

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:

Santa Barbara: https://santabarbara.score.org/
National: https://www.score.org/

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 Q &A and comments in chat! I will attempt to ask them along the way, but may have to wait until end of presentation.

Please share:

- Your business type
- Are you B2B, B2C or Both
- What your biggest marketing challenge is right now!

Part 1 March 24

- Marketing plan basics and why it is important for your e-mail marketing
- •The latest e-mail marketing statistics and why e-mail is still the #1 marketing tool
- •The 5 C's of E-Mail Marketing Basics-Collect, Calendar, Create, Consistency and Clean
- •How to create a content calendar with a complimentary digital version sent to all students
- How to pick the E-Mail platform right for your business
- Anatomy of E-Mail design
- Subject Line tips
- Best times and days to send E-Mails

Part 2 Today

- List Segmentation is important (case study provided)
- E-mail automations
- A/B Testing Tips
- How to create E-Mail graphics using Canva
- E-Mail Analytics and what it all means

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





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

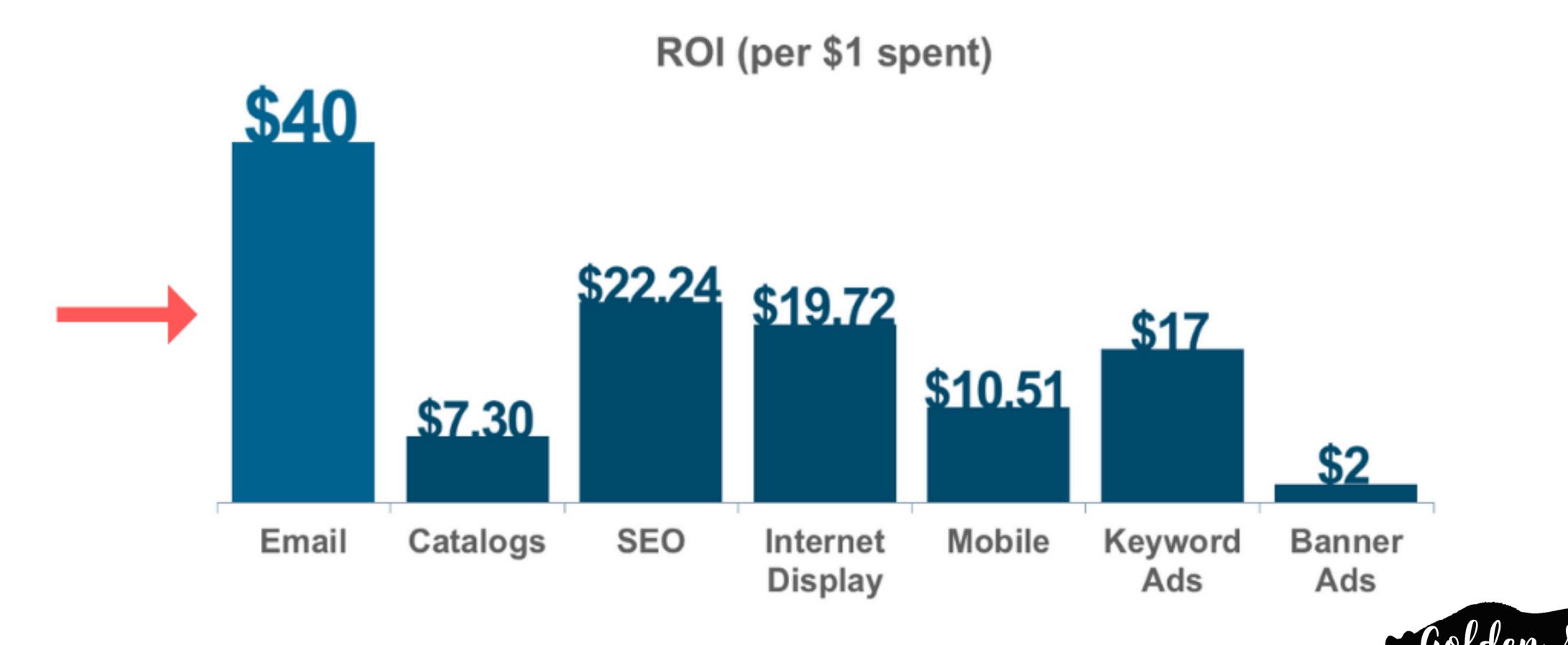
9. Not Segmenting 10.Thinking everybody can do email marketing

How often do consumers want to hear from you?



Source: Marketing Sherpa

WHAT IS THE ROI OF EMAIL MARKETING?



Source: Direct Marketing Association

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

- · 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!



NOVEMBER

COLOR-CODING KEY:

Holiday
Email Campaign
Event
Blog Post
Social Posts

Sunday	Monday	IIIAEAAV			Fed element	
		Tuesday	Wednesday	Thursday	Friday	Saturday
	Miles Stub Bests	#tastingroomtuesday	#Winewednesday	Notice of Book Book	#foodlefriday	Total Montat Day
	Wine Club Party	Thanksgiving Wine	Meriot Tasting Video	#national Donut Day #nationaldonutday	Chardonnay/Pasta	Int'l Merlot Day Wine Tourism Day
		Special Thanksgiving Wine				#Int'lMerlotDay
		Special				#WineTourismDay
						Merlot 3 Pack Specia
7	8	9	10	11	12	1
riot 3 Pack Special	Thanksgiving Wine Special	#tastingroomtuesday	#Winewednesday	Veterans Day	#foodlefriday	Ask A Question
			Wine Humor	#veteransday	Zin and Pork	Favorite Tgiving Side
	Blog:		Wine Club Party			
	Thksgiving wine pairings					
14	15	16	17	18	19	2
	Inspirational Quote	#tastingroomtuesday	#Winewednesday	#thirstythursday	#foodlefriday	Wine Club Party
	Give Thanks Quote	Thanksgiving Wine Special			Cab and Stew	
		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 Taiving dinner?		Tgiving and Wine Post	#thanksgiving	#BlackFriday	#SmallbizSaturday
					Black Friday	Small Business Saturd
28	29	30				
ANUKKAH 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

