

# E-MAIL MARKETING ESSENTIALS FOR BUSINESS

FIND A MENTOR

SCORE //

TAKE A WORKSHOP

**BROWSE THE LIBRARY** 

**VOLUNTEER SUCCESS STORIES ABOUT US** 



## **Business Success Starts Here.**

SCORE is the nation's largest network of volunteer, expert business mentors, with more than 10,000 volunteers in 300 chapters.

**Find Your Mentor** ▶





## **SCORE offers:**

- Confidential Face-to-Face, email and video mentoring with volunteer mentors who have backgrounds in a variety of business disciplines including finance, marketing, sales, management, business planning and manufacturing.
- Workshops like this one –geared to meet the needs of our clients
- And, both a local and National website with webinars, online training, blogs and templates to meet every stage of your business growth.



## **Hosted By:**



Los Angeles: <a href="https://losangeles.score.org/">https://losangeles.score.org/</a>
National: <a href="https://www.score.org/">https://www.score.org/</a>

Workshops, Mentors, Resources for small business owners at any stage of your business

## Housekeeping

We are recording this webinar and can provide everyone with recording and slides as well as content calendar.

Please ask questions in in chat! I will attempt to ask them along the way, but may have to wait until end of presentation. Stay on mute during class to avoid interruptions of presentation.

Please share your business type and what your biggest marketing challenge is right now!

First E-Commerce position in 1998 in gourmet gift basket industry.

Brand management experience includes wine & spirits, motorcycle, aromatherapy, legal, NAACP, landscape design, religion, financial, Non-Profit, fitness, CBD/Cannabis, restaurant, tattoo, medical spa, medical devices

Teach Marketing/Branding Classes for: SCORE (Multiple in and out of state chapters, Chambers, Trade Associations, and private organizations.



Website

Internet Ads Social Media

E-Mail Marketing

SEO SEM

SMS/Text Marketing

TV

Radio

Ads

**Print** 



Retargeting

Geo Fencing

Billboards

**Public Relations**  Promo Products

Wi-Fi Marketing Influencers

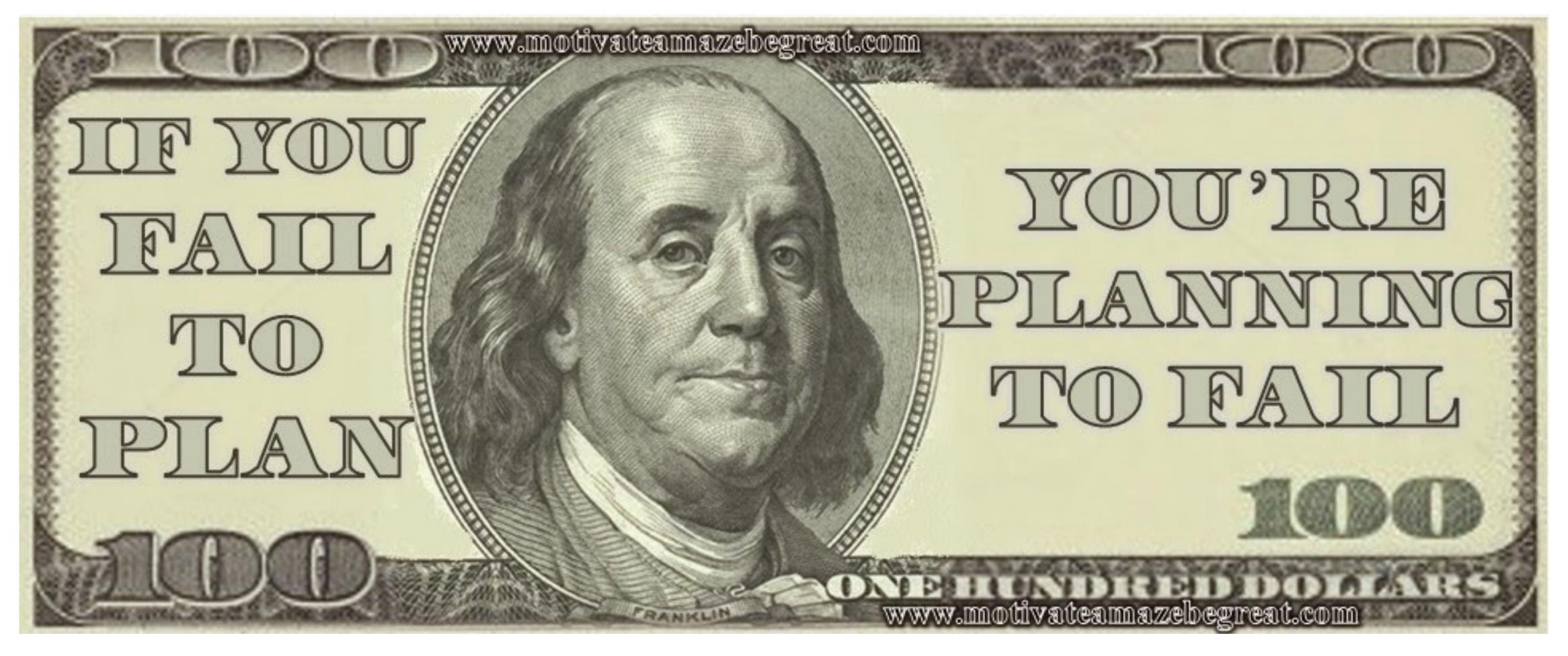


## So what is Marketing?

- Marketing is the process of getting potential clients or customers (prospects) interested in your products and / or services.
- The key word in this definition is "process" as marketing involves researching, promoting, selling, and distributing your products or services.
- Very simply put, marketing is telling people what you do – over and over and over again.



## Listen to Ben Franklin...









REASON #1:
MAXIMIZES YOUR
MARKETING BUDGET
AND ROI

# 5 REASONS YOU NEED A MARKETING PLAN!

REASON #2: CREATES CONSISTENCY

REASON #3:
ENCOURAGES DEEPER
THOUGHT ABOUT
YOUR BUSINESS AND
MARKETING

REASON #4: UNIFIES YOUR TEAM



REASON #5:
IMPROVES YOUR
CHANCES OF
ACCOMPLISHING
YOUR MARKETING
GOALS

MEASURE/OPTIMIZE

Measure how marketing is performing against KPI's and benchmarks. Then, optimize to improve results and performance.

#### **TACTICAL PLAN**

Develop a tactical implementation plan to guide who does what, when and how, as well as tools processes, budgets and best practices.

#### **CHANNELS**

Focus on the most effective channels to engage, educate and entertain your customers based on your SWOT, GOALS and Buyer Personas.

### SET S.M.A.R.T. GOALS

Clearly articulate what you want to achieve, how and when. How much of a commitment it will take-time, money and people?

#### **BUYER PERSONAS**

Focus on who matters to you? Is it more than one type of buyer? Can you look at past customers to find buyer personas? Who are they? Where are they? What do they need? What do they want?

#### S.W.O.T. AND U.S.P.

Analyze your Strengths, Weaknesses, Opportunities and Threats to improve your business and better compete in your space. What is your Unique Selling Proposition?

## **YOUR STORY**

Your story is your messaging, visuals, people. What is your brand story saying about you to your ideal customers?





## Top 10 E-Mail Marketing Mistakes

1. No plan in place.

2.Assuming your customers don't want email!

3. Not Collecting E-mails wherever you can!

4.Not Being Consistent all year

5.No clear call to actions

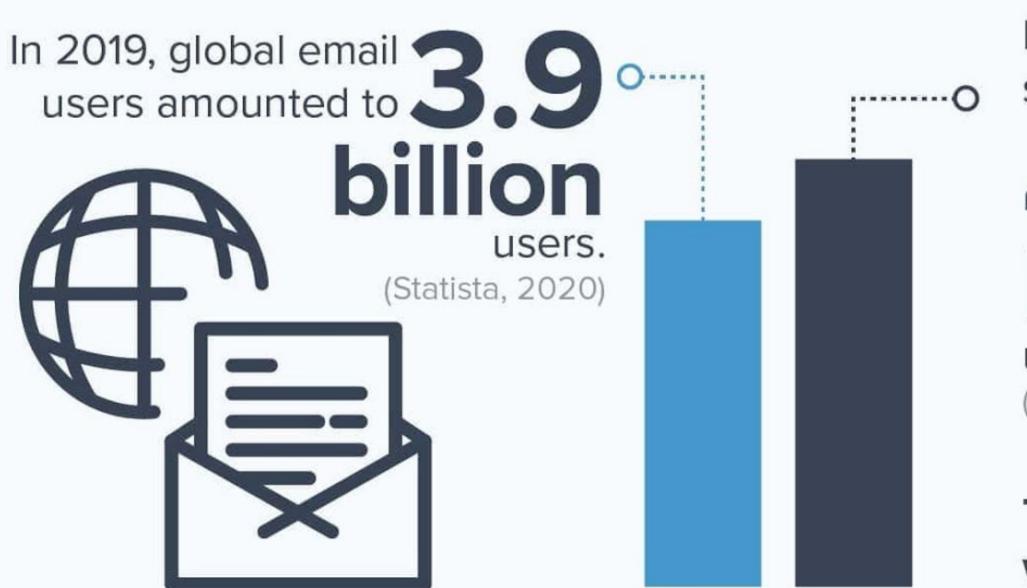
6. Using your personal email account or using a freemium email

7.Not Using Automations

8.Not looking at statistics

9. Not Segmenting 10.Thinking everybody can do email marketing

## The Widespread Usage of Email



In 2023, this figure is set to grow to

4.3 billion

users.

(Statista, 2020)

That's half of the world's population.





## **Customers Like** to Hear From You

61%

of consumers said that
they would like to receive
promotional emails from
their favorite brands on a
weekly basis
(Statista, 2021



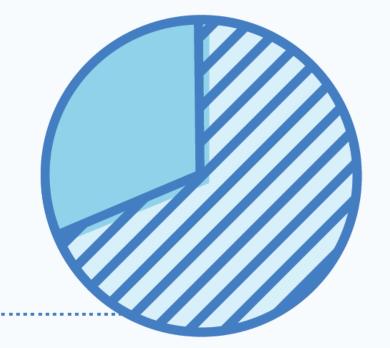
## The Power of Abandoned Cart Emails

Sending 3
abandoned cart
emails results in

**69**%

more orders than a single email

(Omnisend, 2018)







## **Personalization Works**Wonders For Email

Emails with personalized subject lines generate

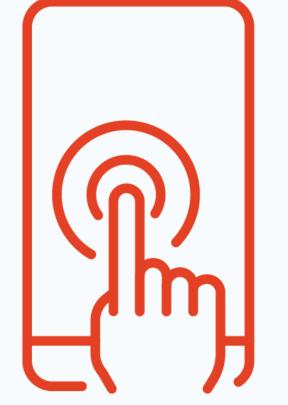
50%

higher open rates

(Yes Lifecycle Marketing, 2017)



## Interactive Emails Are the Way Forward





Adding videos to your email can increase click rates by

300%

(Martech Advisor's 2017 data)









Including a call to action button instead of a text link can increase conversion rates by as much as

**Campaign Monitor** 





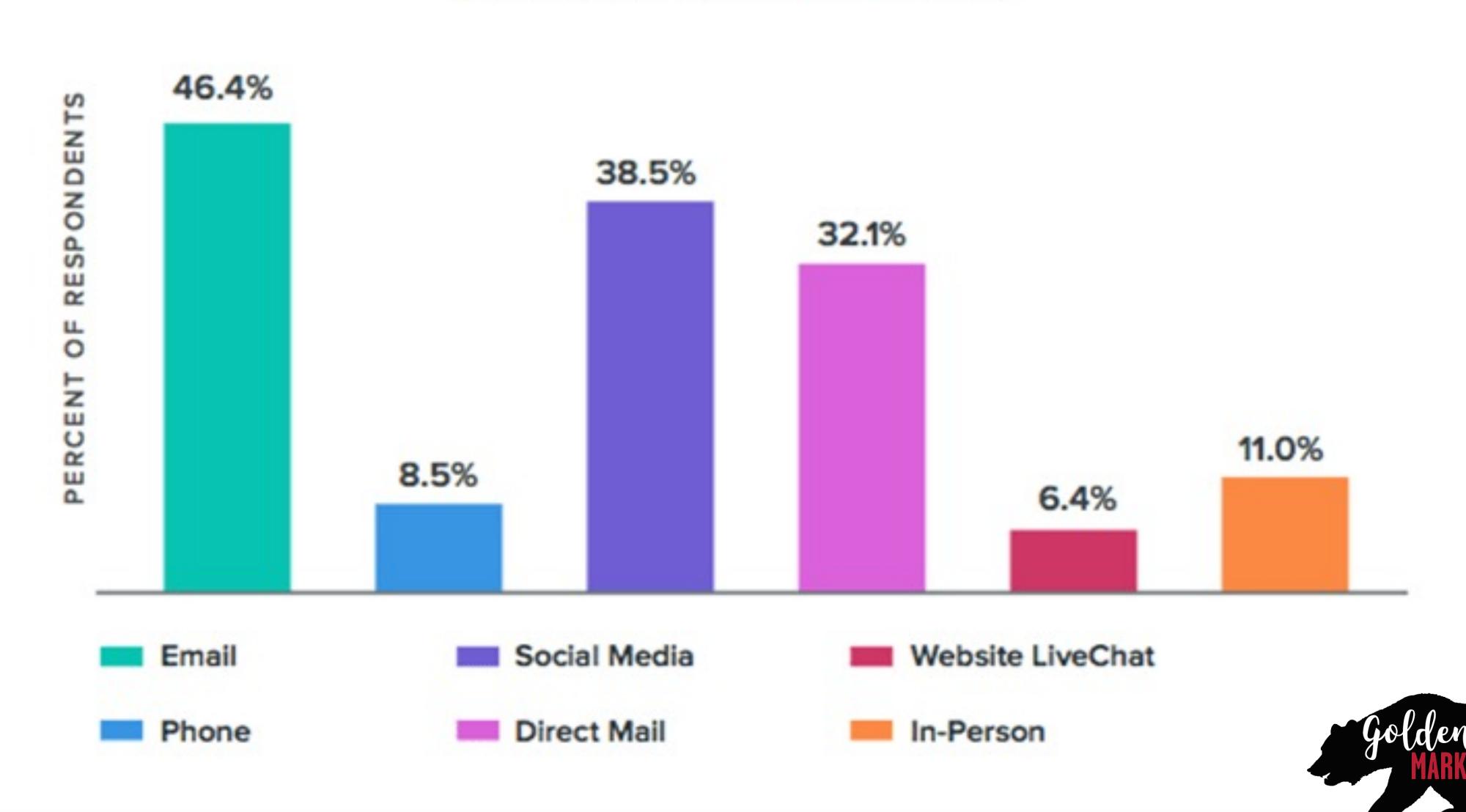
## Influence of Email



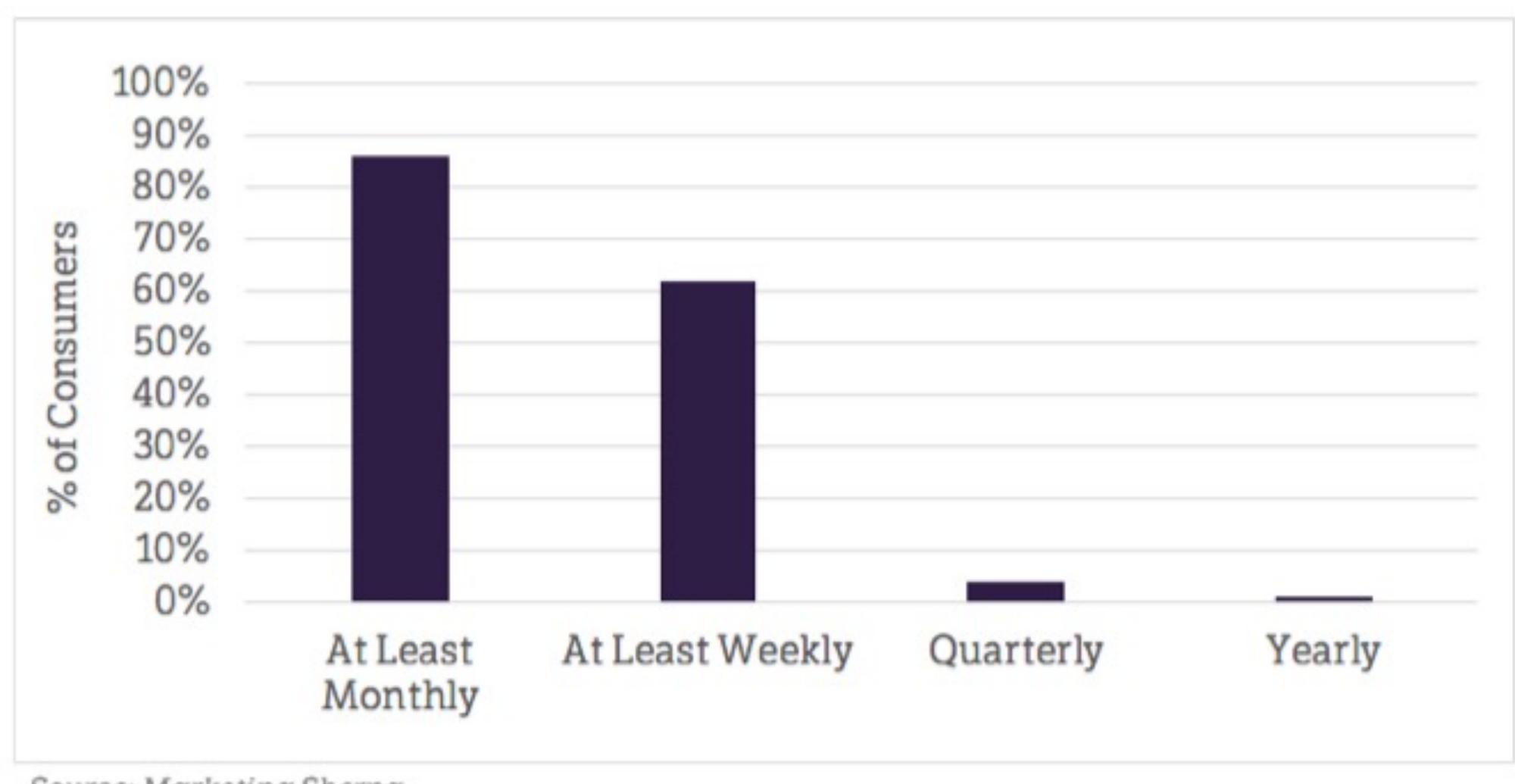
Seven in 10 U.S. adults have made purchases influenced by a company's email



