# Why Targeted Email Marketing Should be in Your Inbox



The Oklahoma Tobacco Helpline (OTH) is a FREE service available 24/7 to all Oklahomans to help them quit tobacco. OTH offers text, email and phone support with a free 2-week starter kit of patches, gum or lozenges. Since 2003, OTH has served more than 350,000 Oklahomans. An estimated **\$18 million is saved** each year in direct medical costs from tobacco users who have quit with the help of OTH.

### **Email Marketing: An Overview**

We consider there to be two types of email marketing – organic cultivated lists and lead-generating. We have utilized the latter for OTH and have seen impressive results. Data allows marketers to pull behavioral, demographic and interest-based data points connected to an email address. These data points allow us to specifically focus email marketing to our target audience.

### **OTH Email Best Practices:**

- OTH utilizes clear, actionable subject lines to ensure higher open rates
- OTH emails have minimal copy and focus on a single call to action
- 45% of emails are opened on mobile, so OTH ensures that the most relevant information appears above the scroll line.

# **Through With Chew**

The Through With Chew campaign was created to reach Oklahomans who are interested in quitting or want to learn more about quitting smokeless tobacco. For Through With Chew, OTH utilized lead-generating email marketing to target smokeless tobacco users in Oklahoma and sent resources directly to their mailbox.



### Lead-generating email marketing helped cut down on waste by knowing the recipients are likely in need of our services.

Email is more successful when executed in a larger strategy. We utilized remarketing through Facebook. This allowed us to reach people with Facebook ads who had clicked on our email. For optimal results, it is important to not use tactics in silos.







# **Targeted Email Marketing Leads to Conversions**



The Through With Chew email drove **891** sessions to the Helpline's website

- 96% were new users
- Users spent an average of 1:24 minutes on the site and visited an average of 2.19 pages
- Facebook remarketing drove an additional **293 website sessions**, **7 conversions** and a 2.39% conversion rate





In 2000, Oklahoma voters overwhelmingly chose to create TSET, the Tobacco Settlement Endowment Trust (TSET). Oklahoma's forward-looking choice enables strategic programmatic investments in healthy communities, statewide organizations, and life-saving research. TSET extends the opportunity for all Oklahomans to have better lives through better health – for generations to come.

As a state grant-making trust, TSET has focused funding on reducing Oklahoma's leading causes of preventable death – tobacco use and obesity – in order to reduce cancer and cardiovascular disease. To learn more, go to tset.ok.gov.

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### **About TSET**