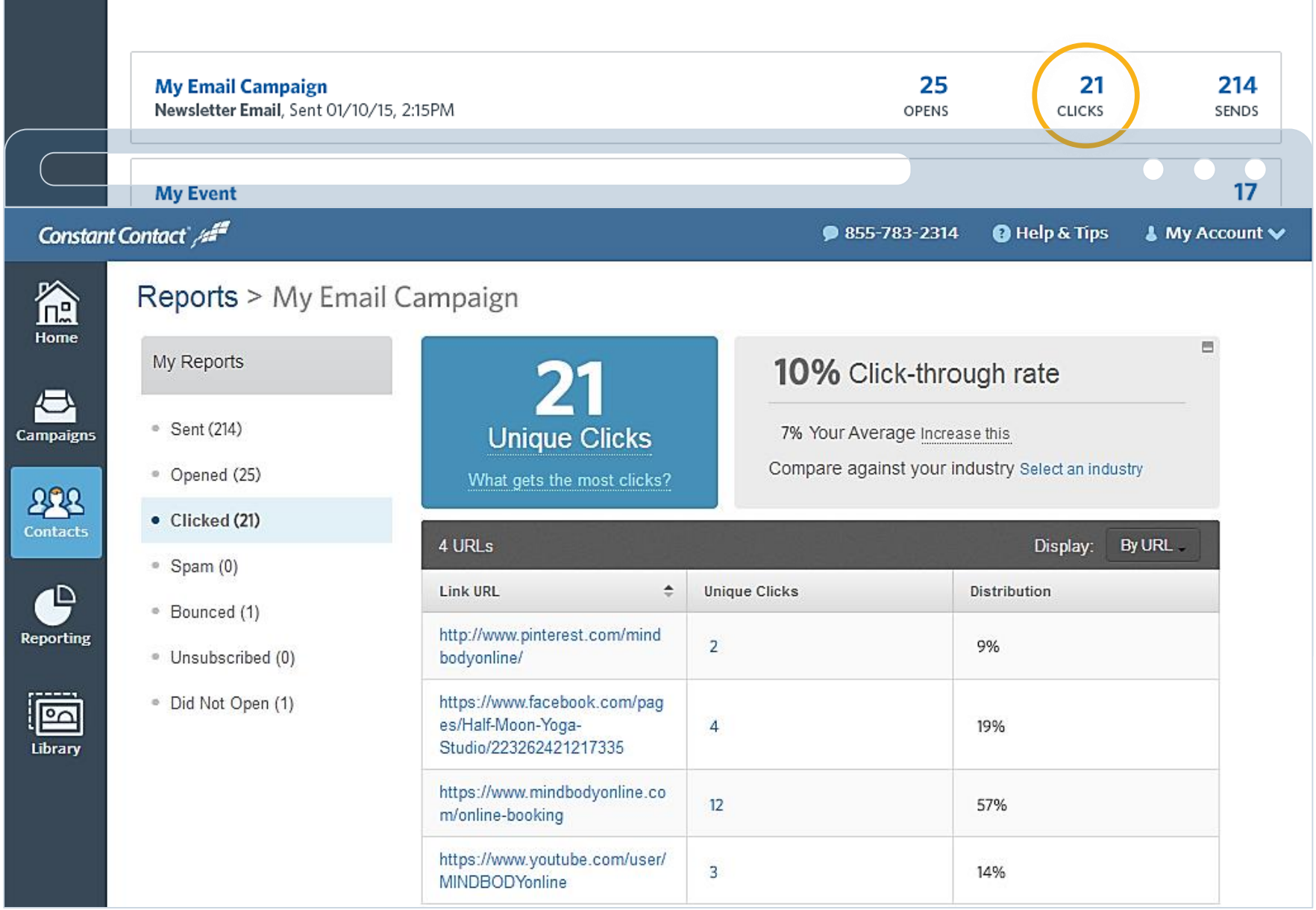
Small businesses believe that reports and analytics…

Know what metrics matter

Open rate	Click-through rate	Shares
Pro: Indicates who is interested	Pro: Shows who is engaged and taking action	Pro: Illustrates the content your audience finds most valuable
Con: Can be triggered automatically and be a false positive	Con: Only shows individual recipient action	Con: Only part of the story without the 'click'

Opt-outs	Bounce rate
Pro: Gives you an opportunity to learn what's not working	Pro: Helps you keep your list healthy and email deliverability rates high

Spotlight on the "click-though"



Making Decisions based on Metrics

High open rate, **low** click-through rate	**Low** open rate, **high** click-through rate
High open rate	**Low open rate**
Make it even better: • Find the best time & day • Identify best keywords • Segment your audience by interest	**Improve it by:** • Watch timing & frequency • Write a strong subject line • Send relevant, engaging content
Low click-through rate	**High click-through rate**
Improve it by: • Have a strong call to action • Make email mobile friendly • Keep email short	**Make it even better:** • Format links to stand out • Offer links to preferred content • Segment audience based on clicks

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You have an advantage.
Your customers love you!

Three simple steps to get started:

- Get your contact list together, even if it's just five people.
- Create and send one campaign…hit send!
- Watch what happens…do more of what works.

Small business marketing is…

Nurturing relationships. Delivering on your promise. Getting measurable results.

Constant Contact®

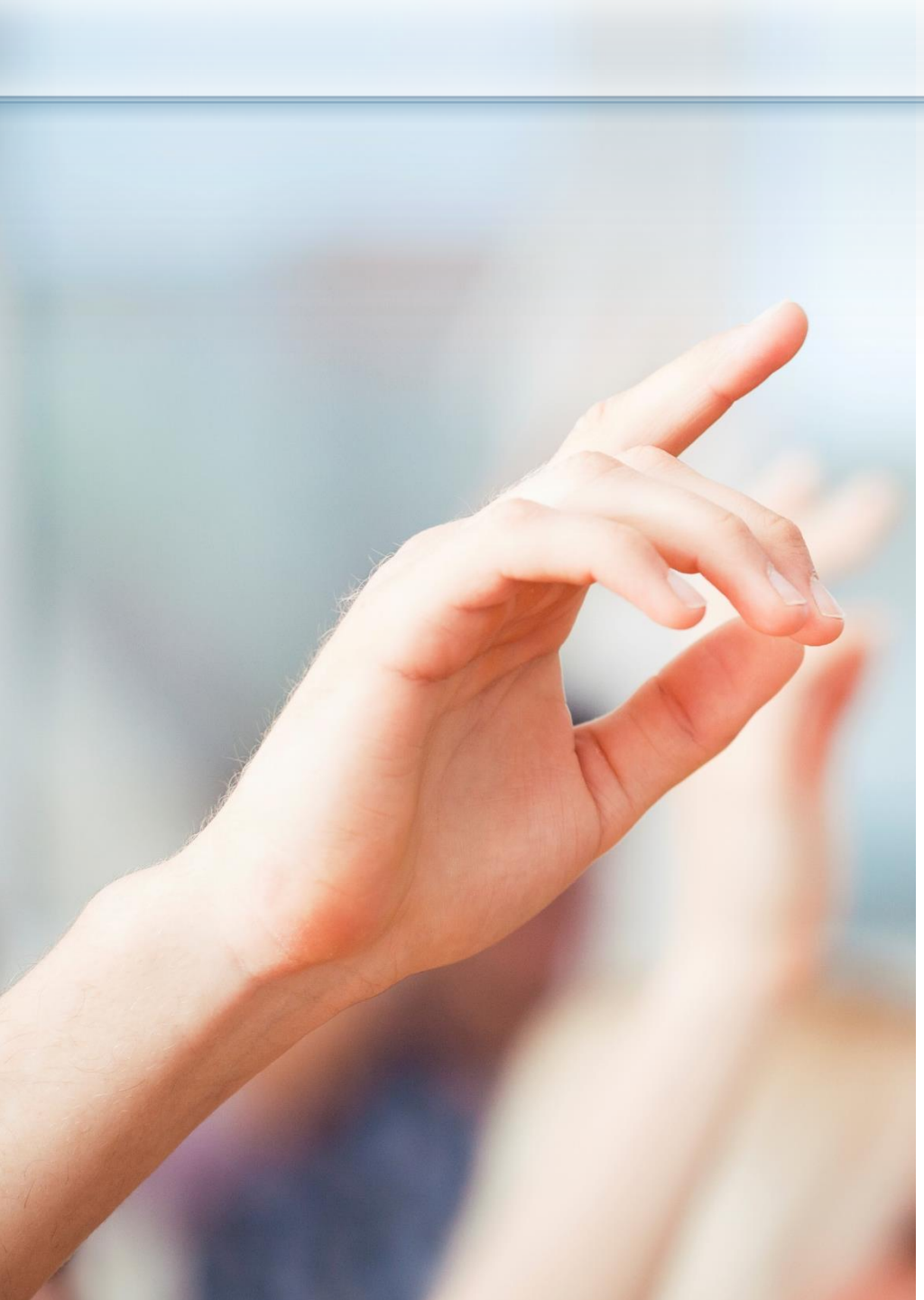
Exclusive Offer for Today's Attendees

IF YOU BUY TODAY

$5/month for your first 3 months of Email http://bit.ly/email5bucks

Our Customer Success Coaches are here to help you upload your list, get your template set up and get your first email sent. Call us at 866-289-2101

This promotion (the "Promotion") ends tonight, after this seminar (the "Seminar") at 11:59 p.m., local time (the "Promotion Period"). If eligible Constant Contact customers purchase the Email level product of Constant Contact during the Promotion Period, they will receive the Email level product at a discounted price of $5 per month for the first three months after they become a paying customer. Constant Contact customers will be eligible to participate in this Promotion if they (i) are not currently a trialer or paying Constant Contact customer, (ii) attend the Seminar and receive this offer at the Seminar, and (iii) follow the link above and become a paying Constant Contact customer during the Promotion Period. After the first three months have ended, eligible participants will automatically be charged the current retail price for the Email level product unless they cancel their accounts. This Promotion cannot be combined with any other Constant Contact promotion or special offer. Constant Contact reserves the right, in its sole discretion, to suspend or cancel this Promotion at any time. This Promotion and all Constant Contact products and services are subject to the Constant Contact terms and conditions available at https://www.constantcontact.com/legal/terms.



Resources

Learn more…

Local resources

www.constantcontact.com

Select "Be a Better Marketer"»
Seminars & Training

Get started today…

60-day free trial

bit.ly/CTCT4U

Find help…

Constant Contact Marketing Resources

blogs.constantcontact.com/library

Check out blog posts, guides, videos, infographics, recorded webinars and more!

Constant Contact

Thank you

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Social Media Strategist/Email Marketing Expert
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Questions after the event?

facebook.com/YourSocialMediaGal

@Melanie_Diehl

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