



## Successful Email Marketing (CV301)

Professor: **Eric Groves**, Constant Contact



Successful Email Marketing  
Connect. Inform. Grow.

# Email Marketing Is...

Delivering professional email communications...

...to an interested audience...

...containing information they find valuable.



**BLACK SHEEP ADVENTURES**  
*Multisport vacations that leave the rest of the herd behind!*

*Baja sunrise over the Sea of Cortez as seen from our hotel, Playa del Sol*

**Black Sheep Adventures Newsletter**      The Latest and Greatest News and Offers  
 April 2006

**Hola!**

Our season is in full swing in Baja, and we're excited to be returning to Cape Cod, Holland and Death Valley in the coming months.

If you haven't made vacation plans for 2006 and you've been thinking of joining us, now is the time to book if you want to save hundreds. We have just a few days left in our **Spring Cleaning Sale**. Read on for more info on the sale and our other news.

**In This Issue**

- ◆ **Spring Cleaning Sale Ends in 2 Days**
- ◆ Holland in the Spotlight
- ◆ Support the AIDS/LifeCycle Fundraising Ride
- ◆ Parting Shot: Family Fun with Black Sheep

**Holland in the Spotlight**



Holland is a picturesque land of farms, canals, windmills & castles. Its extensive network of bike paths makes for enjoyable car-free pedaling amongst pastoral and cultural beauty.

Each day you'll have your choice of distance options to bike between distinctively Dutch cultural experiences.

Highlights include a visit to a working windmill, a leisurely

**Spring Cleaning Sale Ends in 2 Days**



April 15th may be tax day, but it's also a deadline for a happier topic - our Spring Cleaning Sale. **Save up to \$200 each** off the list prices for our six-day adventure tours.

The April 15th deadline is just a few days away, but never fear. All you need to do is call us by Saturday, tell us where you want to go, when you want to go and place your deposit. Your tour can be to any of our destinations and can be for anytime in 2006 or

## Email Marketing Is Not...



## Why Email?

Because almost everyone your business needs to reach reads it:

- 91% of Internet users between the ages of 18 and 64 send or read email
- An even higher number of users ages 65 or older do the same
- 147 million people across the country use email, most use it every day.

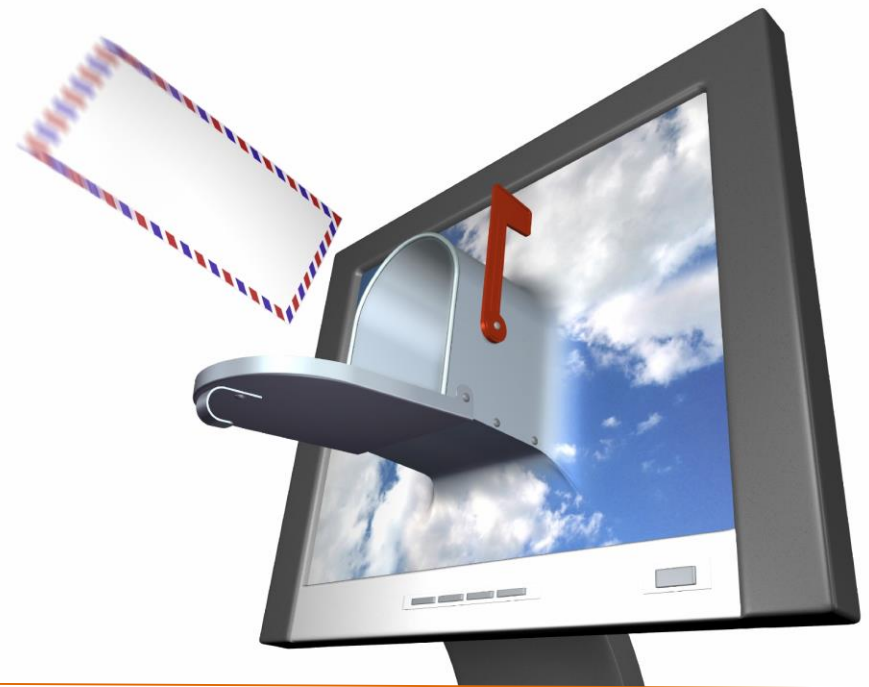


Source: eMarketer

## Why Email?

### It's Cost-effective: Direct Mail vs. Email

- For the same response, direct mail costs 20 TIMES as much as email<sup>1</sup>
- Email ROI is the highest when compared to other internet marketing mediums<sup>2</sup>



1 Forrester Research, Inc.  
2 Direct Marketing Association

# Using an Email Service Provider

Email Service Providers automate best practices

- Provide easy-to-use templates
- Reinforce brand identity
- Email addressed to recipient only
- Manage lists – adding new subscribers, handling bounce-backs, removing unsubscribes
- Improves email delivery, tracks results and obeys the law

From: USTA Central AZ  
 To: Cates, Ron  
 Cc:  
 Subject: News from USTA Central Arizona

Sent: Thu 10/12/2006 9:38 AM

---



**USTA Central Arizona**  
 News & Events  
 October 2006

**In This Issue**

**Paseo Racquet Center Hosts Kia Amateur Australian Open**

**Jensen Brothers Coming to Gold Key Racquet Club**

**October Events**

USTA Central Arizona hopes you find these email messages informative and useful. Please use the "Forward email" link at the bottom of this page to invite all of your fellow tennis players, fans, and enthusiasts to subscribe to our free e-newsletter.

