WELCOME TO THE WORKSHOP

The 10 Commandments of Effective Email Marketing

Presented by

baltimore city chamber of commerce

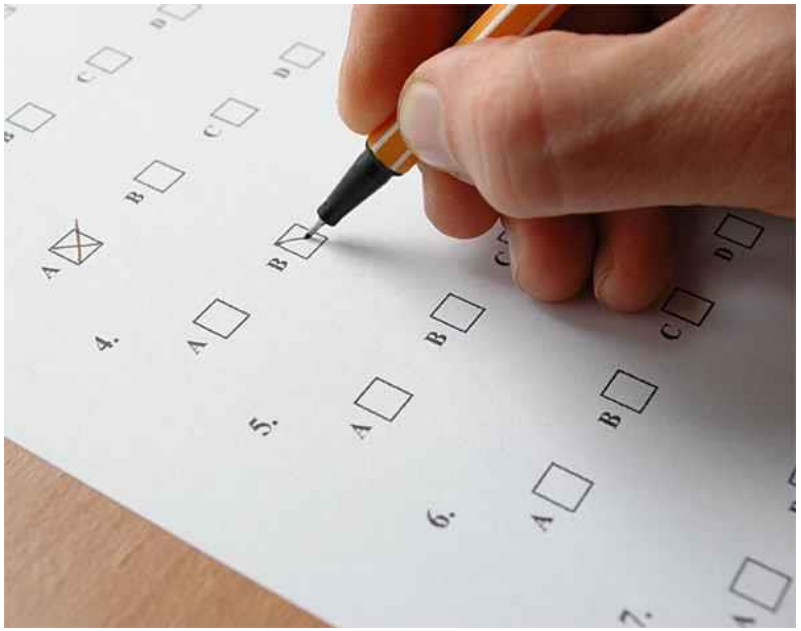
Renegade Business Solutions.com

EDAC

MORGAN STATE UNIVERSITY

Black

WELCOME TO THE WORKSHOP



1. Thank for attending tonight's workshop
2. Please fill out the testimonial sheet after the presentation if you received value from this workshop

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RENEGADE BUSINESS SOLUTIONS
THE 10 COMMANDMENTS OF EFFECTIVE EMAIL MARKETING

Enhance your lead generation & sales

Email Marketing Presentation Overview

The 10 Commandments of Effective Email Marketing

Presented by

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- Who I Am
- Email Marketing Background
- Why Use Email Marketing?
- Why Email Marketing Works
- The 10 Commandments

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Email Marketing Strategy Who I Am

About Your Presenter:

Michael Ray
President
Renegade Business Solutions
RenegadeBusinessSolutions.com

- Over 20 years marketing experience
- Started as an event promoter
- Worked with several Fortune 500 companies
- Expert knowledge of Inbound Marketing

Email Marketing The Facts

92%

of all marketers employ email marketing

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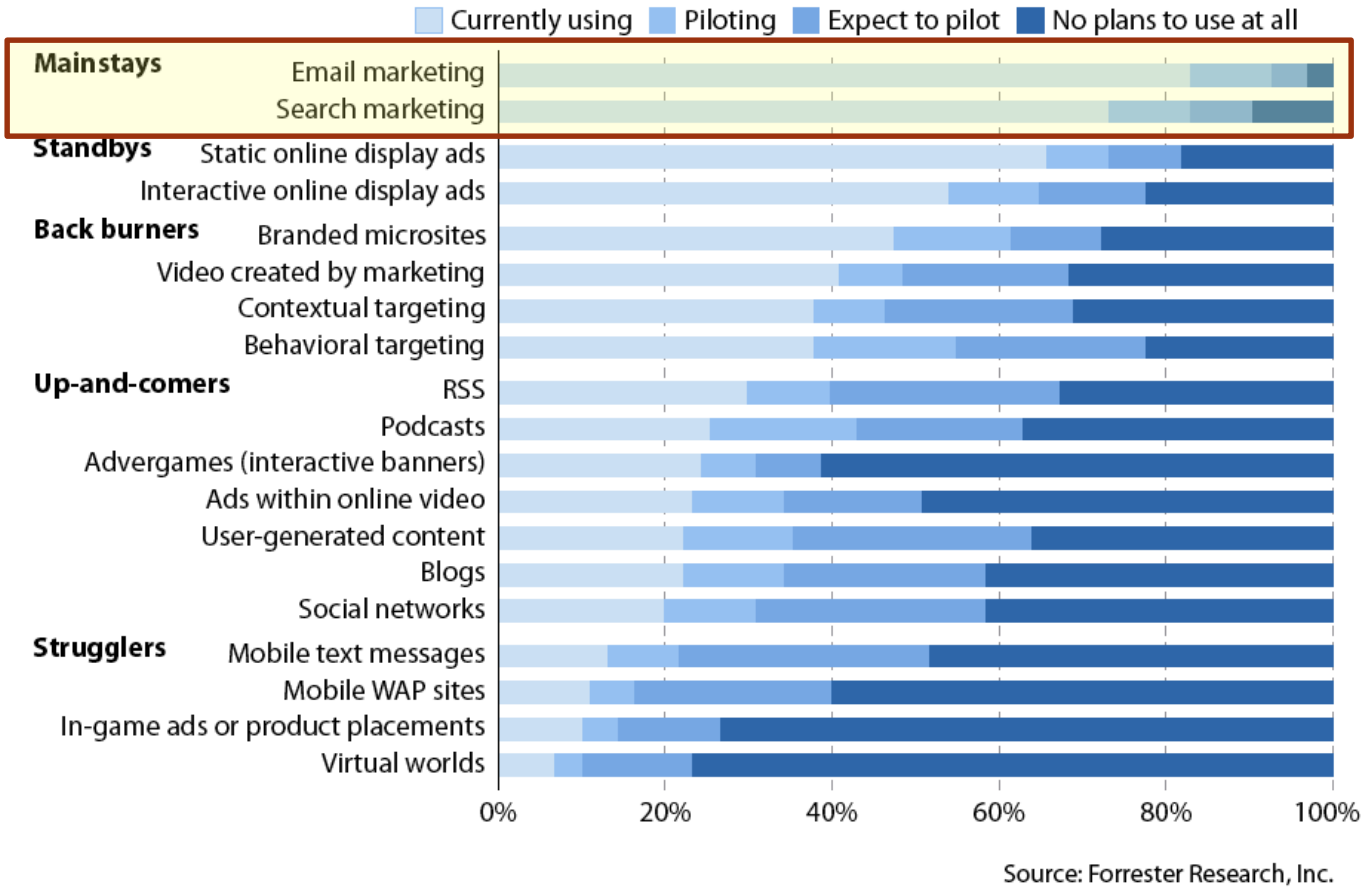
Email Marketing The Facts



Email marketing is the most consistently used marketing channel by most small and large businesses

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Email Marketing The Benefits

- **Highly Targeted:** dynamic, personalized content
- **Immediate:** shorter lead times
- **Test and Refine:** ensuring optimal results through continues improvement.
- **Measurable:** effectiveness of campaigns (ROI). Greater insight into customer behavior.
- **Reach:** unlimited distribution globally, infinitely scalable
- **Better conversion rates**: seamless – uninterrupted process from prospect to customer in a matter of clicks.
- **Cost effective:** fast acting, flexible focused campaigns equals maximum return on investment.