## Where Consumers Want to Be Contacted About Products & Services

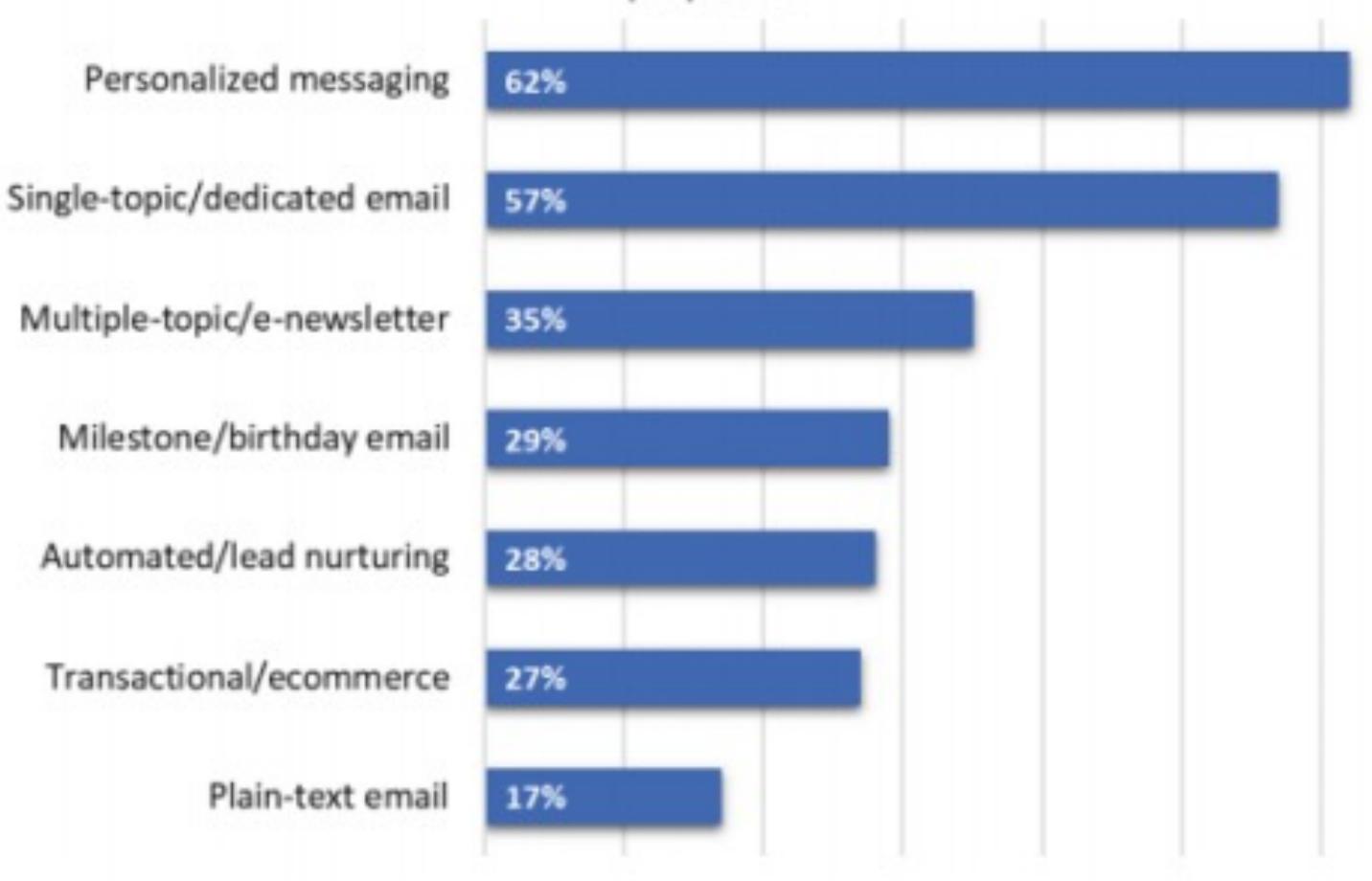


## How often do consumers want to hear from you?



Source: Marketing Sherpa

#### What are the most EFFECTIVE TYPES of email used for marketing purposes?



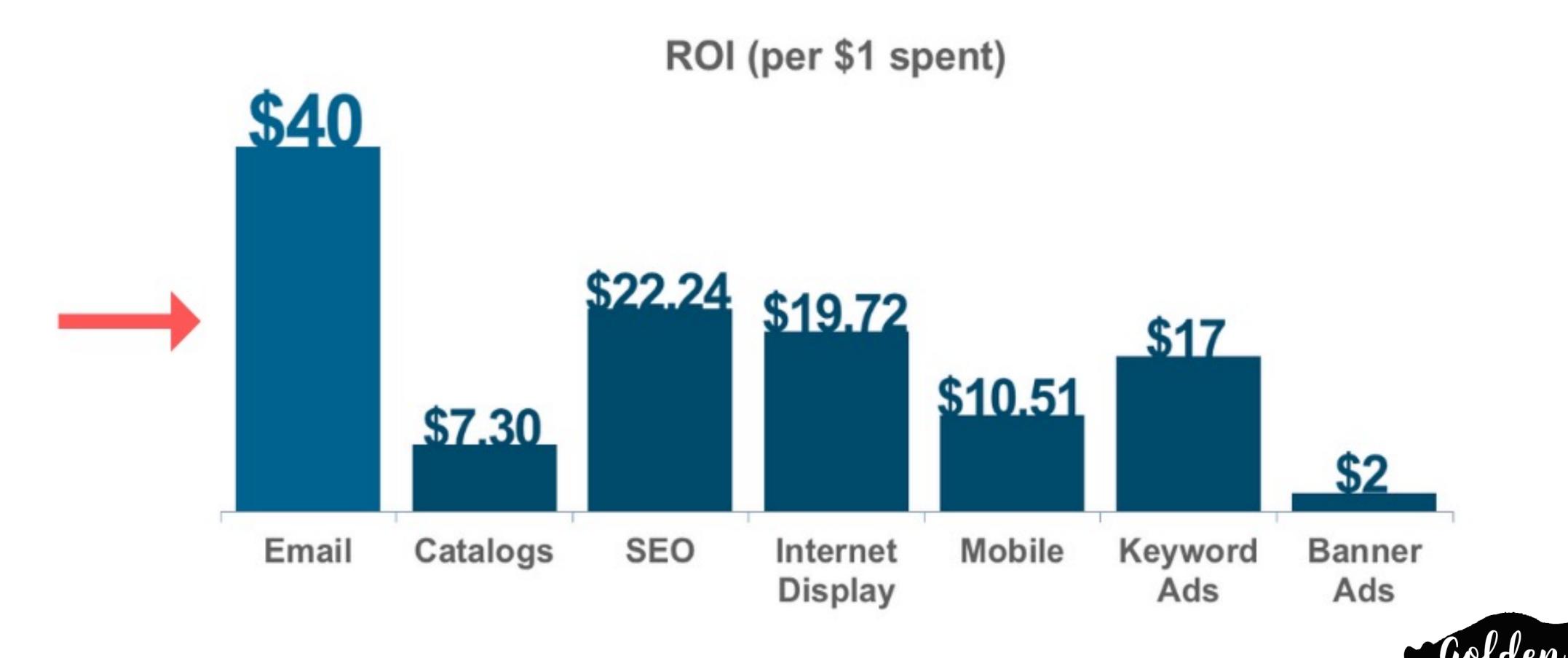


Email Marketing Survey

Conducted by Ascend2 and Participating Research Partners

Published February, 2019

# WHAT IS THE ROI OF EMAIL MARKETING?



**Source: Direct Marketing Association** 





### Just a few email platform options out there....how do you choose?



ActiveCampaign >









Mailchimp



## E-MAIL PLATFORMS BASICS

- · Edsy To Use?
- · What level of sophistication do you need?
- · Cost? Do they offer a free trial or free under certain subscribers?
- · Do they offer automation features? How sophisticated
- · Deliverabilty rates? Do they end up in spam folders
- · Customer Support
- · Any additional features-spam testing, platform testing, etc



# E-Mail Marketing Basics CLEAN CALENDAR CRATE ONSISTENCY

California

# 

Websike sign-up

In slore

Neworking

contests

Event Ticketing

Social Media

Wi-Fi Markeling

Legd Magnels

ABC=ALWAYS BE COLLECTING Golden State

EVENES

## Website OPT-IN Areas

#### Do you have an easy to find Sign-Up box?

**Best Practice- Upper right of all pages** 







Home > Contact

#### Contact Lucky Dogg

We are also available for special events, priva

Phone: (805) 331-3698

Email: luckydoggwinery@gmail.com



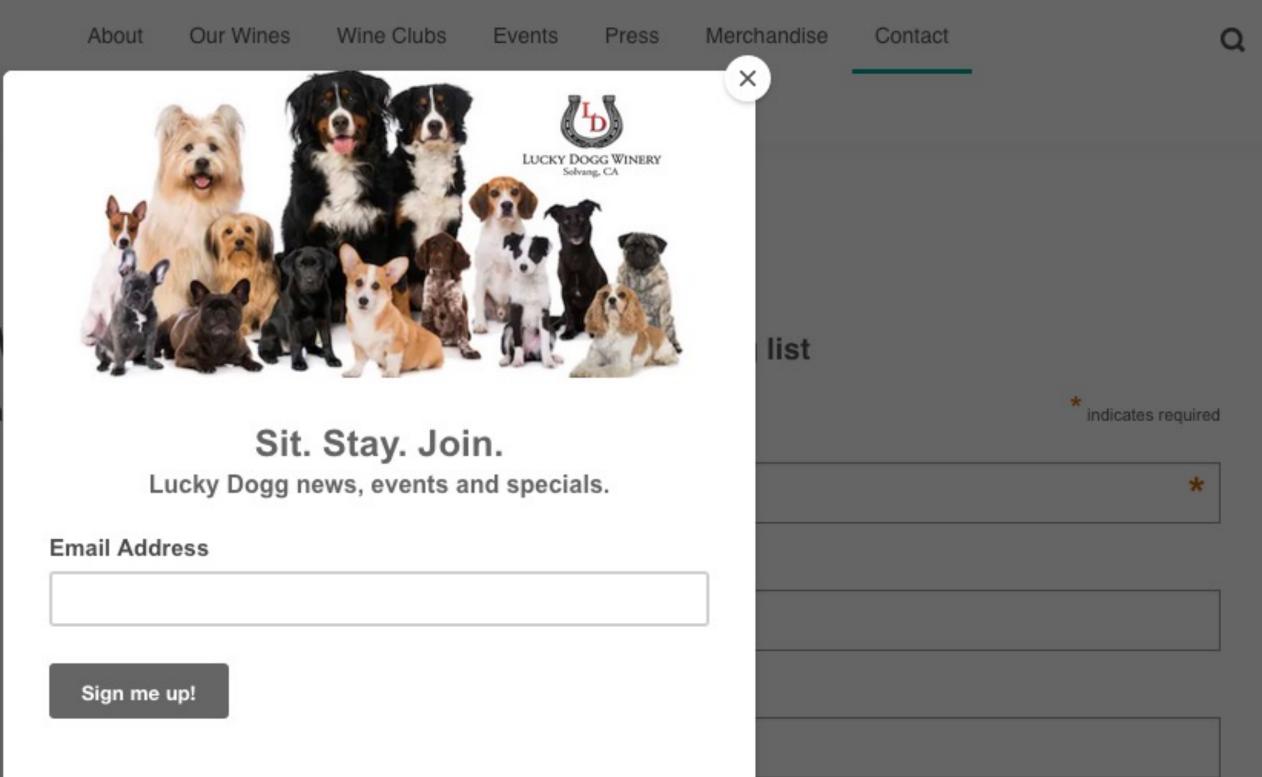
#### Tasting Room

#### Hours:

Monday-Friday 3pm-7pm Saturday-Sunday 12pm-7pm

#### Location:

447 Atterdag Rd. Solvang, CA 93463



447 Atterdag Rd 447 Atterdag Rd, Solvang, CA 93463 Directions	Save Elm Ave		8 Sign in
View larger map  Olsen's Dar  Village Bake	nish Royal Copenhagen	Solvang Danish Days Foundation Fir Ave	CHOMP Burgers Fries, Shake:
Hamlet Inn 4	The Landsby		on Dr ans Christian



About

Our Wines

Wine Clubs

Events

Press

Merchandise

Contact



2016 Lucky Bubbles

Price: \$45.00



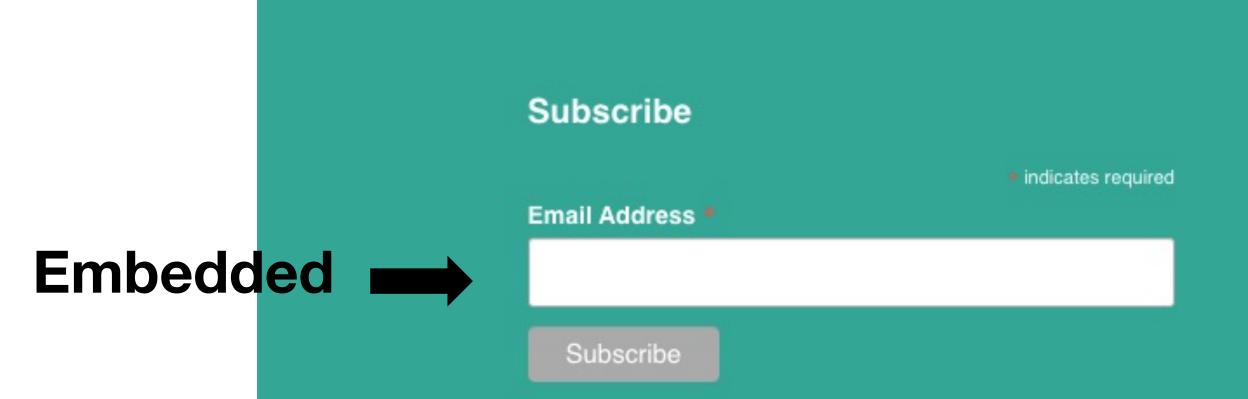
2016 Rosé of Pinot Noir

Price: \$27.00



2017 Lucky Cougar Chardonnay

Price: \$32.00



About FAQs

**Contact Us** 

Info

Account Wishlist **Order Status** 

Profile

Company

**Privacy Policy Terms & Conditions** Site Map





















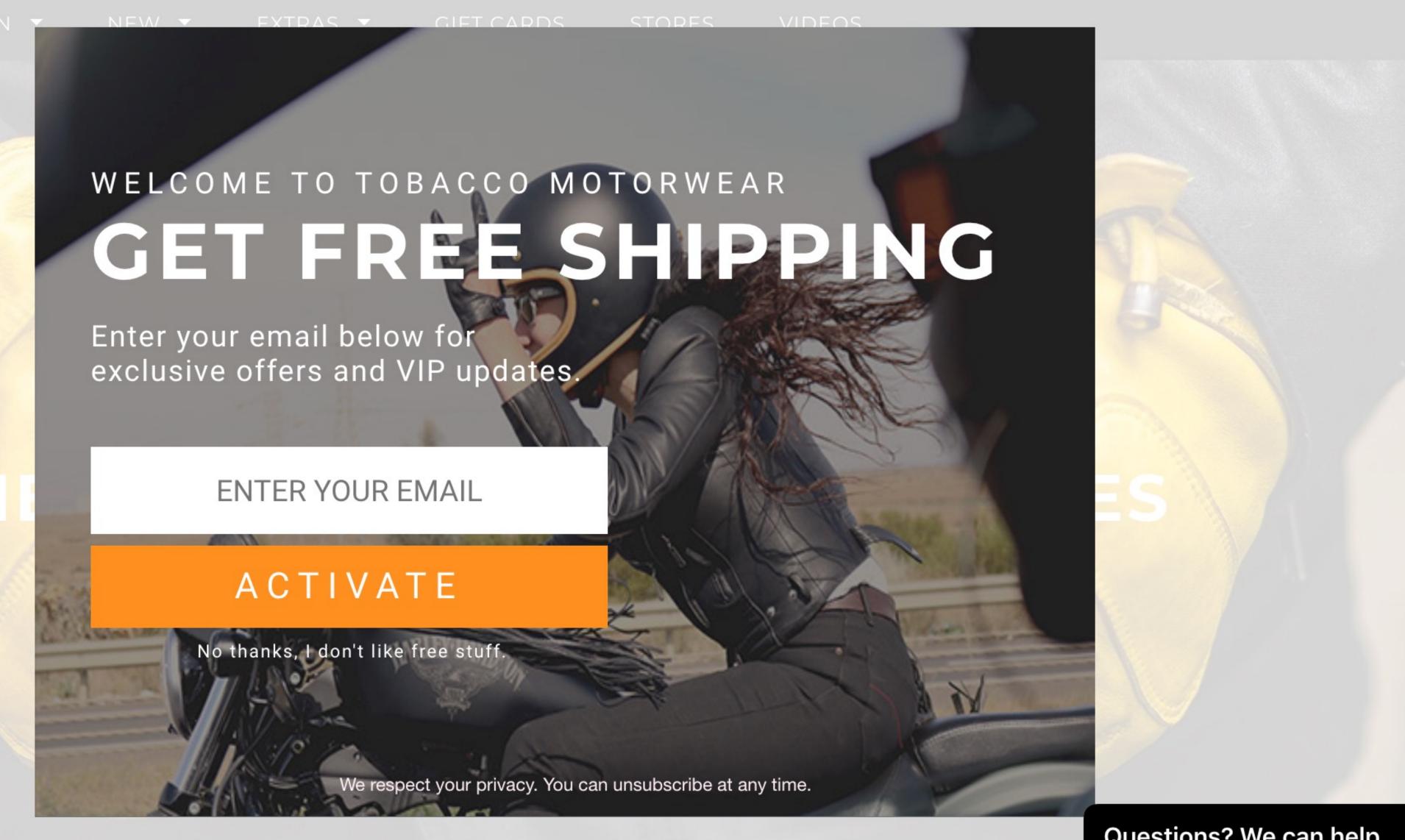
MOTORWEAR COMPANY

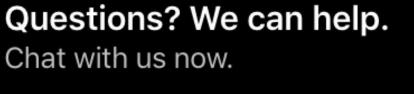


Shopping Cart 0



Sign In or Create an account





## Social Media E-Mail Signups



Desktop only-Does not appear in mobile FB version



## Collect With Lead Magnets





#### **Engaging and Delighting Customers** with Microsoft Dynamics CRM

If there was a single recipe for success in today's business environment, a great customer experience might just be it. A memorable customer experience can help organizations of all kinds attract new customers, increase revenue, boost customer loyalty, create a competitive advantage and much more.

In The Customer Experience Cookbook, you will learn:

- What is customer experience and how it is managed and measured within organizations
- How to create tools that contribute to an effective customer experience like personas and journey maps
- The role CRM and marketing automation play in creating, maintaining and continuously improving a customer experience
- How to build compelling customer experience campaigns
- The ROI of a memorable customer experience
- And more!

Download your copy of this free eBook today, and start cooking up your own delectable customer experience. Bon appetit!