**Paseo Racquet Center Hosts Kia Amateur Australian Open**

**Win a chance to go to the 2007 Australian Open!**

This singles tournament is for Men & Women over 25 and is a regional USA qualifying tournament. Events will be held on October 6-8, 2006 at Paseo Racquet Center. For more information contact Ed Prudhomme at (623) 979-1234.



**Jensen Brothers Coming to Gold Key Racquet Club**

**Presented by Gold Key Racquet Club and IMG**

Former Grand Slam Champions and TV Personalities Luke and Murphy Jensen will be holding a special 2 day tennis workshop at Gold Key Racquet Club in North Phoenix on Saturday and Sunday, October 7 & 8, 2006. The workshop will be for players of all skill levels and there will be

**Links**



Click to visit

**Join our list**

**Join our mailing list!**

# Getting Started

1. Making Connections
2. Informing Your Audience
3. Growing Your Business



## Section 1: Connect

### Building a Quality Email List

- The benefits of permission-based marketing
- Building a valuable contact list
- Keeping your list current

# Making the Connection

## Build Your List Where You Connect!

Service or  
Sales Calls



Events  
and Meetings



Email Signature

**Ron Cates**  
Regional Development Director  
Constant Contact

---

[Subscribe to Ron's \(FREE\) Newsletter!](#)

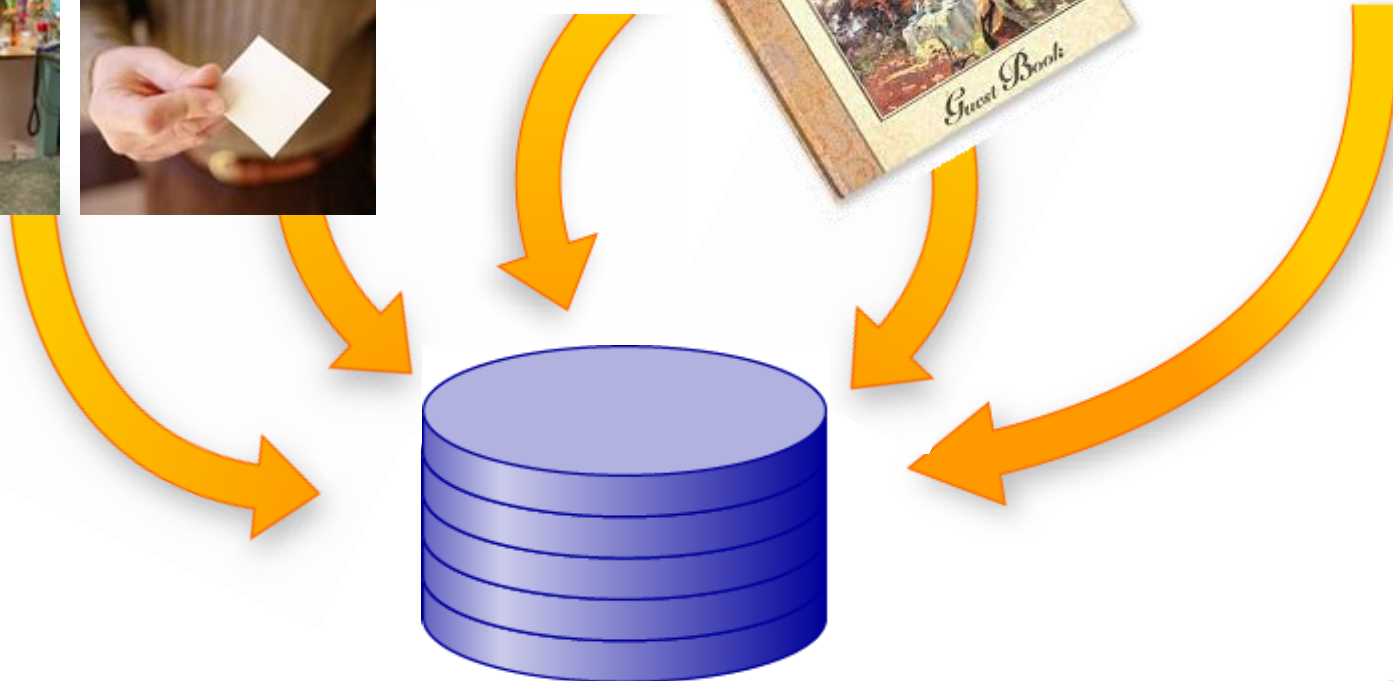
In-store Guest Book



Website Signup

**Join Our Email List**

Email:



Customer & Prospect Database

# Collecting Information and Permission

- Include your logo and brand identity.
- Describe your email content and how often you'll be sending
- Ask about your customers' interests to stay relevant
- Ask for additional contact information when necessary



**Sunset Travel**

**E-Mail List Registration**

Thank you for your interest in joining our preferred customer e-mail list. We look forward to keeping you informed with periodic emails containing news and special offers.