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Email Marketing The Benefits

2008 study by the Direct Marketing Association, **THE ROI FOR EMAIL MARKETING WAS $48 FOR EVERY DOLLAR SPENT!**

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Email Marketing The Challenges

Business Owner Face Tough Competition

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Email Marketing The Challenges

Emails Are Not As Effective As It Once Was

126

average number of emails received per day by corporate users

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Email Marketing The Challenges

Emails Are Not As Effective As It Once Was

20%

of all emails are 'Junked' by spam filters

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Email Marketing The Challenges

Emails Are Not As Effective As It Once Was

- 83%: Used the Report Spam button
- 80%: Use it without opening the message
- 20%: Use the spam button to unsubscribe

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Email Marketing The Challenges

Emails Are Not As Effective As It Once Was

Nielsen's just-released study, "*What Americans Do Online*," gauges how Americans get information online. Email is down 28% to only an 8% share

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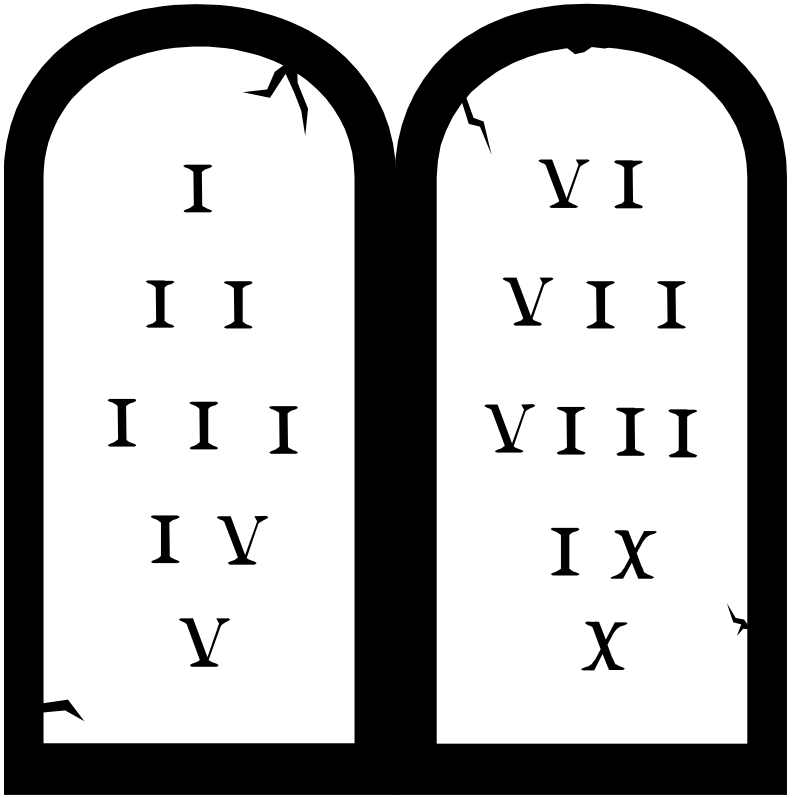
Email Marketing The Solution

The 10 Commandments of Effective Email Marketing



Follow these 10 Commandments and your email marketing efforts will be blessed

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Email Marketing The Solution

1. Thou Shalt Have A Marketing Plan

Email is just a media channel that must be coordinated with your entire marketing plan

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Marketing Strategy Email Marketing

Email Marketing is much more than just sending emails

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Marketing Strategy Email Marketing

Email Marketing is much more than just sending emails

1. What is the purpose of this campaign?
2. Who is the target audience?
3. Would another media channel be more effective?
4. Create marketing calendar to determine what and how often you send emails.
5. How will you measure success?
6. What and how do we track our progress?

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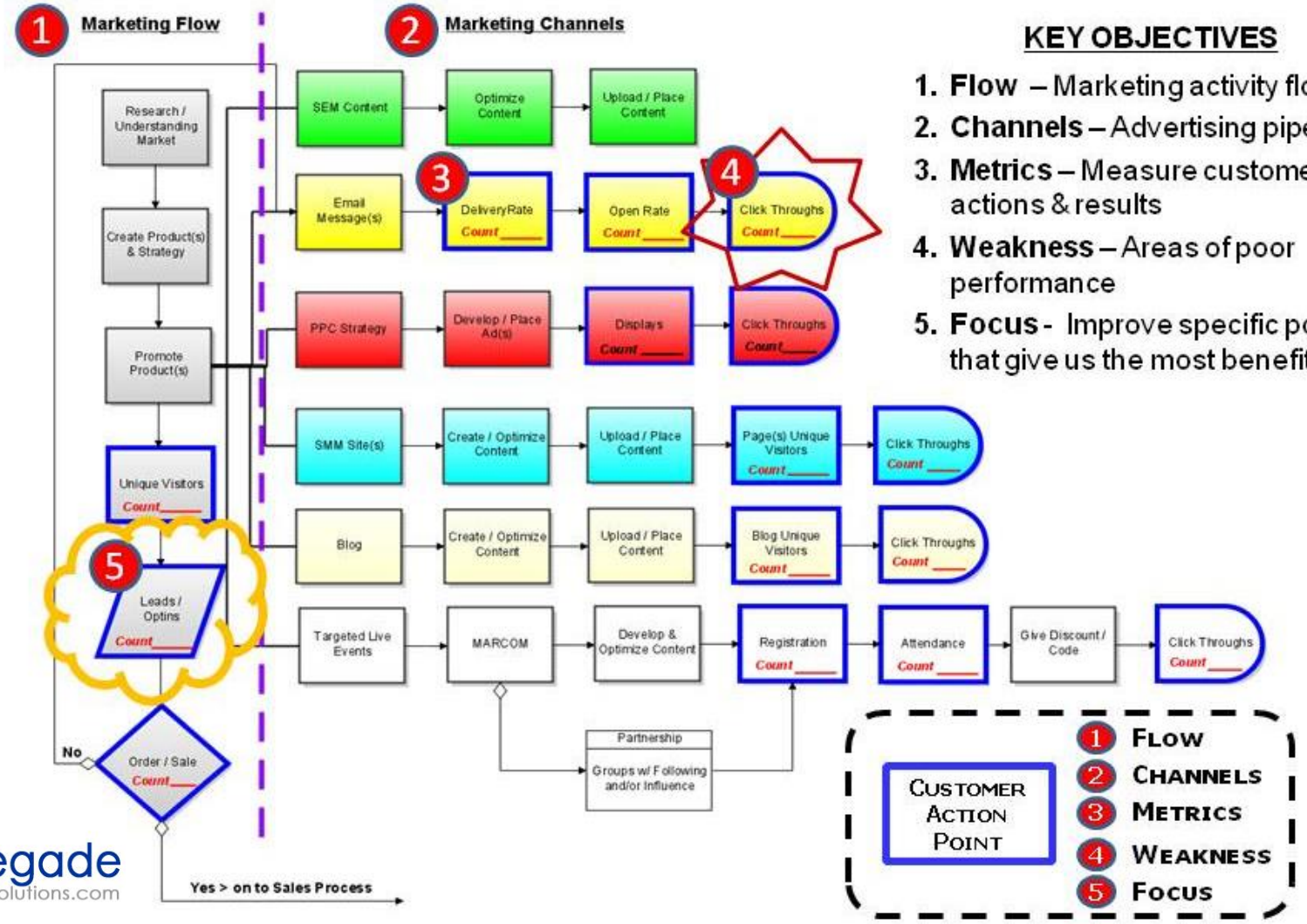
Email Marketing What's Your Plan

Customer Action Points Identified For Measurement



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Marketing Strategy Email Marketing