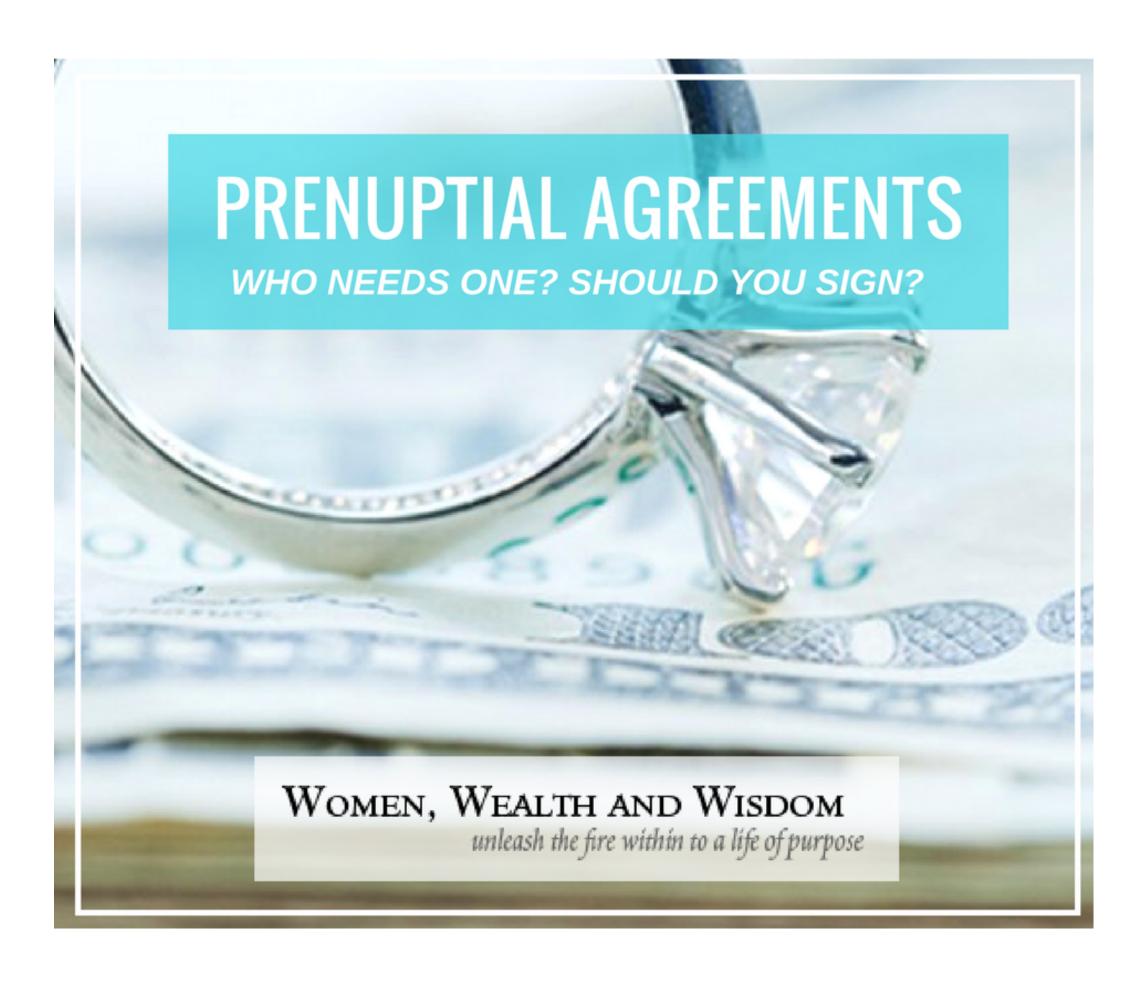


Download the

Free eBook







#### < Facebook Post



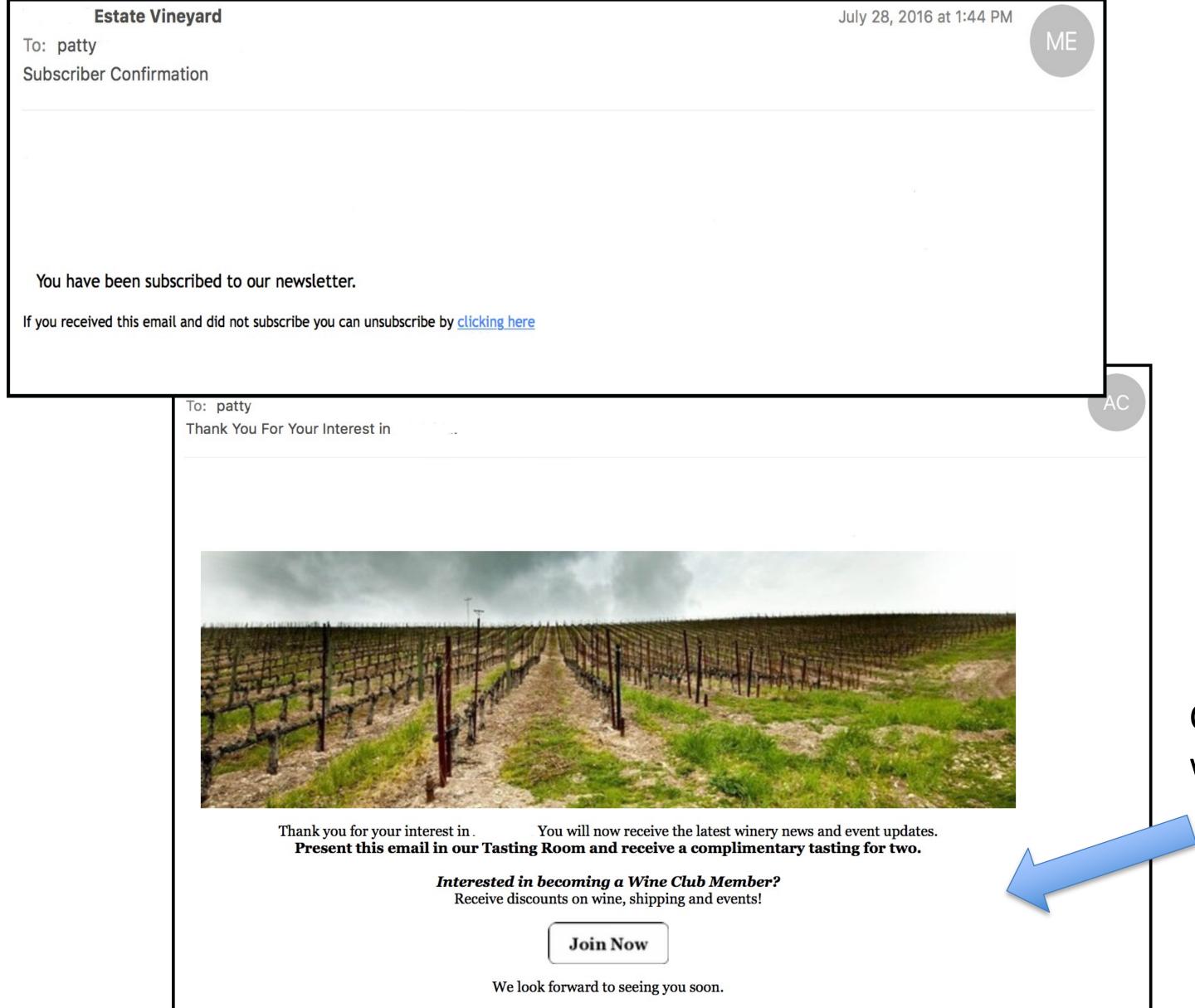
Sign up to download the article! Read it and learn all about Prenuptial Agreements



Landing Page >

	Email Address	
Send My Download!		

#### E-Mail Confirmations-Don't make it a missed opportunity!

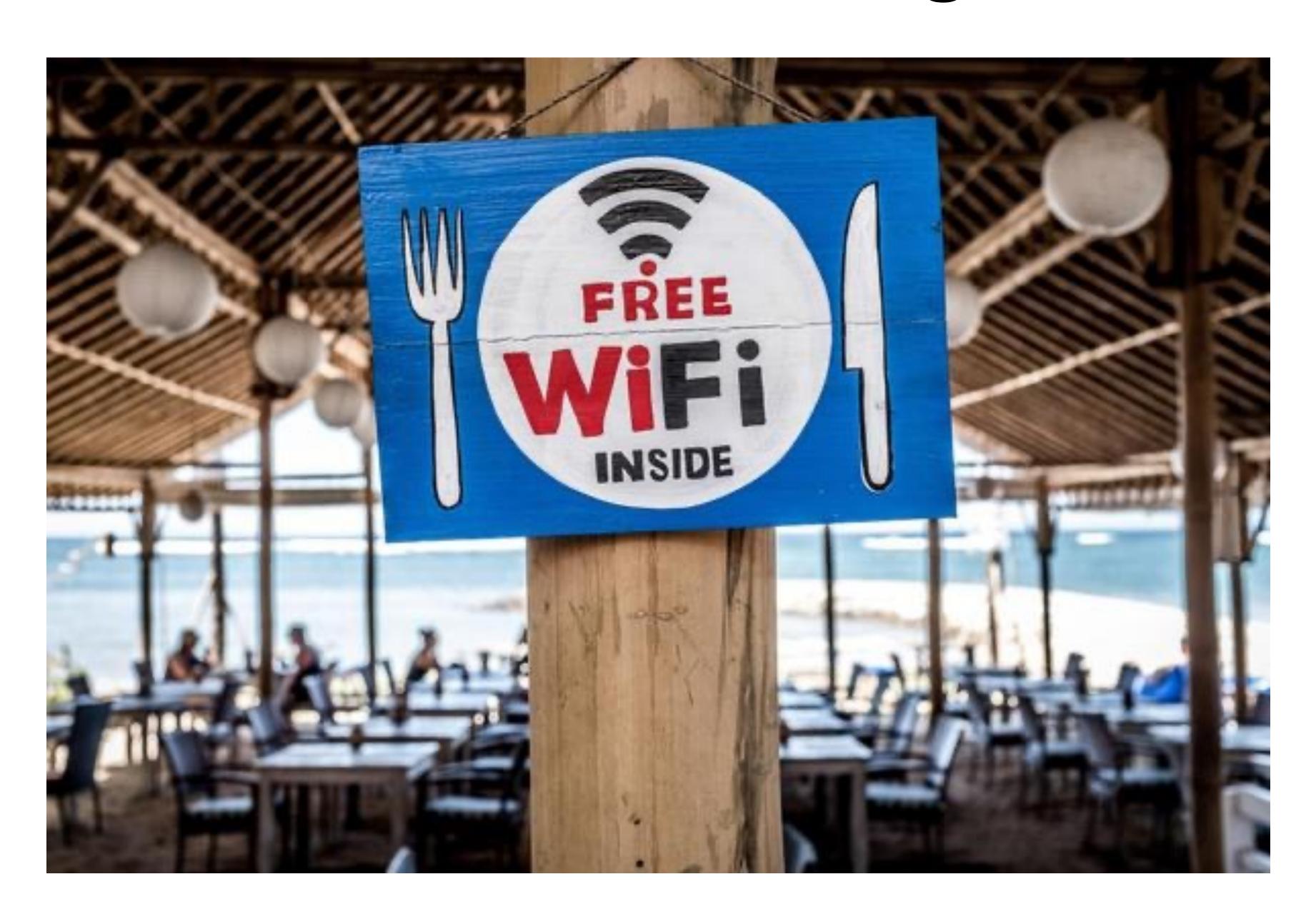


Stock confirmation template

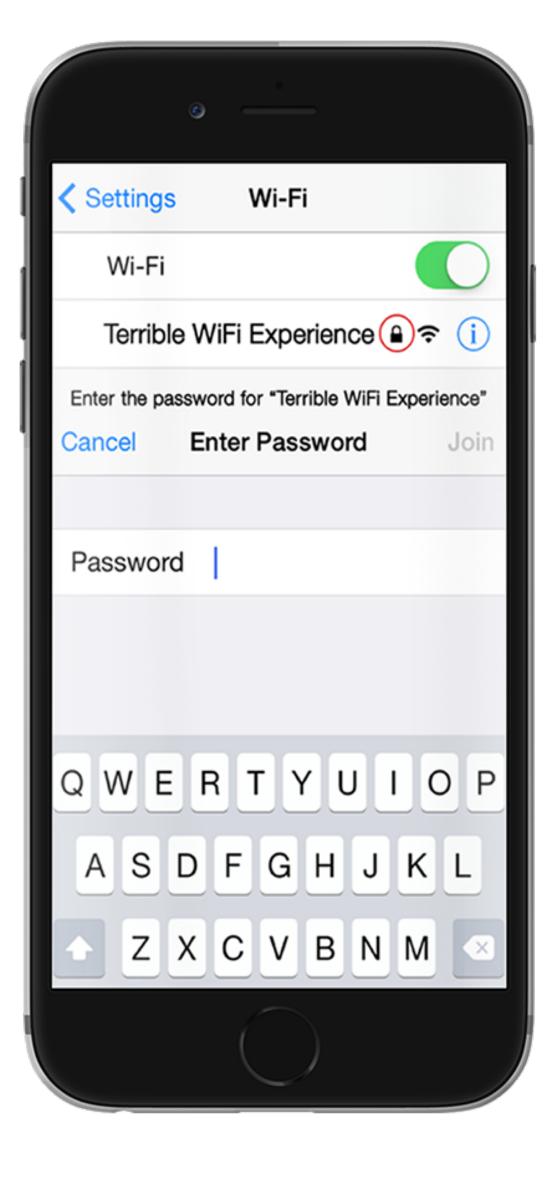
Custom confirmation template with coupon and club member CTA



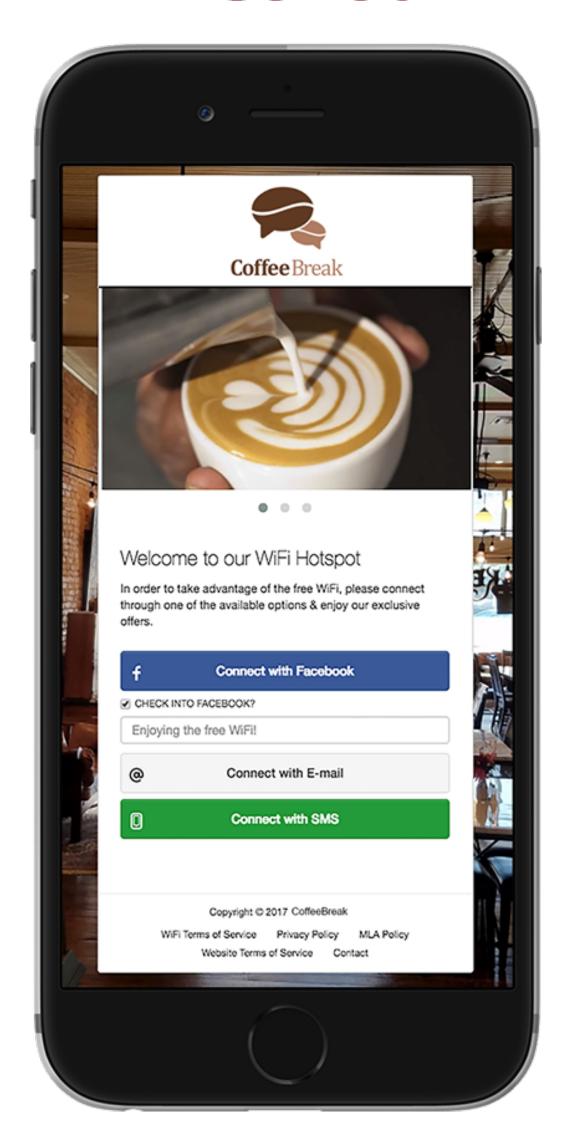
## WI-FI Marketing



# Traditional Method



# WiFi Marketing Method





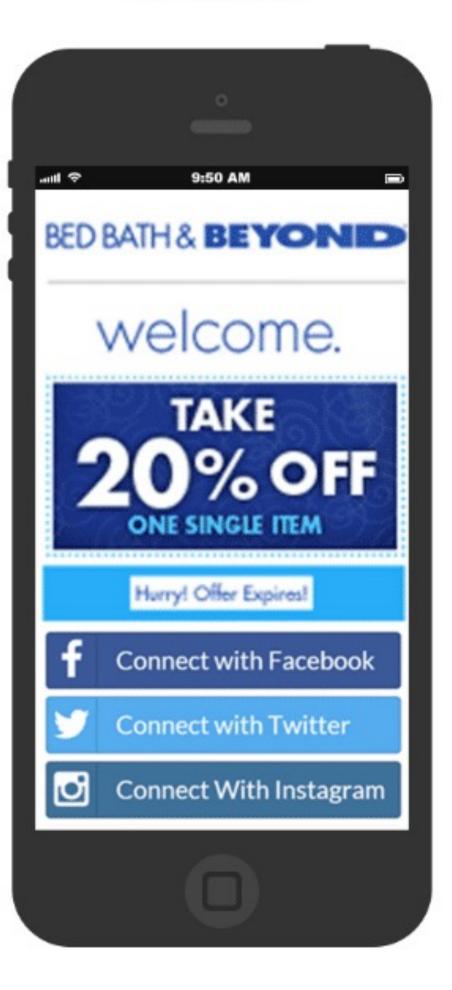
#### Real-Time Engagement And Social Sharing

Boost your social presence, get more Facebook Likes and build engaging post-login experiences.



#### Wi-Fi Loyalty And Coupons

Leverage existing coupon and loyalty
efforts and drive incremental traffic
from Wi-Fi users.



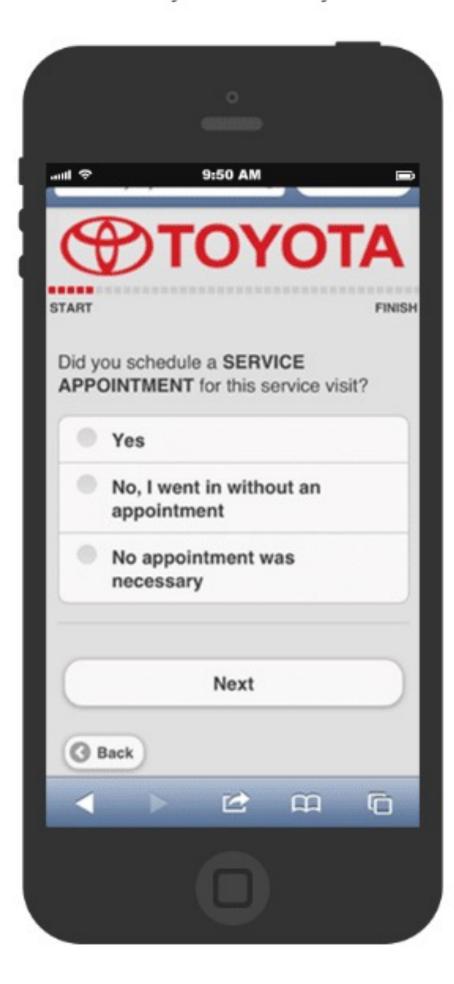
#### Mobile Contests And Lead Generation

Drive Wi-Fi traffic to mobile contests and lead generation campaigns on-location!



#### Customer Feedback And Surveys

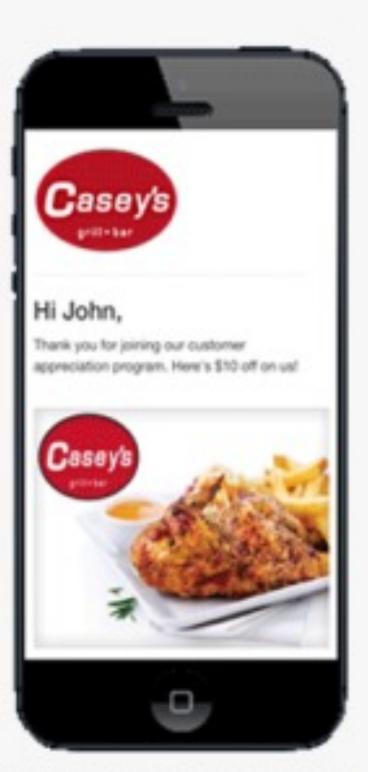
Ask customer on-location for their feedback. Get instant results quickly, easily and securely!



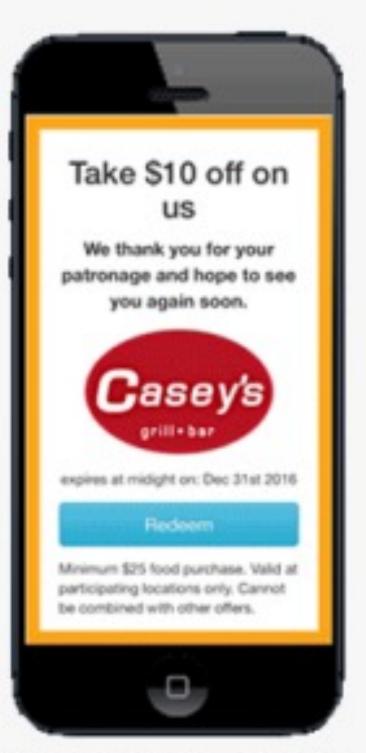
## **Automated Marketing Campaigns**



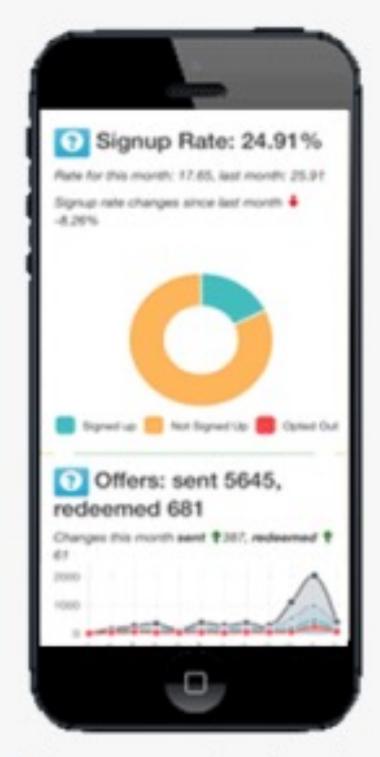
Client signs in to use Free WiFi



Olient receives your offer via email or text



Client returns more often to redeem offer



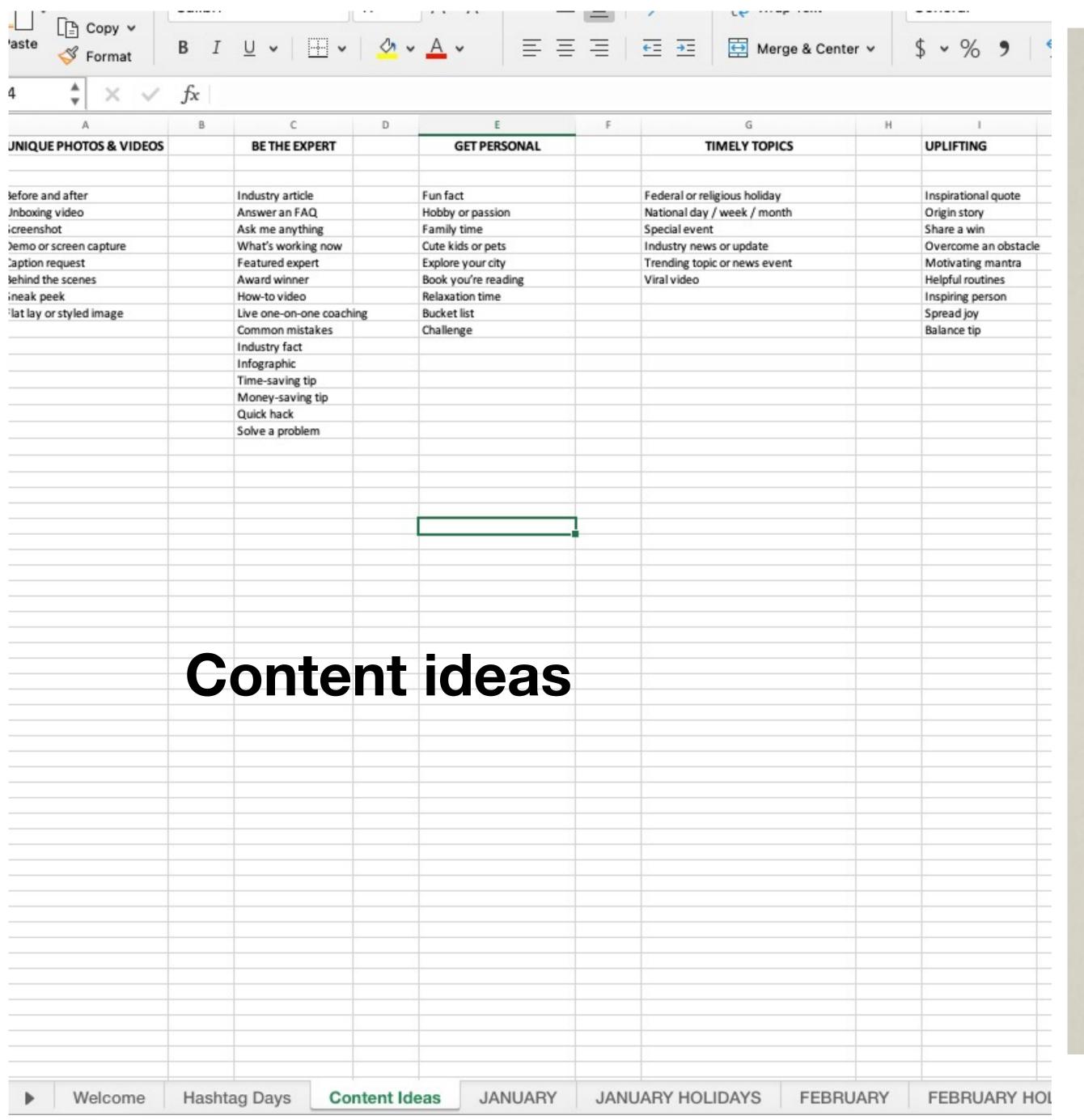
Owner understands traffic, engagement and sales trends