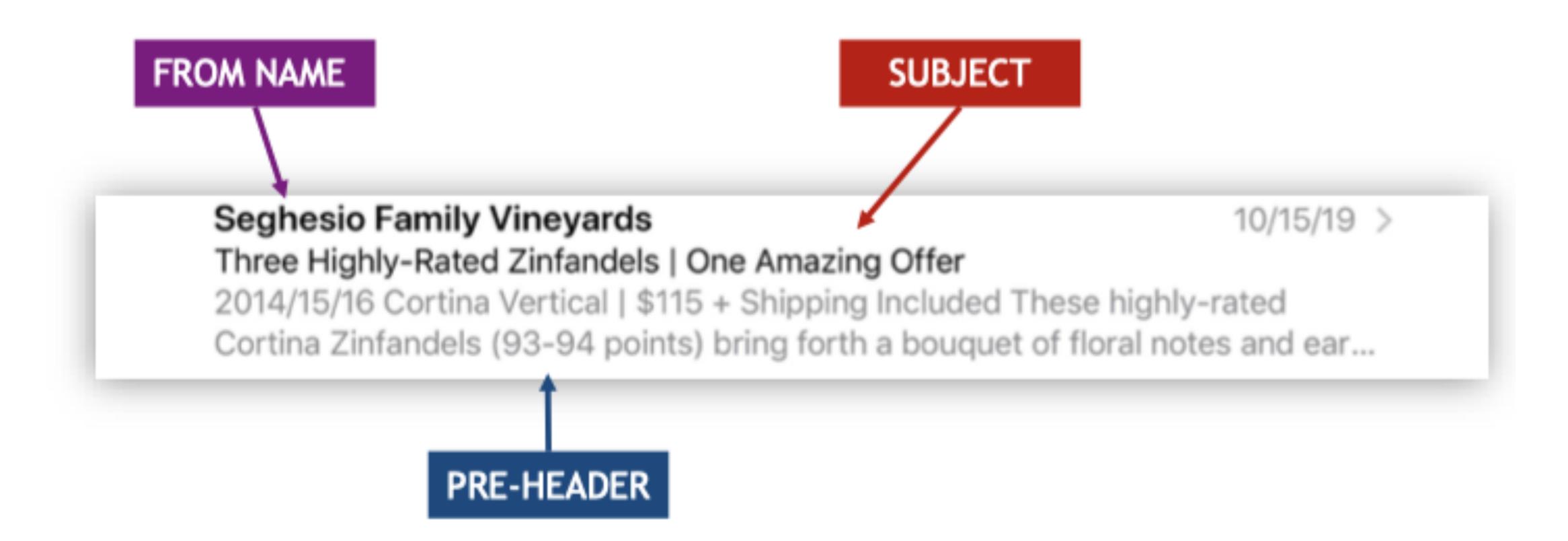


HERO IMAGE

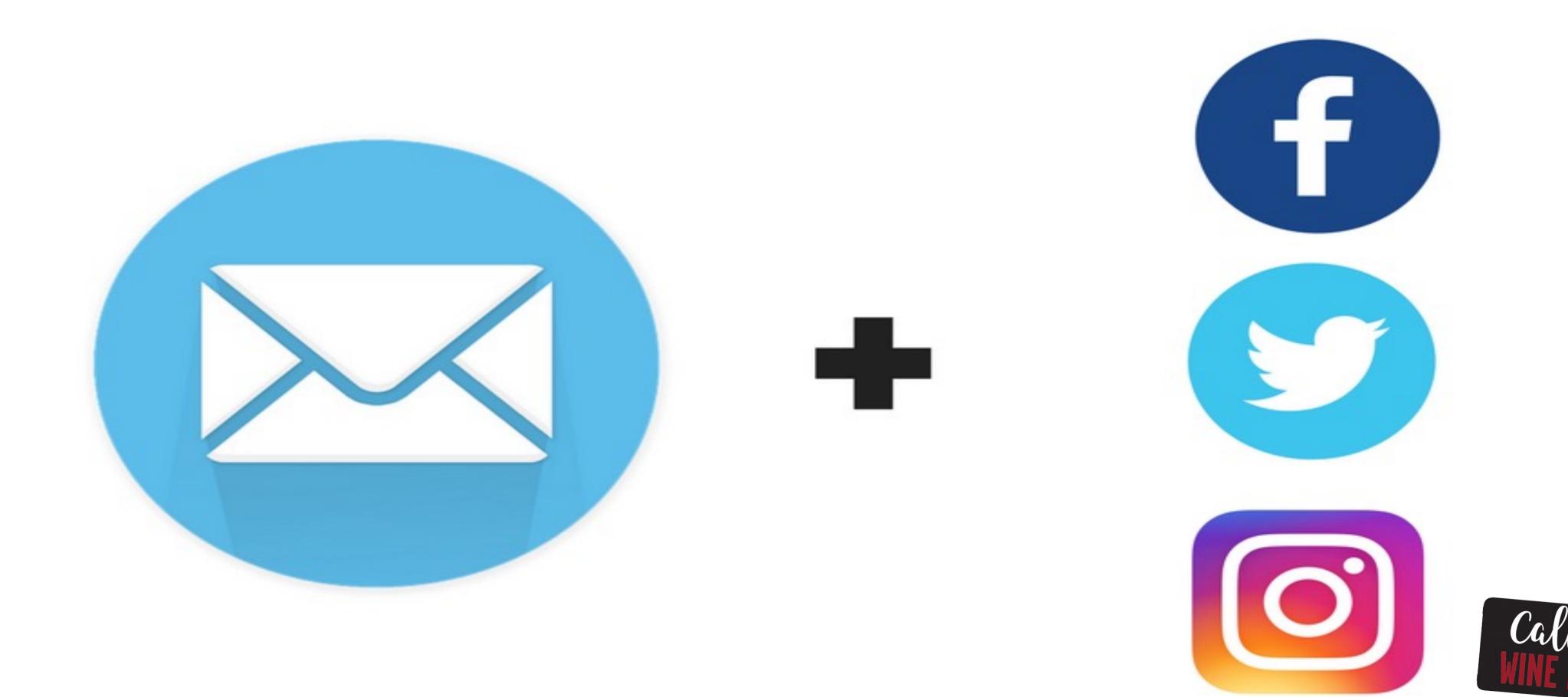
TIP: Design for mobile with a mobile-responsive template

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

Anatomy of an email



When Social Media Meets E-Mail Marketing



Social Media Listening-A Tweet That Turned Into a Campaign





Jane Smith @janeygirl 1 FEB 2013

@chase I can't believe I am drying my hair and making a mobile deposit!







000



Turns The News Into Campaigns



A Glass Of Red Wine Is The Equivalent To An Hour At The Gym

Love a good glass of vino but hate hitting the gym to work it off? This news will make your day. UPDATE:

HUFFINGTONPOST.CO.UK

Turns Into E-Mail Campaign >



< Found on Facebook News Feed



Research shows you can have wine instead of the gym! Use your gym membership fees here and buy a few of your favorite bottles!





A Glass Of Red Wine Is The Equivalent To An Hour At The Gvm

Love a good glass of vino but hate hitting the gym to work it off? This news will make your day. UPDATE:

HUFFINGTONPOST.CO.UK





PLANTATREE 13:14 PA
SAVE ALIES 21:05 Z U
15:15 T O

21:05 Z U R I C H
15:15 T O K Y O
19:50 C A I R O

THE CARUPG 1831014 CARUPG 1831014 CARUPG

TICKETS ON SALE NOW

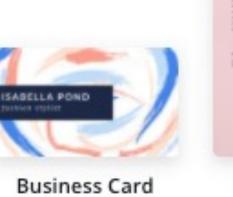


Print with Canva



Poster







Document

BIRDLY BLOVDSON Cheers free afect

Postcard





Flyer



Invitation (portrait)



Social Media



Animated Social Media



Facebook Video



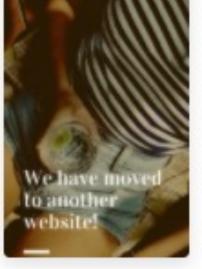
Instagram Post



Instagram Story



Facebook Post



Facebook Story



Facebook Cover



Facebook App Ad

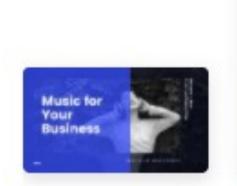


Social Media



Your Story

Documents



Presentation





















Memo

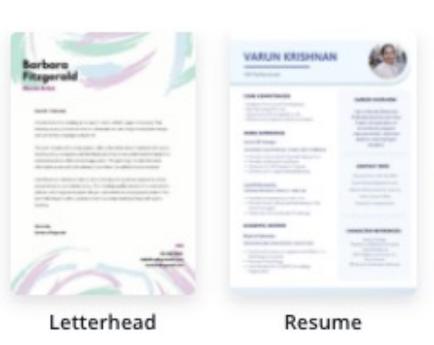


Invoice

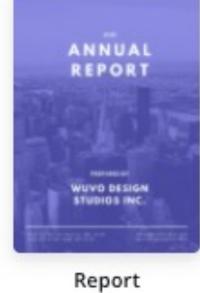
Documents

















Presentation

Personal



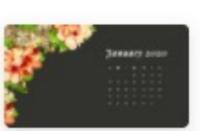














DAILY PLANNER







Card

Birthday Card

Recipe Card

Photo Collage

Photo Book

Calendar

Storyboard Planner

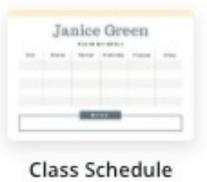
Graphic Organizer

Scrapbook

Education



Yearbook









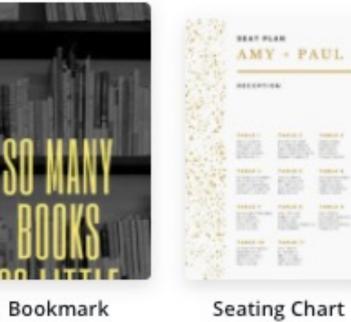


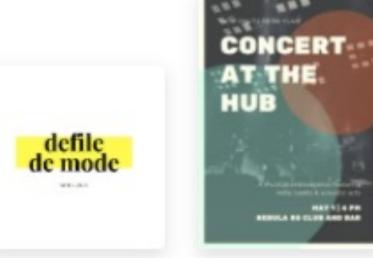


Table Of Contents





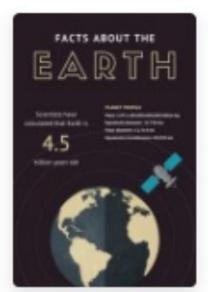
Marketing







Business Card Flyer



Infographic



Brochure



Gift Certificate Product Label



Gift Tag



ID Card

Canva

Events



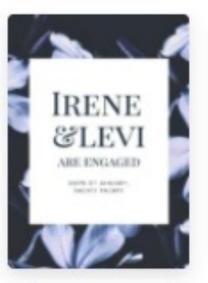
Invitation



Birthday Invitation



Wedding Invitation (Portrait)