Your Email Address: sample.email@emailmarketingtrainer.com  
 Re-type Your Email Address:

**Please Select Your Interests**

Please select the areas of interest for which you would like to receive occasional email from us.

Monthly Travel Newsletter

Cruises

Active Adventures

Kids Travel Tips

Exotic Beaches

**Please Share Your Information**

Please provide your information here. Items marked with an "\*" require a response for signup.

\*First Name:

\*Zip/Postal Code:

Do you prefer aisle or window seats?:

I would like to receive text only email campaigns

Sunset Travel uses [SafeUnsubscribe®](#) which guarantees the permanent removal of your email address from the Sunset Travel list.

**Note:** In each email you receive, there will be a link to unsubscribe or change your areas of interest. Your privacy is important to us - please read our [Email Privacy Policy](#).

# List Building and Permission Checklist

## Ask yourself as you build your list...

- ✓ Are you collecting contact information at every customer touch point?
- ✓ Are you asking for permission as well as contact information?
- ✓ Are you clearly describing your email frequency and content?

## Section 2: Inform

### Creating Valuable Email Content

# The Basics of Valuable Email Content



## Furry Family Living



### Getting Acquainted

*What You Need to Know Now About New Puppies and Young Kids*

Whether you're planning to bring a new puppy home to the family or you are already a proud puppy parent, your puppy isn't the only one who needs some basic training to make sure you can all play well together.

Puppies are prone to play biting, tugging, jumping, digging, chewing, and stealing your child's toys. One of the best ways to get started with introductions is to create a special area in your home for puppy time...

[Read More on Our Website](#)

### Links to Puppy Resources

Follow these links to find helpful information on everything from finding a new puppy to advanced puppy training.

[Puppy Adoption Resources](#)

[Puppy Housetraining](#)

[Naming Your Puppy](#)

[Puppies and Other Pets](#)

[Correcting Bad Puppy Behavior](#)

[Keeping your New Puppy Safe in Your Home](#)

Subscribe Now!

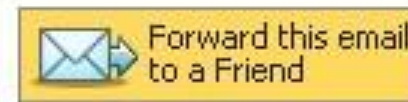


Subscribe to  
*Furry Family Magazine*

Visit Jane's Blog



Jane shares literally hundreds of furry family tips on the furry family website. [Visit the Archive](#)





# Content Has to Meet Your Objectives

“I want to...”

- **Promote**
  - Motivate purchases
  - Increase event attendance
- **Inform**
  - Inform potential customers
  - Differentiate my business
- **Relate**
  - Increase loyalty
  - Encourage more referrals

## LivingOrder®

time · data · paper · space

**Get Organized!**  
Tips and Announcements

April 2007

In This Issue

"Mini-Clean-Sweep"  
You Should Be Decisive  
National Organize Your Files Week  
Have You Seen These GIANT Ziploc Bags?

Quick Links

LivingOrder Website  
The Clutter Diet  
Lorie's Clutter Diet Blog  
Shopping Cart  
Subscribe to Tips from Lorie's Blog

Best Sellers



Our Own Simple Division®  
Garment Organizers



Take-Out Menu Organizer

Travel Pads



Bon Voyage Trip Planning Checklist

**Dear Lorie,**

We are feeling so happy about springtime! So many people are telling us how motivated they are about the beautiful weather. I hope we can motivate you more with our tips! (See our coupon at the bottom of the page that saves you \$5.00-- it's all the way down there and you might miss it!)

"Mini-Clean-Sweep"

Get organized fast and save \$200!

We can send 2 organizers to your home for 3 half-day appointments-- that oughta do it! Our "Mini-Clean- Sweep" saves you \$200 from our normal residential rate and gets you organized fast!

Our Mini-Clean-Sweep is designed for the busy individual who wants quick results. It consists of 1 four-hour appointment and 2 three-hour appointments with 2 organizers. The first appointment includes an assessment and orientation and we'll get right to work on the highest priority areas.



Call us for details and scheduling-- 512-301-2426 in Austin and 210-892-4990 in San Antonio. Press 1 to speak to Kim Soechting, our Operations Manager.

You Should Be Decisive

Probably, I think...

When I speak I always tell my audiences that if they could remember just one thing about getting organized, they should remember this: BE DECISIVE.



Clutter, whether it's on your desk or on your kitchen table, almost always represents decisions that have not been made. Have you ever heard yourself say, "I will put it here FOR NOW?" Well, that is another decision you are putting off for later. Should you throw it away? Where should you put it? Do you need to keep it at all?

How long does it take you to pick out a box of cereal at the grocery store, or a movie at the video store? Do you deliberate over things like what shoes to wear or what to order at a restaurant? Do people grow impatient and complain about your indecisiveness?

Usually indecisiveness is based in fear, since it often means you are afraid of making "The Wrong Choice." What is the worst thing that could happen? Make a decision this week to work on your decisiveness. You'll be better organized and save time for other things. I think. I am pretty sure. ;)

This article came from Lorie's Clutter Diet Blog...you can get these posts delivered via e-mail. [Click here to](#)

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# Determine Appropriate Format



## Newsletters

- Frequency: Regular i.e. monthly / weekly
- Lots of educational content (typically non-promotional)
- Use bullets, summarize information, be concise



## Promotions / Invitations / Surveys

- Frequency: Depends on your business and sales cycle
- Focus on promotion / limited content
- Use content to invite click-through or other action



## Announcements

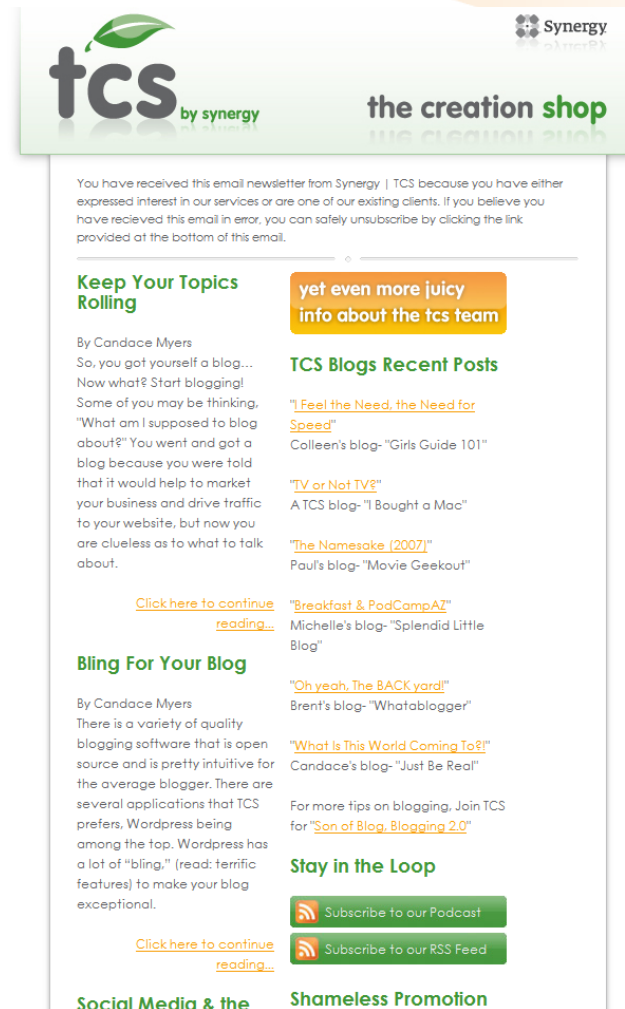
- Frequency: Event-driven
- Press releases, holiday greetings, thank you cards...
- Use content to build deeper relationships



# Coming Up With Valuable Email Content

- Share your expertise
- Use facts & testimonials
- Give guidance & directions
- Offer discounts & coupons
- Exclusivity & VIP status
- Hold contests & giveaways\*
- Acknowledge your audience

\* Check applicable regulations before deciding to hold a contest or giveaway



## Keeping Email Content Concise

### Host large bodies of content...

- On your website
- In a PDF document
- In a longer archived version

### Email only essential information

- Use bullets or summaries
- Link directly to the information
- Give instructions if necessary

#### Colorado Rafting Trip



Our Sunset Travel Adventure Group is gearing up for the second annual river rafting trip. It is scheduled for August 23 - August 27th, starting at the base of Glen Canyon Dam in beautiful Colorado. There are still six spaces left for anyone interested in joining the group.

Complete packages start at \$399 with flights from New York and Boston.

[Read on...](#)

Check out this Cruise vacation for the kids and for you! This four family includes two babysitters/chaperones to help out with the kids.

## Calling Your Audience to Action

### Calls to Action Include...

- Links to click on
- Information to print out
- Phone numbers to call
- Instructions for reading the email
- Instructions for saving the email

### Describe the Immediate Benefits...

- What's in it for your audience?
- Why should they do it now?



**Avila**  
Modern Mediterranean

## We Need Your Vote!

Avila is nominated for the WBZ-TV A-List as one of Boston's "Best" businesses  
The voting ends Friday, June 1st

If you haven't voted already, take a moment and vote now!  
Help us win our category as Boston's "Best" Mediterranean Restaurant!

Voting is easy. Just follow this WBZ-TV A-List link  
and cast your ballot for Avila!

Each voter (email address) only gets one vote...so recruit your  
friends, family and business associates by forwarding  
this email and *encouraging them to participate!*



**A-List**<sup>2007</sup>  
YOUR CITY... YOUR CHOICE

One Charles St. South  
Boston, MA 02116  
617.267.4810  
[www.avilarestaurant.com](http://www.avilarestaurant.com)

## Frequency & Delivery Time

### How often to send

- Create a master schedule
- Include frequency in online sign-up “Monthly Newsletter”
- Keep content concise and relevant to planned frequency

### When to send

- When is *your* audience most likely to read it?
  - Day of week (Tuesday & Wednesday)
  - Time of day (10am to 3pm)
- Test for timing
  - Divide your list into equal parts
  - Send at different times and compare results



**Maximum impact with minimum intrusion**

# Email Content Checklist

## Ask yourself as you create content...

- ✓ Are you trying to promote, inform, or relate?
- ✓ What is your audience interested in?
- ✓ Is your email format branded and supportive of your message?
- ✓ Is your email concise and does it include a strong call to action?
- ✓ Does your content match your frequency and timing?

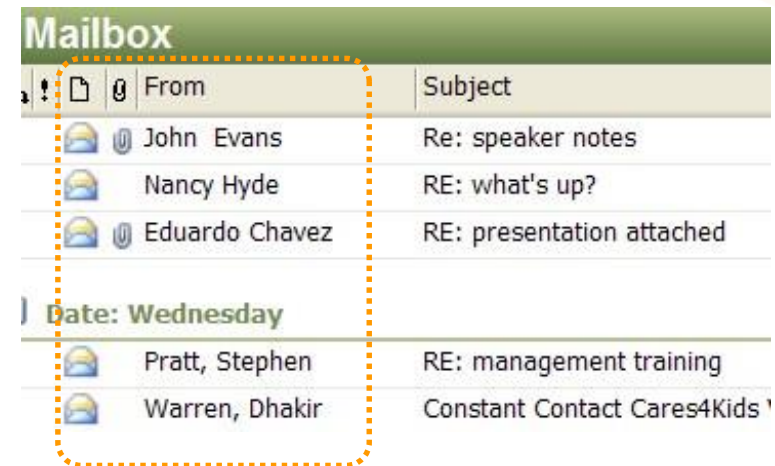
## Section 2: Inform

### Getting Email Delivered and Read

# Getting Email Opened

## The “From” line

- Use a name your audience recognizes
  - Include your organization name or brand
  - Refer to your business in the same way your audience does
- Be consistent



Mailbox		From	Subject
		John Evans	Re: speaker notes
		Nancy Hyde	RE: what's up?
		Eduardo Chavez	RE: presentation attached
Date: Wednesday			
		Pratt, Stephen	RE: management training
		Warren, Dhakir	Constant Contact Cares4Kids

60% of consumers say the "from" line most often determines whether they open an email or delete it.

Source: DoubleClick

# Getting Email Opened

## The “Subject” Line

- Keep it short and simple
  - 30-40 characters including spaces (5-8 words)
- Incorporate the immediate benefit of opening the email
- Capitalize and punctuate carefully
- Avoid copying the techniques inherent in spam emails.



Mailbox	
From	Subject
 John Evans	Re: speaker notes
 Nancy Hyde	RE: what's up?
 Eduardo Chavez	RE: presentation attached
<b>Date: Wednesday</b>	
 Pratt, Stephen	RE: management training
 Warren, Dhakir	Constant Contact Cares4Kids'

Emails with shorter subject lines significantly outperformed emails with longer subject lines.

- MailerMailer |



# Scanning Your Emails Before Sending



Preview  
Anti-Spam Check  
Undo

- ▶ [Add Blocks](#) ?
- ▶ [Global Colors & Fonts](#) i ?
- ▶ [Advanced Features](#)

Table of Contents Block  
Edit Delete Click and drag to move

In This Issue  
[Featured Article](#)

Title Block  
Edit Delete

Newsletter

## Anti-Spam Check

[Close](#)

Your Score: **0.0** (Scores of 5 or higher are likely to be blocked)

Result: **Low** - Your email should not be affected by spam filters.

# Email Delivery Checklist

Ask yourself before you send your message...

- ✓ Are your images working together with text to identify your email?
- ✓ Are you avoiding spam-like content in your emails?
- ✓ Is your From line familiar and are you using a familiar email address?
- ✓ Does your Subject line include the immediate benefits of your email?

## Section 3: Grow

# Increasing Email Click-Through and Response Rates

## Understanding Bounced and Blocked Email

### “Hard Bounce”

- Permanent condition
  - Email address non-existent
  - Misspelled / no longer in use

### “Soft Bounce”

- Could be temporary
  - Server was down
  - Mailbox is full
- Email was blocked



# Dealing with Bounced & Blocked Email

## Non-existent address

- Check for obvious misspellings
- Try to obtain a new address



### Contacts : Manage Bounces

To display bounced email addresses (emails that have been returned without delivery), select an email from the list below. For emails sent less than 90 days ago, you can view, export, refresh or remove bounced email addresses from your list. To remove contacts from the bounced categories, check the box(es) next to the category name and click the remove button.

Select an Email

Email:

<input type="checkbox"/> Bounce Category	Bounce Count
<input type="checkbox"/> Non-existent address	5
<input type="checkbox"/> Undeliverable	0
<input type="checkbox"/> Mailbox Full	0
<input type="checkbox"/> Vacation/Auto Reply	0
<input type="checkbox"/> Other	1
<input type="checkbox"/> Blocked ( <a href="#">more info</a> )	0

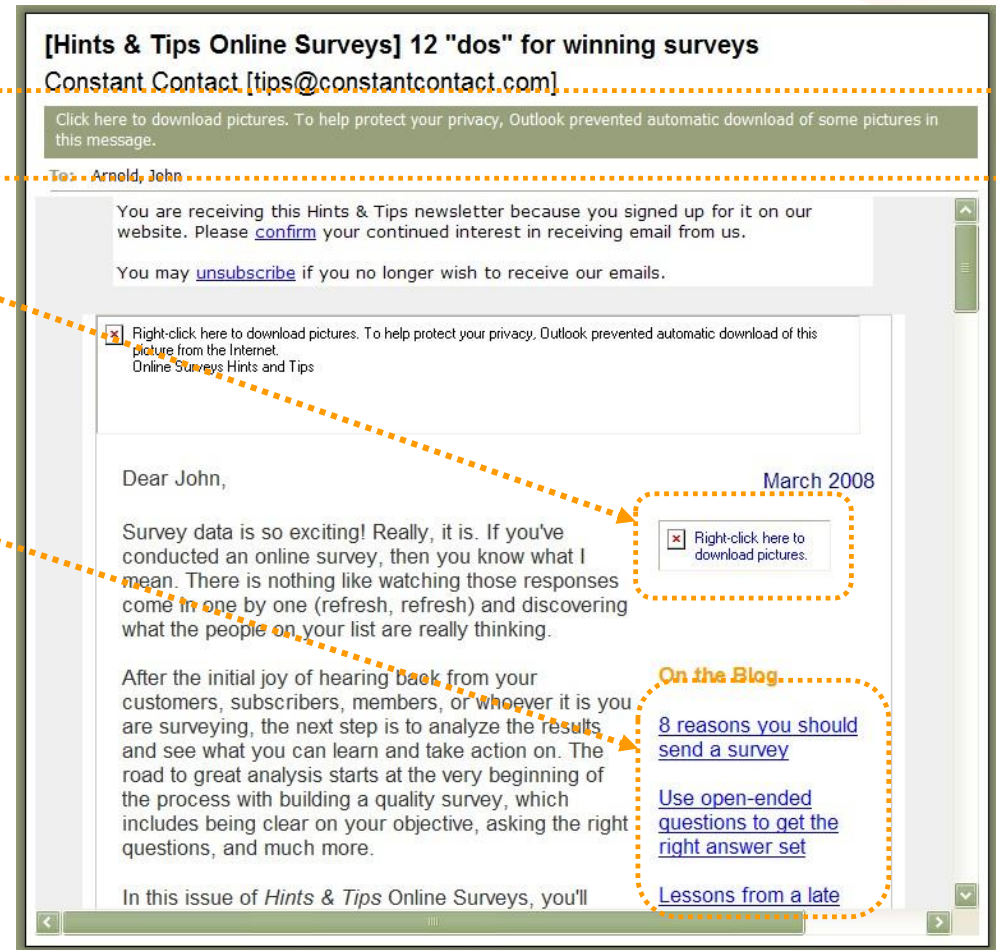
## Undeliverable / mailbox full / email blocked

- Try re-sending later
- Correct temporary issues
- Obtain a new address if a recurring issue is present

# Understanding "Open" Rates

Open tracking indicates level of interaction, not delivery...

- An image imbedded in the email was enabled by the recipient
- A link with imbedded tracking code was clicked

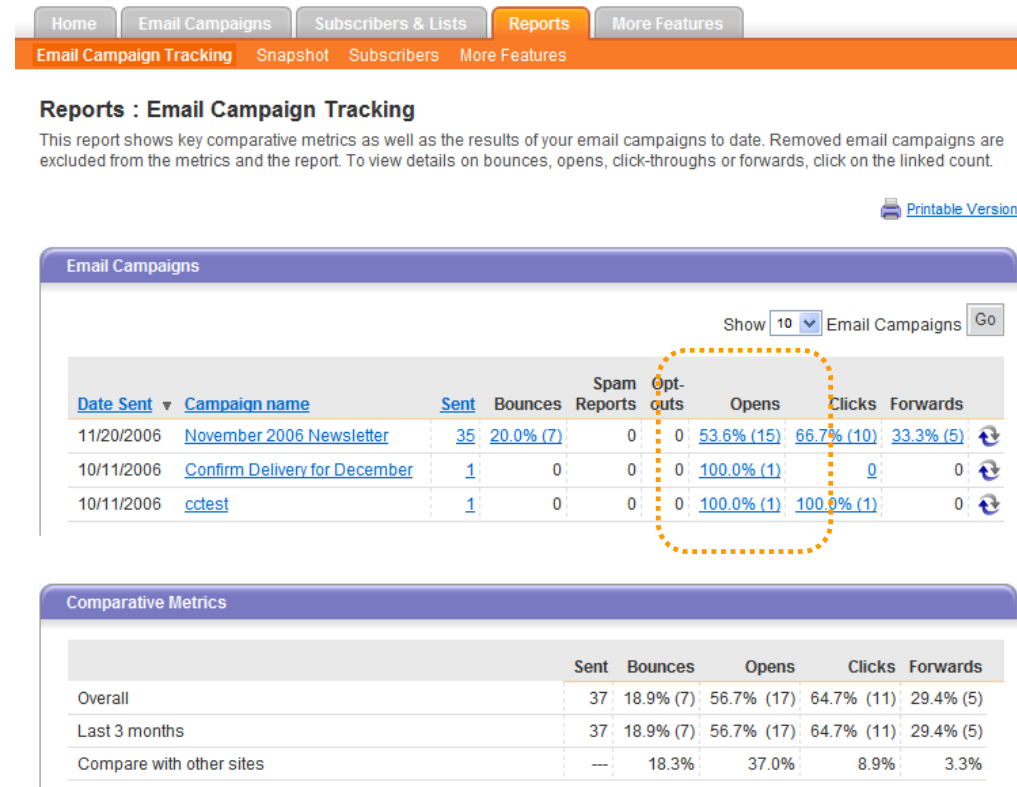


# Analyzing “Open” Rates

Use open tracking to spot trends



- Open rates trending down
  - Fewer subscribers are enabling images
  - Fewer subscribers are clicking links
- Steady open rates
  - Assume email is being received
  - Check your ESP’s average delivery rate



**Reports : Email Campaign Tracking**

This report shows key comparative metrics as well as the results of your email campaigns to date. Removed email campaigns are excluded from the metrics and the report. To view details on bounces, opens, click-throughs or forwards, click on the linked count.

[Printable Version](#)

Email Campaigns									
Show 10 Email Campaigns Go									
Date Sent	Campaign name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards	
11/20/2006	<a href="#">November 2006 Newsletter</a>	35	20.0% (7)	0	0	53.6% (15)	66.7% (10)	33.3% (5)	
10/11/2006	<a href="#">Confirm Delivery for December</a>	1	0	0	0	100.0% (1)	0	0	
10/11/2006	<a href="#">cctest</a>	1	0	0	0	100.0% (1)	100.0% (1)	0	

Comparative Metrics					
	Sent	Bounces	Opens	Clicks	Forwards
Overall	37	18.9% (7)	56.7% (17)	64.7% (11)	29.4% (5)
Last 3 months	37	18.9% (7)	56.7% (17)	64.7% (11)	29.4% (5)
Compare with other sites	---	18.3%	37.0%	8.9%	3.3%

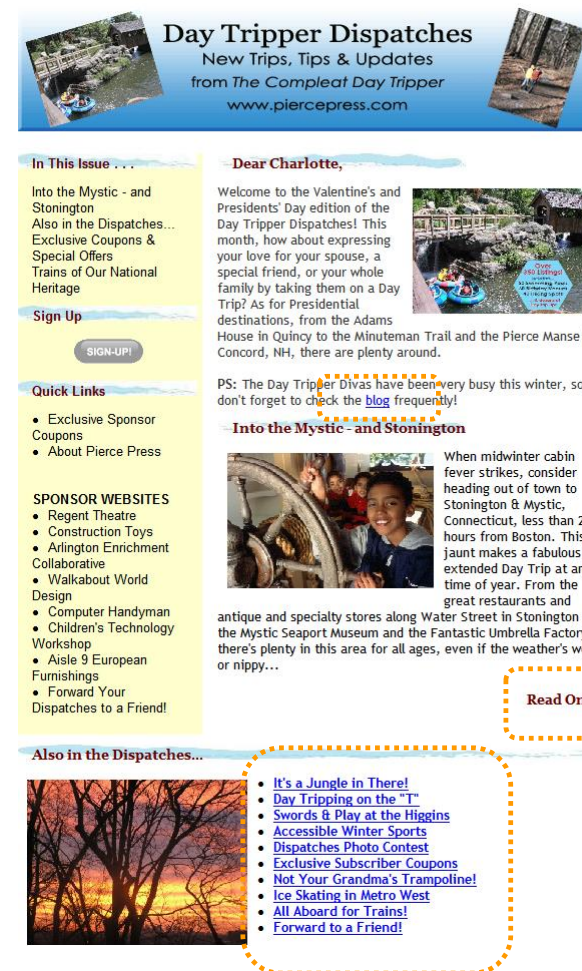


# Understanding Click-Through Rates

A click-through happens when your subscriber clicks a link to...

- Visit your website
- Download a file
- Take an online survey
- Send you an email

Clicks are tracked by inserting special HTML tracking code in the link



**Day Tripper Dispatches**  
New Trips, Tips & Updates  
from *The Compleat Day Tripper*  
[www.piercepress.com](http://www.piercepress.com)

**In This Issue . . .**  
Into the Mystic - and Stonington  
Also in the Dispatches...  
Exclusive Coupons & Special Offers  
Trains of Our National Heritage

**Sign Up**  
SIGN-UP!

**Quick Links**

- Exclusive Sponsor Coupons
- About Pierce Press

**SPONSOR WEBSITES**

- Regent Theatre
- Construction Toys
- Arlington Enrichment Collaborative
- Walkabout World Design
- Computer Handyman
- Children's Technology Workshop
- Aisle 9 European Furnishings
- Forward Your Dispatches to a Friend!

**Also in the Dispatches...**

- [It's a Jungle in There!](#)
- [Day Tripping on the "T"](#)
- [Swords & Play at the Higgins](#)
- [Accessible Winter Sports](#)
- [Dispatches Photo Contest](#)
- [Exclusive Subscriber Coupons](#)
- [Not Your Grandma's Trampoline!](#)
- [Ice Skating in Metro West](#)
- [All Aboard for Trains!](#)
- [Forward to a Friend!](#)

**Dear Charlotte,**

Welcome to the Valentine's and Presidents' Day edition of the Day Tripper Dispatches! This month, how about expressing your love for your spouse, a special friend, or your whole family by taking them on a Day Trip? As for Presidential destinations, from the Adams House in Quincy to the Minuteman Trail and the Pierce Manse in Concord, NH, there are plenty around.

PS: The Day Tripper Divas have been very busy this winter, so don't forget to check the [blog](#) frequently!

**Into the Mystic - and Stonington**

When midwinter cabin fever strikes, consider heading out of town to Stonington & Mystic, Connecticut, less than 2 hours from Boston. This jaunt makes a fabulous extended Day Trip at any time of year. From the great restaurants and antique and specialty stores along Water Street in Stonington to the Mystic Seaport Museum and the Fantastic Umbrella Factory, there's plenty in this area for all ages, even if the weather's wet or nippy...

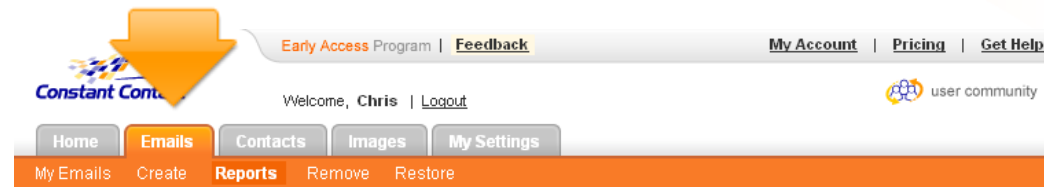
**Read On...**



# Capitalizing on Click-Through

Use click tracking to determine...

- Audience interests
  - Clicks tell you what topics were interesting
  - Save clickers in an interest list for targeted follow up
  
- Goal achievement
  - Use links to drive traffic toward conversion
  - Compare clicks to conversions and improve



## Emails : Reports

This report shows key comparative metrics as well as the results of your emails to date. Removed emails are excluded from the metrics and the report. To view details on bounces, opens, click-throughs or forwards, click on the linked count.

[Printable Version](#)

Date Sent	Email name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1/2/2007	<a href="#">New Product Preview</a>	5	0	0	0	100.0% (5)	0	0
12/22/2006	<a href="#">Customer Dinner Invitation</a>	847	5.0% (42)	0	1.5% (13)	34.0% (274)	3.3% (9)	0
12/19/2006	<a href="#">Customer Lunch Invitation 2</a>	<a href="#">523</a>	3.6% (19)	0	0.2% (1)	39.9% (201)	12.9% (26)	0.5% (1)
12/10/2006	<a href="#">September 18 Newsletter</a>	<a href="#">172</a>	3.5% (6)	0	1.2% (2)	48.2% (80)	16.2% (13)	0
12/1/2006	<a href="#">Customer Dinner Invitation</a>	<a href="#">353</a>	4.5% (16)	0	0	44.8% (151)	19.2% (29)	0
11/29/2006	<a href="#">Thank You Campaign</a>	<a href="#">356</a>	8.1% (29)	0	0.8% (3)	49.5% (162)	11.1% (18)	0.6% (1)

# What next?

## Just getting started?

1. Start building your list
2. Learn how to create an email
3. Sign up for free trial

## Ready to learn more?

1. Visit the Constant Contact Learning Center
2. Attend other online webinars
3. Attend local seminars

## Want to expand your expertise?

1. Join Constant Contact's online community
2. Sponsor a non-profit through Cares4Kids.com



The screenshot shows the Constant Contact website homepage. At the top, there is a search bar, the phone number 1-866-876-8464, and links for 'User Community' and 'LOGIN'. Below this is a navigation menu with 'Home', 'Email Marketing', 'Survey', 'Templates', 'Pricing', and 'Learning Center'. A 'TAKE A TOUR' and 'FREE TRIAL' button are also visible. The main content area features a headline 'Stay Connected with Email Marketing and Survey' and a sub-headline 'Get Started Today!' with three buttons: 'TAKE A TOUR', 'PRICING', and 'FREE 60-DAY TRIAL'. Below this, there are two columns of featured content: 'SpeakUp! email marketing' and 'ListenUp! survey'. A 'Free Personal Coaching' section is also present. At the bottom, there is a 'Live Demos' section with a 'Join a Meeting' button and a footer with 'About Us | Partners | Services | Support | Contact Us' and 'Questions? 1-866-876-8464'.

<http://www.constantcontact.com>

# Thank You!