# 

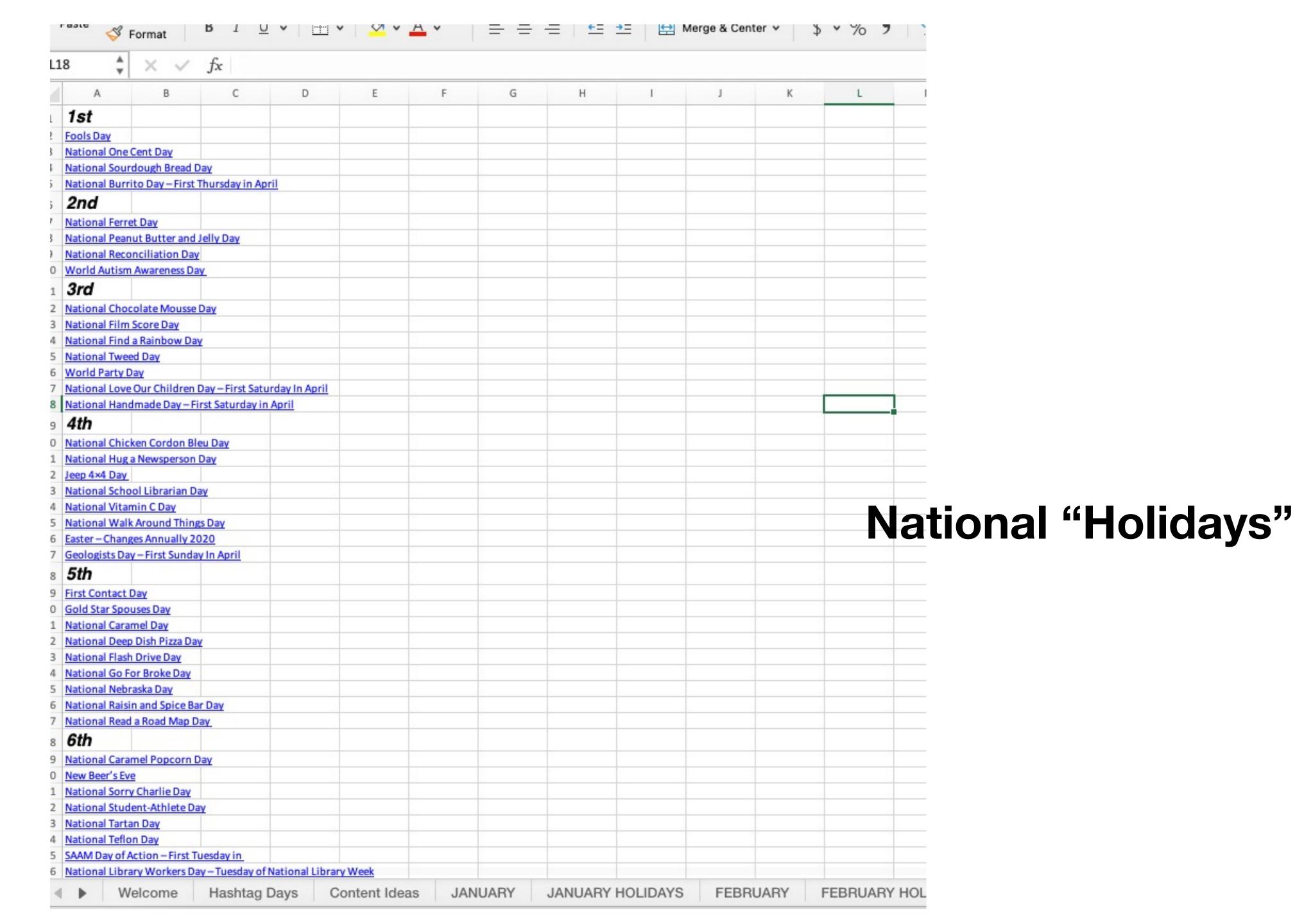
- · Takes away the overwhelm of what to social post, email, blog
- Plan ahead! Q4 should be planned out by end of August. New year should be wrapped up by end of November.
- · Use calendar for planning and archive purposes.
- · Helps sync e-mail campaigns and social media posts!



#mondaymotivation	If you are going for a more upbeat ap	proach, #MondayMot	ivation is a great h	ashtag to show	photos of a fanta	stic meal, a gre	eat workout, a	team photo at th	
#mondaymood	Monday Mood is a popular hashtag t	o show off a funny pho	oto of a pet, start o	onversations su	rrounding being	groggy from ti	ne weekend, or	post an industry	
#mondaymorning			100 80 0			100000	1000		
#mondayblues	Feeling a little low after the weekend	l? People use this hash	tag to share ways	o counteract m	elancholy on Mo	ndays.Popula	r content share	d using the #Mo	
#mondayfunday		100	100		100	30			
#mondaynight				1					
#MondayMemories	This hashtag is a great way to wax no	stalgic at the beginnin	g of the week.Post	a memory from	your business's p	oast or celebra	ate an annivers	ary that falls on t	
#MeowMonday	Any excuse to post a cute cat photo i	s a good one. Many us	e this hashtag to sl	nare adorable pi	cs of their feline	ompanions.lf	your business	has an in-house o	
#MancrushMonday, #MCM	This hashtag is a trend on social whe	re people reveal a male	crush, typically a	ccompanied by	a photo. A profes	sional take on	this hashtag is	to feature men y	
#MusicMonday	People use this hashtag to tweet abo	ut their favorite music	or what they're li	stening to right	now. They also u	se it to share i	nspirational sto	ories about musi	
#MarketingMonday	N 40 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			3,56953			133		
#MeatlessMonday									
#MaxoutMonday									
#MondayRun									
#MondayOutfit				1					
#MindfulMonday				Y					
#ManicureMonday				The state of the s					
#mondayquotes				Y					
#mondayssuck				The state of the s					- D
#mondayoff				1			Па	ashtag	a Dav
#mondaymuse									
#ManicMonday									
Tuesday:									
#tuesdayvibes									
#tuesdaythoughts									
#tiptuesday	This hashtag is a way for people to gi	ve helpful tips on pret	v much any tonic	Use this hashta	g if you've got so	me industry a	dvice vou'd like	to share and it h	
#tuesdaytreat	inishesiteg is a way for people to gi	ve neipiai cips on piec	y mach any copie	OSC CHISTICS	g.i. you ve got so	licinadscry d	avice you a line	to situlce and it.	
#tuesdaytruth									
#tuesdaytrivia									
#transformationtuesday	A popular hashtag for fitness coache	s and husinesses to sho	w off the physical	transformation	s of their clients	whether that	he weight loss	or muscle gain. V	
#TastingTuesday	Manage a social media feed for a rest								
#TechTuesday	This is a great hashtag to share all the								
#TopicTuesday	#TopicTuesday is a good opportunity								
#TravelTuesday	#TravelTuesday is for the voyager in a								
#TastyTuesday	#IT avertuesuay is for the voyager in a	in or as. reopie typical	ry sirare vacation	orecures, ask for	craver cips, or exp	ness their des	ire to traversor	newnere.ii you i	
#tuesdayvibes									
#tuesdaythoughts									
#tuesdaytip									
#tuesdaytreat									
#tuesdaytruth				20				7/	
#tuesdaytrivia				*				7/	
#tuesdayturnup				1/2					
#tuesdaylook		12	17.		10.07		10.00	34	







#### **NOVEMBER**

COLOR-CODING KEY:

Holiday
Email Campaign
Event
Blog Post
Social Posts

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	
	Wine Club Party	#tastingroomtuesday	#Winewednesday	National Donut Day	#foodlefriday	Int'l Meriot Day
		Thanksgiving Wine	Meriot Tasting Video	#nationaldonutday	Chardonnay/Pasta	Wine Tourism Day
		Thanksgiving Wine		0.000	0.000	#Int'lMerlotDay
		Special				#WineTourismDay
						Merlot 3 Pack Special
7	8	9	10	11	12	1;
	Thanksgiving Wine	#tastingroomtuesday	#Winewednesday	Veterans Day	#foodlefriday	
erlot 3 Pack Special	Special	wtastingrountuesday	wwineweallesday	vecerans bay	wicourenium	Ask A Question
	***************************************		Wine Humor	#veteransday	Zin and Pork	Favorite Tgiving Side Dish
	Blog:		Wine Club Party			5.5.1
	Thksgiving wine pairings					
14	15	16	17	10	10	2
14		#tastingroomtuesday	#Winewednesday	#thirstythursday	#foodlefriday	Wine Club Party
	Inspirational Quote	Thanksgiving Wine			Cab and Stew	
	Give Thanks Quote	Special			cas and stem	
		Thanksgiving Wine Special			Wine Club Party	
21	22	23	24	25	26	2
	Ask A Question	#tastingroomtuesday	#Winewednesday	Thanksgiving Day	Black Friday	Small Business Saturd
	What Will You Pair with	wtastingroomtuesday				
	Taiving dinner?		Tgiving and Wine Post	#thanksgiving	#BlackFriday	#SmallbizSaturday
					Black Friday	Small Business Saturd
28	29	30				
HANUKKAH Begins	Cyber Monday	Giving Tuesday				
#hannukah	#cybermonday	#givingtuesday				
	Cyber Monday	Giving Tuesday				

### Coordinate Social Media and E-Mail Campaigns









#### SANGER FAMILY OF WINES





sangerfamilyofwines • Follow The Sanger Family of Wines

sangerfamilyofwines

#NationalCabernetDay for 3 days! Come visit us in the tasting room and pick up some delicious 2014 Consilience SBC Cabernet Sauvignon for 30% off, or click the link below to shop from home.

https://www.sangerwines.com/product/ 2014-Cabernet-Sauvignon-Santa-Barbara-County

#nationalcabernetday #cabernetsauvignon #consilience #sangerfamilyofwines #sangerwines #marianello #treanelli #santabarbarawines #solvangwines



Post



# CREATE

- . DON'T make it all about sales!
- · Do make it about your customer- Be helpful
  - · Recipes if you sell food related products
  - · Educate them on a related topic
  - · Travel related tips
- · Clear call to actions
- Don't forget to add Social/E-Mail Share buttons-89 percent shared their holiday shopping with friends!
   Golden State

#### Anatomy of an email

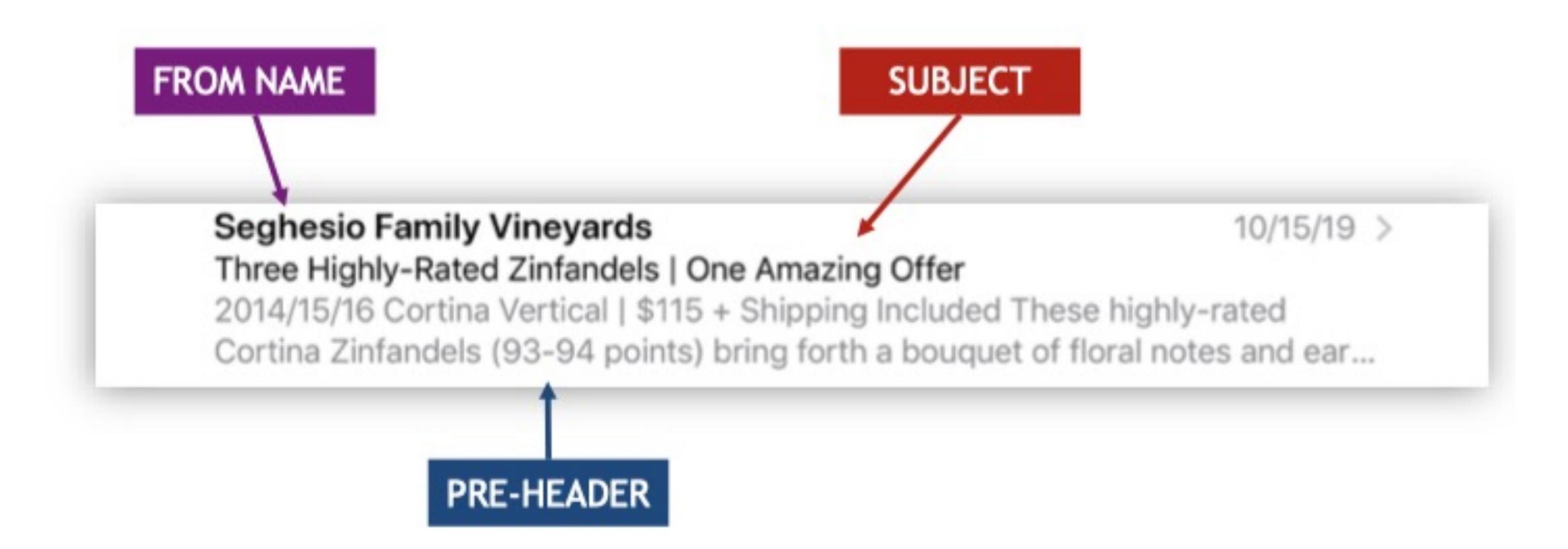


HERO IMAGE

TIP: Design for mobile with a mobile-responsive template

 Fonts, images, justification, margin, buttons, link colors

### Anatomy of an email



### Subject: Lobster Feast Tickets Selling Quickly!





Clear call to action buttons

DON'T MISS OUT: It's BOGO Time! Buy 1 Case Get 1 Case For \$1 🍷 🍷

To: pattyanne@sbcglobal.net, Reply-To: Sanger Family of Wines

This message is from a mailing list.

View this email in your browser

#### SPREAD THE NEWS AND SHARE THE LOVE:





**(f)** Share **(y)** Tweet **(⊠)** Forward

#### SANGER FAMILY OF WINES



**BUY ONE CASE GET ONE CASE FOR \$1** 



Stock up on one varietal... or mix it up!







#### 2012 CONSILIENCE GSM RED BLEND

Immediately after opening a bottle of GSM you're greeted with the aromas of cranberries, rich dark fruit, and a hint of oak. This vintage has a good body to it with an earthy, smooth finish that can be enjoyed with or without food. If you choose to pair it with food, it would go perfect with smoky BBQ ribs, or a Tri-Tip sandwich.

#### **2013 MARIANELLO ESTELLE BIANCO**

Winemaker Brett Escalera sources a range of grape varieties from several different vineyards to develop a blend that is an homage to the Northern Italian wines we love: Sauvignon Blanc, Viognier, Chardonnay and Roussanne. This is an elegant wine that's a perfect accompaniment to seafood or grilled chicken.

> GSM Regular Case Price: \$600.00 Estelle Bianco Regular Case Price: \$504.00

> > First Case: \$240.00 Get an Additional Case For \$1



BOGO Sale Terms:

BOGO Pricing only on 2012 GSM and 2013 Estelle Bianco. No additional coupons, discounts or promotions can be applied.

#### **GET SOCIAL WITH US:**









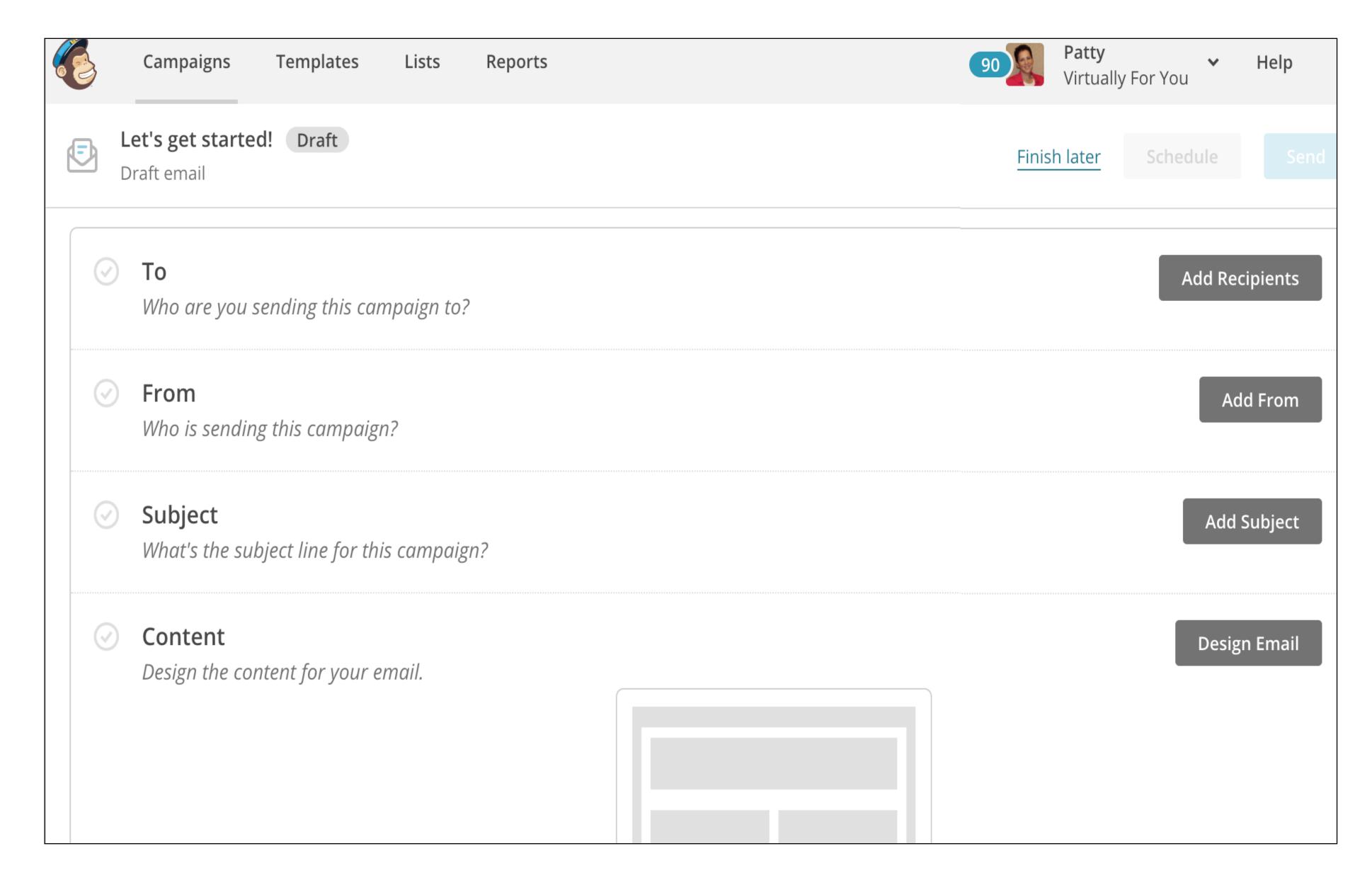
Copyright © 2020 The Sanger Family of Wines, All rights reserved. You are receiving this email because you opted in via our website.