Announcement



Program



Event Program



LESLIE'S

Facebook Event Cover

Ads



Facebook Ad



Instagram Ad



Large Rectangle Ad



Leaderboard Ad



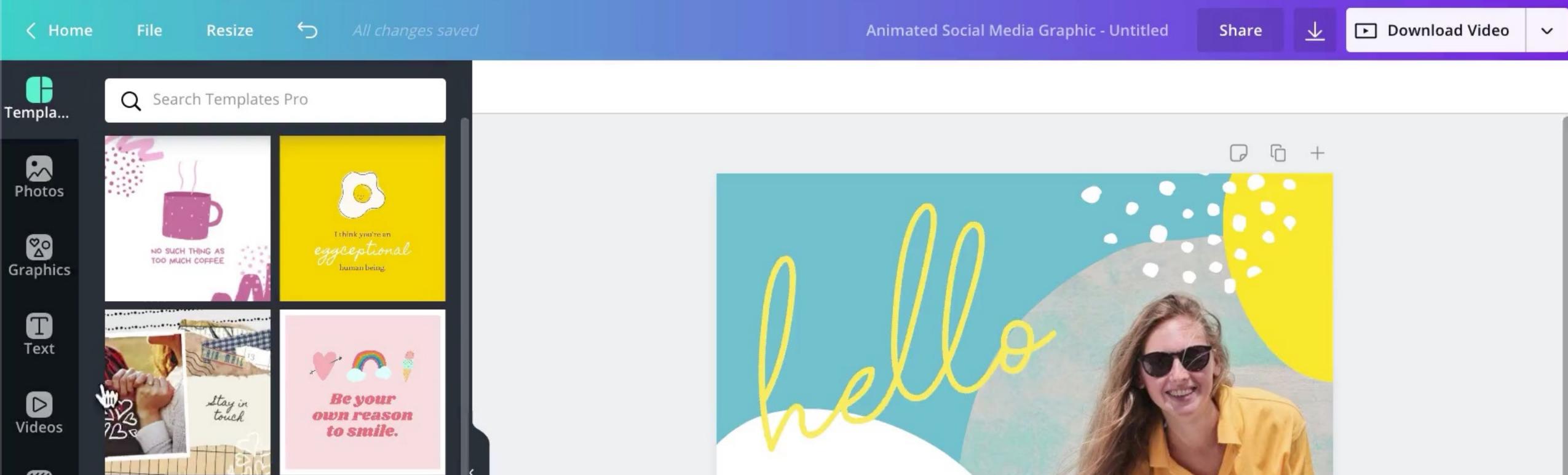
YOURSTYLE.COM

Wide Skyscraper Ad



Medium Rectangle Ad



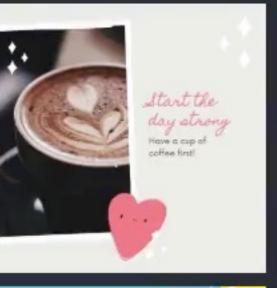




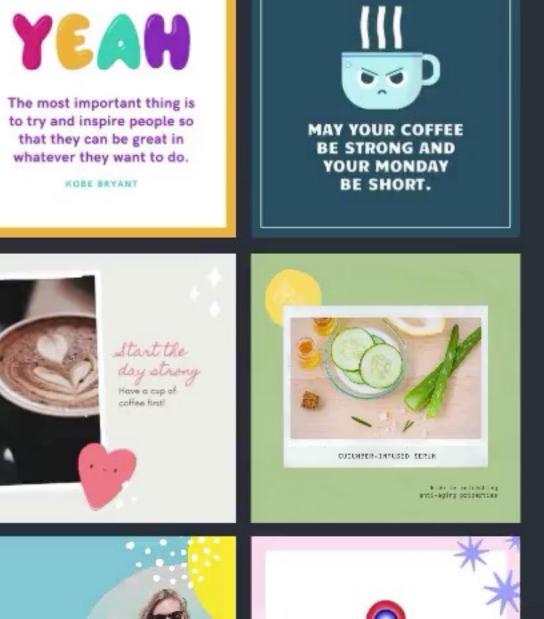


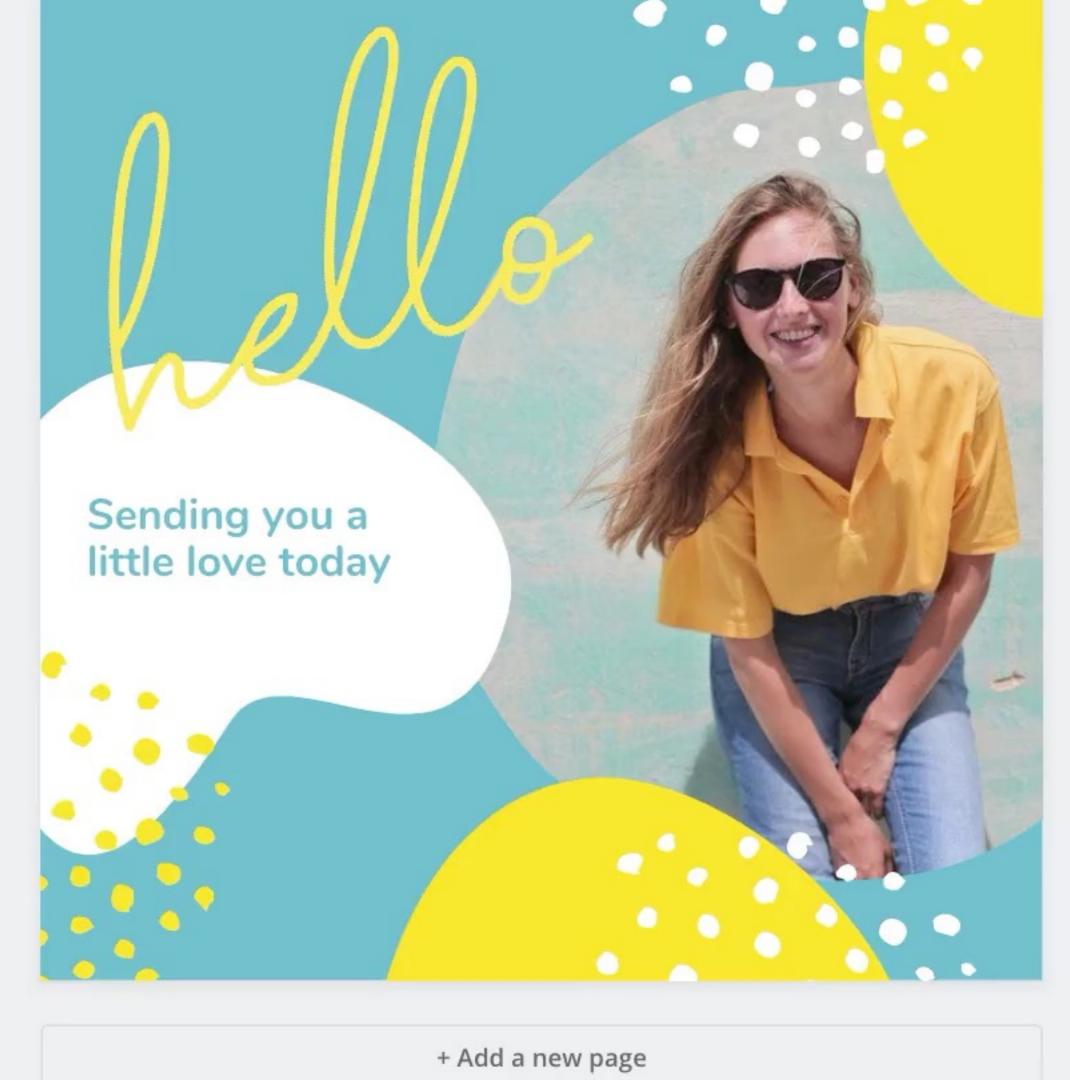
















Create a design

Home

All your designs

Templates

Photos

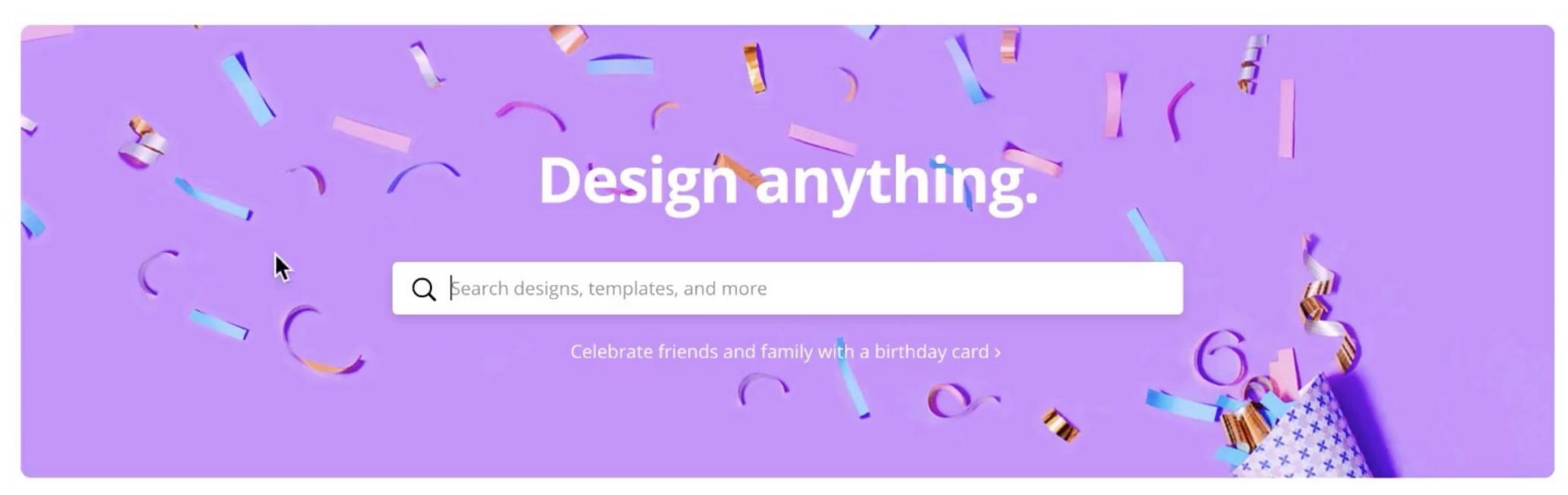
Brand Kit

Design School

Canva FB Communities

- Inner Circle
- Canva Certified Creatives
- **Folders**
- Shared with you
- CANVA CERTIFIED CREATI...
- Design Folder
- **INNER CIRCLE**

Your designs Images



Create a design >

Presentation















Custom dimensions

Instagram Story

Social Media

Infographic

Resume

See all

Wo

Help ?