Cross promote your other properties in your emails

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2. Thou Shalt Have One Message Per Email & Put Nothing Else Before Me

Use only one key marketing message per email

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Marketing Strategy Email Marketing

Too many options lead to customer confusion and lower conversion rates

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Marketing Strategy Email Marketing

Email Message Can Be:

1. Call To Action
2. Branding
3. Announcement

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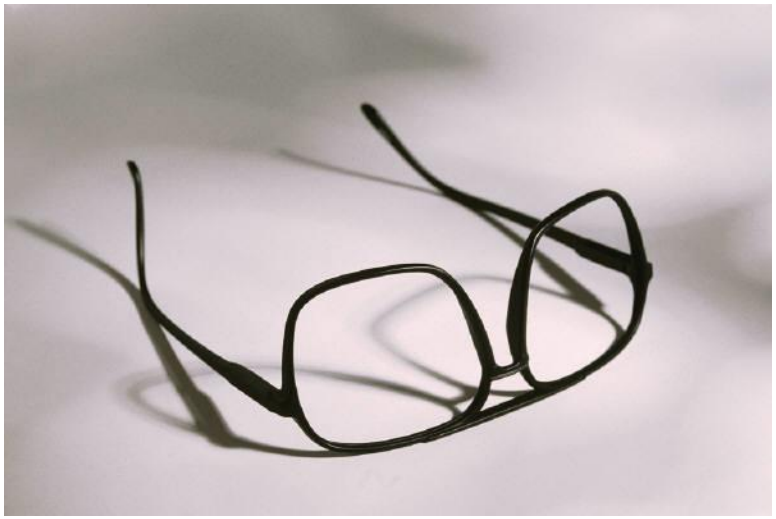
Marketing Strategy Email Marketing Statistics



Use a clear Call To Action

1. Be specific
2. Have more than one way for reader to take action (ex. Multiple hyperlinks)

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3. Thou Shalt Use An Email Service Provider

Email Service Providers are essential to maximizing your campaigns

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Benefits Of An Email Service Provider

Constant Contact®

MailChimp

iContact
We Simplify Communication™

aweber communications

1. Deliverability
2. Tracking
3. Compliance

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What To Look For In An Email Service Provider

Most ESPs provide basis services

But a great ESP must offer:

1. A/B Split Testing
2. List segmentation
3. Unlimited Emails
4. Code checking

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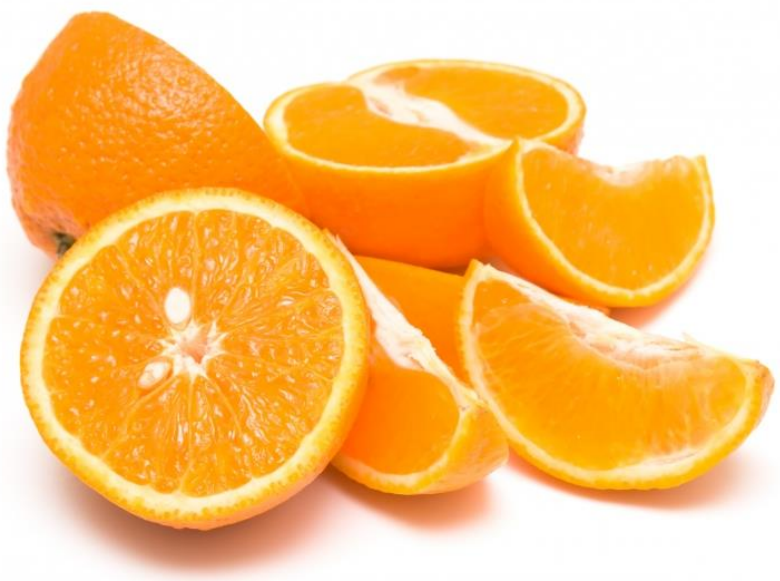
4. Thou Shalt Use Segmentation



Segmenting your list leads to:

1. More personalized messages
2. Less spam notices
3. Higher Open & Click Through Rates

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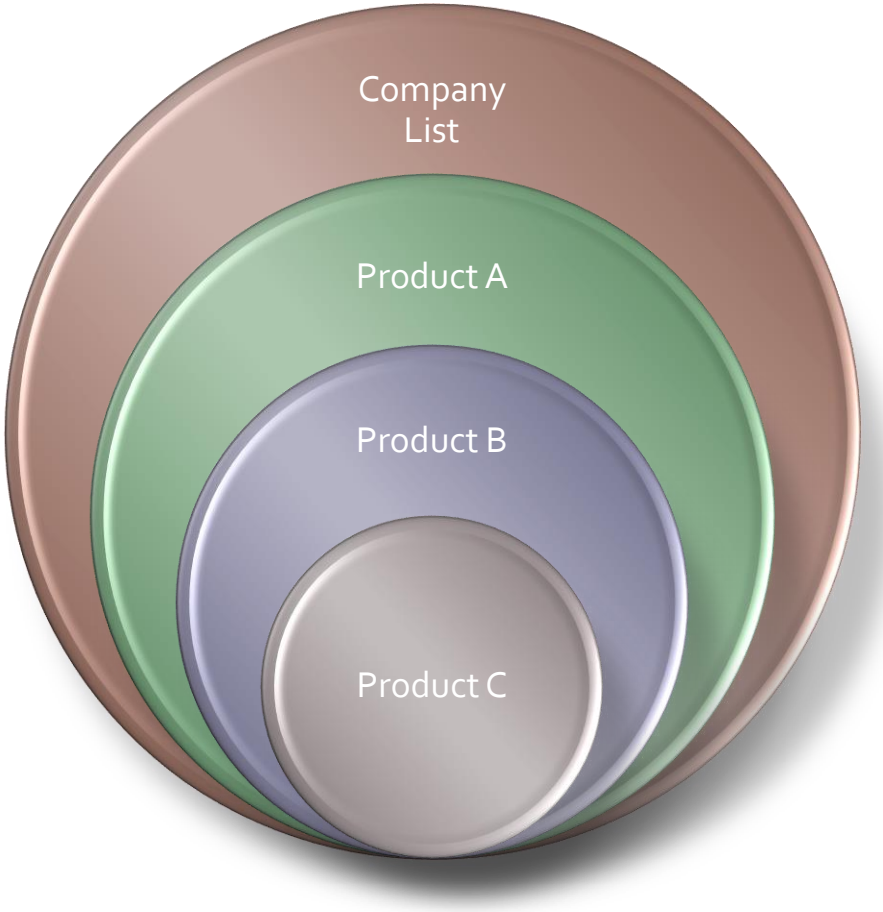

Segmenting Options

1. Product line
2. Sales process milestones
3. Customer types
4. Business vertical
5. Repeat vs. one-time customers
6. Demographics

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Segmenting Strategies

1. Use ESP segmentation option to move people down your sales funnel
   - Segment by Opening, Click Throughs & Repeat Behavior
   - Segment by what a person does after they click through
   - Segment if they purchased something

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5. Thou Shalt Use Autoresponders

Email marketing isn't a one time email…it's a **SERIES OF MEANINGFUL COMMUNICATIONS**

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Autoresponder Strategies

1. Use autoresponders to help with lead nurturing
2. Use to educate prospects and move them down the sales funnel
3. Use to gauge prospects interests and intent

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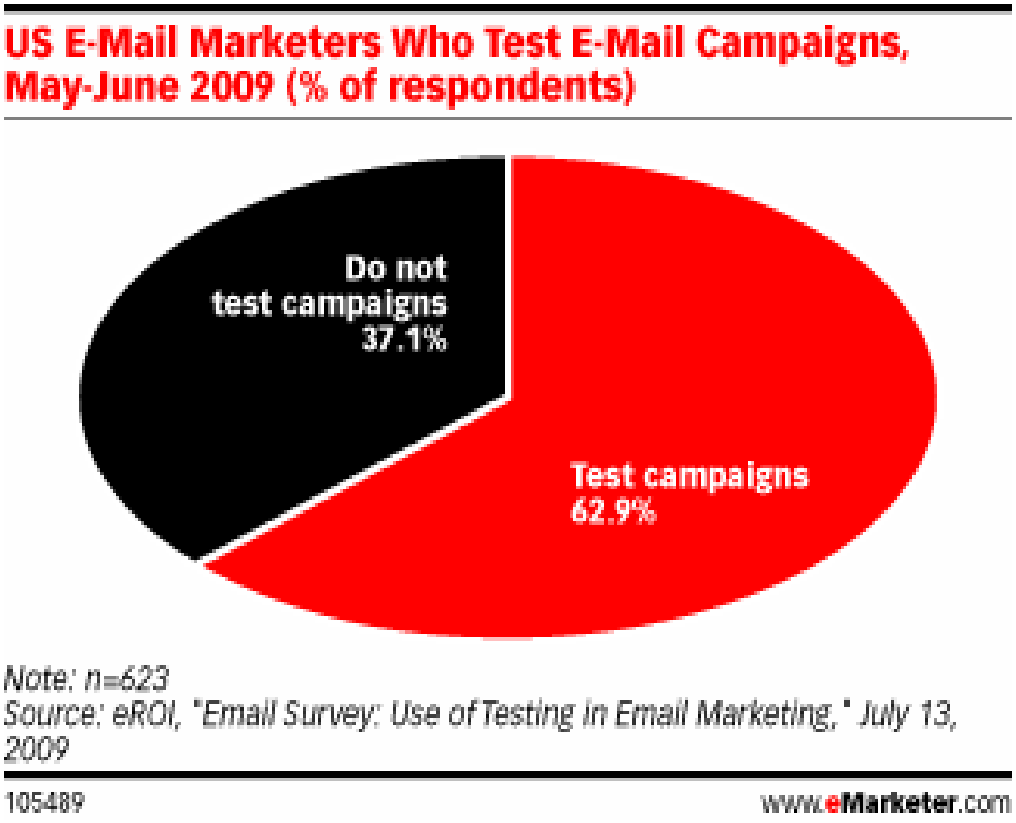
6. Thou Shalt TMAT – Test, Measure, Analyze & Tweak



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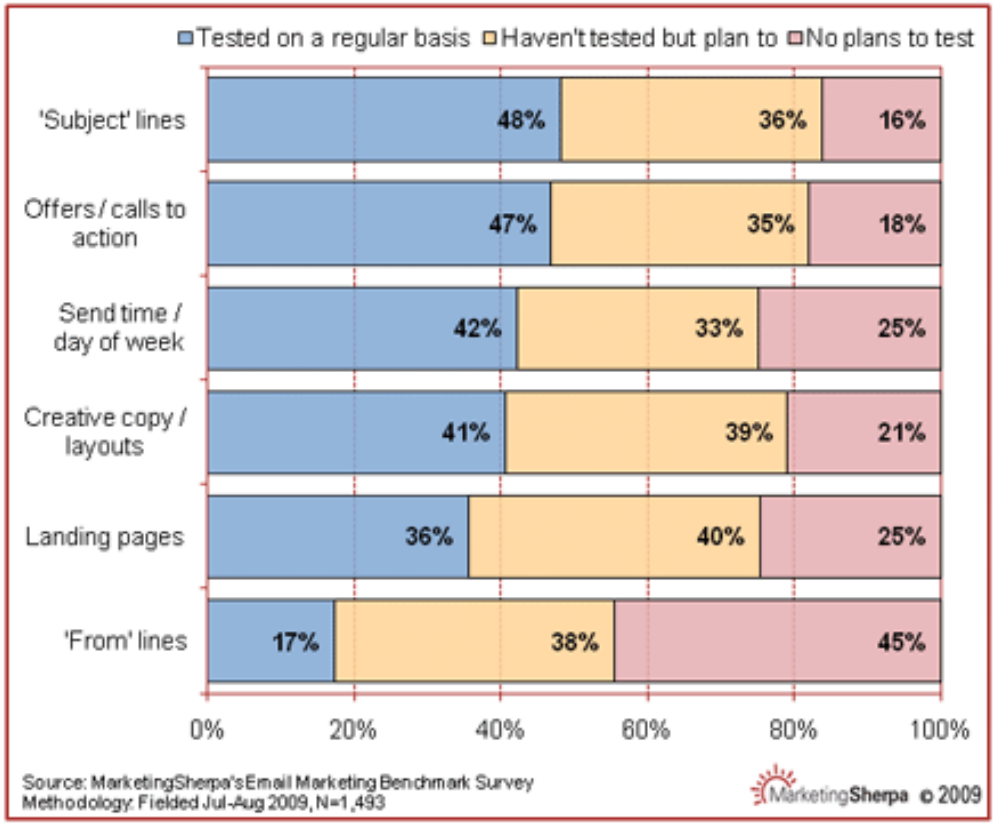
Test, Measure, Analyze, Tweak



Use your ESPs A/B Split Testing and tracking software to improve your email marketing campaigns

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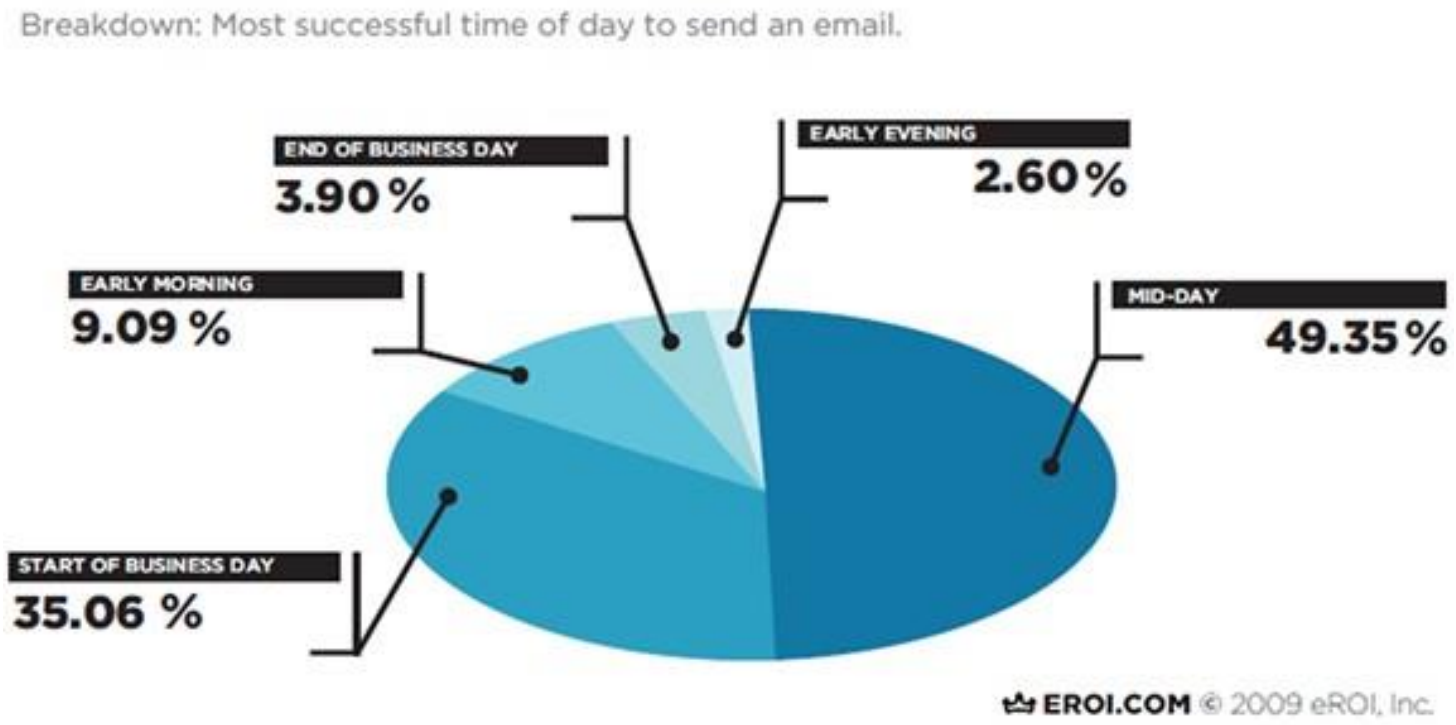
Test The Time Of Day To Send Email To Your Audience



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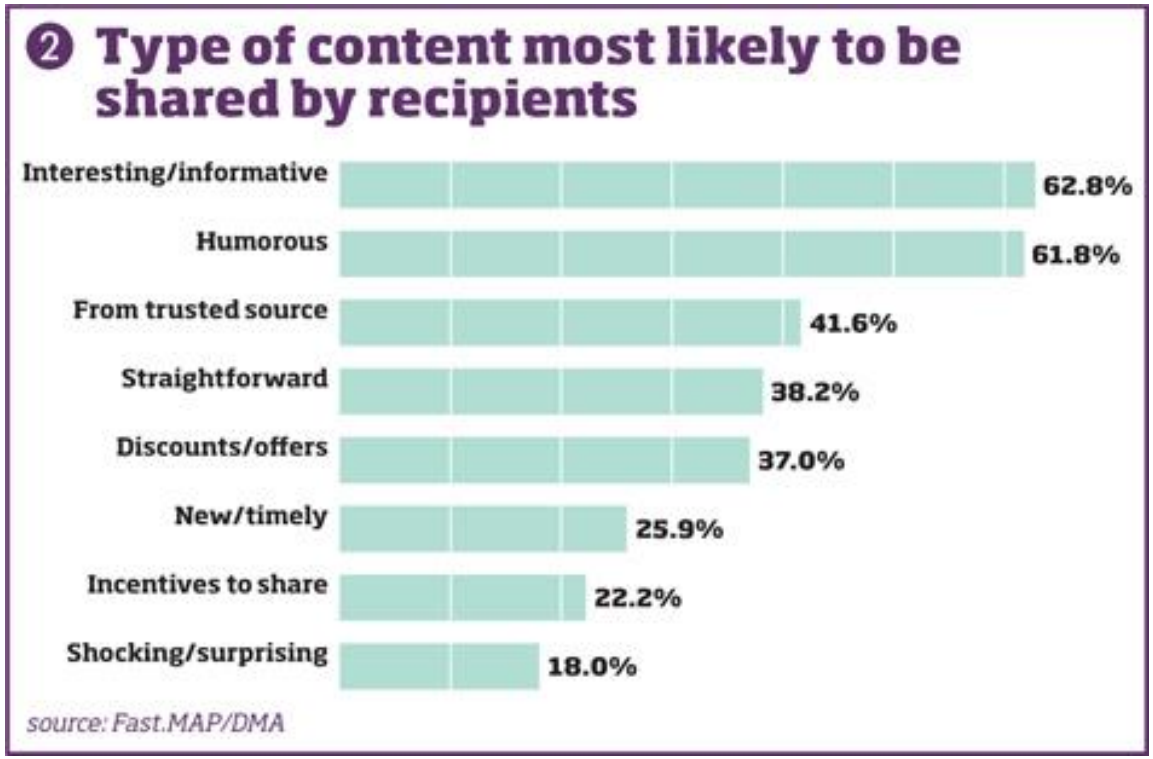
7. Thou Shalt Be Relevant



Send messages that people want – When they want them

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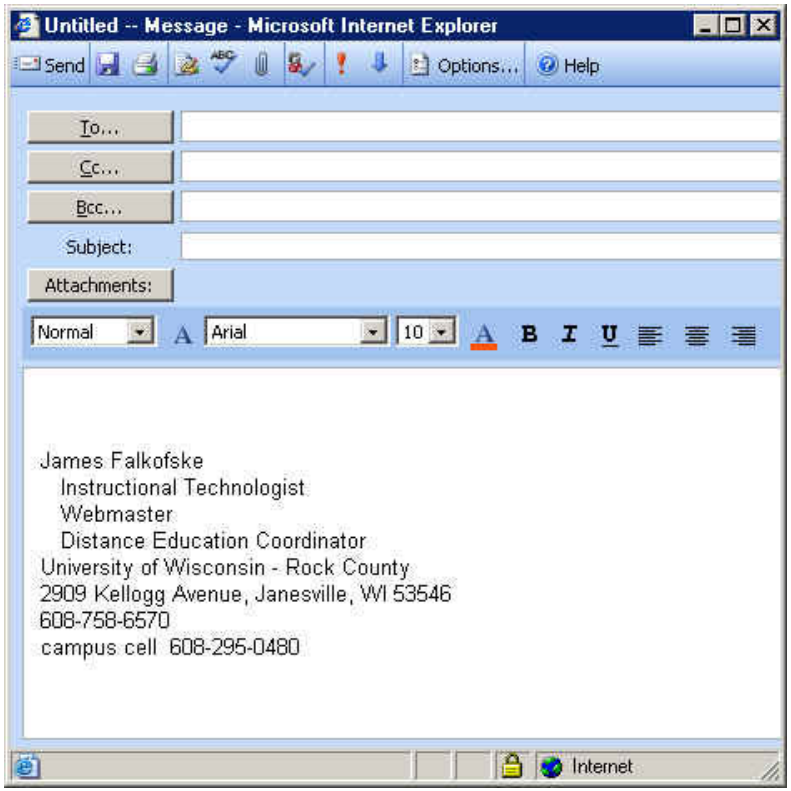
Marketing Strategy Email Marketing



Make Your Email Message Actionable By Offering:

1. Special offers
2. Evaluation/assessments
3. Webinars
4. Downloads

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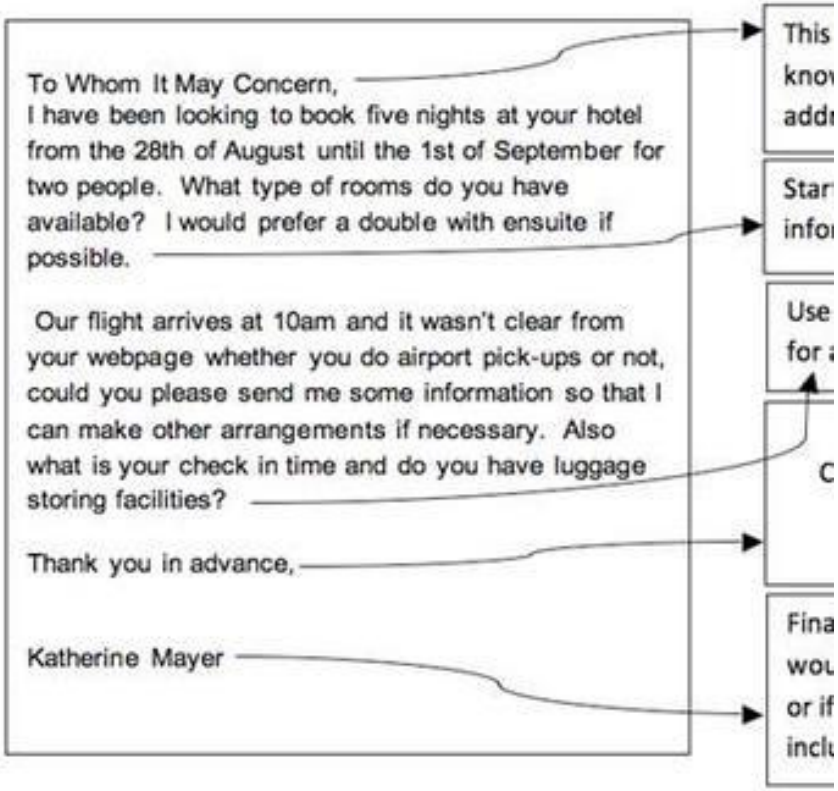
8. Thou Shalt Love Thy Subject & Body



Follow a few well tested techniques when writing your emails to gain maximum benefit from your campaigns

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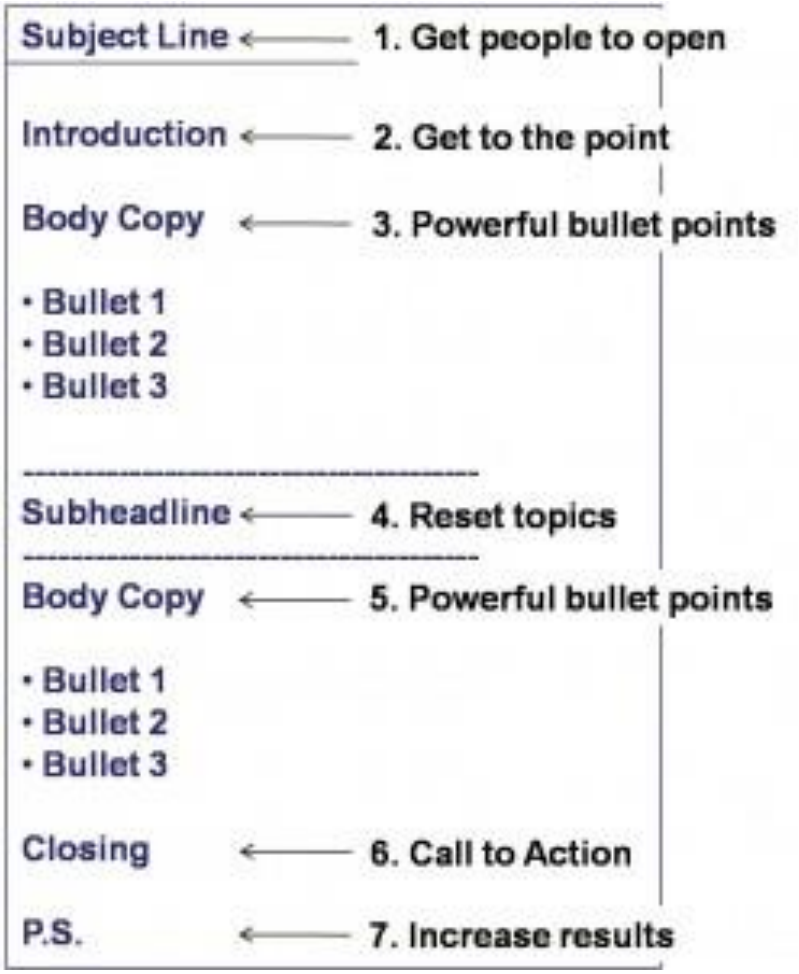

Anatomy Of A Good Email

1. Strong subject line
2. Front load paragraphs with the main point in the 1st sentence
3. No paragraph more than 3 sentences long
4. Bullet point benefit of your main message
5. Highlight Call To Action
6. List CTA twice

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Subject lines

Best Open Rates (60%-87%)

1. [COMPANYNAME] Sales & Marketing Newsletter
2. Eye on the [COMPANYNAME] Update (Oct 31 - Nov 4)
3. [COMPANYNAME] Staff Shirts & Photos
4. [COMPANYNAME] May 2005 News Bulletin!
5. [COMPANYNAME] Newsletter - February 2006
6. [COMPANYNAME] Newsletter - January 2006 [*|FNAME|* *|LNAME|*]
7. [COMPANYNAME] and [COMPANYNAME] Invites You!
8. Happy Holidays from [COMPANYNAME]
9. ATTENTION [COMPANYNAME] Staff!
10. ATTENTION [COMPANYNAME] West Staff!!
11. Invitation from [COMPANYNAME]
12. [COMPANYNAME] Jan/Feb 2006 Newsletter
13. Website news - Issue 3
14. Upcoming Events at [COMPANYNAME]
15. [COMPANYNAME] Councils: Letter of Interest
16. [COMPANYNAME] Coffee Exchange - Post-Katrina Update
17. We're Throwing a Party
18. October 2005 Newsletter
19. [COMPANYNAME]: 02.10.06
20. [COMPANYNAME] Racing Newsletter

** Study only included campaigns sent to at least 100 recipients.*

Worst Open Rates (1%-14%)

1. Last Minute Gift - We Have The Answer
2. Valentines - Shop Early & Save 10%
3. Give a Gift Certificate this Holiday
4. Valentine's Day Salon and Spa Specials!
5. Gift Certificates - Easy & Elegant Giving - Let Them Choose
6. Need More Advertising Value From Your Marketing Partner?
7. [COMPANYNAME] Pioneers in Banana Technology
8. [COMPANYNAME] Moves You Home for the Holidays
9. Renewal
10. Technology Company Works with [COMPANYNAME] on Bananas Efforts
11. [COMPANYNAME] Update - A Summary of Security and Emergency Preparedness News
12. Now Offering Banana Services!
13. It's still summer in Tahoe!
14. [COMPANYNAME] endorses [COMPANYNAME] as successor
15. [COMPANYNAME] Holiday Sales Event
16. The Future of International Trade
17. [COMPANYNAME] for your next dream home.
18. True automation of your Banana Research
19. [COMPANYNAME] Resort - Spring into May Savings
20. You Asked For More...

*** Based on 40 million emails**

73%: Base decision on the "from" line

69%: Base decision on subject line

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How your email marketing message is structured will determine 50% of its success

- **Anatomy of an email:** fields (to, from, subject), body copy, landing page
- **Set a single objective:** one message presented in a strong, clear and direct manner
- **Write to target:** develop a thorough understanding of the needs and sensibilities of your target market before you write.
- **Get to the point:** sluggish fulfillment leads to dissatisfied customers.
- **Build the relationship:** email marketing is not hit and run medium. It works best when you build sustainable relationships.