Our mailing address is:

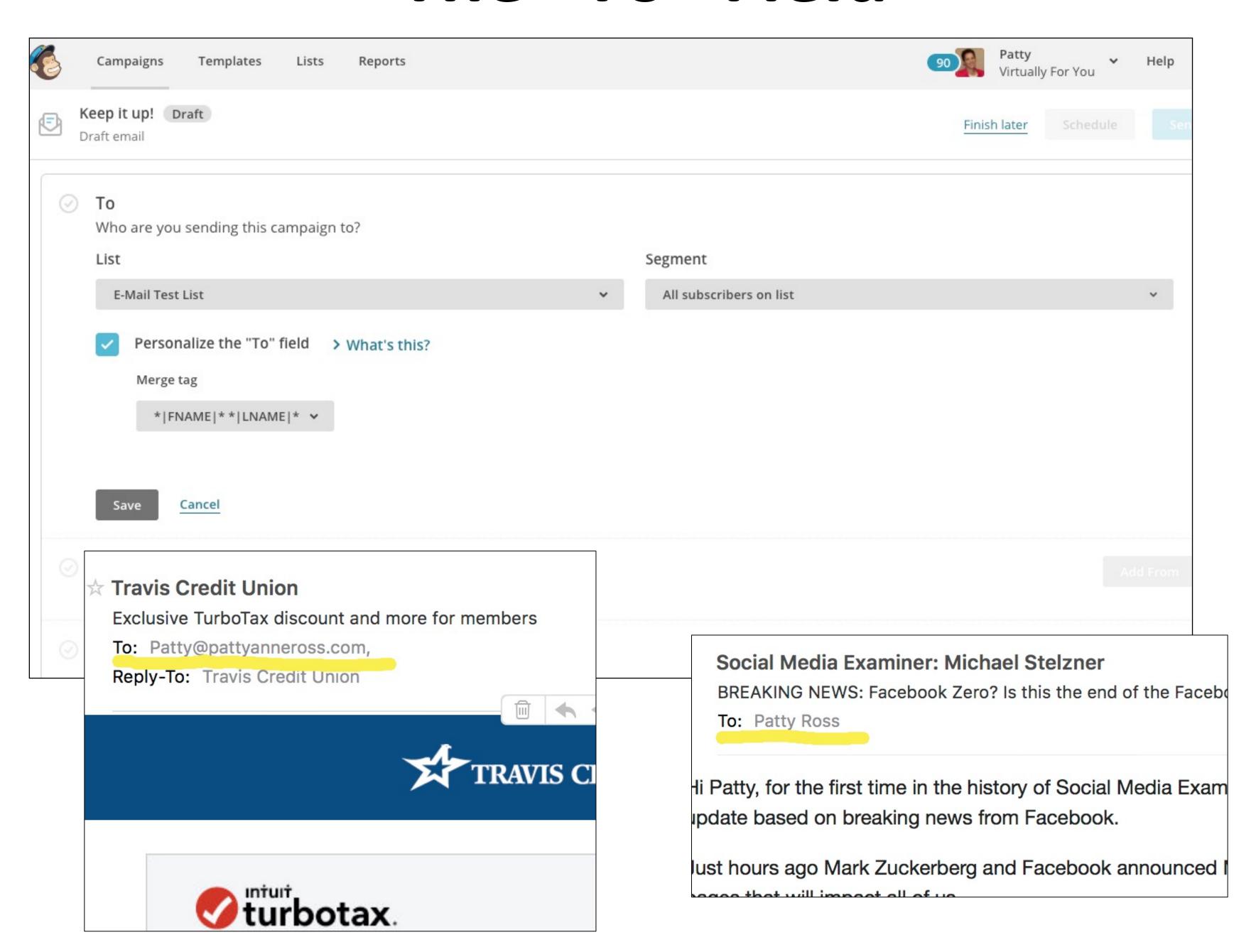
The Sanger Family of Wines 1584 Mission Dr Solvang, CA 93463-2656

Add us to your address book

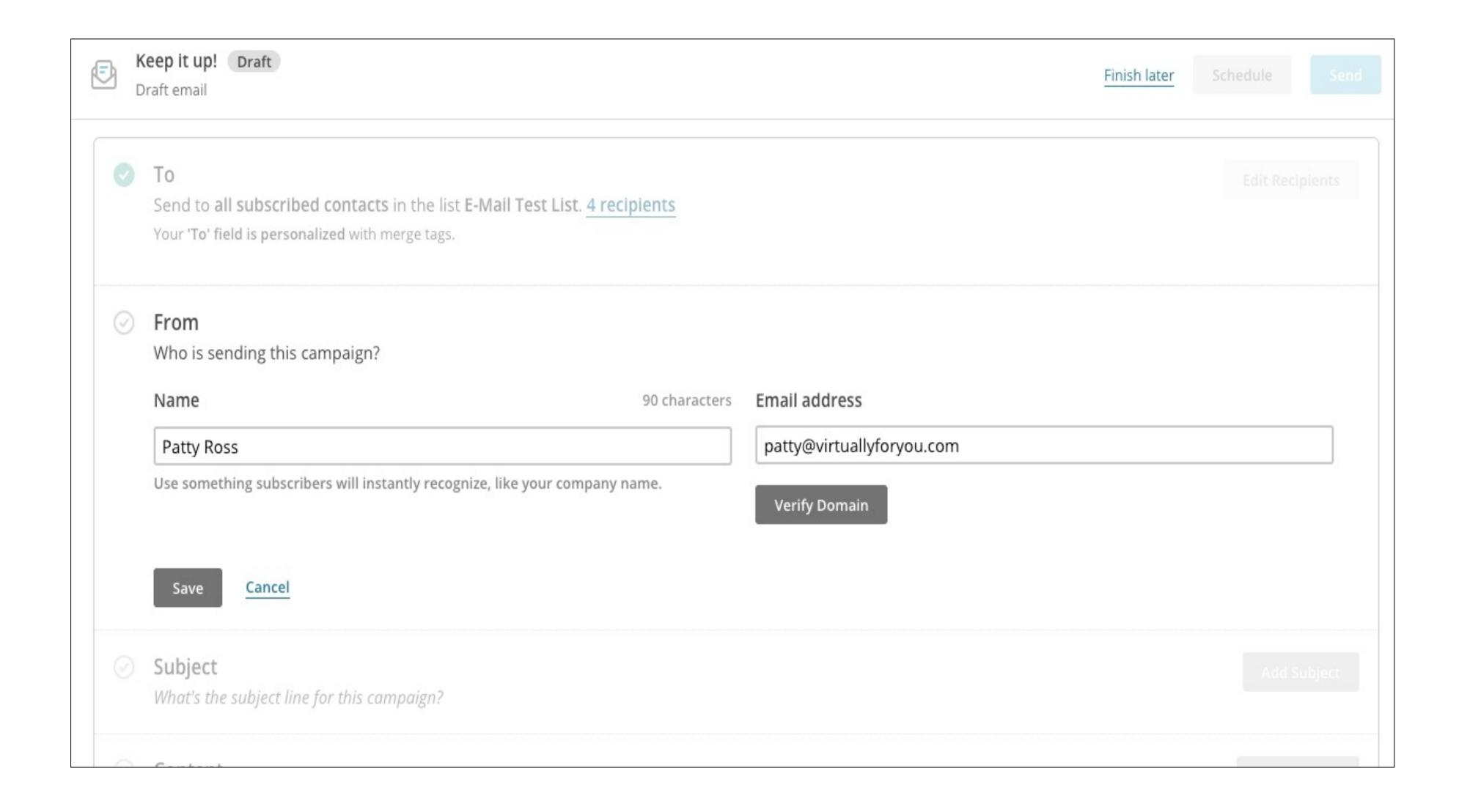
### Basic E-Mail Setup



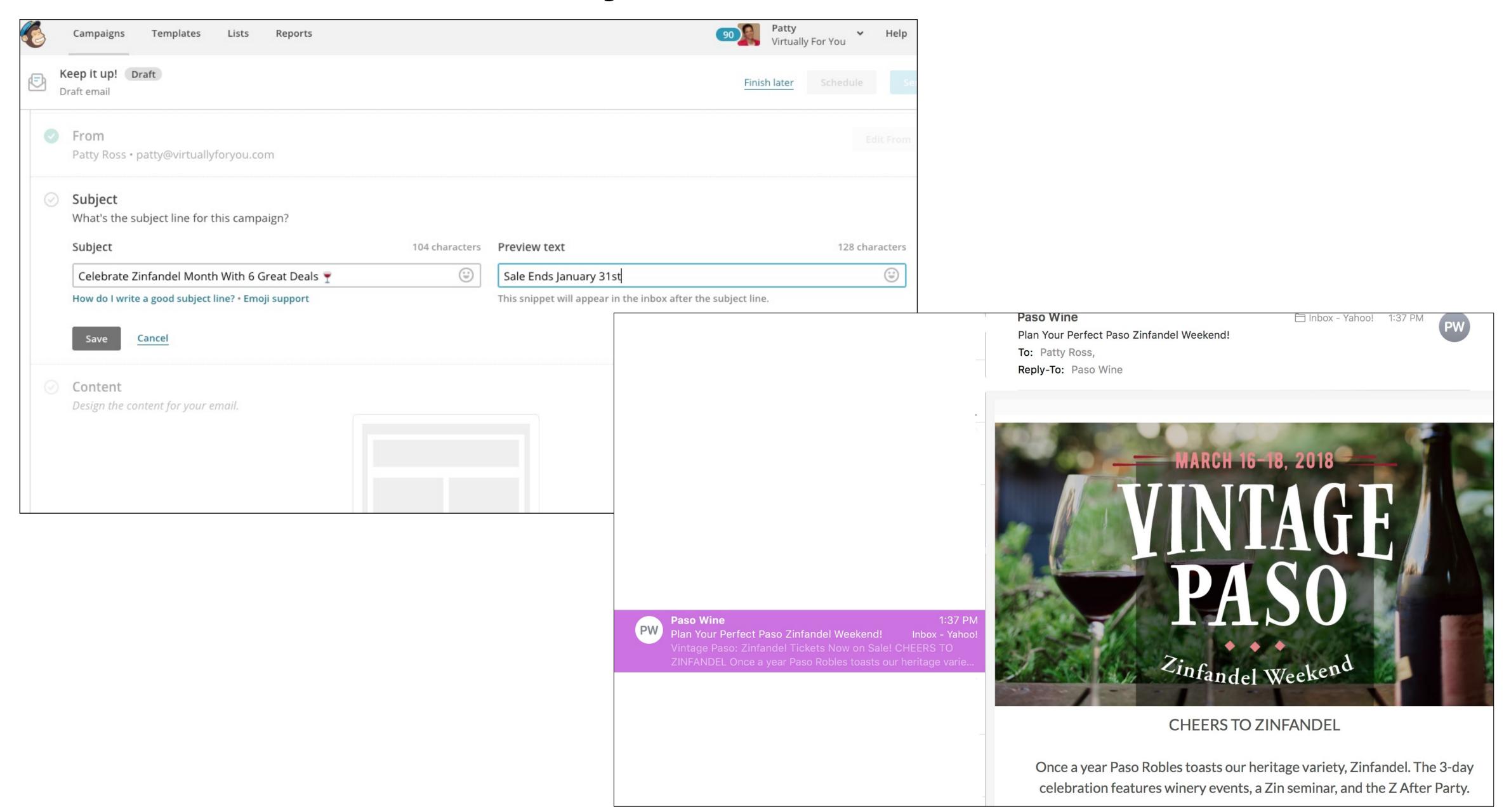
### The "To" Field



### The "From" Field



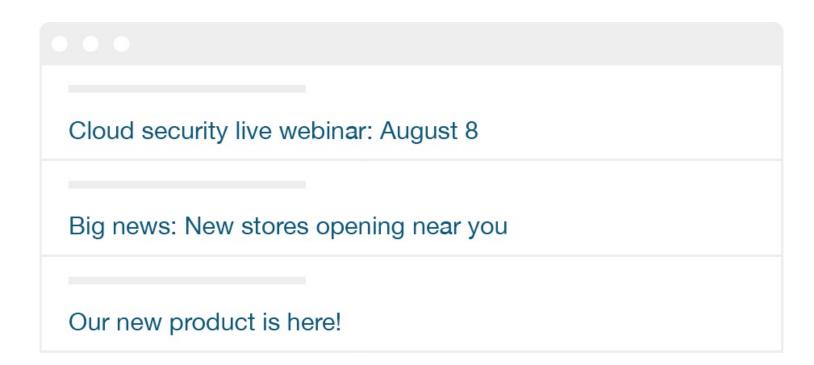
### The Subject/Preview Lines



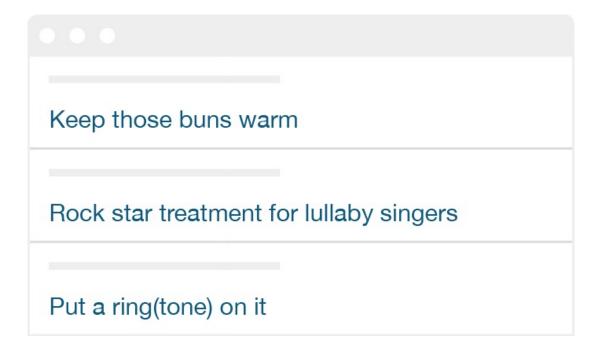
### Let's Talk SUBJECT LINES!

FROM:	
TO:	
SUBJECT:	

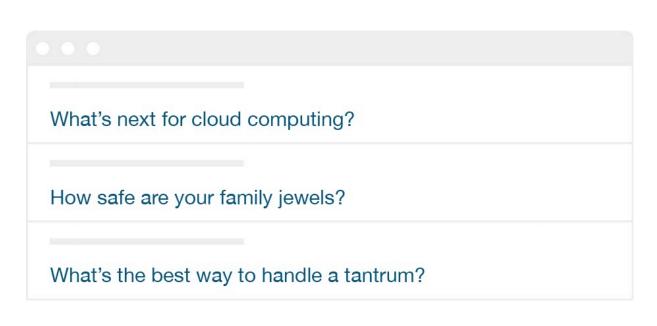
#### 1. The informational



#### 4.The clever & catchy



#### 7. The question



#### 2.The personal

Thanks for joining us, Joe.
Great to meet you at Dreamforce last week.
Susan, try these new partner apps.

#### 5.The short & sweet

The perfect app	
Checking in	
Hello	

#### 8.The how-to

How to grow your email list
How to remove stains
How to save for retirement

#### 3.The urgent

2 days left to register!
Don't miss these great deals!
TODAY ONLY: Save 50% on everything!

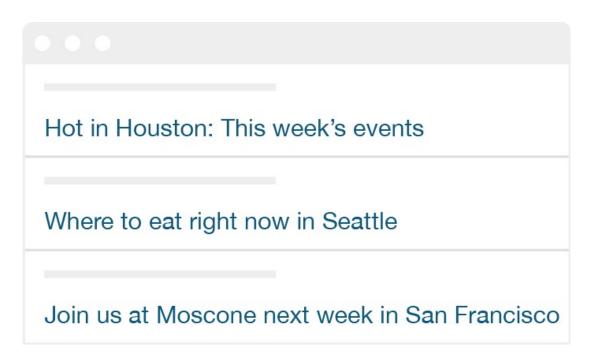
#### 6.The list

10 pieces to add to your wardrobe now
5 must-have metrics for HR
3 ways to make your small company look big
5 ways to make your small company look big

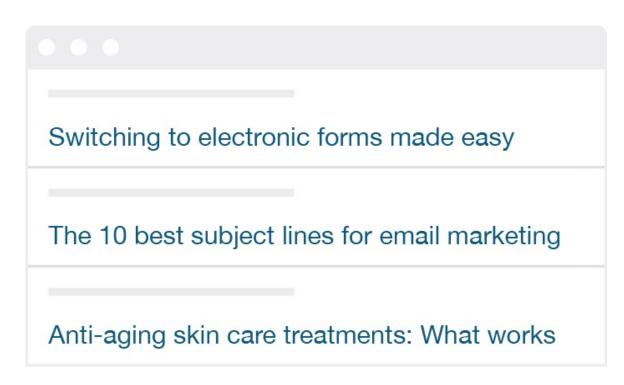
#### 9.The scarce

Just 10 tickets left!
Limited-time offer from Rip Curl
BBQ Festival: Only a few spots remain

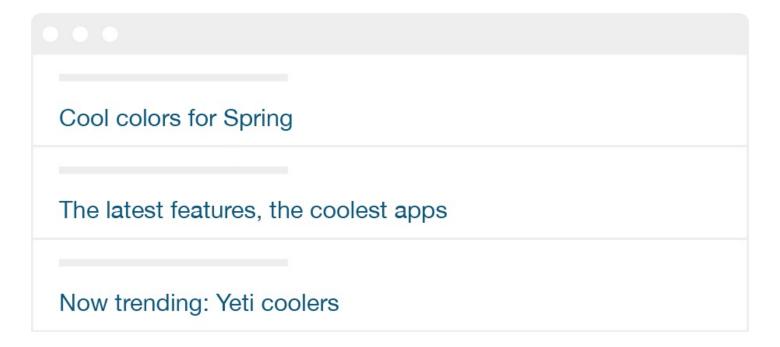
#### 10.The local



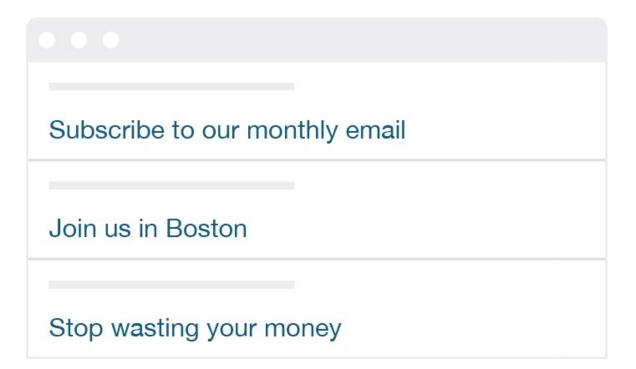
#### 13.The keyword



#### 11. The trendy topic



#### 14.The command



#### 16.The offer



#### 12. The controversial

Why your sales team sucks
Terrorism in your backyard
Your toddler knows more about technology than you do

#### 15.The sneak peek

Exclusive look: the iPhone 7
Sneak peek at our new feature
Be the first on your team to try Email Automation

#### **Fear of Missing Out**

- 1. Warby Parker: "Uh-oh, your prescription is expiring"
- 2.JetBlue: "You're missing out on points."
- 3. Digital Marketer: "[URGENT] You've got ONE DAY to watch this..."
- 4. Digital Marketer: "Your 7-figure plan goes bye-bye at midnight..."
- 5. Digital Marketer: "[WEEKEND ONLY] Get this NOW before it's gone..."
- 6.Jersey Mike's Subs: "Mary, Earn double points today only"
- 7. Guess: "Tonight only: A denim lover's dream"

#### Curiosity

- 8. Manicube: "\*Don't Open This Email\*"
- 9.GrubHub: "Last Day To See What This Mystery Email Is All About"
- 10.Refinery29: "10 bizarre money habits making Millennials richer"
- 11. Digital Marketer: "Check out my new "man cave" [PICS]"
- 12. Digital Marketer: "Is this the hottest career in marketing?"
- 13. Thrillist: "What They Eat In Prison"
- 14. Eat This Not That: "9 Disgusting Facts about Thanksgiving"
- 15. Chubbies: "Hologram Shorts?!"
- 16.The Hustle: "A faster donkey"
- 17. Mary Fernandez: "? a surprise gift for you! {unwrap}"

#### **Funny Subject Lines**

- 18. Eater Boston: "Where to Drink Beer Right Now" (Sent at 6:45am on a Wednesday.)
- 19. OpenTable: "Licking your phone never tasted so good"
- 20. Groupon: "Deals That Make Us Proud (Unlike Our Nephew, Steve)"
- 21. The Muse: "We Like Being Used"
- 22. Warby Parker: "Pairs nicely with spreadsheets"
- 23.UncommonGoods: "As You Wish" (A reference to the movie The Princess Bride.)
- 24. Travelocity: "Need a day at the beach? Just scratch n' sniff your way to paradise..."
- 25.TicTail: "Boom shakalak! Let's get started."
- 26. Thrillist: "Try To Avoid These 27 People On New Year's Eve"
- 27. Baby Bump: "Yes, I'm Pregnant. You Can Stop Staring At My Belly Now."
- 28.Gozengo: "NEW! Vacation on Mars"
- 29. The Hustle: "Look what you did, you little jerk..." (This one's a reference to the movie Home Alone.)

#### Vanity

30.Guess: "Don't wear last year's styles."

31. Fabletics: "Your Butt Will Look Great in These Workout Pants"

32.Jeremy Gitomer: "How Have You Progressed Since the Third Grade?"

33. Rapha: "Gift inspiration for the discerning cyclist"

34.La Mer: "Age-defying beauty tricks"

35. Pop Physique: "Get Ready. Keep the Pie Off Your Thighs Returns."

36.Rapha: "As worn in the World Tour"

37. Sephora: "Products the celebs are wearing"

#### Greed

38.Topshop: "Meet your new jeans"

39.Topshop: "Get a head start on summer"

40.HP: "Flash. Sale. Alert."

41.HP: "New must-haves for your office"

42. Seafolly: "A new product you won't pass on"

43.Guess: "25% off your favorites"

44.Rip Curl: "Two for two"

45.La Mer: "A little luxury at a great price"

46.Rapha: "Complimentary gift wrap on all purchases"

47. The Black Tux: "Get priority access."

#### Sloth

48.Syed from OptinMonster: "✓ 63-Point Checklist for Creating the Ultimate Optin Form"

49. Syed from OptinMonster: "Grow your email list 10X faster with these 30 content upgrade ideas"

50. Ramit Sethi: "How to email a busy person (including a word-for-word script)"

51. Digital Marketer: "Steal these email templates..."

52. Digital Marketer: "A Native Ad in 60 Minutes or Less"

53. Digital Marketer: "212 blog post ideas"

Pain Points	Retargeting
	64. Nick Stephenson: "How you can afford Your First 10,000 Readers (closing
54.Pizza Hut: "Feed your guests without breaking the bank"	tonight)"
55.IKEA: "Where do all these toys go?"	65.Bonobos: "Hey, forget something? Here's 20% off."
56.IKEA: "Get more kitchen space with these easy fixes"	66. Target: "The price dropped for something in your cart"
57.HP: "Stop wasting money on ink"	67. Syed from Envira: "Mary, your Envira account is on hold!"
58.Sephora: "Your beauty issues, solved"	68. Syed from Envira: "I'm deleting your Envira account"
59.Uber: <b>"Since we can't all win the lottery"</b>	69. Ugmonk: "Offering you my personal email"
60.Thrillist: "How to Survive Your Next Overnight Flight"	70.Animoto: "Did you miss out on some of these new features?"
61.Guess: "Wanted: Cute and affordable fashions"	71.Pinterest: "Good News: Your Pin's price dropped!"
62.Evernote: "Stop wasting time on mindless work"	72.Unroll.Me: " Unroll.Me has stopped working"
63.Duolingo: "Learn a language with only 5 minutes per day"	73. Vivino: "We are not gonna Give Up on You!"
74.Guess: "Mary, check out these hand-picked looks" 75.Rent the Runway: "Happy Birthday Mary – Surprise 76.Bonnie Fahy: "Mary, do you remember me?" 77.Kimra Luna: "I didn't see your name in the comment 78.John Lee Dumas: "Are you coming?" 79.UrbanDaddy: "You've Changed" 80.Influitive: "So I'll pick you up at 7?" 81.James Malinchak: "Crazy Invitation, I am Going to Bu 82.Brooklinen: "Vanilla or Chocolate?" 83.Sam from The Hustle: "I love you" 84.Ryan Levesque: "Seriously, Who DOES This?" 85.Jon Morrow: "Quick favor?" 86.Mary Fernandez: "you free this Thurs at 12PM PST? 87.Mary Fernandez: "? your detailed results" 88.Syed from OptinMonster: "300% increase in revenue 89.Revolution Tea: "Thanks for helping us" 90.Harry's: "Two razors for your friends (on us)"	ts!?" uy You Lunch…"

#### Straightforward

91.Al Franken: "Yes, this is a fundraising email"

92.AYR: "Best coat ever" 93.Barack Obama: "Hey"

...and these "boring" subject lines performed the highest out of 40 million emails, with open rates between 60-87%...

94. "[Company Name] Sales & Marketing Newsletter"

95. "Eye on the [Company Name] Update (Oct 31 – Nov 4)"

96."[Company Name] Staff Shirts & Photos"

97."[Company Name] May 2005 News Bulletin!"

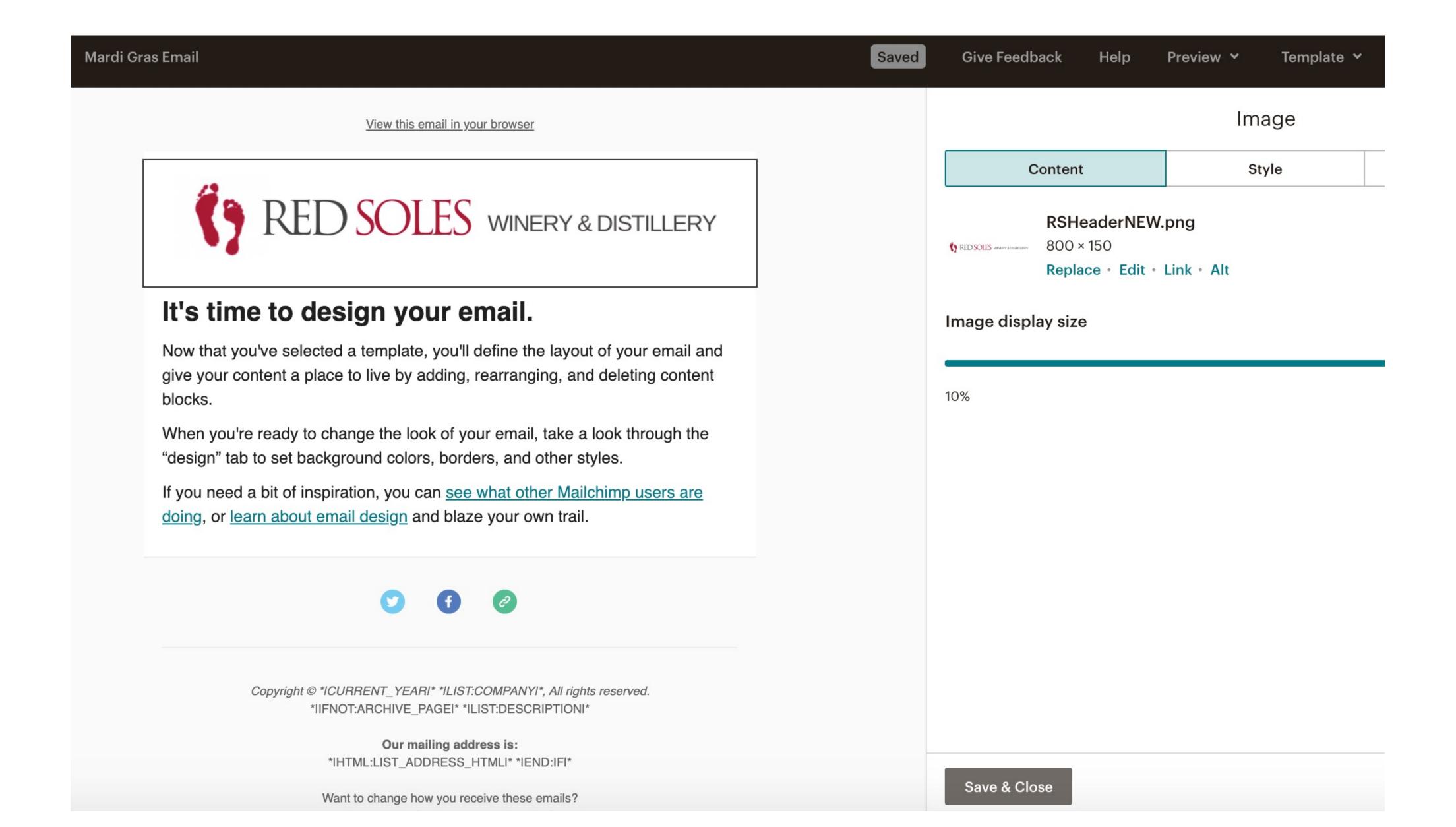
98."[Company Name] Newsletter – February 2006"

99."[Company Name] and [Company Name] Invites You!"

100. "Happy Holidays from [Company Name]"

101. "Invitation from [Company Name]"

### Add A Header



#### **Add Social Sharing**

#### SPREAD THE WORD & SHARE THE LOVE:











Join us at Red Soles for an afternoon of revelry! The tasting room will be dripping in beads and feathers, and we'll be slicing up real New Orleans style Kings Cake that is flown in for our festivities. Samples of grilled Andouille sausage and live music are sure to transport you to The Big Easy... Laissez les bons temps rouler! \$15/pp, Soles Club/Free for 2. Noon-4pm

#### **GET SOCIAL WITH US:**









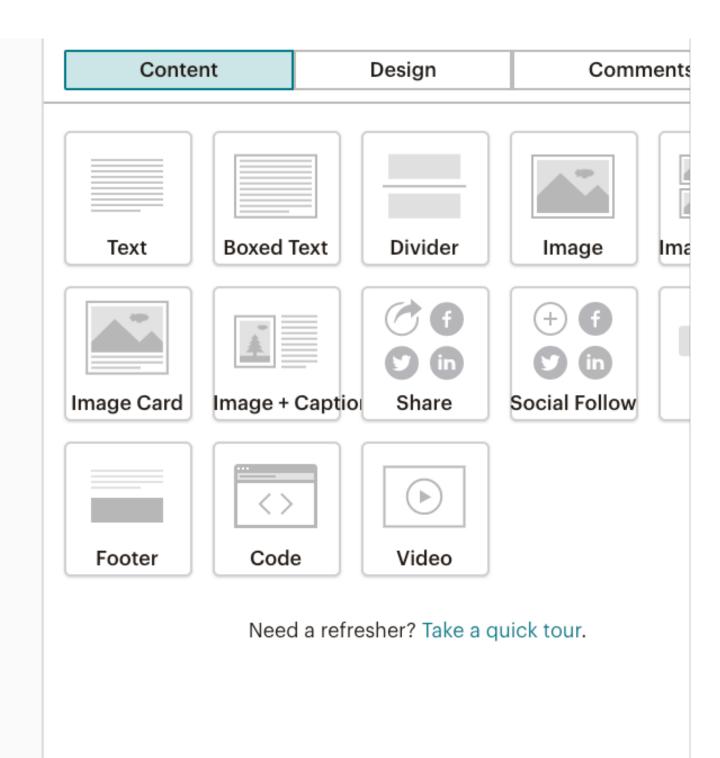




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\*IIFNOT:ARCHIVE\_PAGEI\* \*ILIST:DESCRIPTIONI\*

Our mailing address is:



#### Add Social Following

### Add A "Call To Action" Button

View this email in your browser

#### SPREAD THE WORD & SHARE THE LOVE:









Join us at Red Soles for an afternoon of revelry! The tasting room will be dripping in beads and feathers, and we'll be slicing up real New Orleans style Kings Cake that is flown in for our festivities. Samples of grilled Andouille sausage and live music are sure to transport you to The Big Easy... Laissez les bons temps rouler! \$15/pp, Soles Club/Free for 2. Noon-4pm

MORE EVENTS

#### **GET SOCIAL WITH US:**













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# CLEAN

- · Check bounces for obvious typos
- · Hard Bounces vs Soft Bounces
- · Remove inactive emails-look at activity history
- · Can you re-engage inactive contacts?





# How to Not End up in Spam folders

- · Build your own email list- DO NOT BUY LISTS!
- · Provide a double opt-in
- · Authenticate your domain email with SPF, DKIM, and DMARC.
- Sender Policy Framework (SPF) ensures you are who you say you are by comparing the sender's IP (found in the domain's DNS record) with a list of IPs authorized to send from that domain.
- Domain Keys Identified Mail (DKIM) meeting this standard ensures that the email was not tampered
  with during transmission. Domain-Based Message Authentication Reporting and Conformance
- (DMARC) leveraging the power of both SPF and DKIM, DMARC requires both to pass in order to send and deliver email. See your email provider/domain host for directions.
  - Regularly clean up your email list-Develop a "sunset policy"- Cleaning less engaged emails can improve deliverability overall.
  - · Send valuable content!
  - · Do Spam checks for spammy keywords

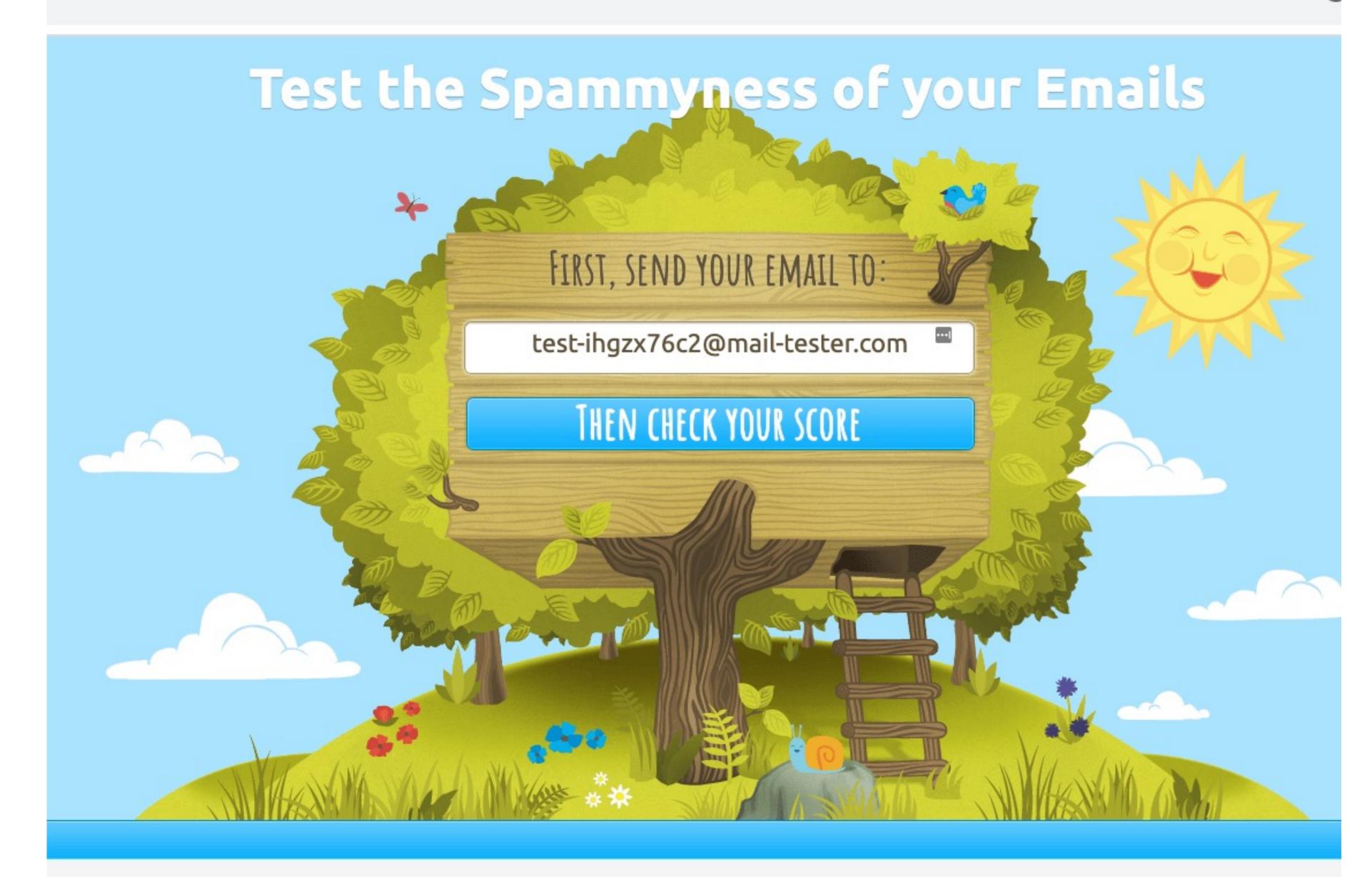
## EMail List Cleaner/ List Append

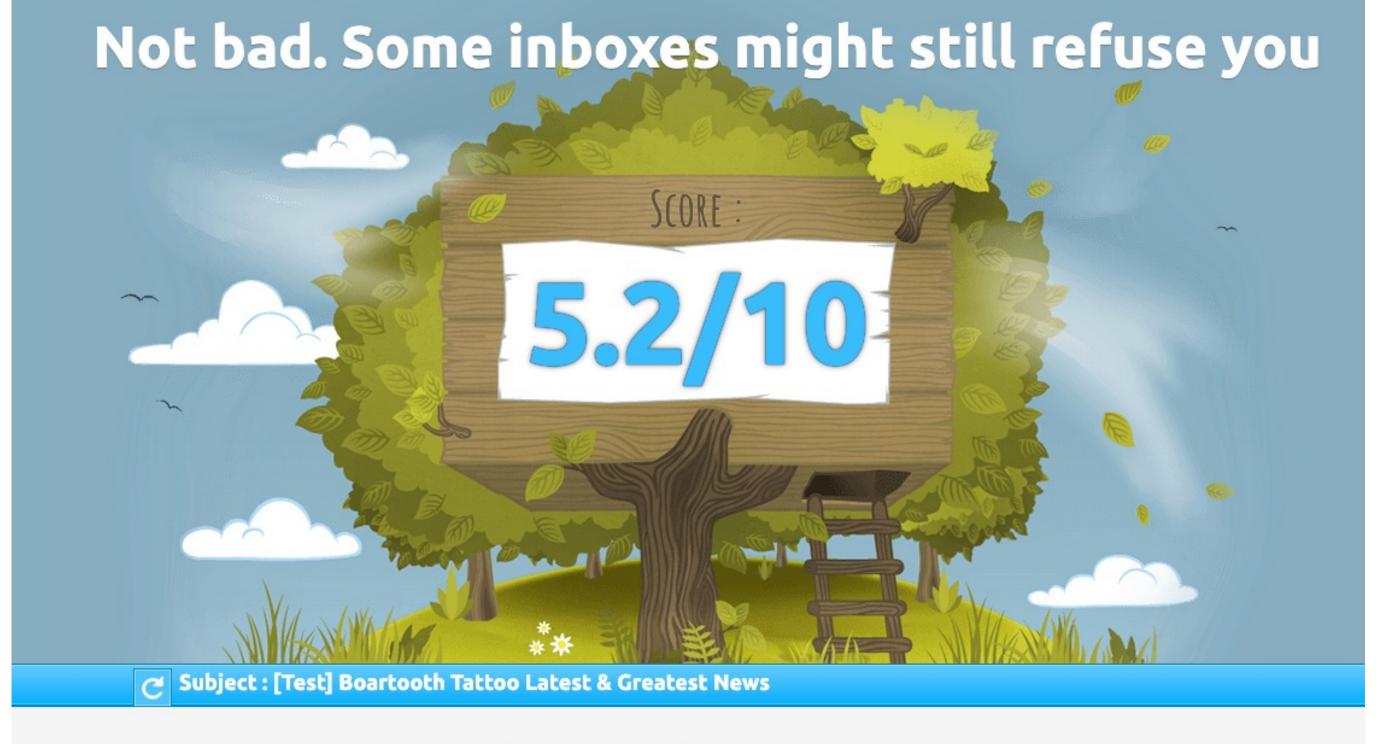
### List Cleaning Services:

- · Use for older lists that may have high potential for bounces
- Don't use an email platform as your list cleaner! This could get your banned or list banned.
- · Relatively inexpensive

### List Append:

- Takes your customer list and matches post address/phone number with e-mail addresses to "append" your list with an e-mail if you don't already have it.
- Not perfect- May match another household member NOT already on the list (ie. husband vs wife)





Bounce address: bounce-mc.us4\_131651850.6359679-test-vi42foych=mail-tester.com@mail96.suw13.rsgsv.net

Received 33 minutes ago

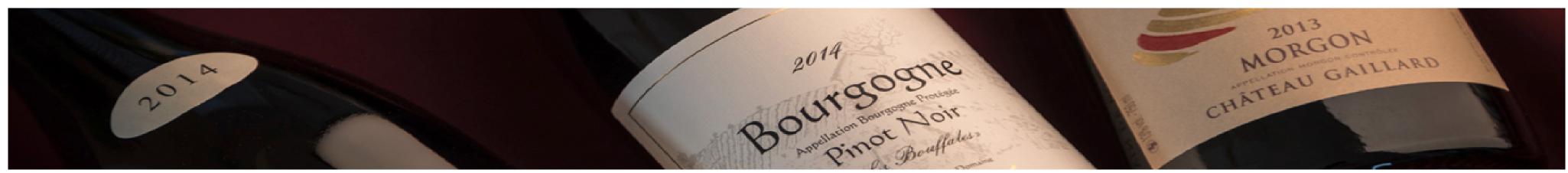
Click here to view your message	<b>✓</b>
SpamAssassin thinks you can improve	-1.3
You're not fully authenticated	-3
Your message is safe and well formatted	<b>✓</b>
You're not blacklisted	<b>✓</b>
1 broken link	-0.5

Your lovely total: 5.2/10

Link: https://www.mail-tester.com/test-vi42foych



# Case Study: Segment By AOV





#### THE PROBLEM

- Small list
- Older demographic
- Client didn't know why many purchasers stopped buying.
  Never bothered to look!

All current e-mail offers were \$500+



Many previous clients only purchased up to \$300

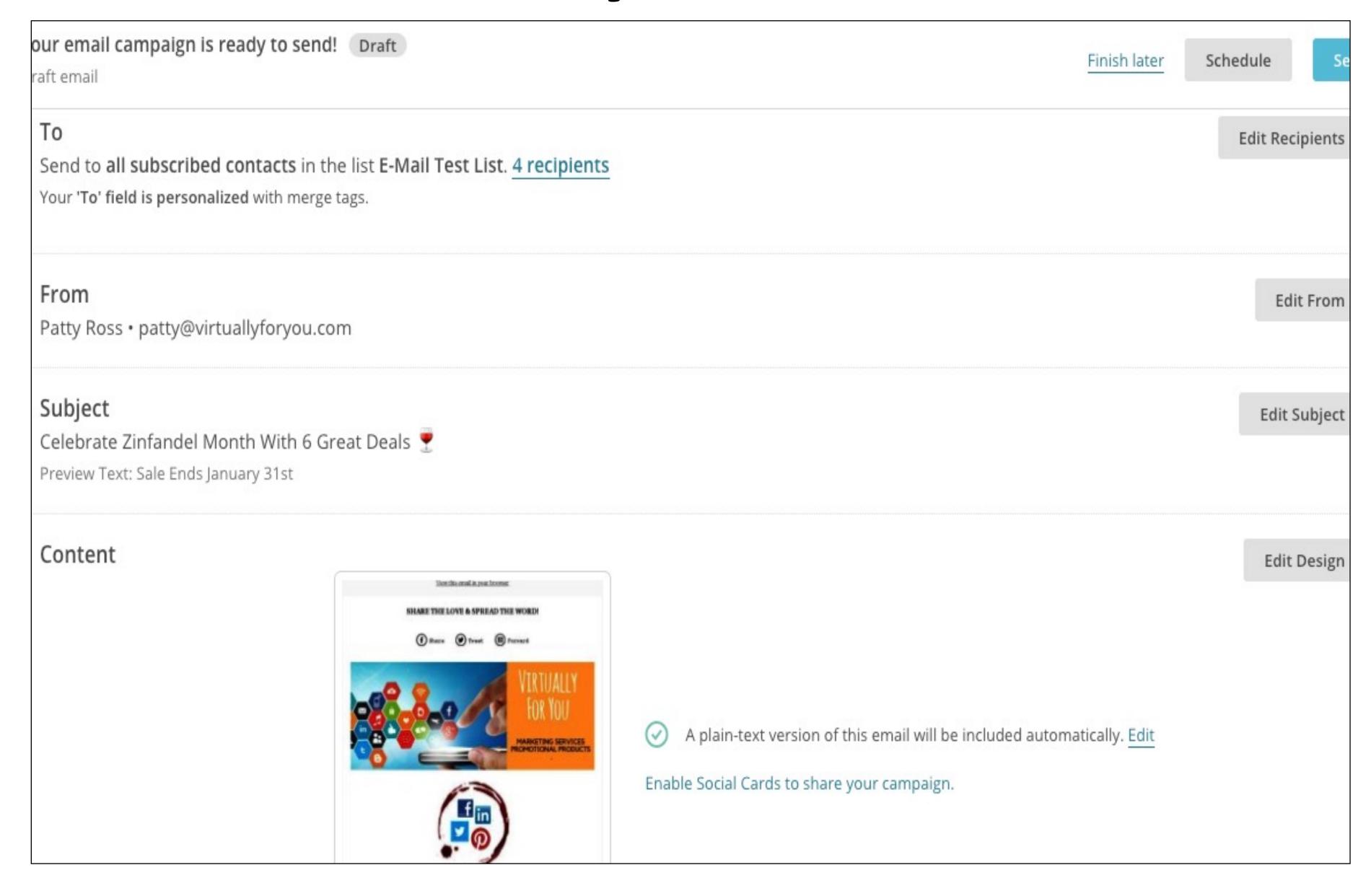


THE SOLUTION: Sent offers at \$300 AOV and customers who had not ordered for a few years came back and purchased!

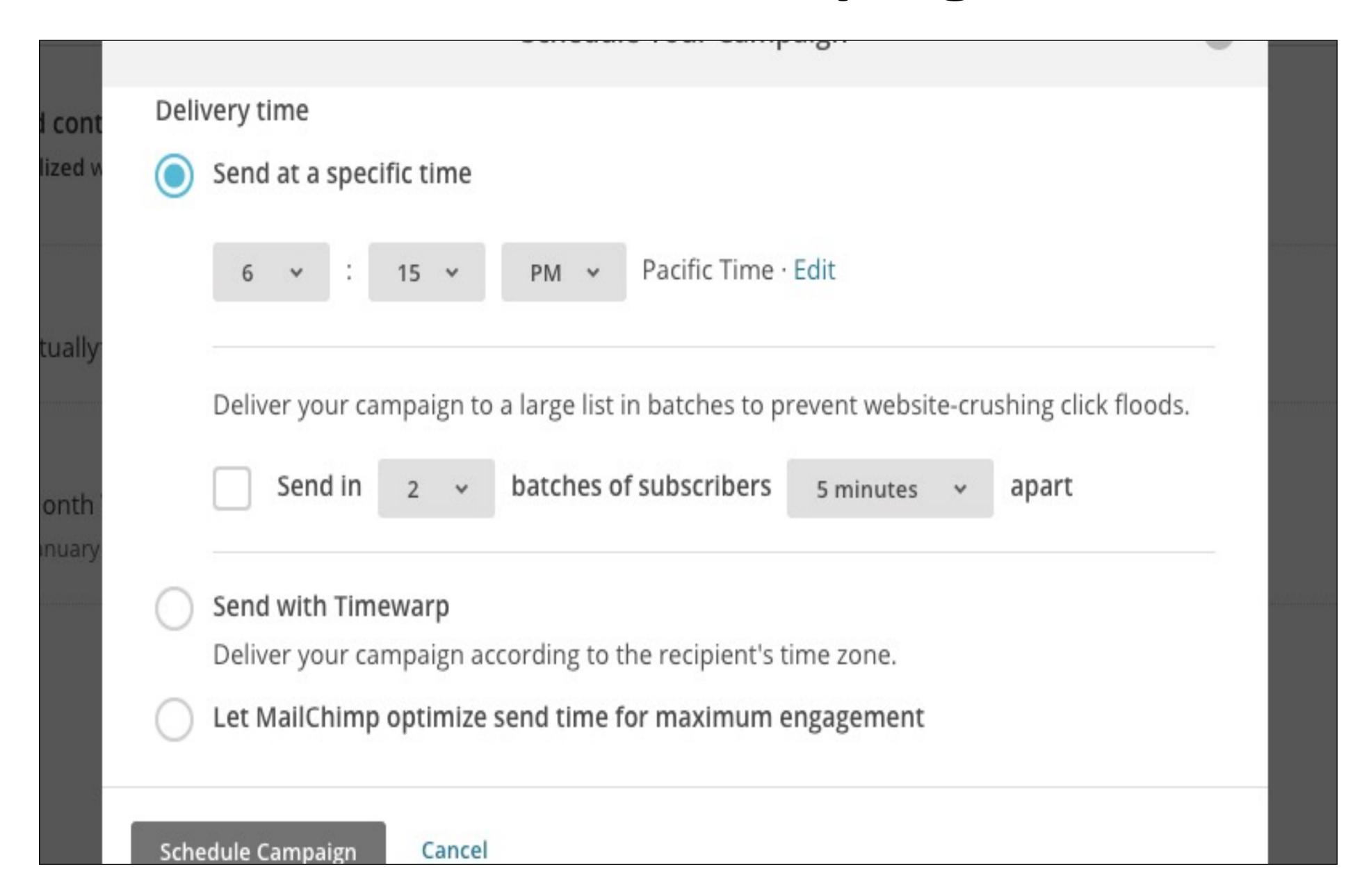
# Checklist Before You Hit Send!

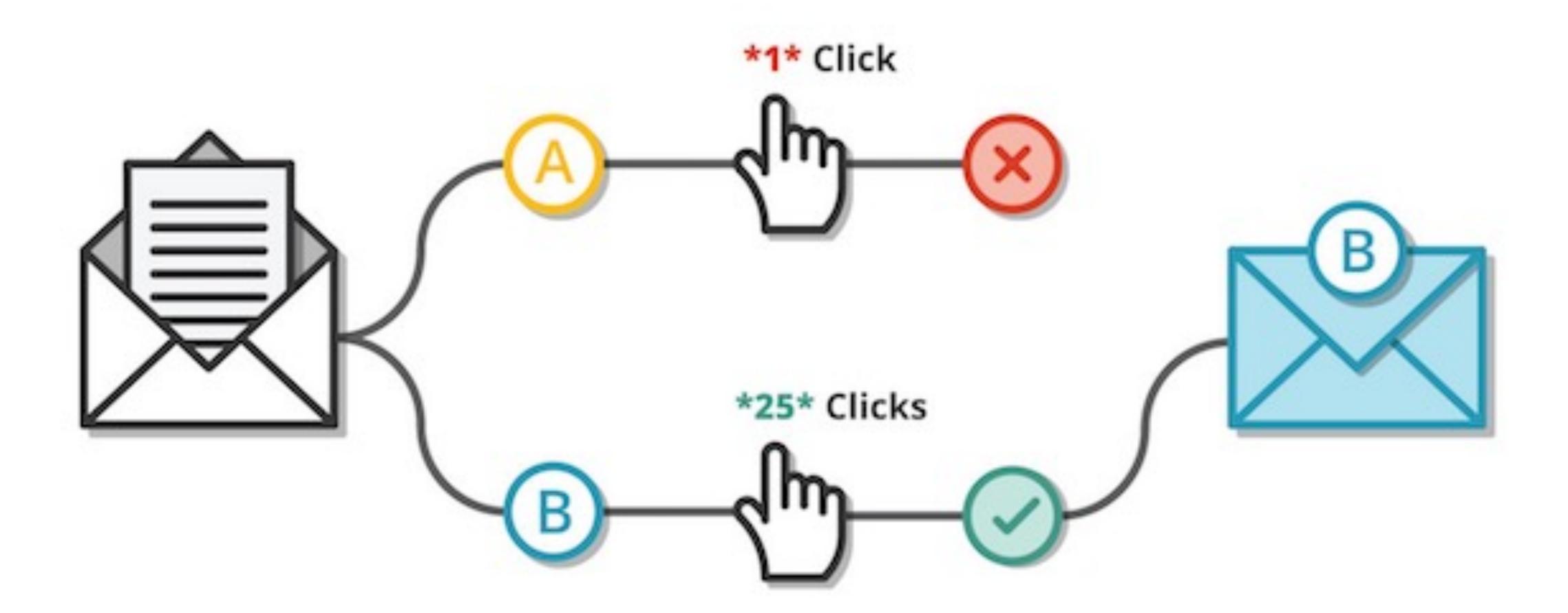
- · Mack-up your email and then double check:
  - copy look at dates, times (make sure you don't accidentally use MST when you really mean to use ET,) capitalization, italicization, etc.-
  - Hyperlinks—do they work?-Your from address, reply-to address, and friendly from—do want your email sent "on behalf" of a person or your organization?-
  - Subject line—errors in your subject line are the worst, so make sure you triple check this one.
- · Send yourself a Lest
- · Double check your pre-header text
- · Look for design flaws
- · Get a fresh set of eyes on your email
- · Double check your list and segments

# Get Ready To Schedule



# Schedule Campaign





### A/B testing campaign ideas

- 1. What day of the week gets better open rates?
- 2. Does a subject line with an incentive or a teaser work best?
- 3. Does including your company name in your subject line increase engagement?
- 4. Is it better to use your name as the from name, or your company's name?
- 5. Does the time of day a campaign is sent affect the click rate?
- 6. Are subscribers more likely to click a linked image or linked text?
- 7. Do subscribers prefer a campaign that contains a GIF or one with static images?

#### DON'T FORGET TO LOOK AT YOUR ANALYTICS!

#### Superbowl Specials And More

Switch report \*

Overview Activity Links Social E-commerce Conversations Analytics360

#### 3,076 Recipients

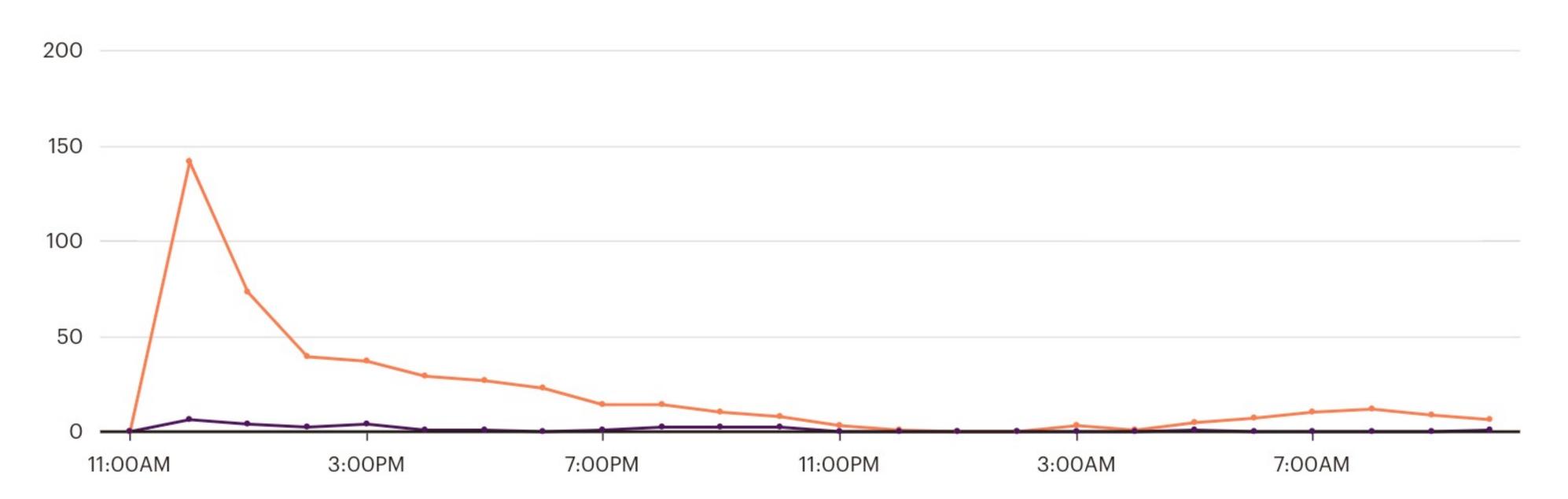
Audience: Red Soles Winery List Delivered: Wed, Jan 29, 2020 11:41 am

Subject: Celebrate The Big Game with 3 Packs and \$1 Shipping Special View email · Download · Print · Share

884	39	20	6
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	<b>3,056</b> 99.3%	Clicks per unique opens	4.4%
Total opens	1,476	Total clicks	69
Last opened	3/3/20 8:06AM	Last clicked	2/1/20 2:30PM
Forwarded	0	Abuse reports	0

#### 24-hour performance



Opens

Clicks

#### Top links clicked

https://redsoleswinery.com/GiftPacks	26
https://redsoleswinery.com/WineShop	18
https://redsoleswinery.com/events	16
http://twitter.com/intent/tweet?text=* URL:MC_SUBJECT *: * URL:ARCHIVE_LINK_SHORT *	2
http://www.facebook.com/sharer/sharer.php?u=* URL:ARCHIVE_LINK_SHORT *	2
View more	

#### Subscribers with most opens

View more

bounhaur@aol.com	49
jamsmith3@icloud.com	33
carolpeterson682@charter.net	17
amboard@sbcglobal.net	16
goodfellowj@gmail.com	17

#### Campaign benchmarking

Your email campaign performance compared to similar businesses.

Does this look accurate to you? Let us know

#### Characteristics you and your peers share

Industry

#### Agriculture And Food Services

Your industry was either self reported or predicted using natural language processing techniques. You can update it in <u>your settings</u>.

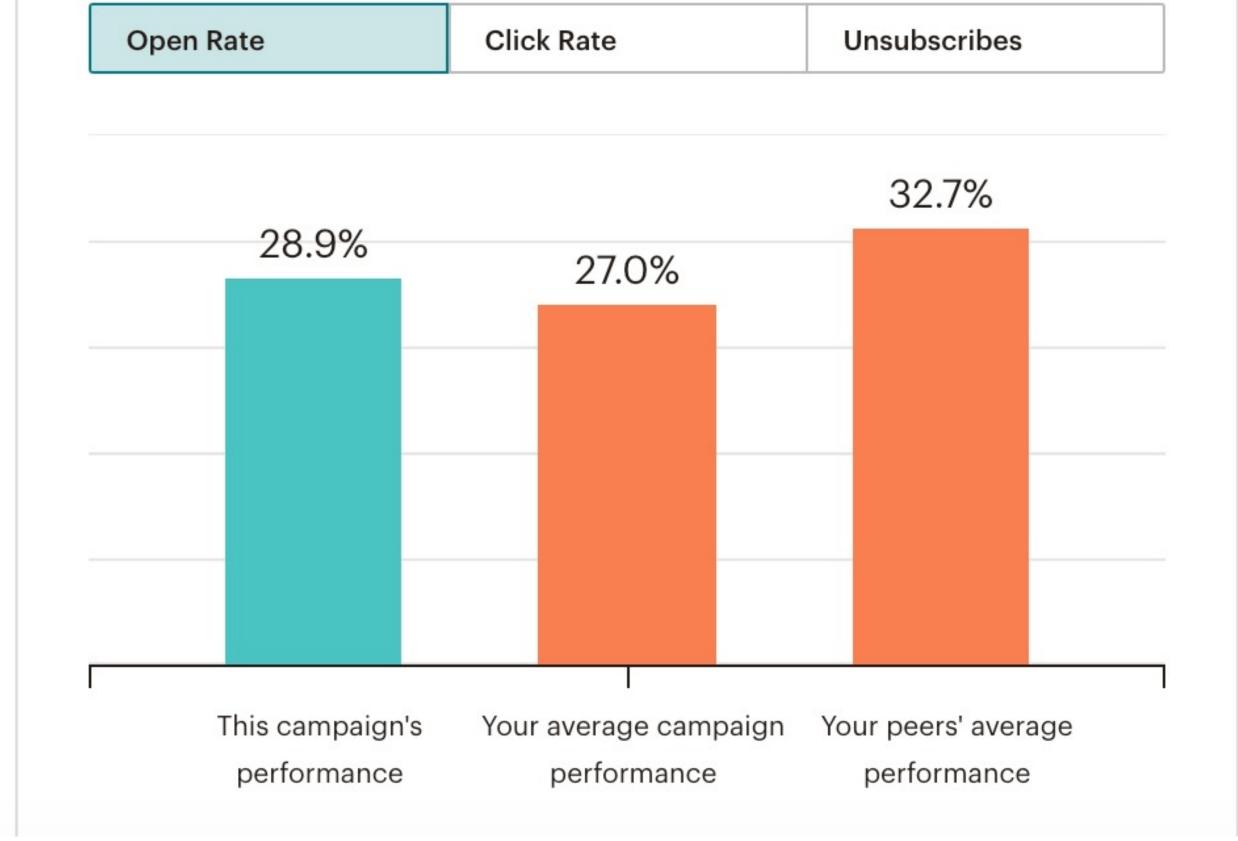
Audience demographics

A combination of Male, Female and Another Identity, from 45 and up

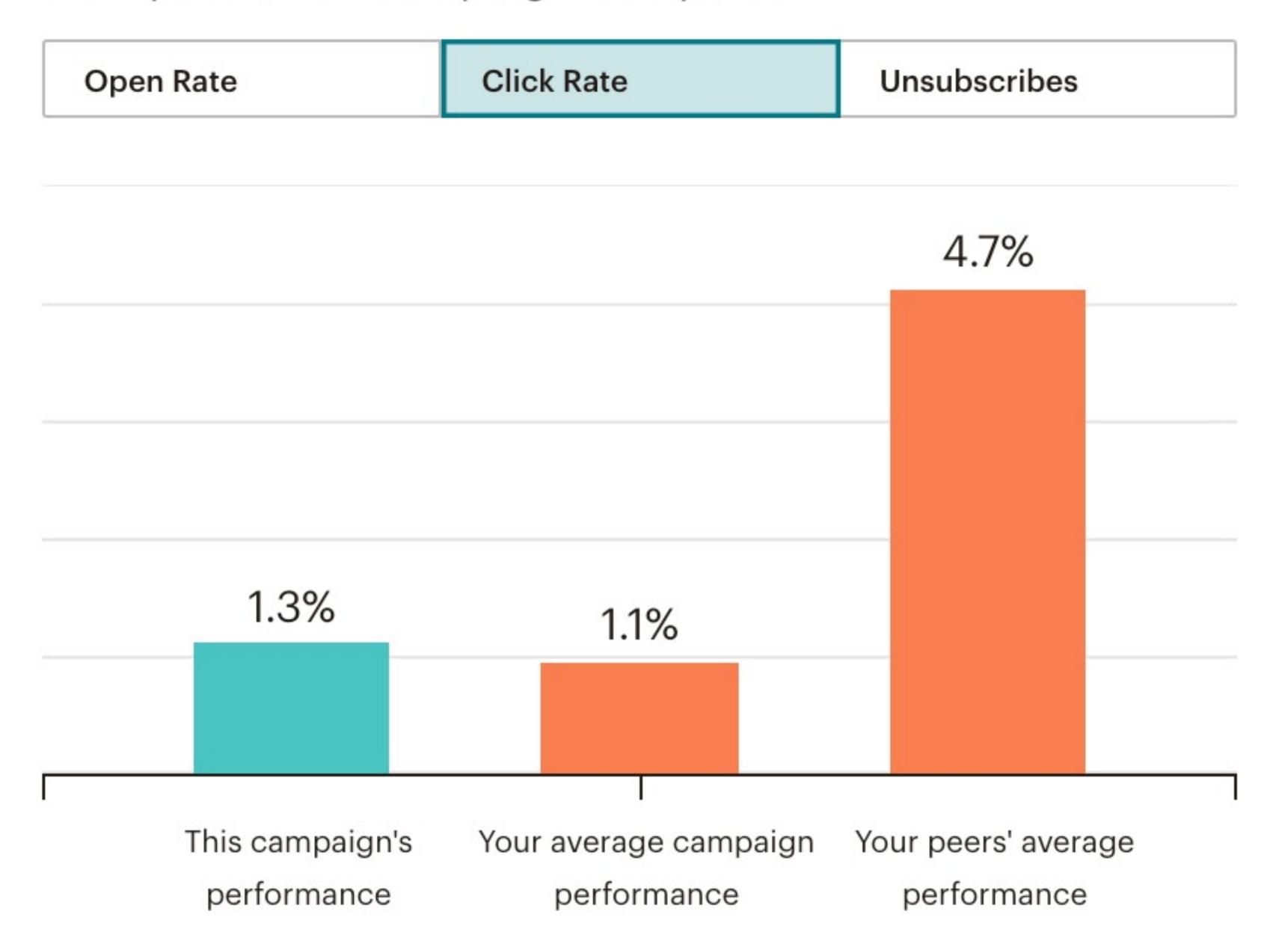
Audience size

2,000 - 10,000

#### How your email campaign compares



#### How your email campaign compares



# CONSISTENCY

# 1. Have a plan!!

Will you have time to execute a consistent email program yourself from start to finish?

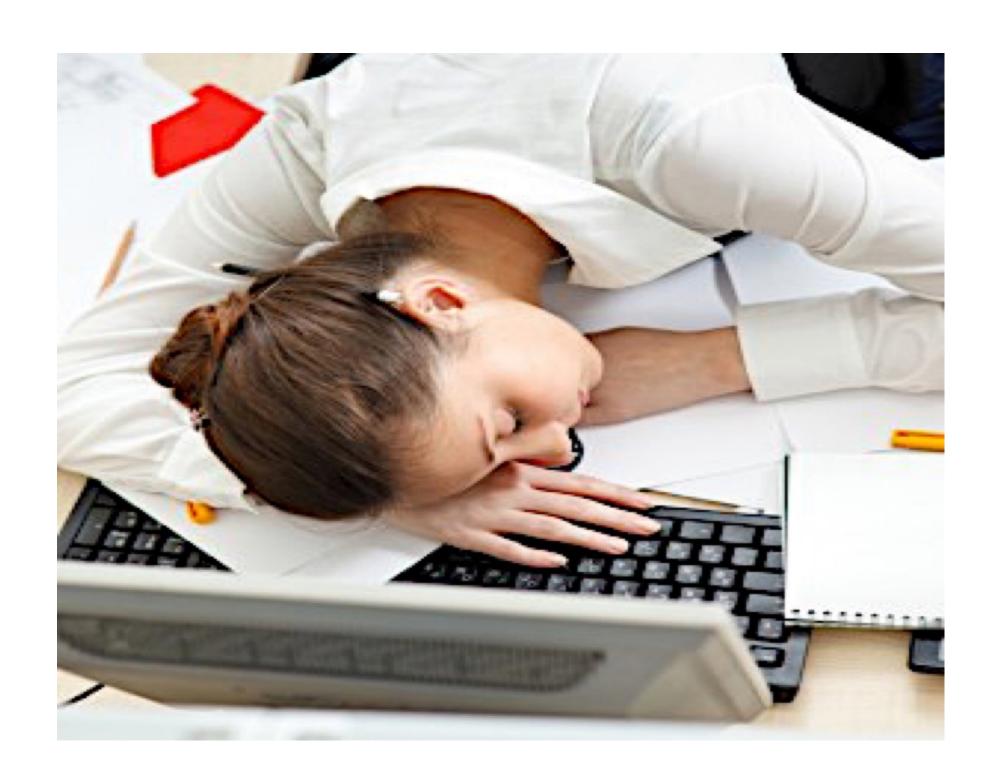
# 2. Consistency & Frequency Matters

The same email should be sent three times:

Announce Offer Reminder Offer Final Offer



### Is this your e-mail marketing program??



November-December

# January-October





#### HOLIDAY SUCCESS CASE STORY: NEVER GIVE UP!

A Stellar Deal On Some Of Our Favorites! Email not displaying properly? View this email in your browser SHARE THE LOVE & SPREAD THE WORD! (f) Share (y) Tweet (B) Forward BUY WINES WINE CLUB LOCATIONS BLOG CONTACT US a Wish Come True AFTER CHRISTMAS SPECIALS RIT HAR

We're keeping the holiday spirit alive a little longer with our After Christmas Specials

Four of your favorite wines, each at 30% off\*, along with two stellar shipping specials. Mix and match!

Don't wait...this offer ends Midnight December 26thl

\*30% Discount cannot be combined with any other discounts or promotions other than shipping specials below.

#### SHIPPING SPECIALS & COUPONS

Shipping INCLUDED
When you order 12+ bottles
(mix-n-match)
Use coupon code
stars12

\$9.95 Shipping
When you order 6-11 bottles

(mix-n-match)
Use coupon code

stars6

Shop Now



#### 2013 MOUNTAIN SELECTION ZINFANDEL

93 Points ~ Gold Medal ~ Exceptional

Chocolate covered cherries abound in this red fruit wine. Cranberry mixed

### When Do I Send Email Campaigns?

#### √ Which Day of Week?

Top day of week to send- TUESDAY! 17% opens on average but what you send makes a difference! Send educational emails earlier in the week that don't require action. Send actionable emails closer to weekend.

#### √ What Time of Day?

Best open rates 8am-Noon Best time for most engagement: 8pm-Midnight

#### YOUR MILEAGE MAY VARY!!!

- Test! Analyze! Test!
- Know Your Audience and when they are likely to open emails
- Emails are opened within an hour upon arrival, so send when people golden state are reading!





# EIVALL AUTOMATION

#### MARKETING AUTOMATION TYPES



# Welcome automation

When you get a new subscriber, follow up with a warm welcome.



# Date-based automations

Reach out to people on big days, like birthdays or anniversaries.



# Event-based automations

Trigger relevant
messages based on
how contacts interact
with your app.



#### RSS-to-email

Keep your people in the know by sharing your latest posts.



#### MARKETING AUTOMATION TYPES





Remind customers about stuff they left in their online shopping cart.



# Product recommendations

Show your customers more products they're sure to love.



# Order notifications

Let shoppers know you got their order and when something's on the way.



# Product retargeting emails

Remind people to come back for stuff they saw on your site.



#### MARKETING AUTOMATION TYPES



#### Product followup

After someone buys your stuff, get feedback or recommend other stuff.



#### Customer reengagement

Say hello to the people you haven't heard from in a while.



#### Best customers

Reward loyal fans with special sales, offers, and promotions.



#### First purchase

Thank your new customers after they make their first purchase.



### Basic Workflow

Immodiate	ely after subscribers are manually added to workflow					
Introduction						
0- 0- 0- RED	My Custom Workflow	<b>26.9%</b> Open rate	<b>1.4%</b> Click rate	<b>0</b> Queue	<b>2,831</b> Subscribers	Pause 8
SOLES	Schedule: Every day, all day	Орентисс	CIICK Face	Queuc	Jubsch Del 3	
RLENDFEST	Segment: None					
THE COAST	Action: None					
: 2 days afte	er subscribers do not open previous email					
0- 0- 0- RED	Automation Email #2	<b>14.0%</b> Open rate	<b>0.6%</b> Click rate	<b>0</b> Queue	<b>2,108</b> Subscribers	Pause
to the second	Schedule: Every day, all day		CHERTAGE	queue	Subscribers	
-	Segment: None					
BLENDFEST						
SLENDFEST IN THE COAST	Action: None					
ENDFEST THE COAST	Action: None					

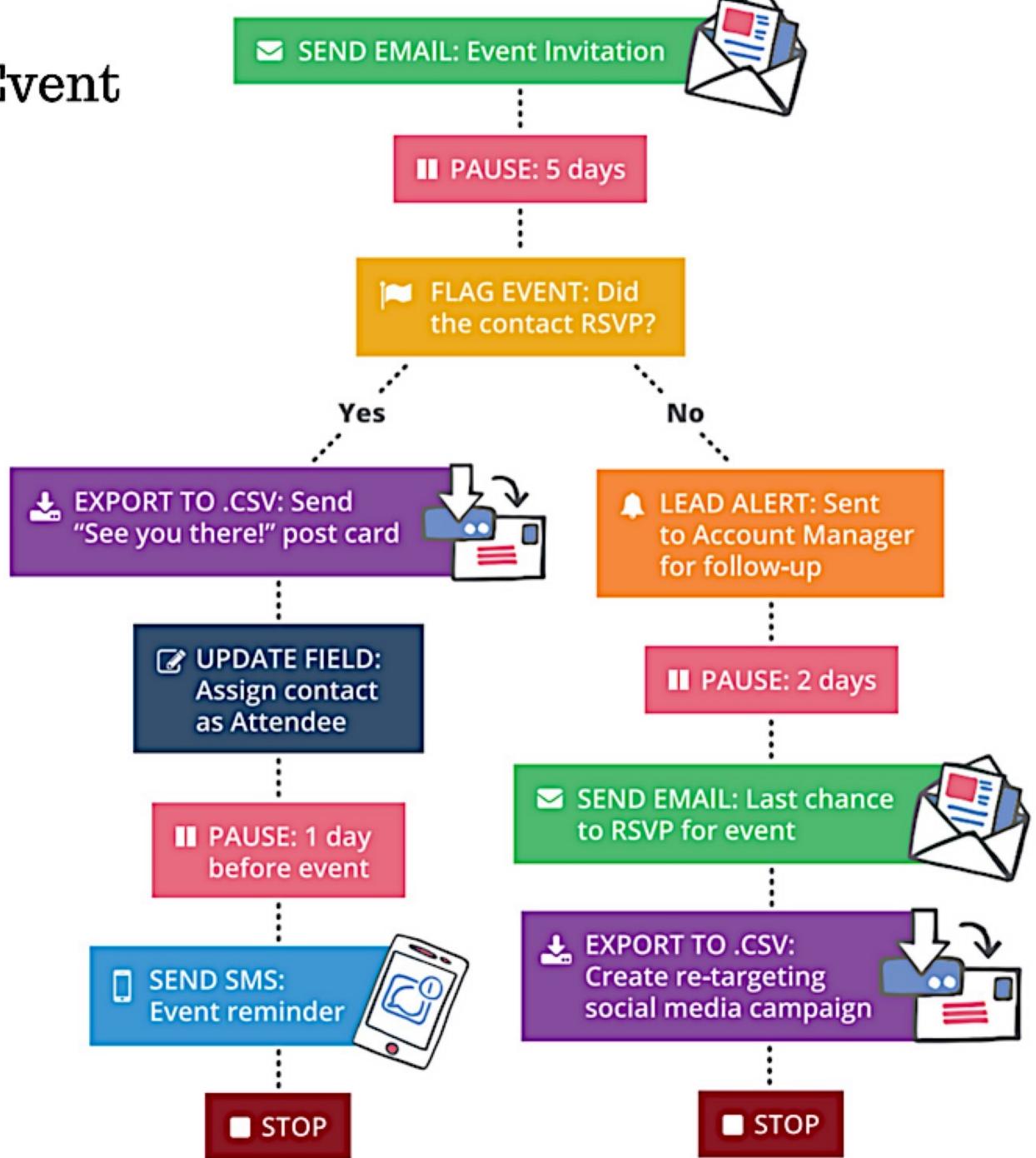
#### Welcome Series



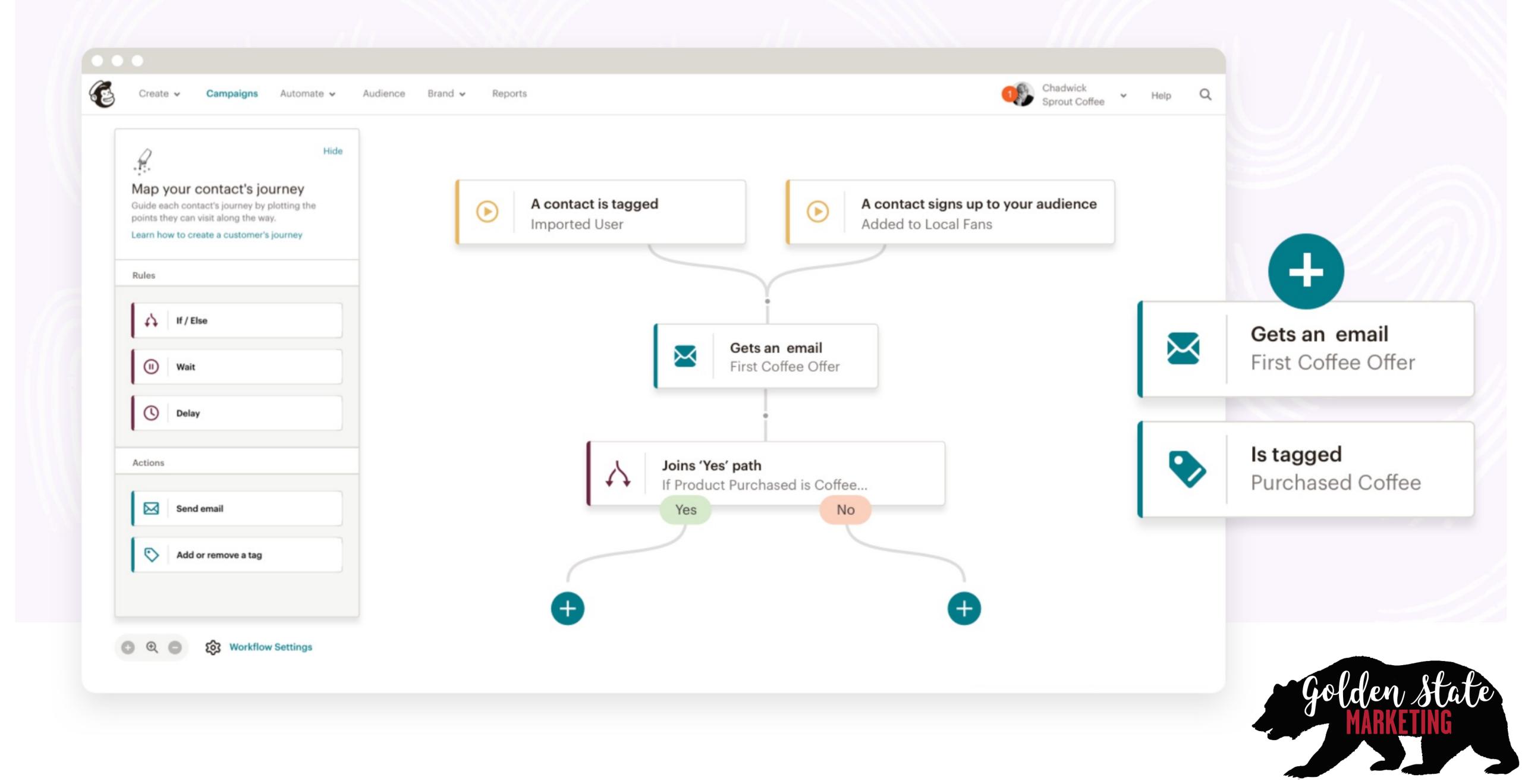


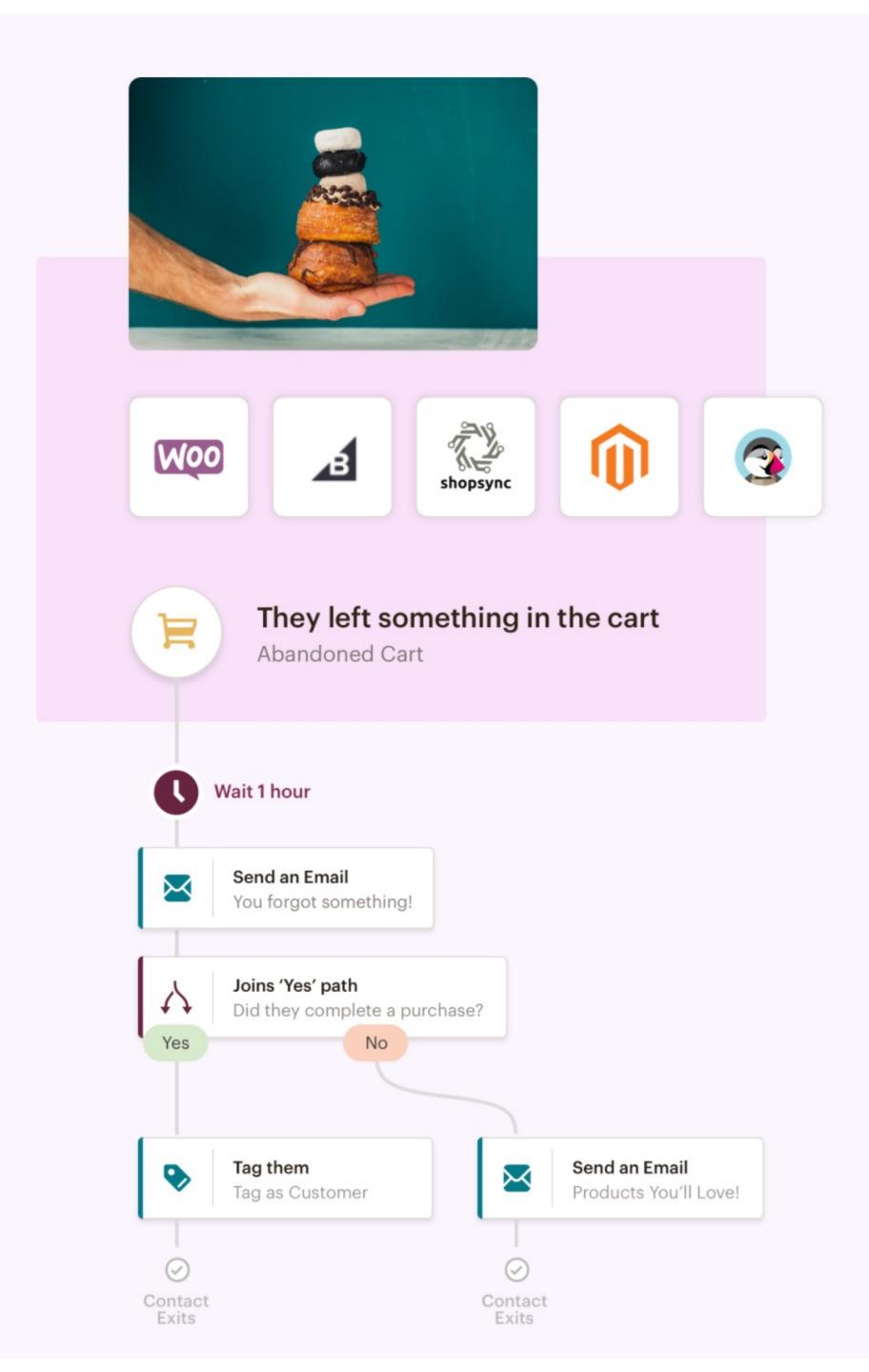
#### Abandoned Cart ■ EMAIL: Abandoned Cart ■ PAUSE: 1 day FLAG EVENT: Did the •••• No ••••• ....Yes .... contact purchase tickets? ■ EMAIL: Cart reminder EMAIL: Thank you and with discount souvenir coupon ■ PAUSE: 1 day ■ PAUSE: 7 days FLAG EVENT: Are tickets FLAG EVENT: Did the still in shopping cart? contact use coupon? Νo ■ STOP ■ EMAIL: Upcoming EMAIL: Benefits of ☐ STOP ticket specials a season pass ▲ LEAD ALERT: ▲ LEAD ALERT: Sent to Sales Sent to Sales Golden State MARKETING ■ STOP ■ STOP

#### Multi-Channel Event Campaign









# Unlock e-commerce automations

When you connect your e-commerce platform to Mailchimp, you can target your messages based on a customers purchase behavior.

```
WooCommerce →
BigCommerce →
ShopSync →
Magento →
PrestaShop →
```



# E-MAIL WRAP UP

- Don't forget to segment your audiences for better conversion
- · Automate!
- TEST! TEST! TEST!
- · Be consistent throughout the ENTIRE year!
- · Have a plan in place or it won't get done right or at all!
- · Track results so you know what is working!
- · NEVER GIVE UP!



# Next Steps For Your Business?

- Do you need to create an e-mail marketing plan?
- Are you budgeting for marketing or waiting to make money to have marketing budget?
- What support do you need to create and execute your e-mail marketing plan?

# Ready To Grow Your Business!

Free 15 Minute Discovery Call!

Get on my calendar: callwithpatty.com

or scan here:



