



# How to Send an Engaging Email Blast

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Manufacturing Marketing Group (MMG)

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# Speaker Introduction

- 100s of email blasts over the past 10 years
- 25 years experience sales and marketing
- Digital marketing specialist
- Discovered what works and what doesn't work first hand



# Agenda

1. Email technology
2. Choose an Engaging Topic
3. Getting your email opened
4. Content and Layout
5. Call to Action
6. Measurement & Benchmarks
7. Q&A





# What is an Email Blast?

- Email sent to a list of 50+
- Can be called SPAM
- Must comply with CAN-SPAM and other regulations
- Best practice - segment the list for relevance
- A well done email blast cuts through the noise!





# 1. Technology

- **Don't use your Outlook**
- Clean, up-to-date database
- Email Service Provider
  - Mailchimp
  - Constant Contact
  - Emma
- Marketing Automation Platform
  - HubSpot
  - Eloqua
  - Marketo



**[Blog - Marketing Automation, is it right for manufacturing?](#)**



## 2. Choose an Engaging Topic

- Understand your audience first!
- Pain, problem, or aspiration
- Help them to be better
- The best topic isn't about your company
- What is your topic?



**Download the Sweet Spot Topic worksheet.**



# 3. Get Your Email Opened

## The Big 3

1. Relevance to your audience
2. Subject line - shorter is better, answer WIIFM
3. From name and email - a person's name works best
  - Consider personalization in subject line
  - **IT MUST BE A MOBILE RESPONSIVE DESIGN**



**Download - 100 Email Subject Lines**



# 4. Content & Layout

- **Layout**

- Short is better
- CTA above the fold
- Not too heavy on graphics (use ALT tags)
- Test one variable at a time
- Make sure it is responsive design

- **Content**

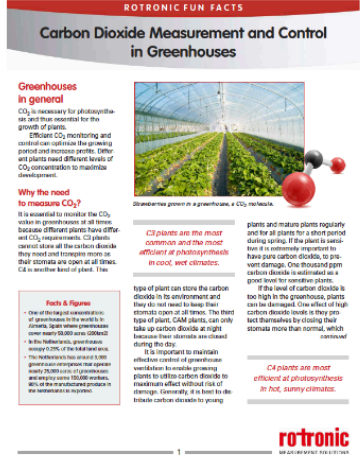
- Make it about your audience first
- Content must align with subject line
- Short and to the point works
- Include a strong CTA

### Fun Facts eNewsletter

#### Carbon dioxide Measurement and Control in Greenhouses

CO<sub>2</sub> is necessary for photosynthesis and thus essential for the growth of plants. Efficient CO<sub>2</sub> monitoring and control can optimize the growing period and increase profits. Different plants need different levels of CO<sub>2</sub> concentration to maximize development. It is essential to monitor the CO<sub>2</sub> value in greenhouses at all times because different plants have different CO<sub>2</sub> requirements. [Read more](#) about greenhouses and the CO<sub>2</sub> requirements of plants in the 48th edition of Fun Facts.

**Fun Fact** - One of the largest greenhouses in the world is in Almeria, Spain where the greenhouse covers nearly 50,000 acres (200km<sup>2</sup>)



[Click here](#) to download the newsletter as a PDF file.

Next issue: Fun Facts about Wind Turbines will be delivered to subscribers on June 23rd.

Not subscribed? [Click here to subscribe](#) to Fun Facts, Mapping Matters or Theory, Terms & Tips e newsletters.

#### Other News


##### Humidity Theory Webinar Archive

[Binge watch the Rotronic Humidity webinar series](#) when you want, where you want and how you want.

1. Relative Humidity & Dew Point, the Basics
2. Pros & Cons of Humidity Measurement Technologies
3. How to Choose a Humidity Instrument
4. And Many More Topics!

##### New - Carbon Dioxide Transmitter

- CO<sub>2</sub>
- Relative Humidity
- Temperature



Click on the image for specs

View the full line of CO<sub>2</sub> instruments at [www.rotronic-usa.com/co2](http://www.rotronic-usa.com/co2)



# 5. The Call to Action (CTA)

- Why is it important? Engagement!
- Types of CTAs
  - Download an asset
  - Sign up for something
  - Check out a product
- TOMA - Top of Mind Awareness



**Download - 100 Email Subject Lines**



# 6. Measurement & Benchmarks

- Technology enables measurement
- Email Blast KPIs
  - Open rate - subject line and from
  - Click Through Rate (CTR) relevance
  - Bounce rate - list quality
  - Unsubscribe rate - relevance
- Benchmarks (MailChimp averages)
  - Open rate - 21%
  - CTR - 2.6%
  - Bounce rate - .4%
  - Unsubscribe rate - .23%



**Conversions & ROI**

[Get email Statistics from MailChimp](#)



# Takeaways

- Understand your audience first!
- Make all aspects of the email about the audience.
- Purchase the technology you need for sending, list maintenance, and measuring results.





# Questions & Answers

**Please type in your question to the Question Panel**







**Free email evaluation & technology review**

[www.mmmatters.com/email-audit](http://www.mmmatters.com/email-audit)



The background features a stylized, light-colored illustration of a superhero figure in a dynamic pose, set against a backdrop of a city skyline with various skyscrapers. The superhero is wearing a cape and has a muscular build. The overall tone is light and professional.

# **Sign up for another ‘How To’ webinar!**

**[www.mmmatters.com](http://www.mmmatters.com)**

**10/10 How to Set up an Email Newsletter**

**11/14 How to Set up a Lead Generating Landing Page**

**12/12 How to Create a Conversion Path for Lead Get**

**1/16 How to Execute a Webinar**