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9. Thou Shalt Format Properly

Properly format your email to ensure delivery and readability for target audience

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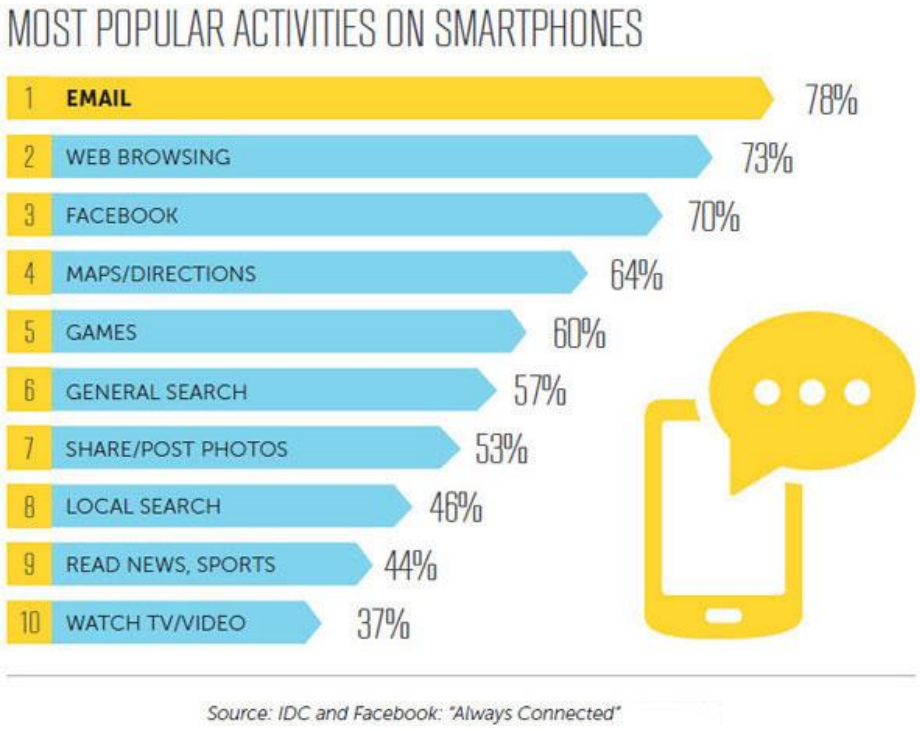
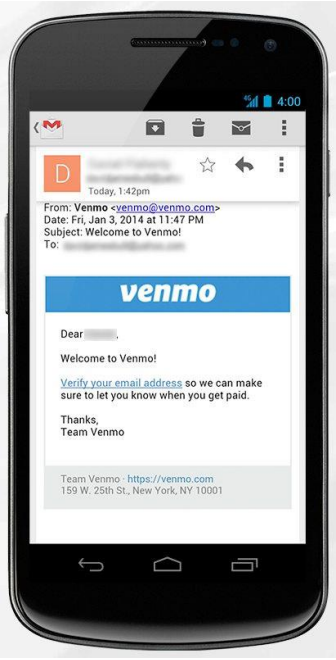
Format your email to be viewed properly on mobile devices





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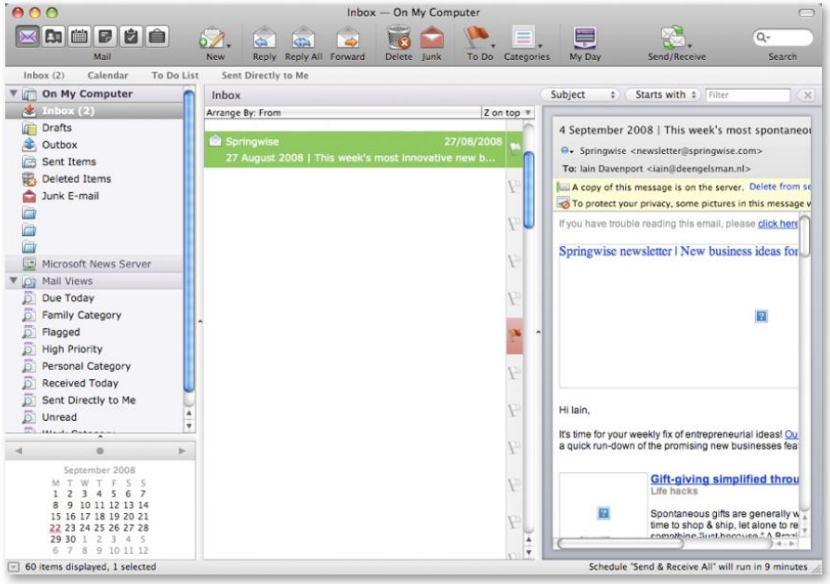
Format your email to be viewed properly in preview panes



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Don't Use Too Many
Images Not Enough Text

Certain spam filters place the "image vs. text ratio" criteria even higher than the "spam keywords" criteria

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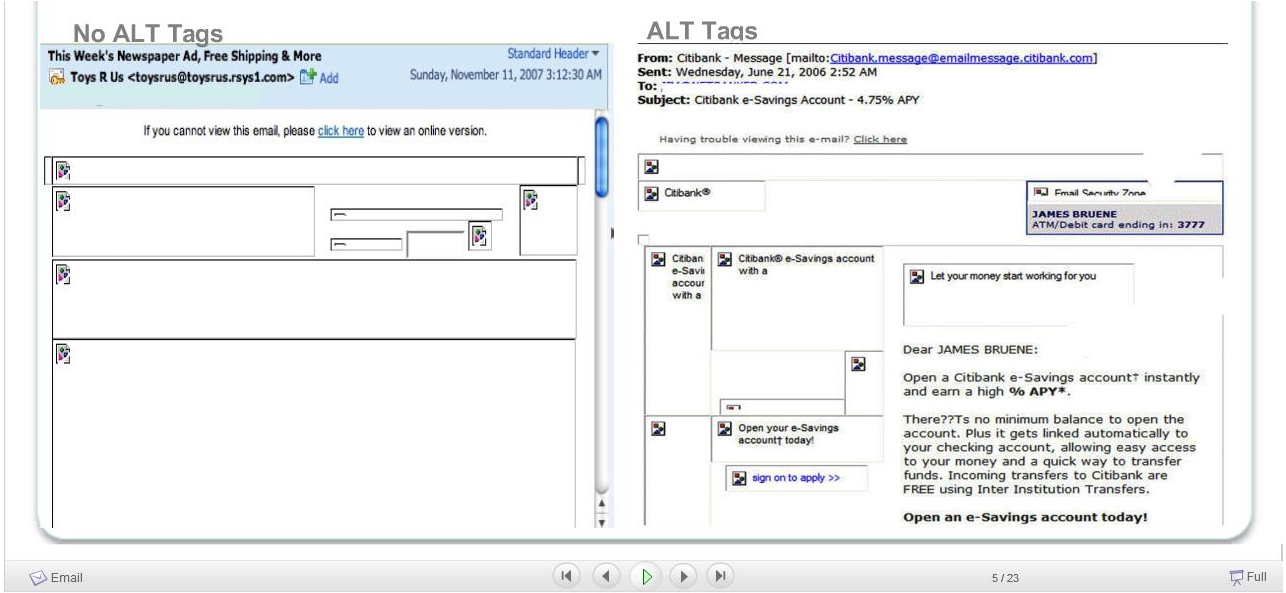
Images

- Avoid using images for headlines / links / CTA
- Preview your email with images disabled
- Always use ALT tags with images (image descriptions)



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Avoid Certain Spam Trigger Words

Adult
Gambling
Contest related
Medical
Weight loss
Financial
Dating

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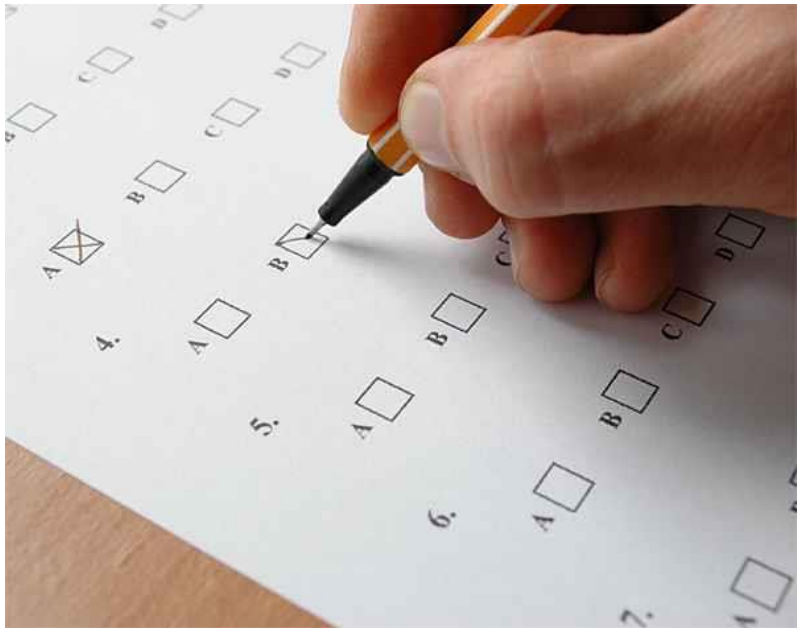

Email Test Checklist:

- Verify subject line text
- Check body content for errors
- Check HTML & non-HTML versions
- Check the overall layout
- Check all images
- Check to make sure all links work!

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10. Thou Shalt Use Landing Pages

If you have an offer in your email, you should have a landing page. *Don't just link to your homepage.* Use landing pages to increase your conversion rate

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Keep look and feel of your email templates and landing pages similar.

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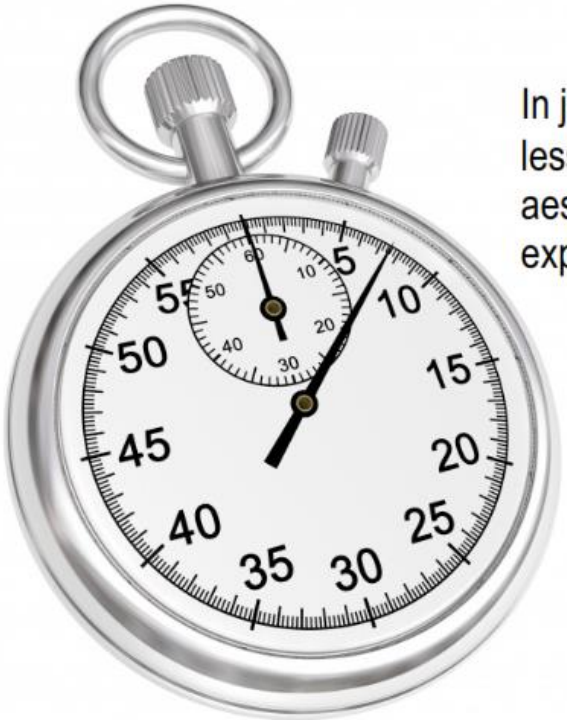

In just **one-twentieth** of a second, less time than it takes to blink, people make aesthetic judgments that will influence their experience of your landing page.

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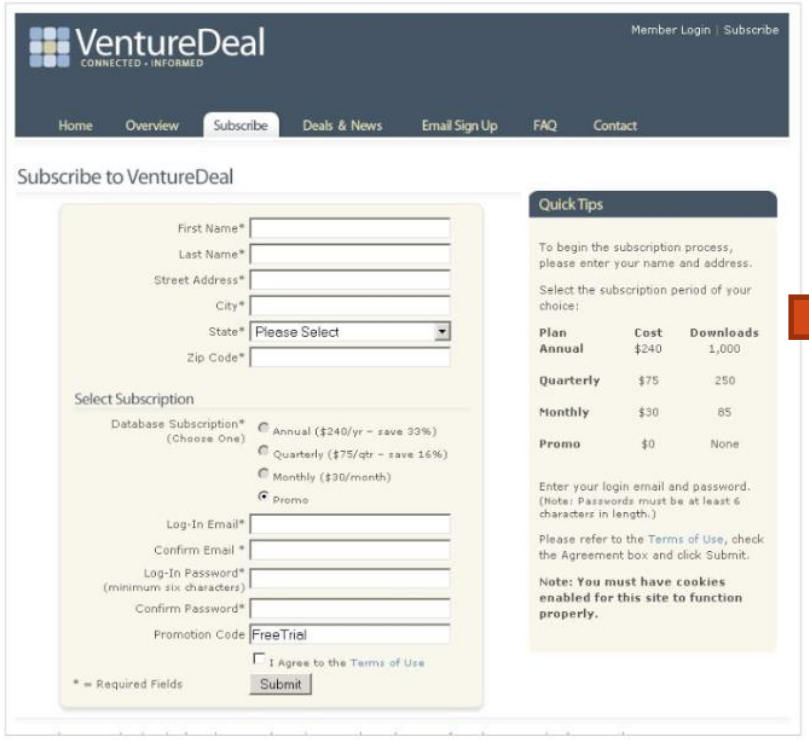
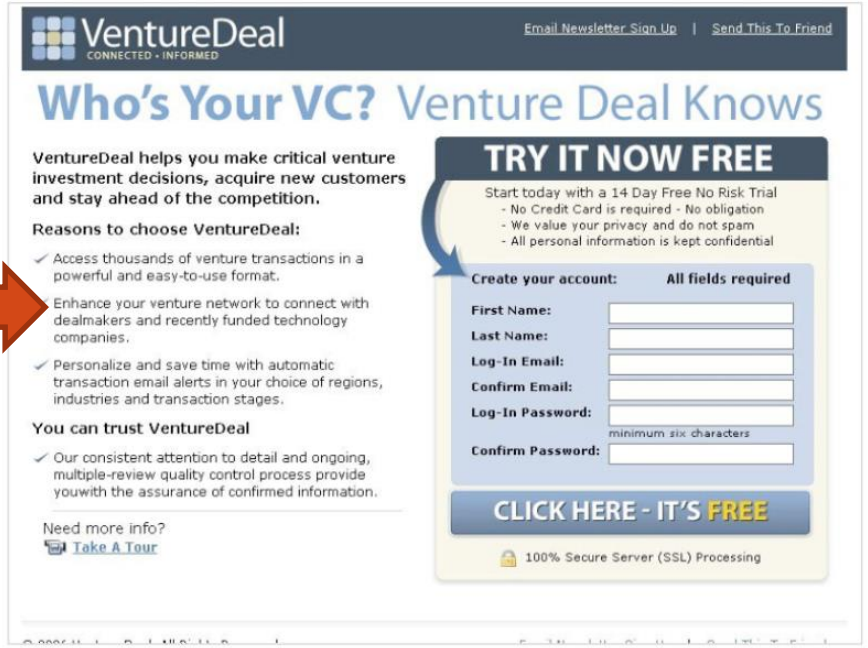
Test And Optimize Your Landing Page To Increase Conversions





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Thank You for your time.
For more information about Internet Marketing contact me at:
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or **202-640-1662**