Main Folder



Create a design

Home

All your designs

Templates

Photos

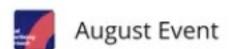
Brand Kit

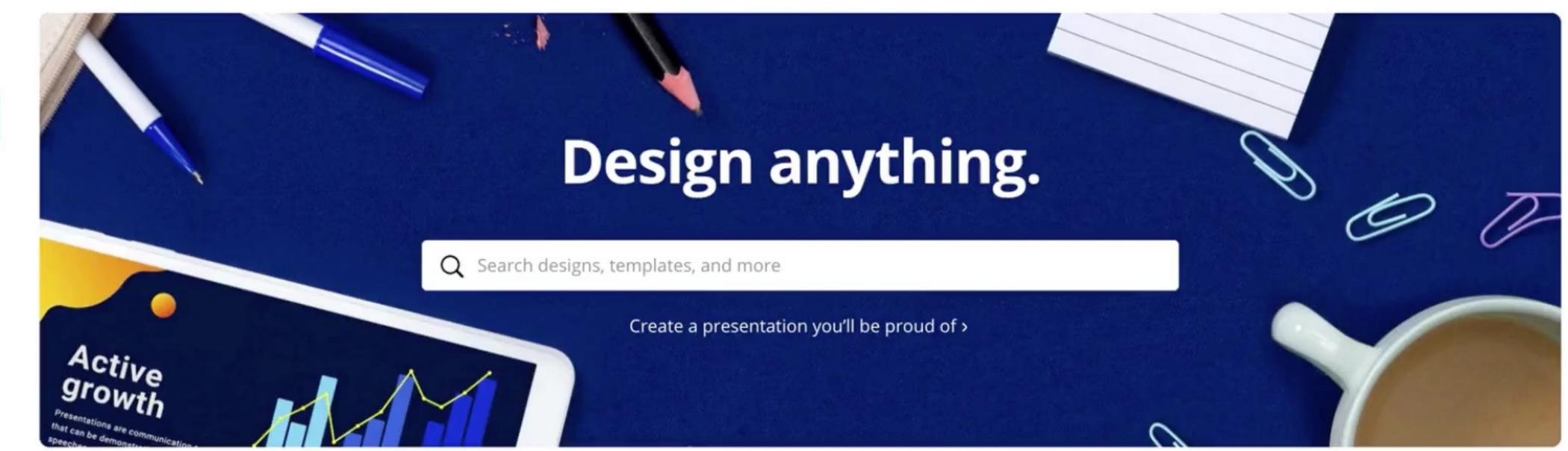
Design School

Canva FB Communities

- Inner Circle
- Canva Certified Creatives
- Folders
- Shared with you
- CANVA CERTIFIED CREATI...
- Design Folder
- INNER CIRCLE

Images





Create a design >







Animated Social Media



Instagram Post



Infographic



Instagram Story

1080 × 1920 px



Social Media



GEORGE

Custom dimensions

Resume



Your designs >

Presentation

*CANVAUPDATES









Help?

See all



Q Search all your designs

Create a design

All your designs

Templates

Photos

Home

Apps

Brand Kit

Design School

Golden State Marketing's team



+
⚠ Shared with you



Changala





SLOWN











NAWBO

Lazarre Wines

All your designs





earthday2020TW





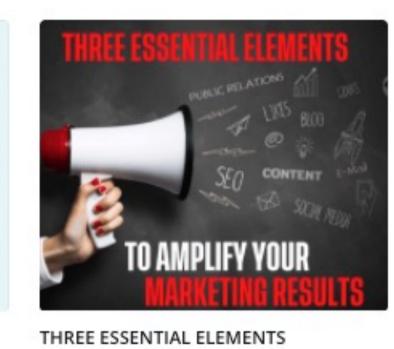
earthday2020IG











Happy Earth DaylG

LeverageWines

WE HELP BRANDS TELL THEIR STORY...

SAVE WATER

DRINK

WINE

2012 Tre Anel Grenache SBC

treanelliGrena...

treanelliGrenacheEM

Copy of Happy Earth Day...

SANGER

Five Wines At Great Prices and Shipping Including!

Happy Earth DayEM









Copy of Spri...

Canva

SipIntoSpringSaleTW



Copy of Copy of Spring Case SaleEM

Create with Canva



Instagram





Twitter



Facebook



Create with Canva



RED SOLES WINERY

ENTER TO WIN

Wine Tasting Experience For Four

Winner will be notified by e-mail





Speaker Bio



speakerhub

Patty Ross Helping businesses grow their brand online and beyond...

@californialwinemarketing

J.R. Keene, seminar

ww.californiawinemarketing.com patty@californiawinemarketing.com 805-996-0527



marketing is contagious. So much to learn, but she made it fun and informative...





Speaking Topics

- Skyrocket Your Brand With Digital Marketing & Beyond
- · E-Mail Marketing 101- The Basics & Beyond
- E-Mail Marketing Advanced Techniques-Automations, Landing Pages and More
- E-Mail Marketing: MailChimp Essentials
- · Social Media Road Map To Success-Let's Get Started
- Social Media Advanced-Social customer service, advertising, social selling, listening and beyond
- Google Analytics Introduction-What every marketer
- should know and why
- . Digital Tools to Save You Money and Get You Noticed
- Additional marketing topics available

All topics can be customized to fit your audience knowledge level and time schedule. You can request 1-3 hour seminars, half day or full day classes. Contact me for customization and pricing on any digital marketing topic.

Patty has well over 20 years experience in marketing and has been in the online space since 1998 where she developed an e-commerce program for a gour met gift company into a million dollar business. She has spent 14 years helping the wine industry gain traction online and has since branched out to help other industries grow their brands including financial, legal, health and beauty, motorsports, landscape design, political activism and non profits. California Wine Marketing, and her other business, Golden State Marketing, were founded in 2006.

Party enjoys speaking on various marketing topics to help business owners understand the importance of marketing their brand online and

Organizations I have spoken for:















WINERY

& DISTILLERY

2018 EVENTS

3230 Oakdale Road Paso Robles 805.226.989

www.redsoleswinery.com

Rack Card

January 27

Cambria Art & Wine Fest (Off Site) February 10 Mardi Gras Party February 9-11

BlendFest at the Coast (Off Site)

February 17 Rancho Mirage Food & Wine Festival (Off Site) February 17

Paso Robles Rhone Rangers Experience (Off Site)

March 15-17 Vintage Paso: Zinfandel Festival

Off Site Firestone Walker's From the Barrel April 7-8

Wine 4 Paws Weekend

April 14 Off Site Vin Diego Food & Wine Fest

Red Soles Pick-Up Party, Noon - 2:00 pm.

May 18-20

Paso Robles Wine Festival May 26 - 28

Memorial Day Weekend Fundraiser-A portion of wine sales will be donated to helping our veterans.

June 2

Twilight on the Terrace (Off Site) July 16

Winemaker's Walkabout

The Month of August Club Members bring a picnic to Red Soles

> and enjoy a \$1 bottle of wine October 19-21

Paso Robles Harvest Festival

November 3 Red Soles Pick-Up Party, Noon - 2pm. December 8

Membership Updates Just a reminder that any updates to your membership need and to tiffani@redsoleswinery.com and must

be received 30 da ______ or to the shipment.

Christmas Party

SPREAD THE WORD & SHARE THE LOVE:











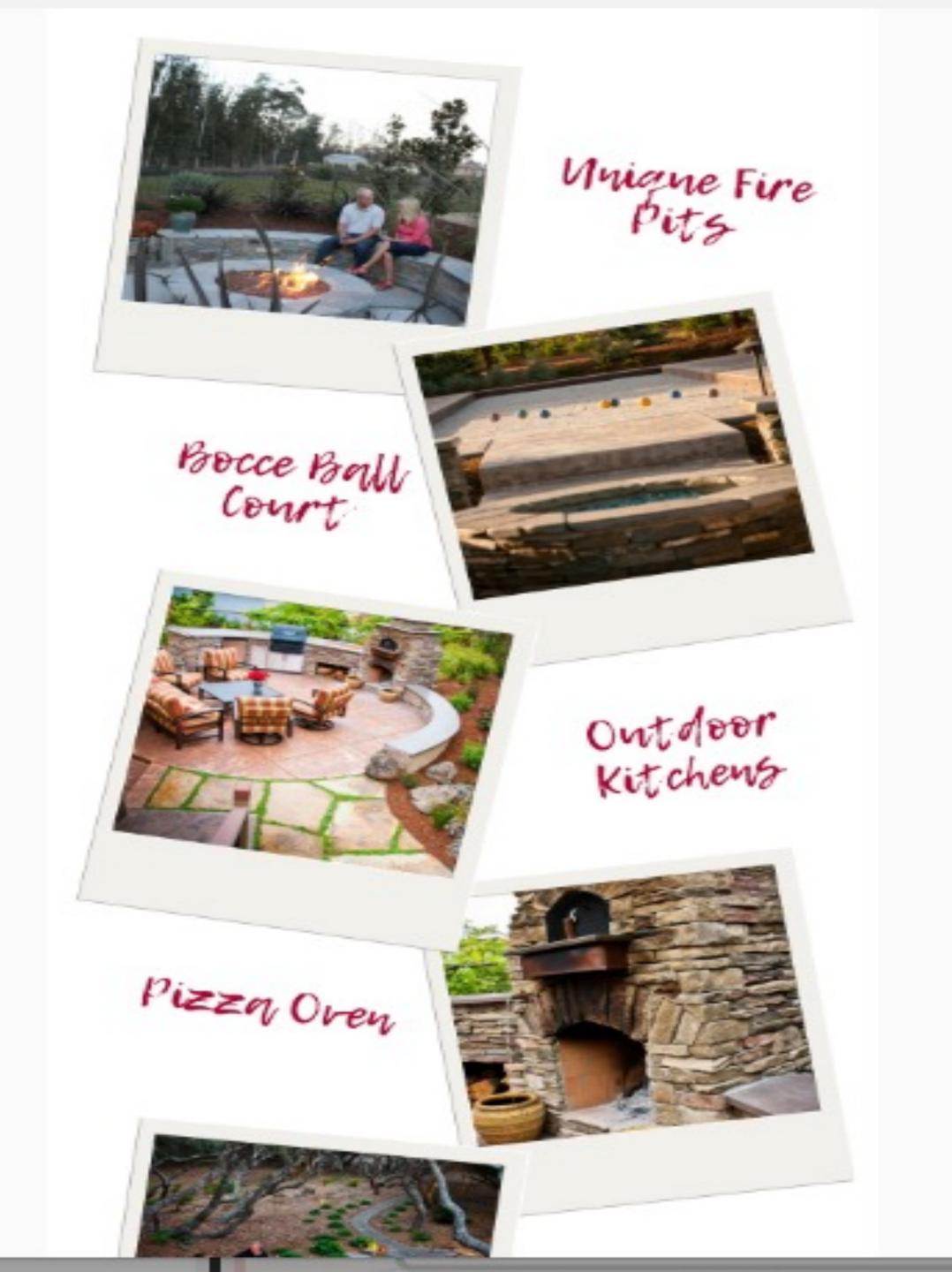


Ontdoor Living Inspiration EAT, PLAY AND RELAX

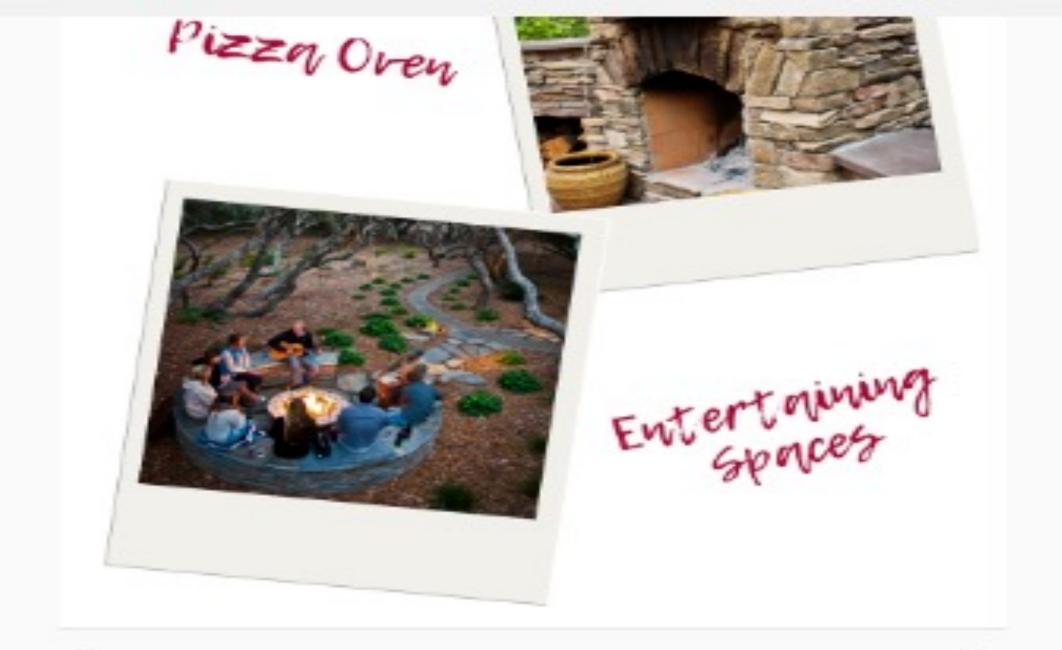
It's Summer time and along the Central Coast, that means we are spending even more time outdoors. Turn your outdoor spaces into an oasis for eating, playing and finding solitude in nature. Now is the perfect time to get inspired and get that outdoor space complete. Let us help design the perfect reason to spend time outdoors!

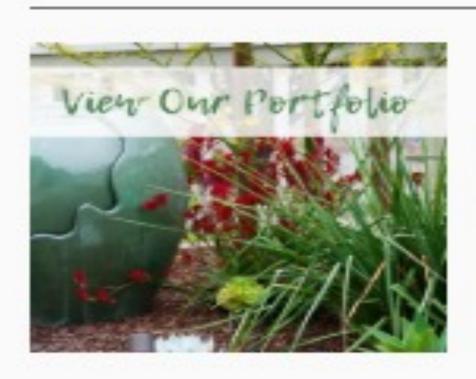
Contact us today to begin your landscape renovations. Mention the word "MailChimp" and receive 10% off of your custom landscape design!

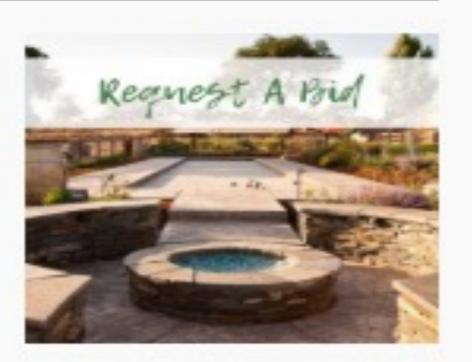












GET SOCIAL WITH US:







Copyright © 2018 Sage Ecological Landscapes, All rights reserved. You are receiving this email because you opted in at our website, nursery, or event booth. Thanks for your interest in our newsletter! - <3 The Sage Team



CLEAN

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



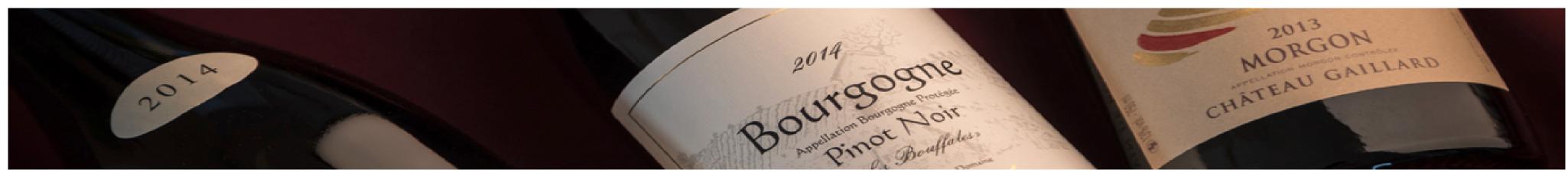


How to Not End up in Spam folders

- · 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



Case Study: Segment By AOV





THE PROBLEM

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

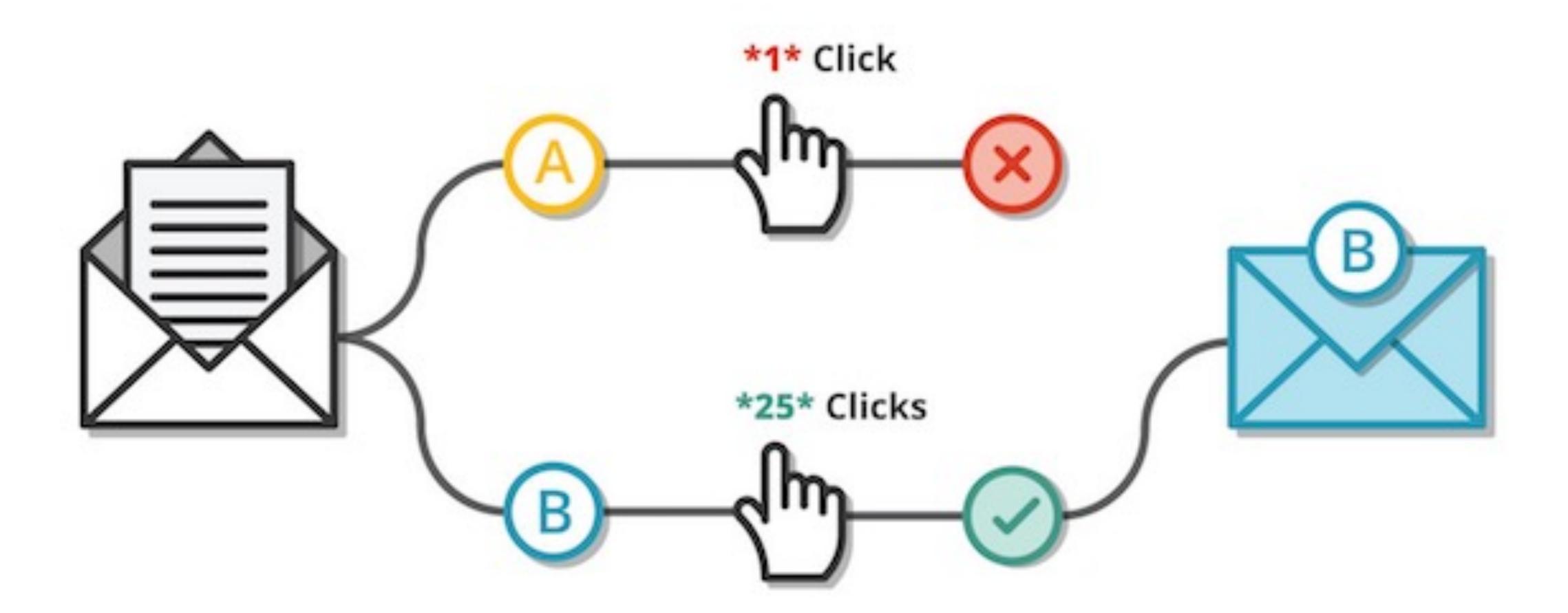
All current e-mail offers were \$500+



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!



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?

A/B Testing Campaign Results



WINNER PICKED BY OPEN RATE

Test size is set to 100%. There will be no remaining recipients to send the winner.

VARIATION	DELIVERED	TOTAL OPENS	TOTAL CLICKS	UNIQUE OPENS	UNIQUE CLICKS	UNIQUE CLICK- TO-OPEN RATE	TOTAL CLICK- TO-OPEN RATE	UNSUBSCRIBES
A	117,885	14,418	639	10,653	226	2.12%	4.43%	370
В	117,955	14,151	493	10,312	171	1.66%	3.48%	349

EMAIL SUBJECT	SAMPLE SIZE
A Grow Your Business With RAMP L.A. WINNING VARIATION	A 120,947
B Learn How To Do Business With Local Government and Corporations	B 120,947

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

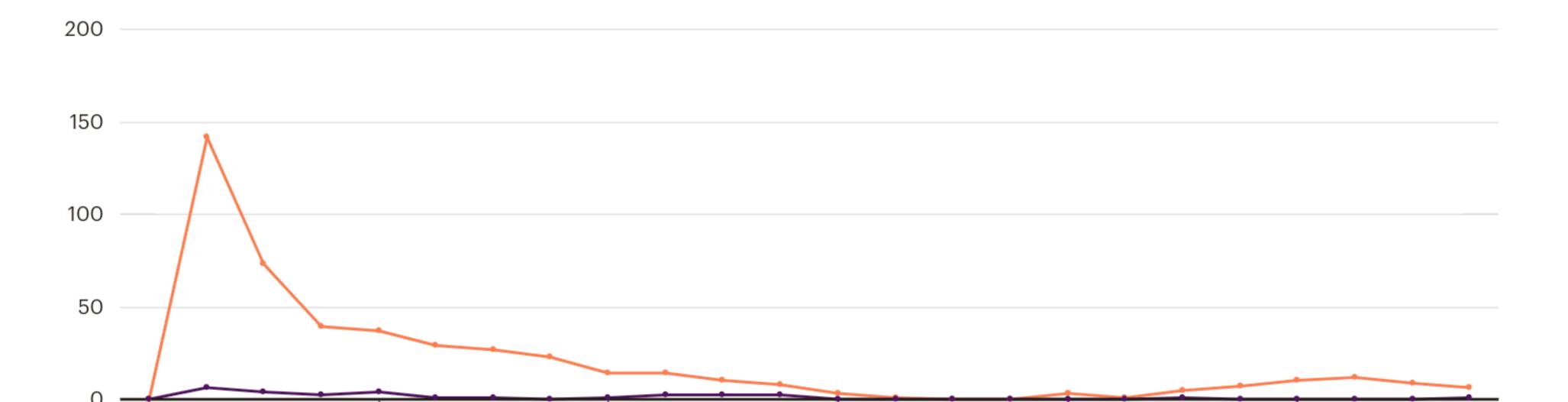
884	39	20	6
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	3,056 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

11:00AM

3:00PM



11:00PM

3:00AM

7:00AM

7:00PM

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>.

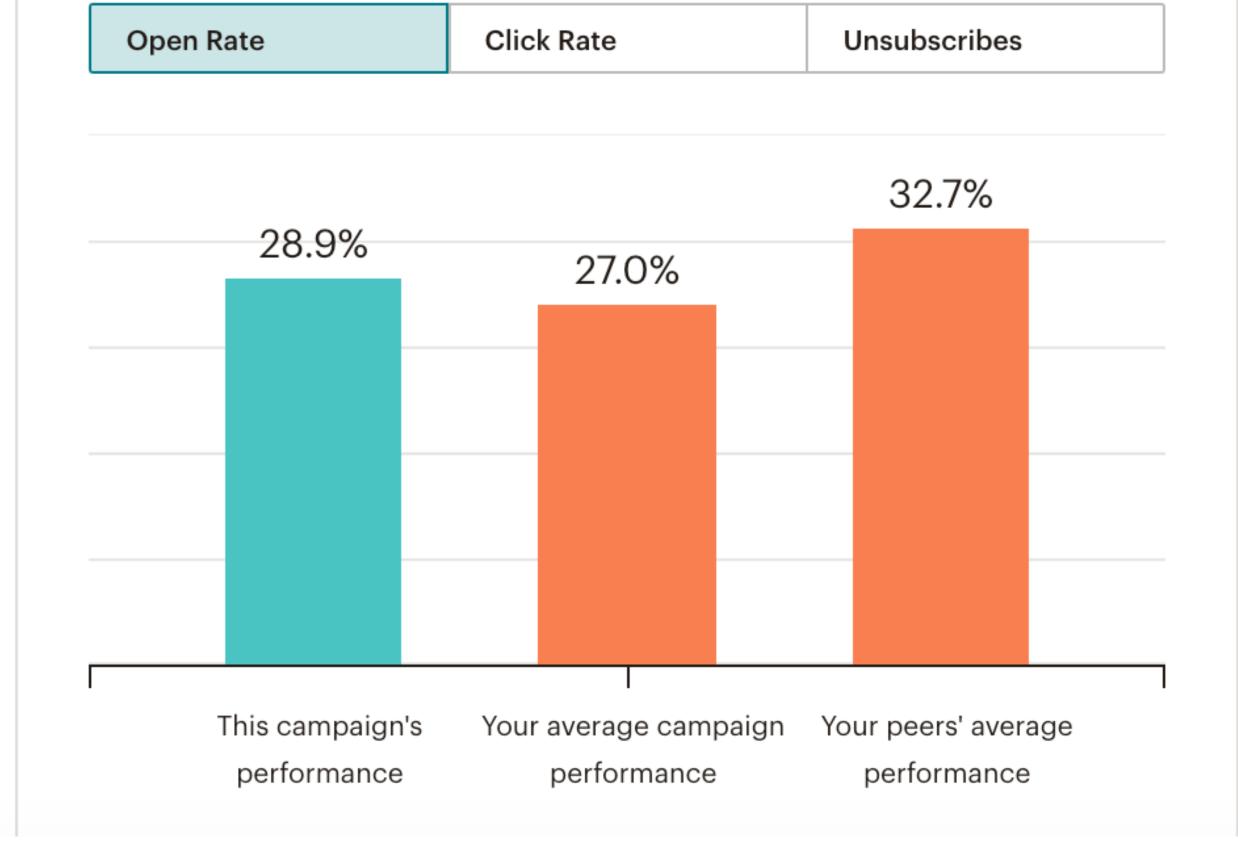
Audience demographics

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

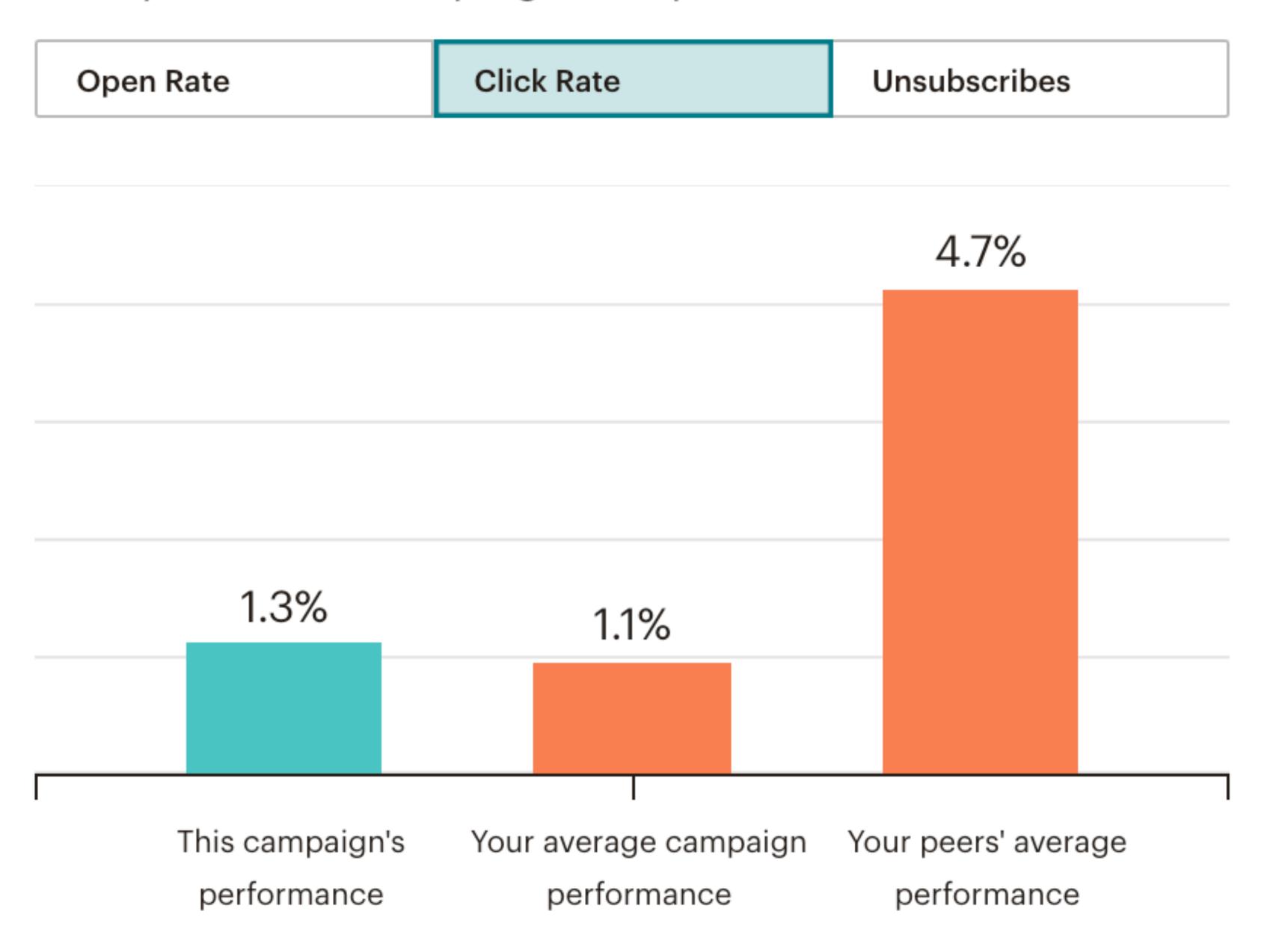
Audience size

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?

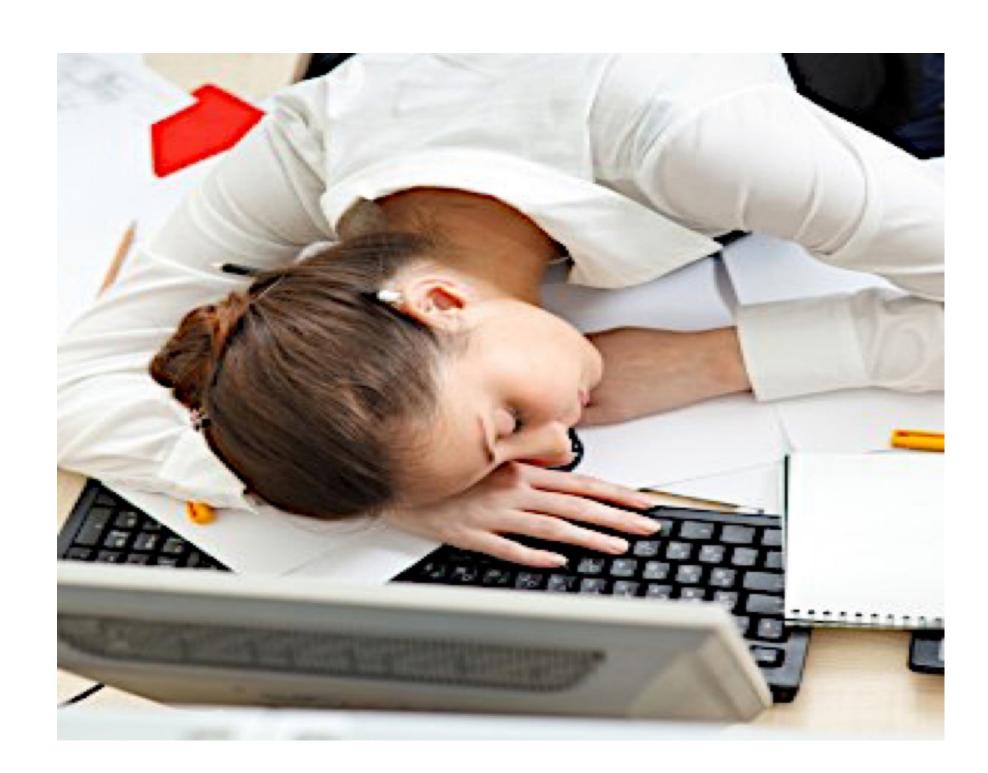
2. Consistency & Frequency Matters

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





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

Customer Journeys Create Journey Pre-Built Journeys Start with a pre-built map and make it your own. Every map is built to be used as is or fully customized to meet the needs of your business and customers. Vertical: All V Objective: All V Use with: All 💙 Sort By: Popular 🗸 Nurture relationships Share information \oplus Email tagged customers Welcome new contacts Create from scratch Sell stuff Sell stuff Re-engage contacts Recover lost customers Recover abandoned carts Send multiple offers to abandoned cart customers Drive audience actions Sell stuff Sell stuff Celebrate customer Encourage online reviews Create repeat customers birthdays



MARKETING AUTOMATION TYPES

Drive audience actions

Welcome contacts who subscribed via your popup form

Drive audience actions

Collect customer feedback Nurture relationships

Reward VIP customers

Drive audience actions

Thank customers for answering a survey

Sell stuff

Remind customers to reorder

Sell stuff

Send personalized promotions for abandoned carts

Manage my audience

Identify high-value customers

Sell stuff

Promote cross-sell opportunities

Manage my audience

Identify high and low engagement customers



MARKETING AUTOMATION TYPES

Sell stuff

Celebrate annual events

Share information

Engage new group members Share information

Welcome contacts and confirm their registration

Sell stuff

Promote future events to EventBrite sign ups

Share information

Welcome attendees to an event when they check in

Sell stuff

Promote future events to EventBrite event attendees



Basic Workflow

DEN DEEN THE COAST	My Custom Workflow Schedule: Every day, all day Segment: None Action: None	26.9% Open rate	1.4% Click rate	Q ueue	2,831 Subscribers	Pause
2 days after	subscribers do not open previous email Automation Email #2	14.0%	0.6%	0	2,108	Pause
SOED AND AND AND AND AND AND AND AND AND AN	Schedule: Every day, all day Segment: None	Open rate	Click rate	Queue	Subscribers	

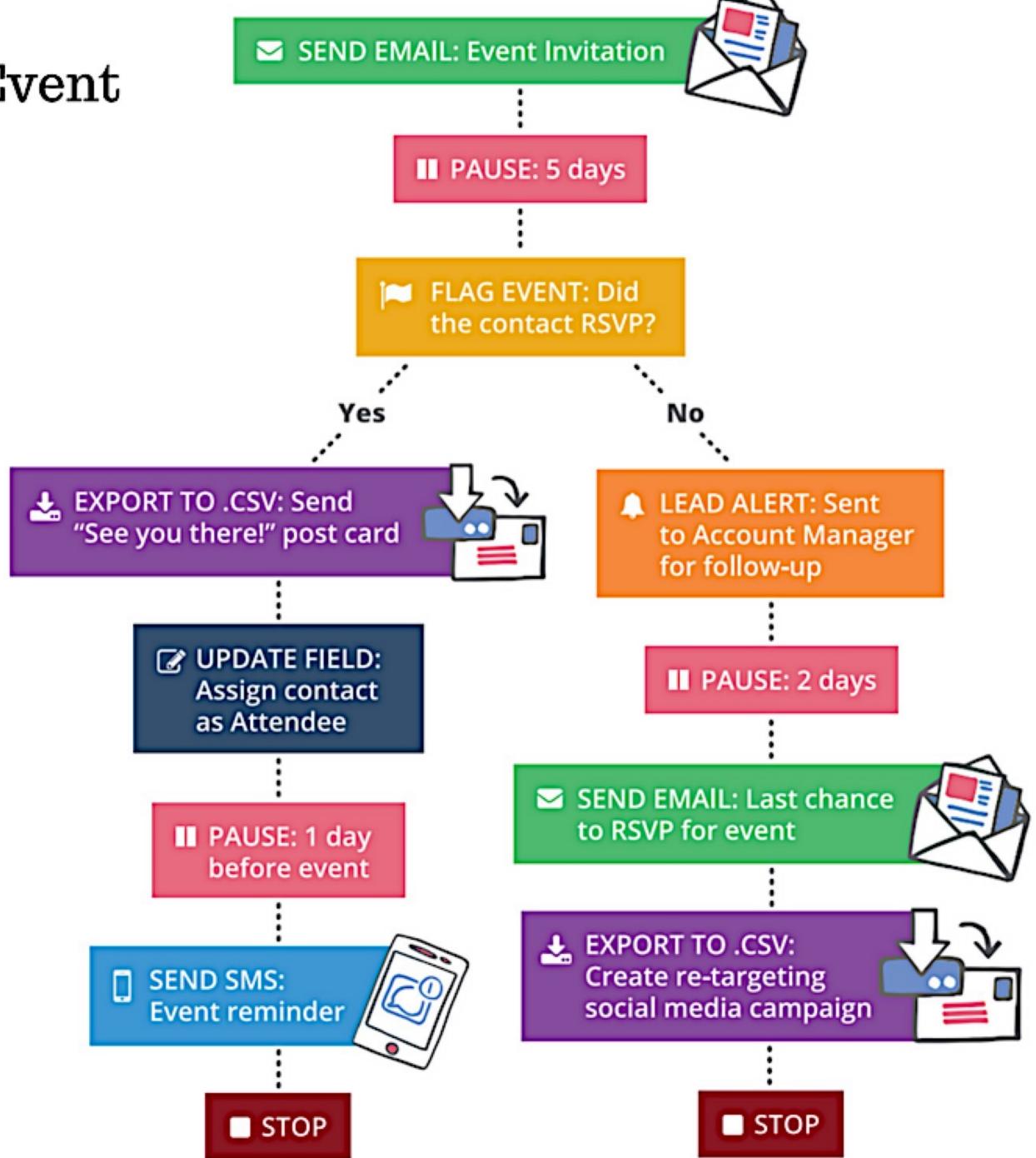
Welcome Series



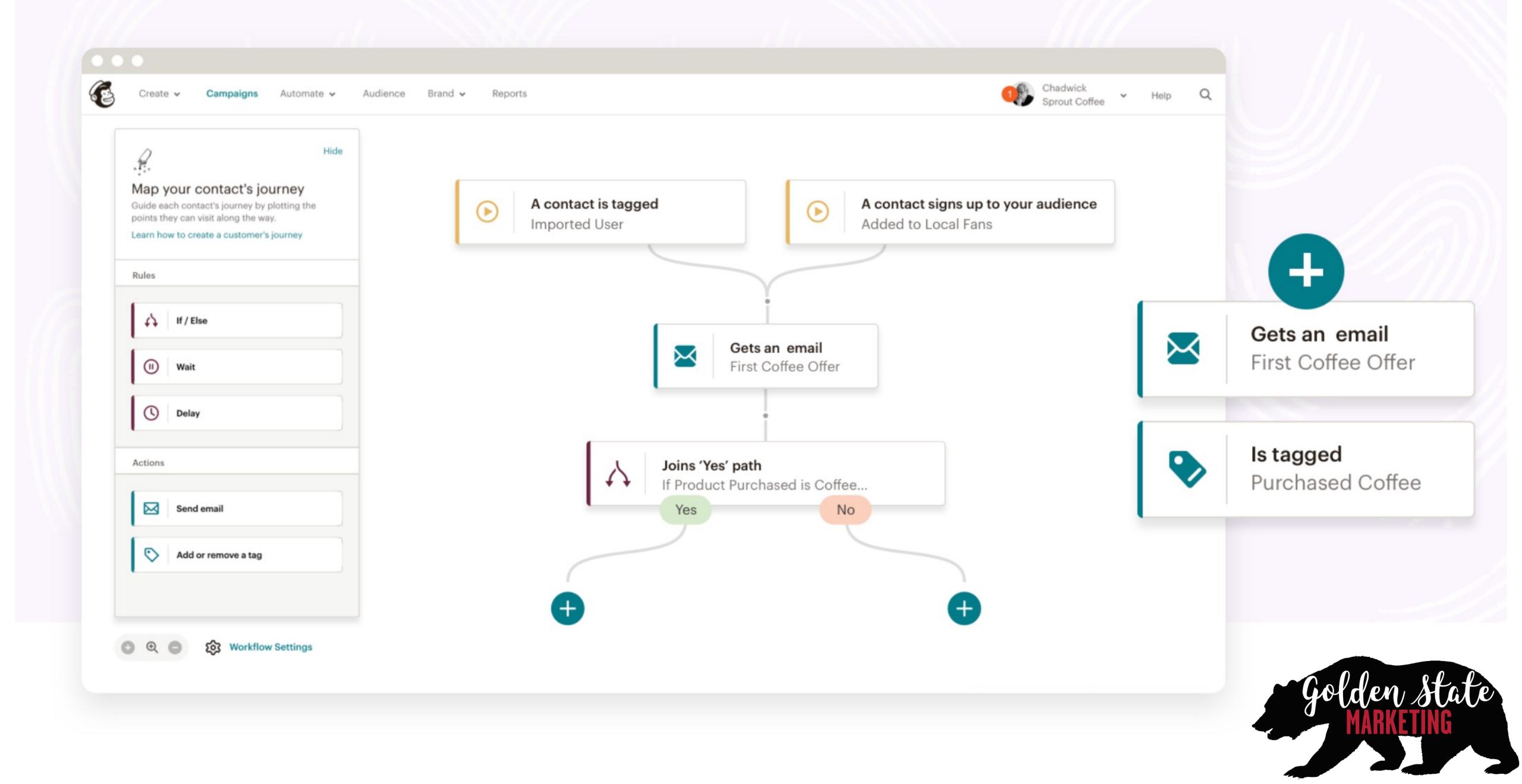


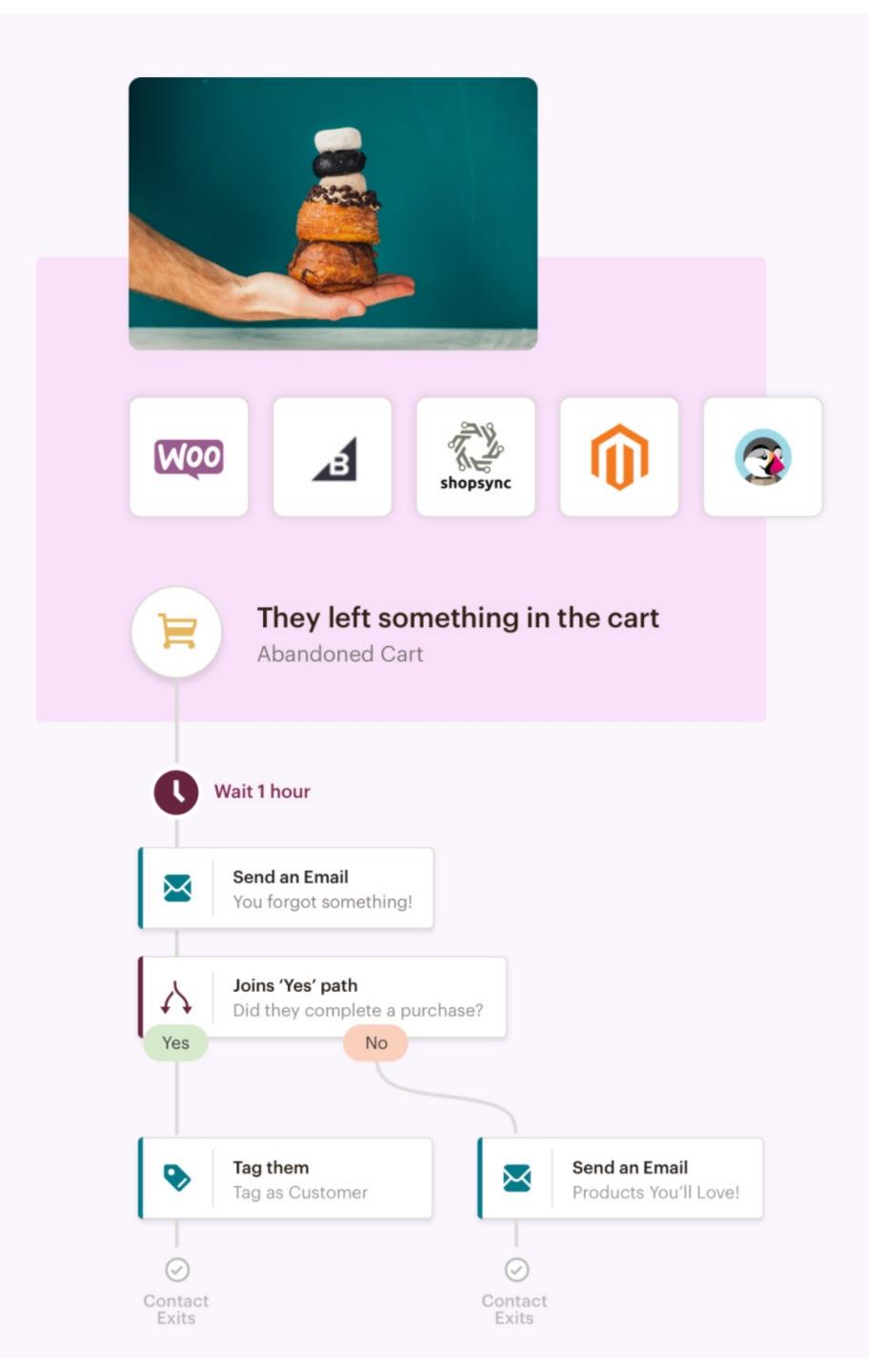
Abandoned Cart ■ EMAIL: Abandoned Cart ■ PAUSE: 1 day FLAG EVENT: Did the ···· No ····Yes contact purchase tickets? ☑ EMAIL: Cart reminder EMAIL: Thank you and with discount souvenir coupon ■ PAUSE: 1 day ■ PAUSE: 7 days FLAG EVENT: Are tickets FLAG EVENT: Did the still in shopping cart? contact use coupon? No ■ 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.

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WooCommerce →
BigCommerce →
ShopSync →
Magento →
PrestaShop →
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WIN A TRIP TO BURGUNDY WORKFLOW



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:



