

# EMAIL MARKETING THAT DELIVERS



# Today's Objective

Impart practical tips that you can implement to achieve immediate performance improvements in your email marketing campaigns.



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# About Nick

- Built websites in pampers
- MSU grad
- Contributed to *Entrepreneur*
- Hobbies include golf and beer
- Fav TV show: *Curb Your Enthusiasm*



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# The Lingo

- ESP
- SPAM/ UCE
- CAN-SPAM
- SpamAssassin
- Permission-based
- Double opt-in
- Above-the-fold
- Bounce – hard/ soft
- Open-rate
- CTR



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# Why Email

- Insanely trackable
  - Who opens, who clicks, who converts
- Cost-efficient
- Direct mail?
- Did I mention... analytics?



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# Setting the Stage

## *Email Design & Layout Considerations*



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# What's Your Purpose?

- Craft your content first
- Two key types of messages:
  - Newsletter/ soft sell
  - Marketing/ hard sell
- Short attention spans



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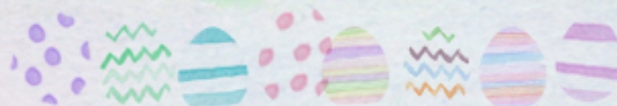
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Hi Nicholas, check out the top 7 news articles for **you** this week

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## The Dirty Little Secret Of Overnight Successes



**fastcompany.com** - Angry Birds, the incredibly popular game, was software maker Rovio's 52nd attempt. They spent eight years and nearly went bankrupt before finally creating their massive hit.

Trending within the following companies



LinkedIn



Macy's



Microsoft





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# SPICE UP YOUR GARDEN WITH HERBS


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## SPRING PROJECT SERIES >

SOFT PATH 

TREE RING 

CONTAINER GARDEN 

HERB CONTAINER  
GARDEN 

VERTICAL GARDEN

RAISED GARDEN BED

MAILBOX GARDEN

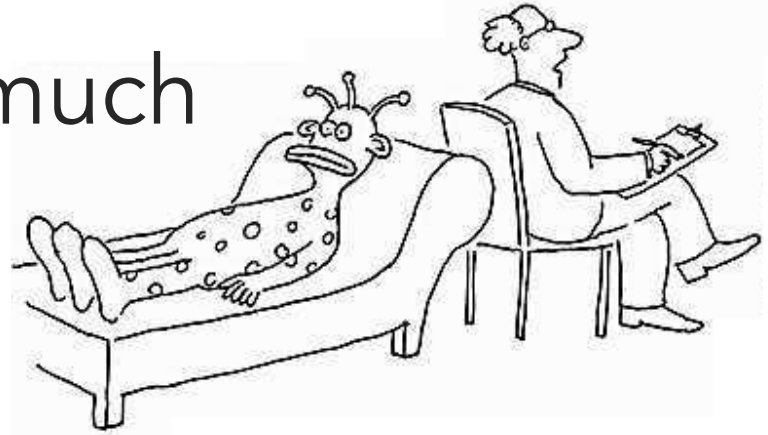
ISLAND BED

COMPOST BIN

**ONE-STOP SHOP FOR YOUR HERB CONTAINER GARDEN**

# Avoiding Alienation

- How much is too much (or too little)?
- Consistency is key
- Provide subscription options – frequency and interest selection



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Too many e-mails? You can **customize your settings** so that you only receive the deal e-mails you're interested in:



I would only like to receive these types of Newegg.com promotional e-mails: (please check all that apply)

- |   |                                    |
|---|------------------------------------|
| <input checked="" type="checkbox"/> Exclusive Promotions (24-hour Sales / Holiday Sales / Clearances)weekly |                                    |
| <input checked="" type="checkbox"/> Computer Hardware and Peripherals                                       | weekly                             |
| <input checked="" type="checkbox"/> Electronics and Home Entertainment Products                             | weekly                             |
| <input checked="" type="checkbox"/> Computer Systems (i.e. Notebooks & PCs)                                 | bi-weekly                          |
| <input checked="" type="checkbox"/> Early Adopter Edition (deals, reviews and news on new release )         | bi-monthly                         |
| <input type="checkbox"/> Shell Shocker Deal Preview   | <a href="#">More Info.&gt;&gt;</a> |
| <input type="checkbox"/> QUICK-DRAW DEALS <b>NEW</b>  | <a href="#">More Info.&gt;&gt;</a> |
| <input checked="" type="checkbox"/> Newegg Weekend Express Deals  | <a href="#">More Info.&gt;&gt;</a> |
| <input checked="" type="checkbox"/> Recertified Items   | Monthly                            |
| <input checked="" type="checkbox"/> EggXtra Edition <b>NEW</b>  | Monthly                            |

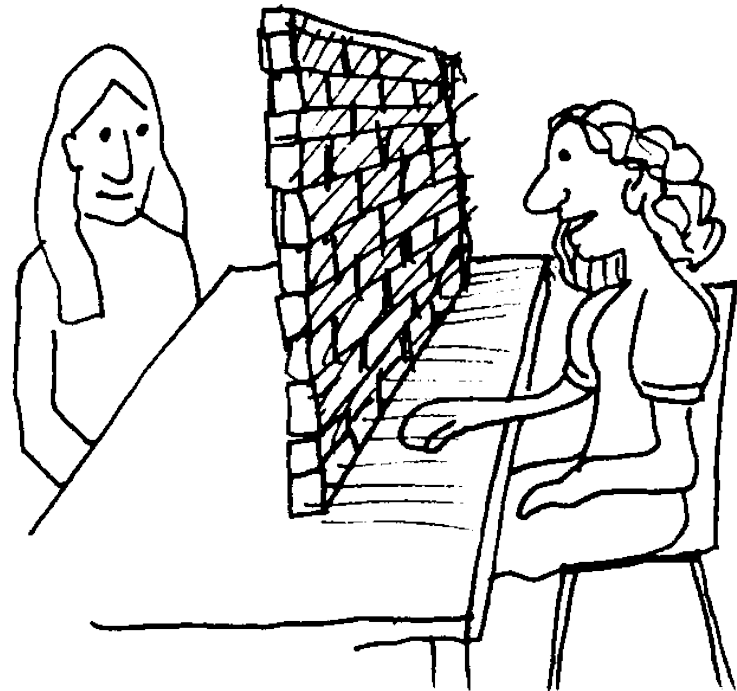
These are the products I want to receive deals for: (check all that apply)

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> CPUs                  | <input type="checkbox"/> ODDs/DVD Burners       | <input type="checkbox"/> Servers                          | <input type="checkbox"/> Networking                     |
| <input type="checkbox"/> Motherboards          | <input type="checkbox"/> Cases & PSUs           | <input type="checkbox"/> Accessories                      | <input checked="" type="checkbox"/> Cameras, etc        |
| <input type="checkbox"/> Video Cards           | <input type="checkbox"/> LCD Monitors           | <input checked="" type="checkbox"/> Software              | <input checked="" type="checkbox"/> Cell phones, etc    |
| <input type="checkbox"/> Hard Drives           | <input checked="" type="checkbox"/> Desktop PCs | <input checked="" type="checkbox"/> Home Video/Audio      | <input type="checkbox"/> Car Electronics                |
| <input type="checkbox"/> Memory                | <input checked="" type="checkbox"/> Notebooks   | <input type="checkbox"/> Home Appliances                  | <input type="checkbox"/> Printers & Scanners            |
| <input type="checkbox"/> Flash Memory & Drives | <input type="checkbox"/> I/O Devices            | <input checked="" type="checkbox"/> Video Game & Consoles | <input type="checkbox"/> MP3 Players & Portable Devices |



# Breaking Down Barriers

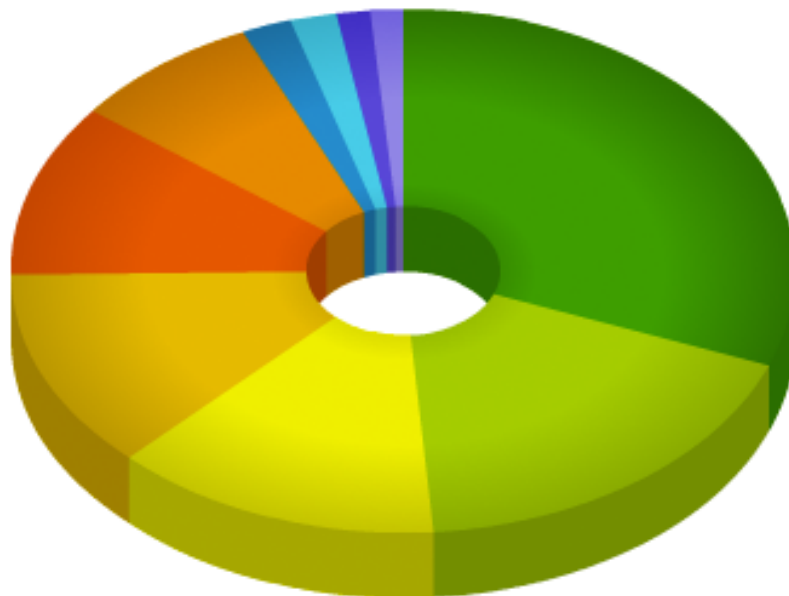
- 10+ major email clients
- Limited rendering capabilities
- Less is more -  
**Seriously**



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# Email Client Usage



27.62%	■ Outlook
16.01%	■ iOS Devices (iPhone, iPad and iPod Touch)
12.14%	■ Hotmail
11.13%	■ Apple Mail
9.54%	■ Yahoo! Mail
7.02%	■ Gmail
1.84%	■ Windows Mail
1.70%	■ Android
1.25%	■ AOL
1.21%	■ Thunderbird



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Feb 23 ☆



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# Hop on the Mobile Bandwagon

- Mobile is changing how we digest info
- ~20% emails read on iOS
- Mobile-friendly is increasingly important



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# What do you want!?

*Getting Prospects to Click & Convert*



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# Keeping it Under 50

- Front-load subject line
- Importance of credible "from:" email
- Avoid "spammy" phrases



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# Your Subscribers Are Morons

- Clear, concise CTA
- What is your objective?
- Core component – often overlooked



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# Relevancy is Key

- List segmentation
- Multiple copy packages, CTAs
- Dynamic/ variable content



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# Deliverability "GUARANTEED"

## *Avoiding the Pitfalls of CAN SPAM*



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# Don't Get Caught

- SPAM phrases
- SpamAssassin
- Work with a reputable ESP
- Be weary of "lists"





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# "Anti-Spam Check"

Your Score: **6.0** (Scores of 5 or higher are likely to be blocked)

Result: **HIGH** - **Warning:** It is very likely that your email will be blocked by spam filters. We strongly recommend editing your email based on the flagged content listed below.

 = Score > 2.0     = Score < 2.0

Score	Description
 2.9	Subject contains "Your Bills" or similar
 2.3	Subject is all capitals
 0.8	HTML font size is huge

Overall Score	Result and Color	Actions
0	<b>Little to none</b>	Suitable for mailing.
.1-1.9	<b>Low</b>	Allowable for most receiving systems.
2-4.9	<b>Moderate</b>	Email content may trigger content filters.
5+	<b>High</b>	Very likely content filters will block your email.



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# CAN SPAM Act

- Loose guidelines
- Most important:
  - Permission-based
  - Opt-out
  - Contact info



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# Misguided Marketing

*What's Wrong With These Emails?*



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**CEMA** cema@cema.biz via [www.cema.ccsend.com](http://www.cema.ccsend.com)  
to nick ▾

Jan 21 ☆



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**EMtrends!** is a collection of emerging trends, best practices, information and events of interest from the world of emergency planning.

Our goal at CEMA is to be your complete solution for all things





**Stephanie Fisher** mbaregistrations@mibankers.com

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