NOW APPEARING!

MESSAGE MAGICIAN!

MUST BE SEEN TO BE BELIEVED

SIMPLY STUPENDOUS!!

NOT TO BE MISSED

THIS IS A

ONCE IN A LIFETIME CHANCE

⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘

DIVA

- OF -

DELIVERABILITY

JESSICA BEST

Speaking Session:

8 Excellent Email Marketing Ideas to Steal

Presented By

Jessica Best

Barkley

NONPROFIT NIO SUMMIT INNOVATION AND OPTIMIZATION

It's 2017... Why Email?

Email is the #1 channel for generating ROI for nonprofits

More than 2x social

Source: Emma Email Marketing Industry Report 2017

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Donors prefer it, too (across generations):

US Digital Buyers' Preferred Channel for Receiving Brand Communications, by Generation, July 2016

% of respondents in each group

	Gen Z	Millennials	Baby boomers	Gen X	Total
Email	65.0%	62.0%	73.0%	71.0%	68.0%
In stores	8.0%	8.0%	6.0%	6.0%	6.9%
Text	8.0%	7.0%	3.0%	5.0%	5.6%
Facebook	7.0%	7.0%	2.0%	3.0%	4.5%
Digital ads	3.0%	4.0%	4.0%	4.0%	3.6%
Instagram	3.0%	1.0%	0.0%	0.0%	0.8%
YouTube	0.0%	2.0%	1.0%	0.0%	0.7%
Pinterest	0.0%	1.0%	1.0%	1.0%	0.6%
Snapchat	2.0%	1.0%	0.0%	0.0%	0.6%
Twitter	1.0%	0.0%	0.0%	0.0%	0.4%
Other	3.0%	7.0%	10.0%	10.0%	8.3%

Note: Gen Z born 1995-1998; millennials born 1980-1995; Gen X born 1965-1980; baby boomers born 1945-1965
Source: Bluecore, "How Millennials Actually Want Brands to Engage With Them," Oct 24, 2016

218814 www.eMarketer.com

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SOLD!

So, how do you do it right?

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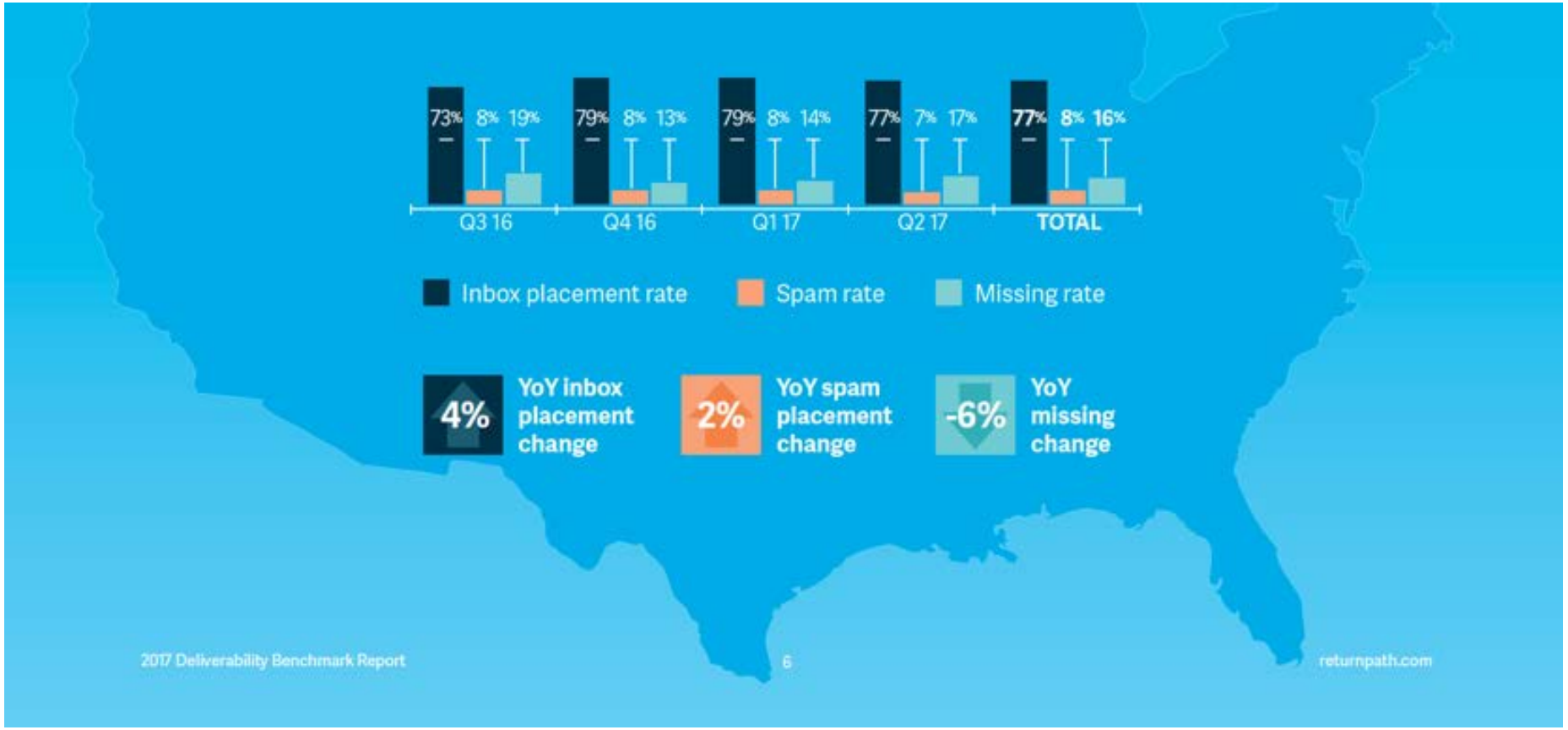
Getting Started with Email: Rules of the Game



Source: ReturnPath Deliverability Benchmark Report (2017)

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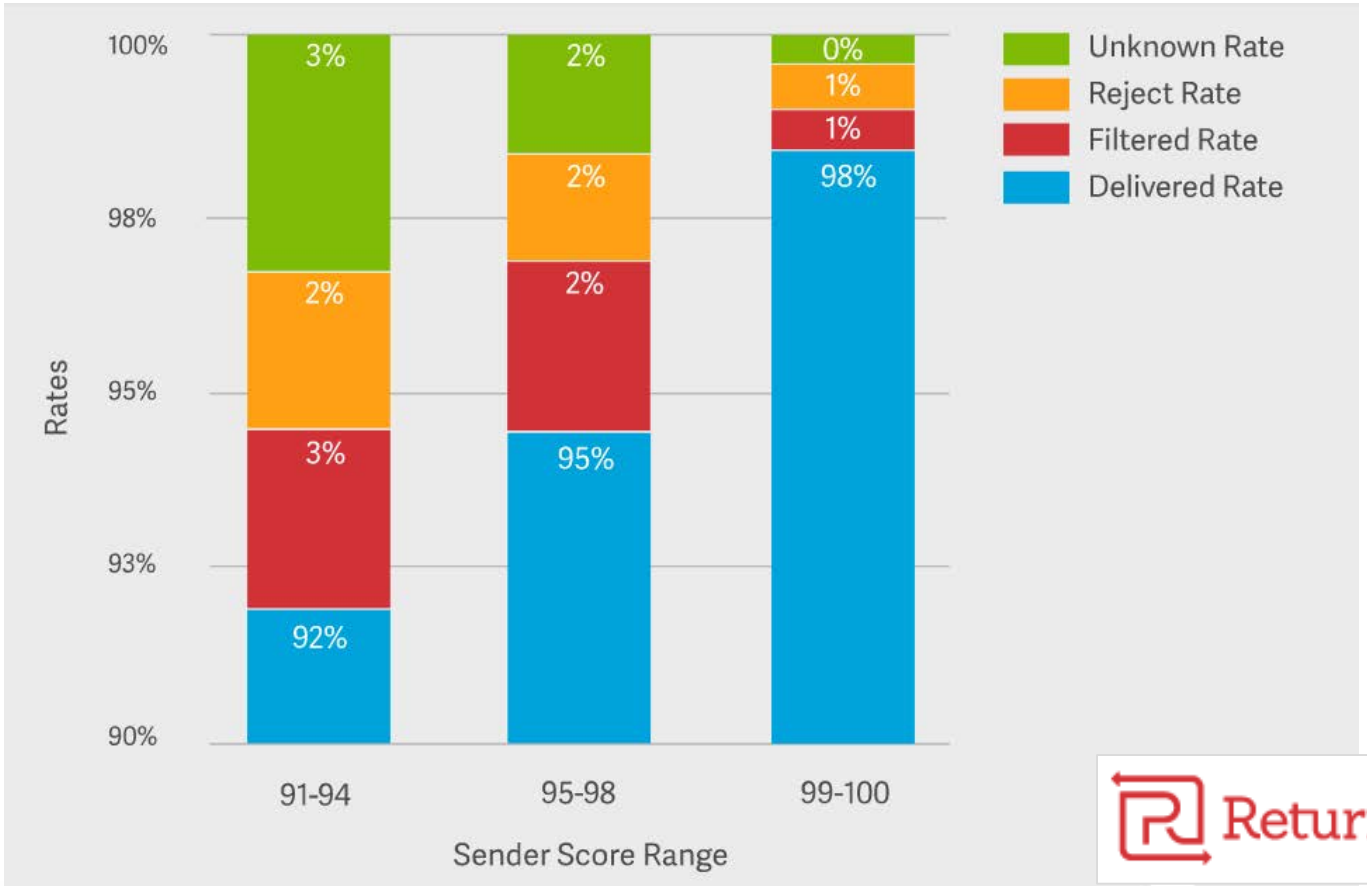
Getting Started with Email: Rules of the Game

The better your "sender reputation," the better your chances of getting through to the inbox.



Return Path

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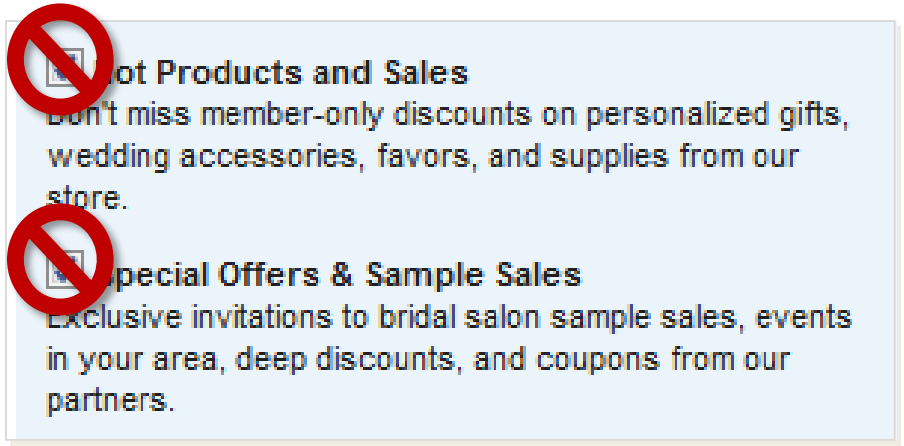
Rules: Grow with Permission – No Shortcuts

- NO harvesting email addresses from websites or membership listings.
- NO auto-opt-ins from partners



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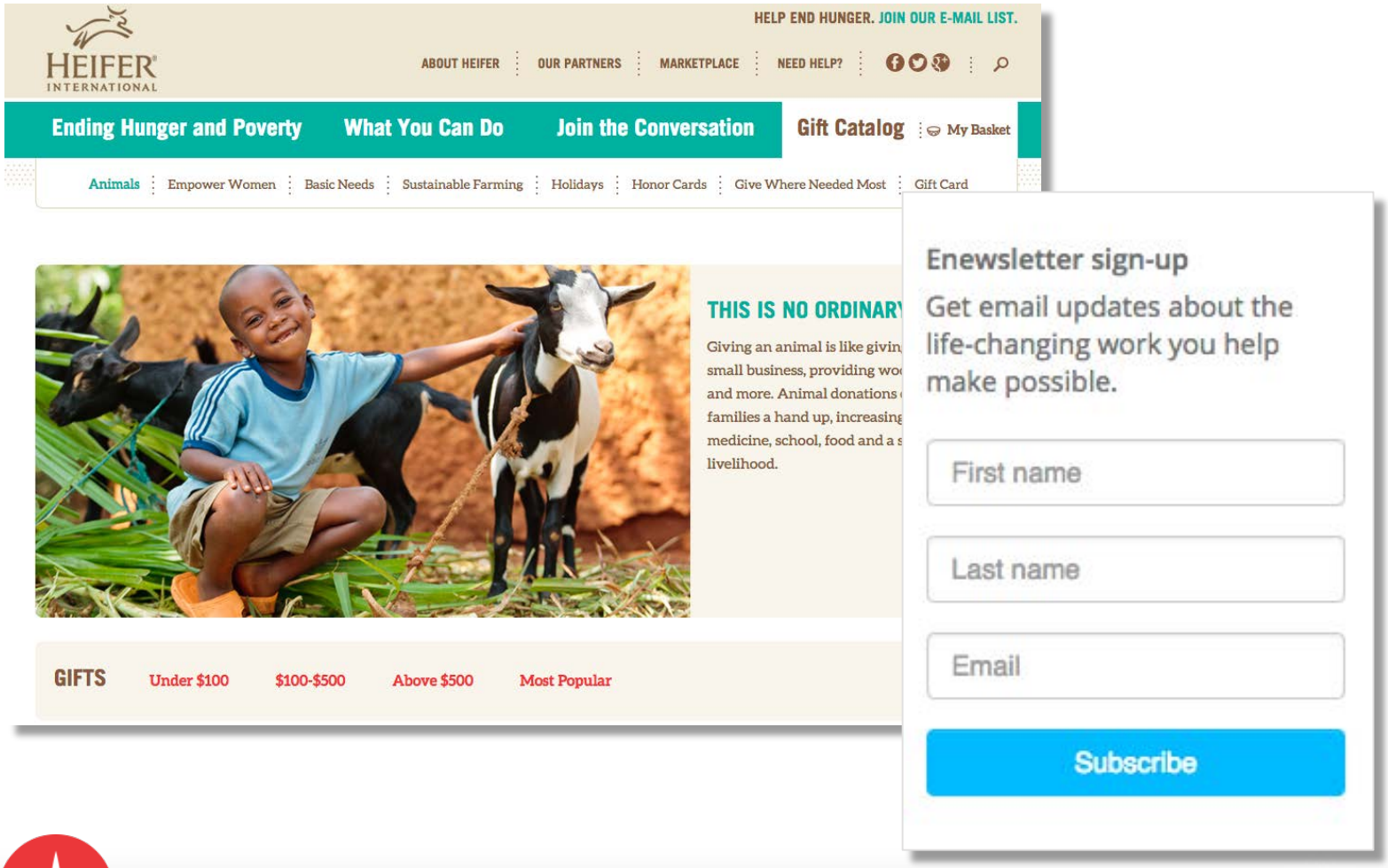
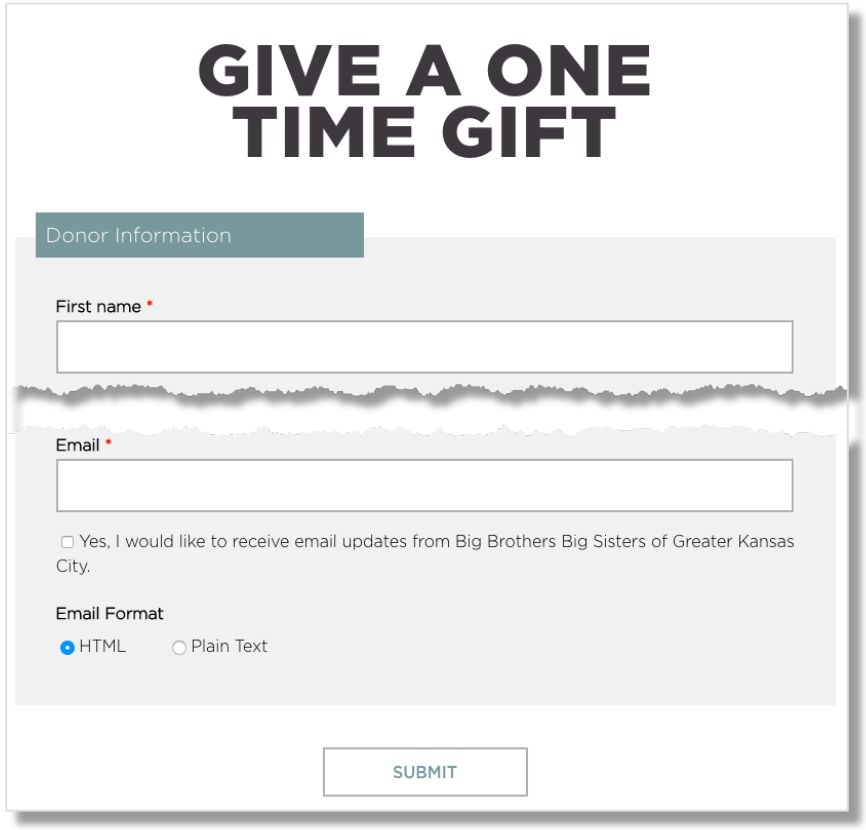
Grow Your List by Asking... Everywhere





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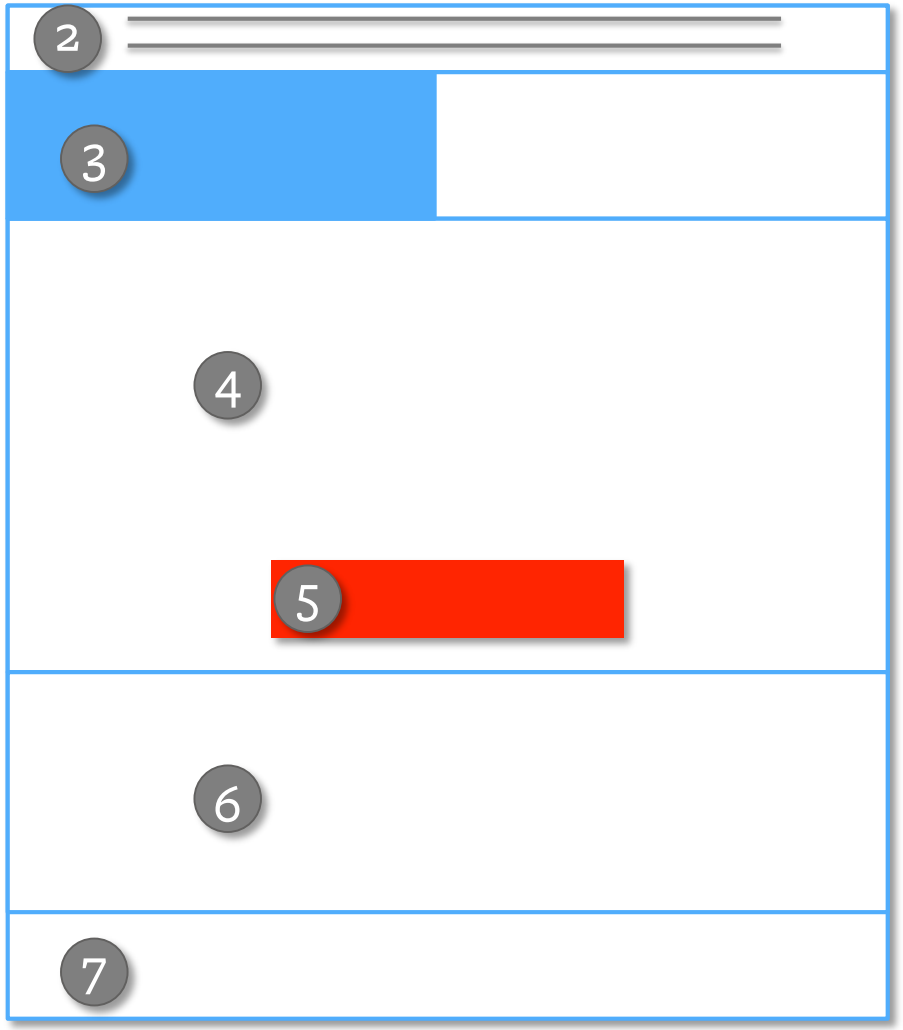
The Anatomy of an Email

1. Subject Line
2. Pre-header
3. Branded graphic header
4. Main message
5. Call-to-Action
6. Supporting Message
7. Footer



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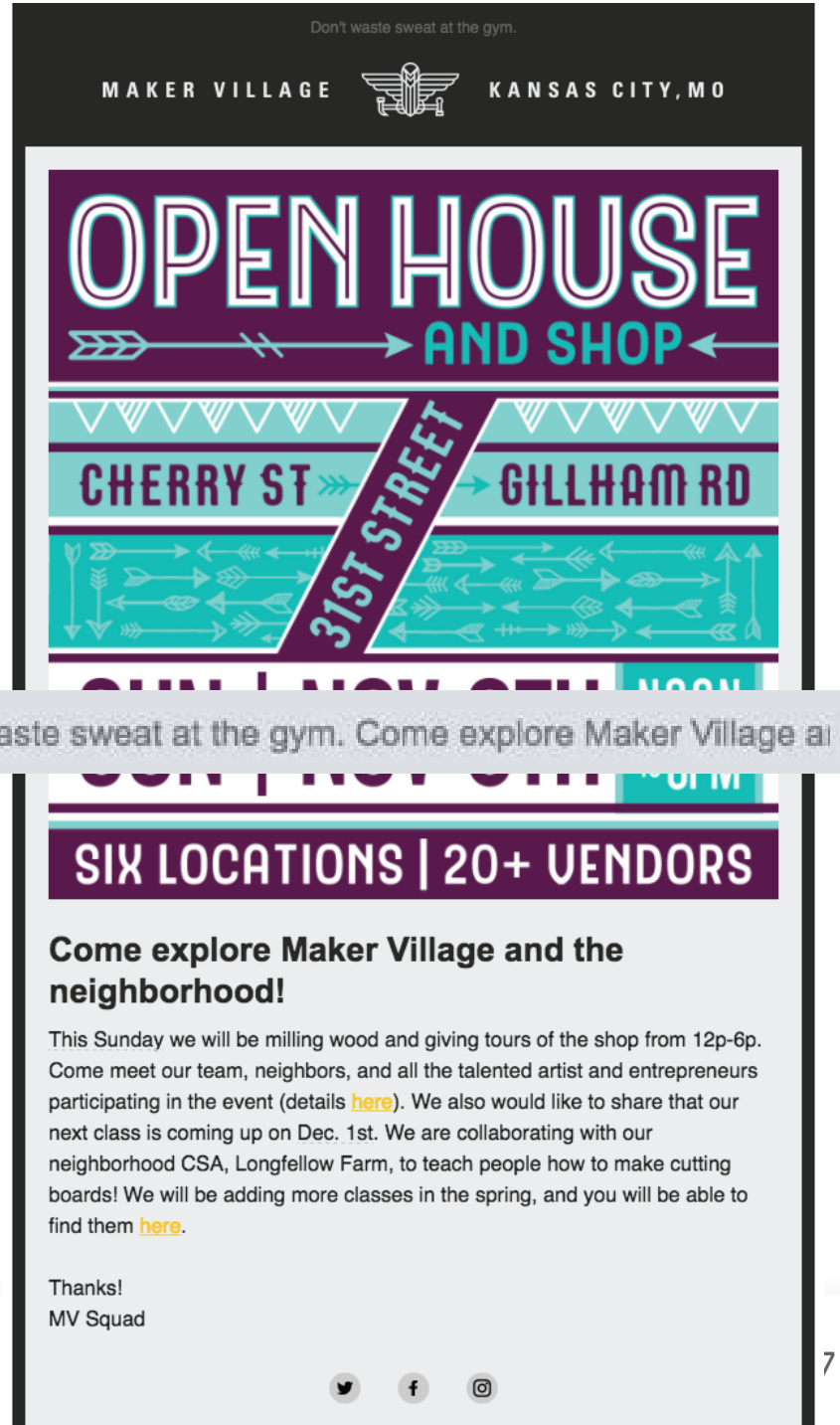
The Anatomy of an Email

- What's the Pre-header of this email? How does it play with the subject line?

Maker Village KC 31st & Cherry: Open House & Shop - Don't waste sweat at the gym. Come explore Maker Village a

- What's the "why"?

- What's the call to action?



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Search

Big Brothers Big Sisters 2:01 PM
You Did It!
Remove yourself from this mailing. Remove yourself from all mailings fro…

KCDMA 1:34 PM
Registration ends tomorrow!
KCDMA August 9 Lunch: Kelly Rivard presents SEO tactics that boost your…

Sean Callahan 1:29 PM
Jessica, please add me to your Linke…
Hi Jessica, I'd like to join your LinkedIn network. Jessica Best Hi Jessica, I'd l…

KCUR 11:19 AM
Learn about our new weekend schedule
Beginning August 6, KCUR introduces a new weekend lineup.…

From: Big Brothers Big Sisters Hide

To: Jessica Best Stewart

You Did It!

August 4, 2016 at 2:01 PM

YOU DID IT!

You Did It! Thanks for helping Summer Bowl for Kids' Sake raise a record-breaking **$735,000** (and still counting) for Big Brothers Big Sisters. We couldn't have done it without you. All proceeds will go towards creating more life-changing friendships in Kansas City. We appreciate you and all of your hard work this summer.

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8 Excellent Email Marketing Ideas to Steal for Nonprofits

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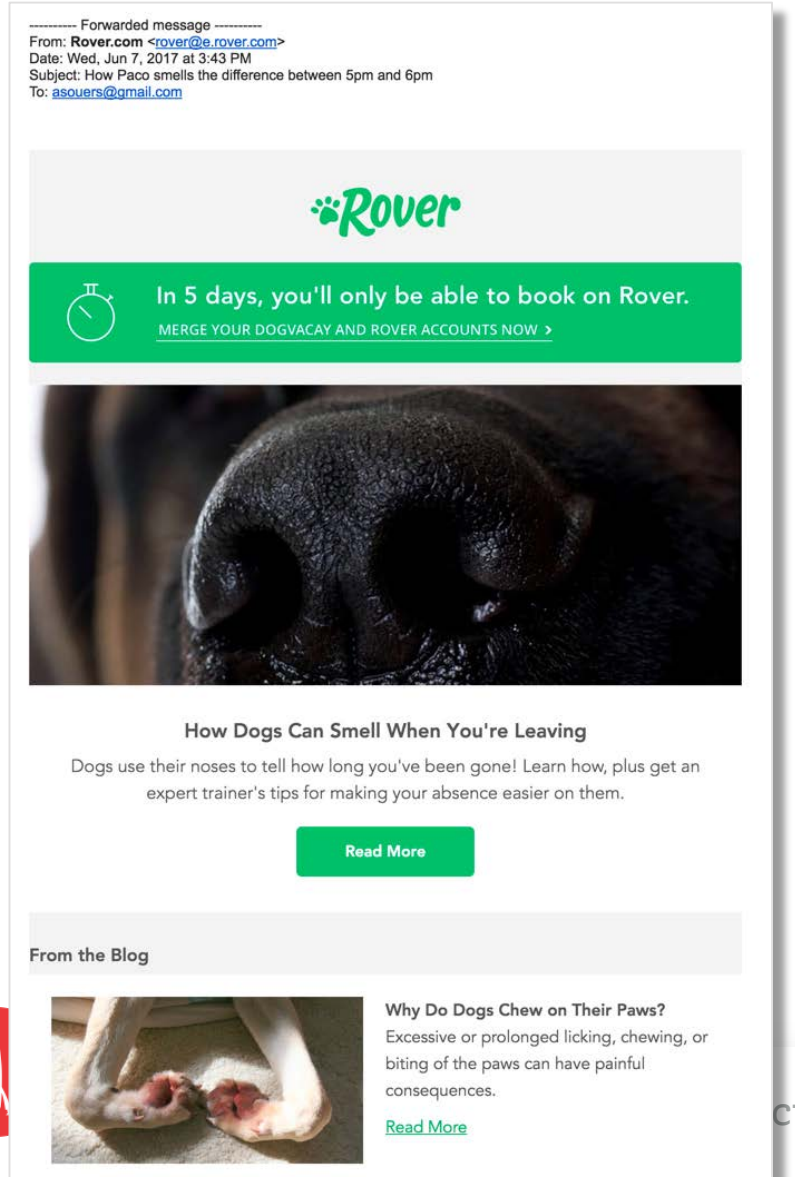
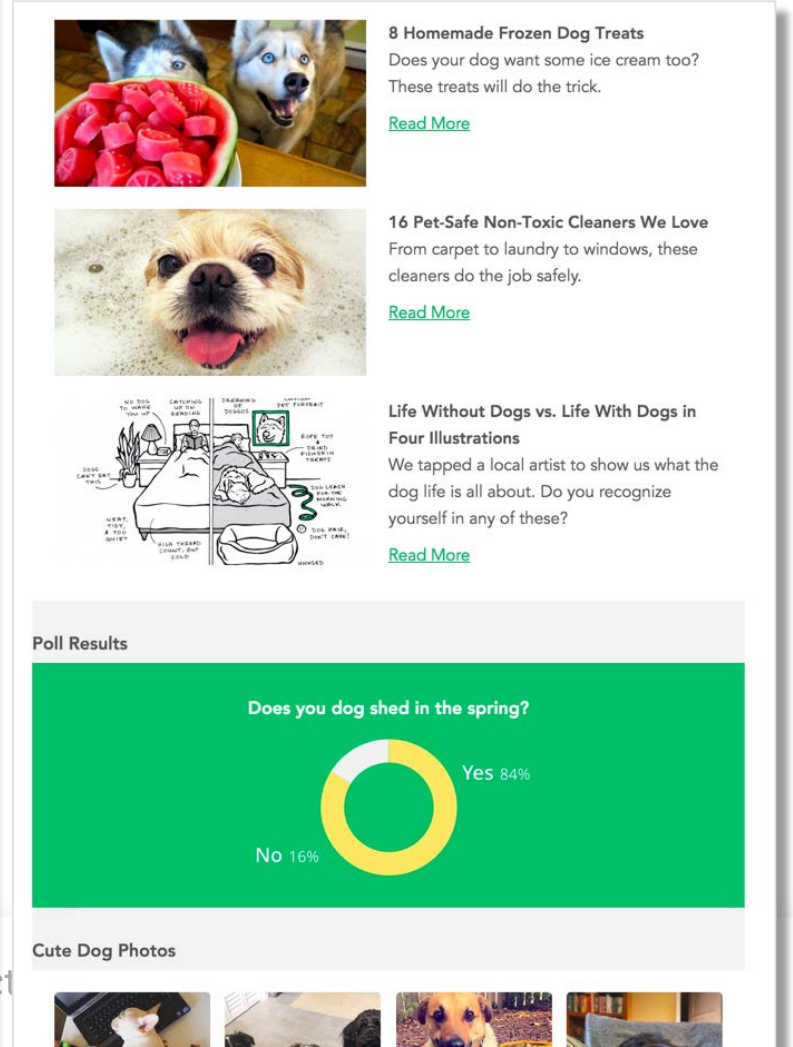
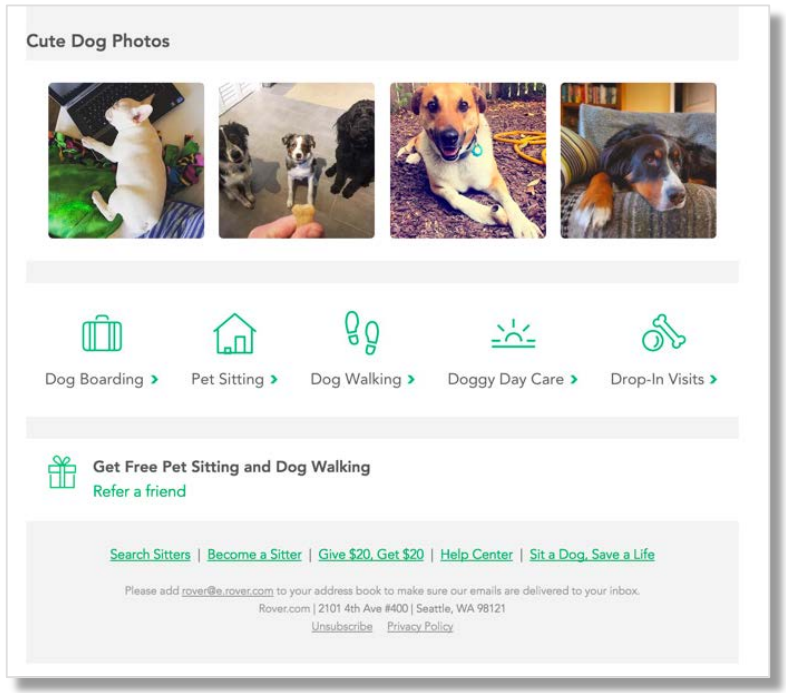
1. Make it skimmable (but not necessarily short)

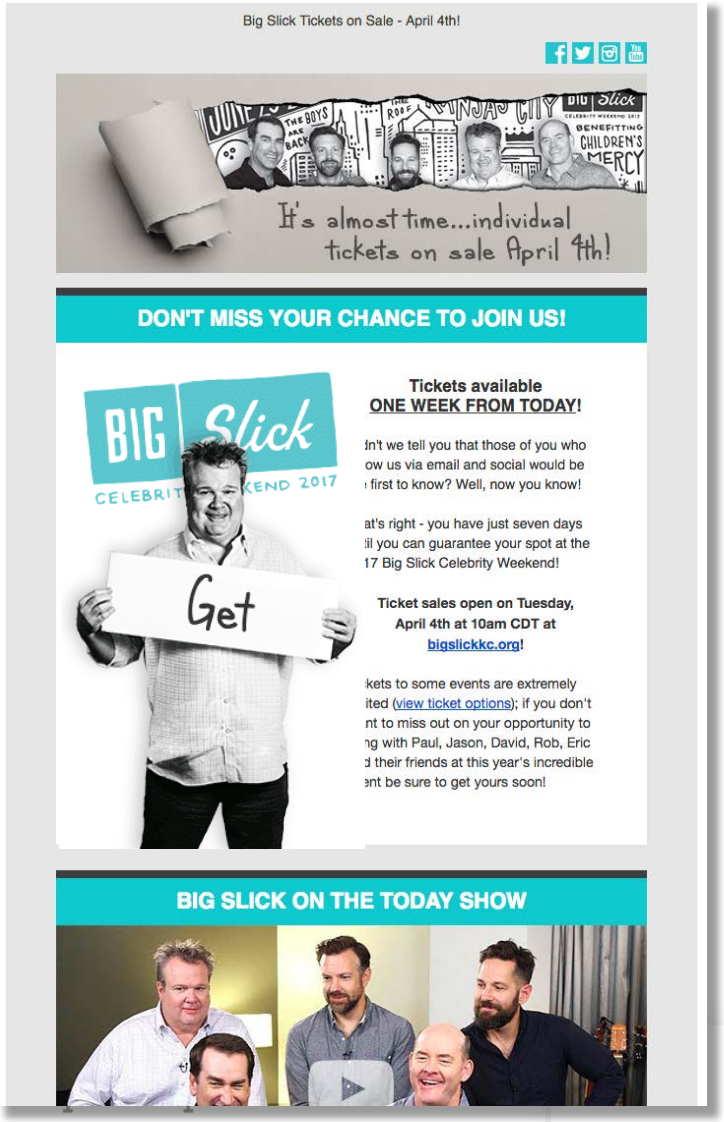






2. Use motion to tell your story.

- ✓ Animated GIFs
- ✓ Video “in” email
- ✓ Celebs and the TODAY Show don’t hurt either… (Keep cross channel in mind!)



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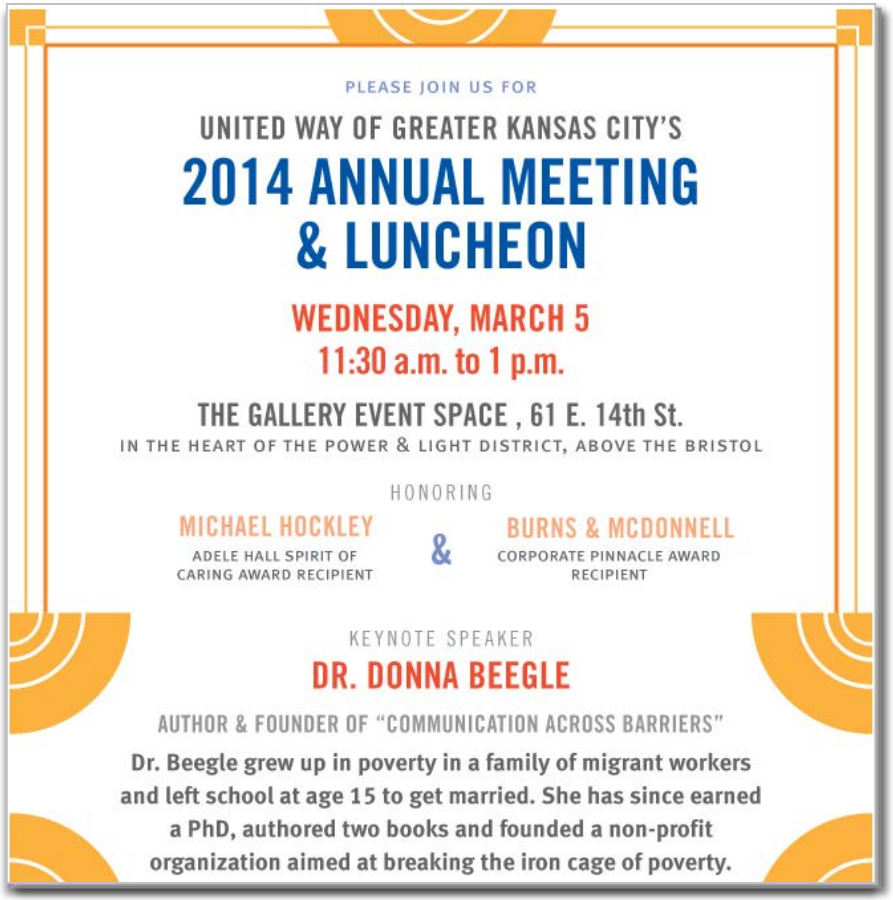
3. Make it accessible with images OFF



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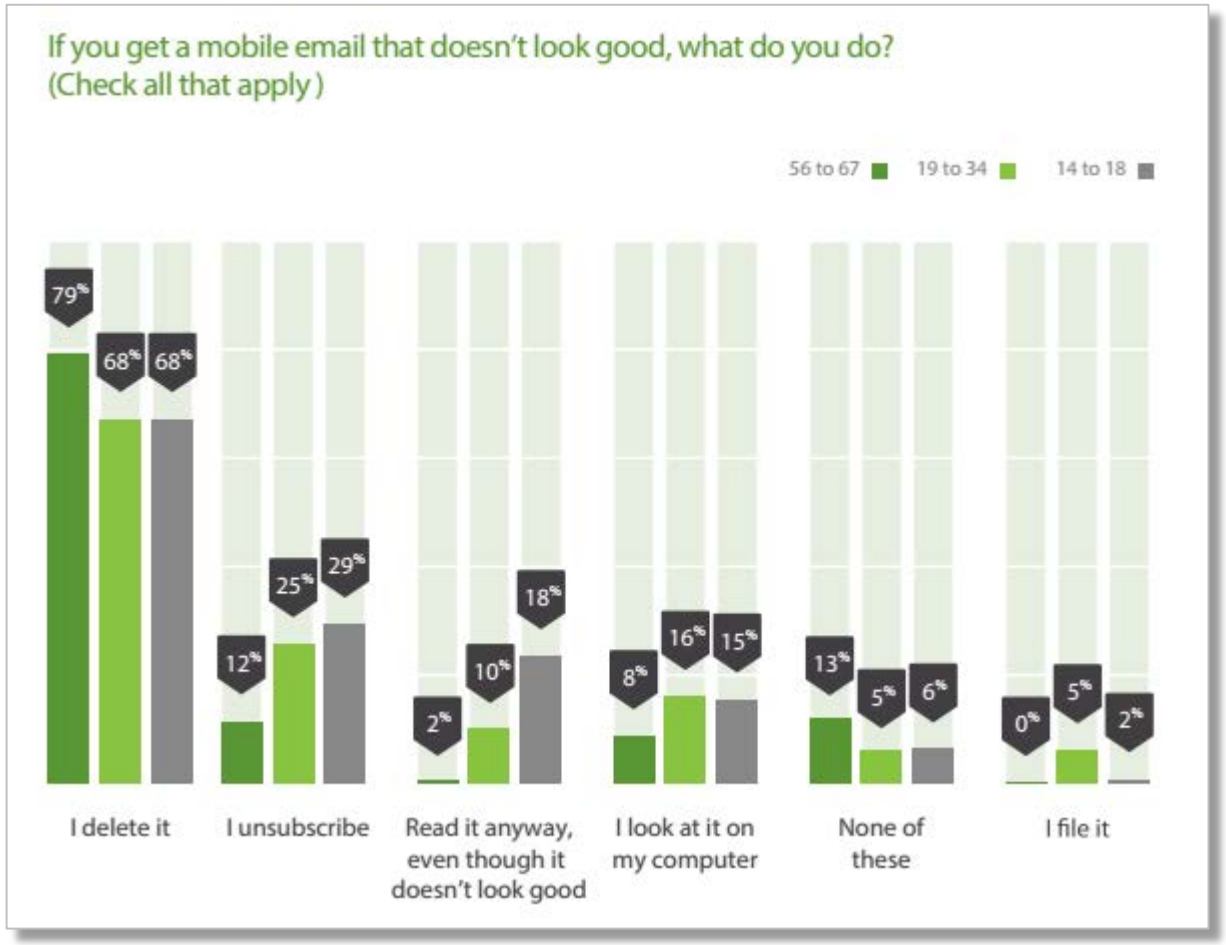
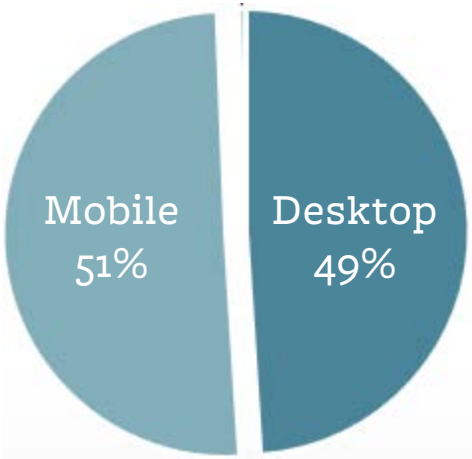
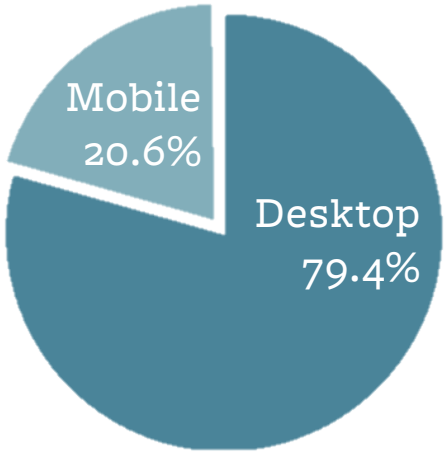
4. Make it Accessible via Mobile



Source: Adestra Consumer Adoption & Usage Study (2016)



Business-to-Consumer



Business-to-Business

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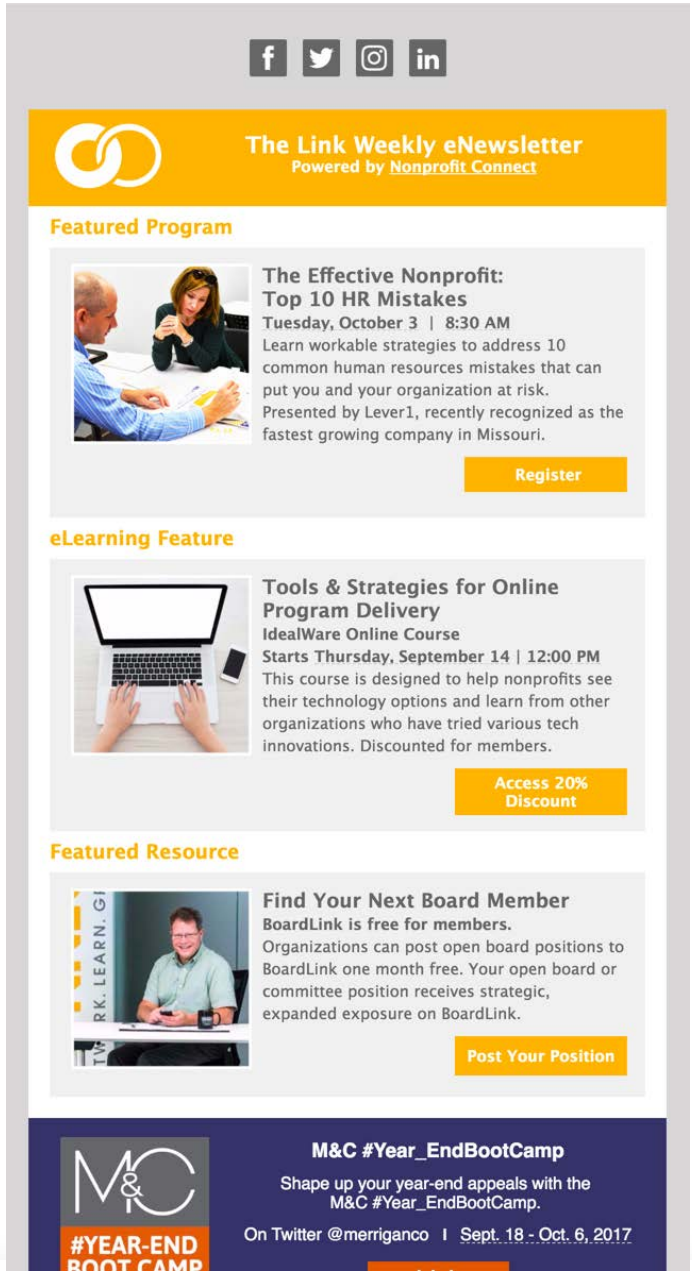

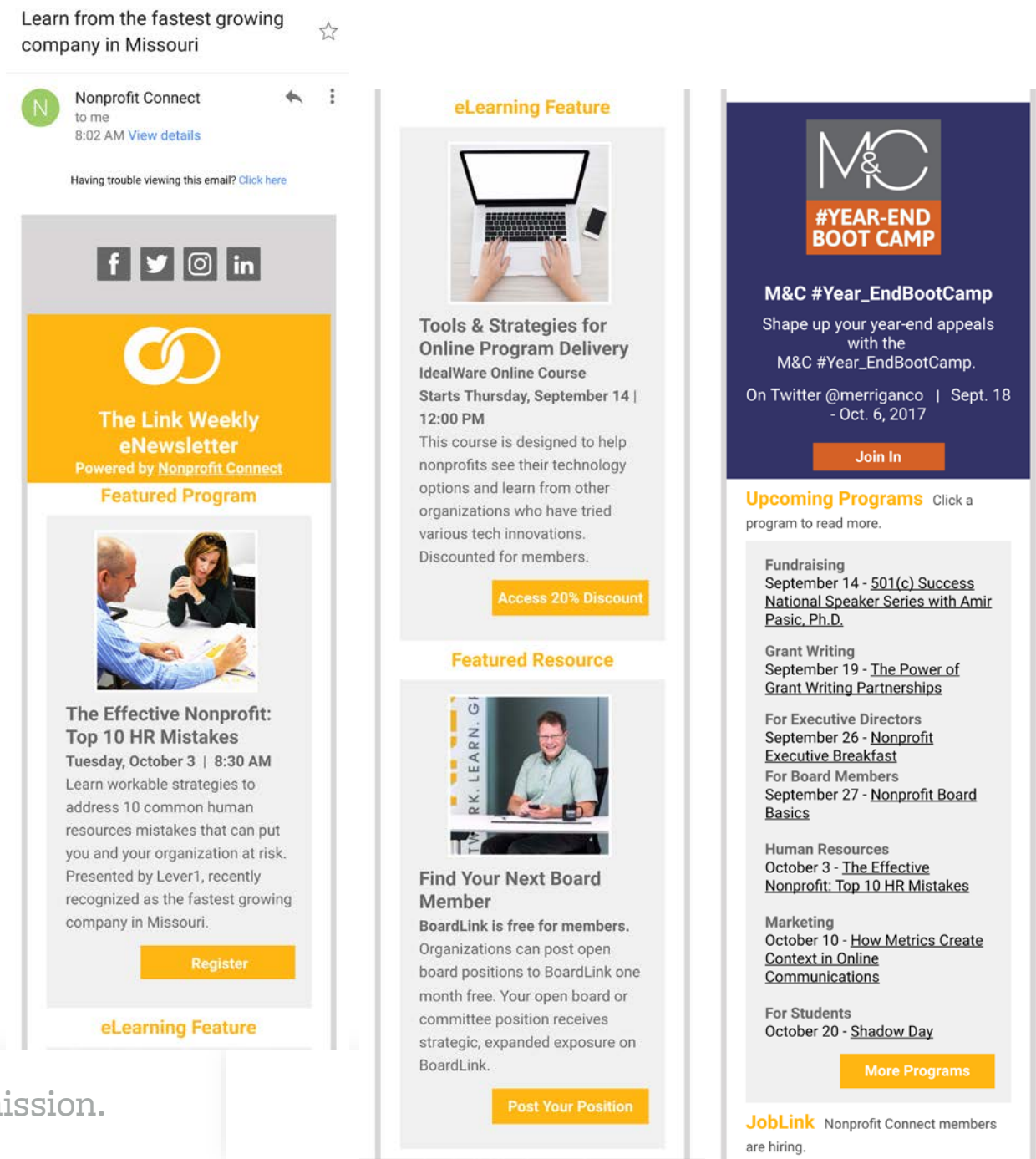

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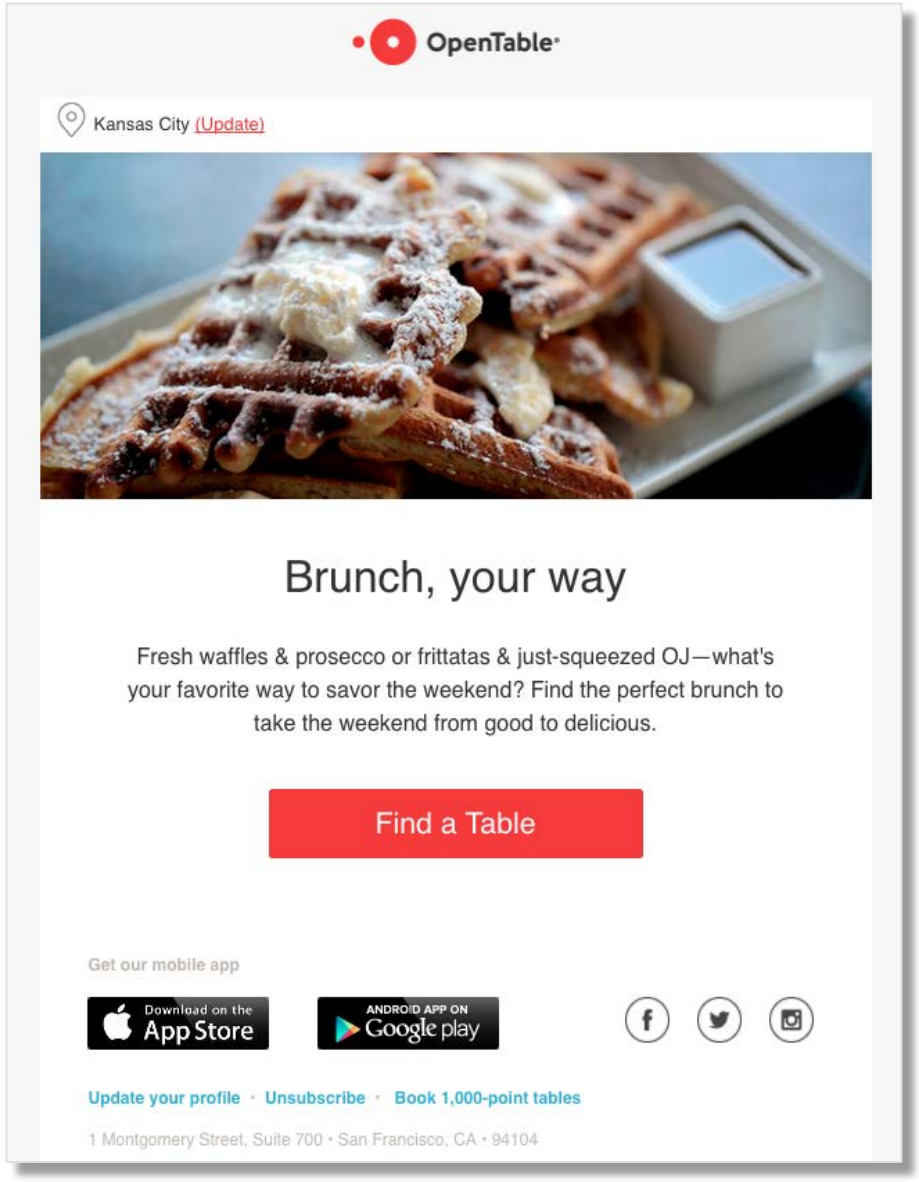

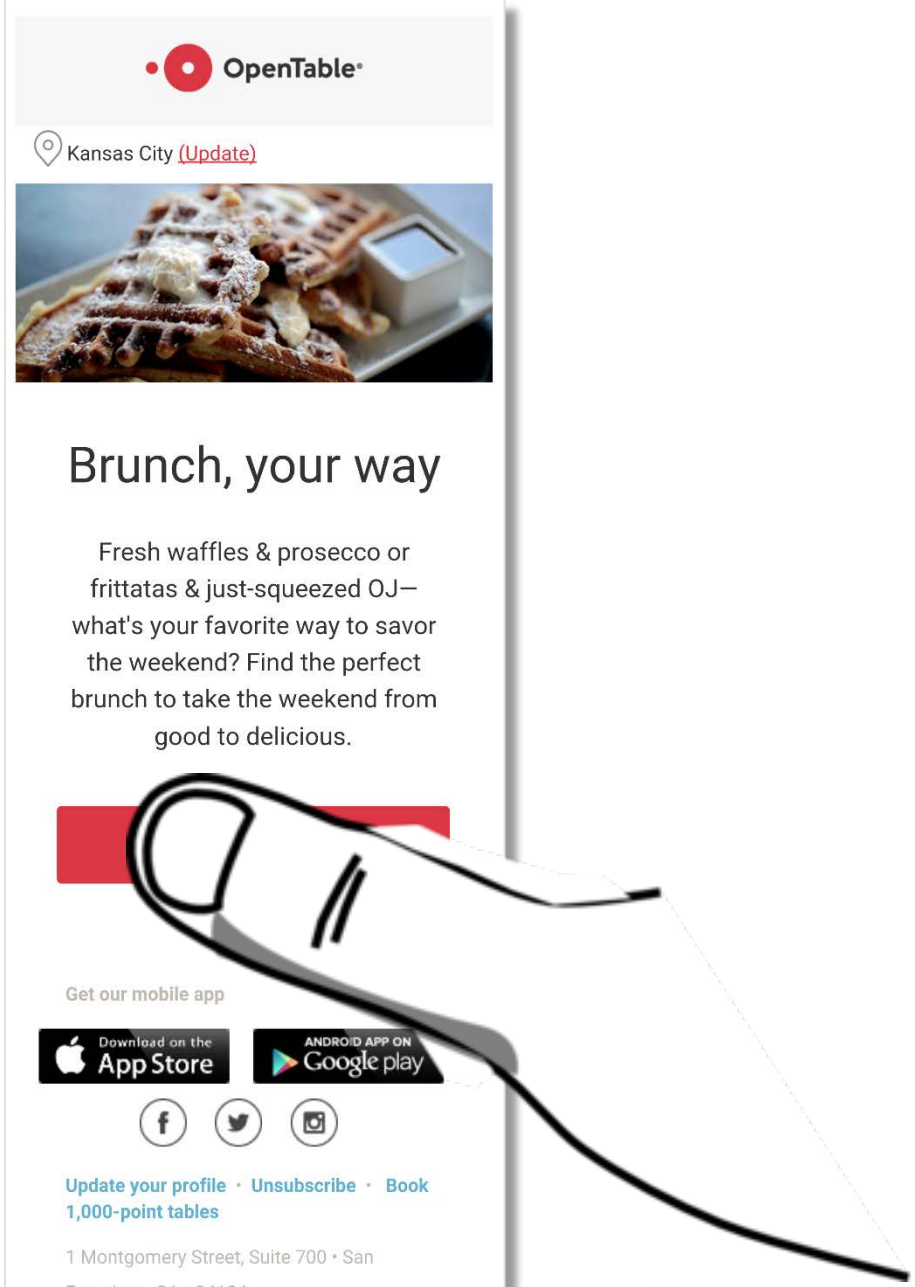

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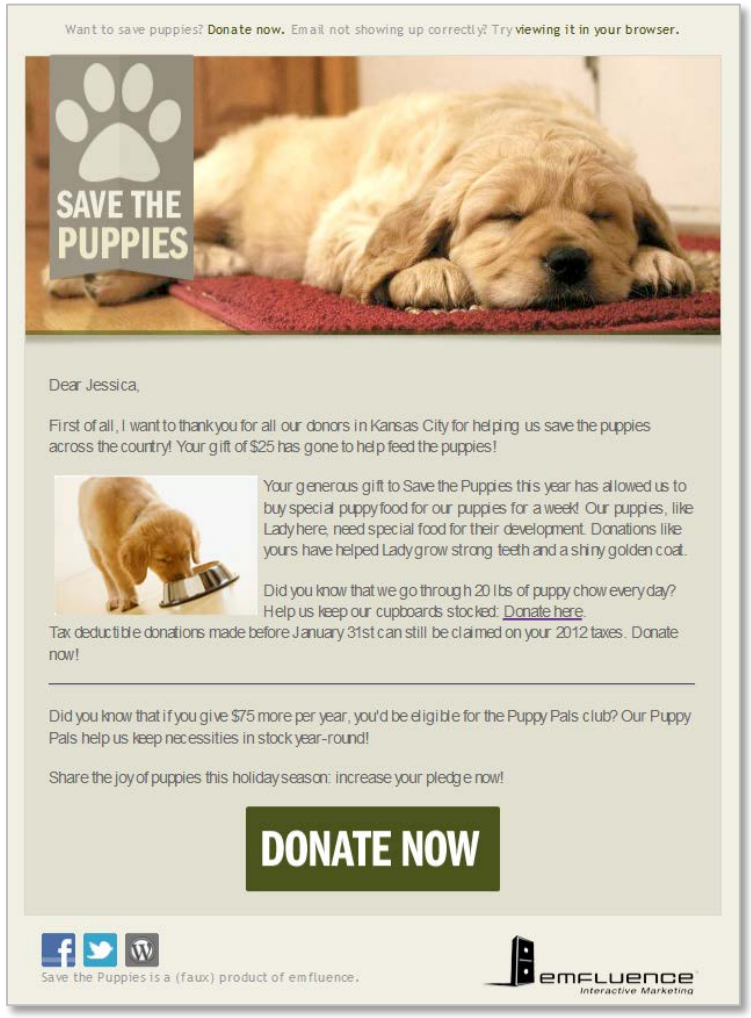
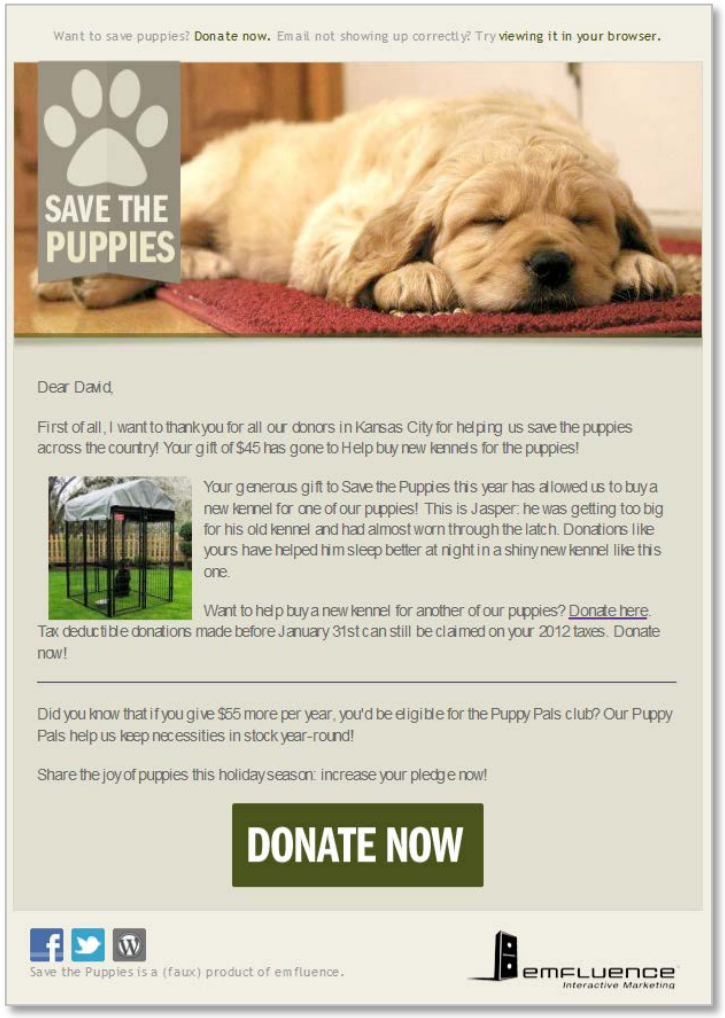
5. Make it relevant via personalization





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5. Make it relevant via personalization

Let's do this, Kansas City! #StartupKC View this email in your browser

kcsf
kansas city startup foundation

Unifying and championing Kansas City's startup ecosystem

MARCH / 2017

The Latest

Jessica: "Hey Matthew, what's the latest with Kansas City's startup ecosystem?"

Matthew: "Hey hey! Good to see you again, Jessica. I'm glad you asked. Kick back, relax, and let me tell you all about it.

First off, SXSW was a good time. StartupKC was well represented by several local organizations and individuals. We all made sure that the masses in Austin knew KC is where it's at. And lots of compliments received regarding that special shirt we created."

Jessica: "Great! Well done. How about KC? What's going on here?"

Matthew: "Coworking! A whole lotta coworking in several new spaces. Westport Commons is open and ready for business. So is Edison Spaces. WeWork KC will be up and running soon, and there are rumors of one or two more KC metro coworking spaces in the works.

And did you hear about VergeKC and Vetrepreneur? Two awesome new KC startup ecosystem initiatives bringing entrepreneurs and others together for connecting, building, and learning.

Students are getting in on the action as well. UMKC hosted their sweet Career Accelerator this month, and KU is hosting their Startup Job and Internship Fair next month. Student power!"

Jessica: "Niiiiice. Very nice. I like. What about numbers? Give me some numbers."

Matthew: "You got it, Jessica. How about more than 275? That's the number of ecosystem support cases we've handled so far this year. Entrepreneurs, corporations, government, schools, investors, visitors … we're helping them and others find the KC startup ecosystem information and connections they seek.

Want more? How about 15? That's the number of pages in the recently released, data packed KCSourceLink We Create KC report. An update on the progress of KC's startup investment landscape. You gotta check it out!"

Jessica: "Alright. Alright. Alright. Way to be. That's some solid info. Anything else I need to know?"

Matthew: "Definitely. So much more you need to know, Jessica. But our conversation is getting a weeee bit long which means so is this month's KCSF newsletter. Doh! I'll leave you with a couple more tidbits and then bid you adieu.

First, Bloomberg jumped the shark recently. They threw Kansas City and Google Fiber under the bus in an attempt to convince America that it's hard to build the next Silicon Valley. But they forgot that no one else is trying to build the next Silicon Valley. The rest of America is hard at work building their own unique startup ecosystem. One that suits them the best. #boomsizzle

Second, a cool thing happened in KC this past Friday night. It started with a seemingly inconsequential moment at a Popeye's drive-thru window, which turned into an idea, which turned into a Facebook post, which turned into a cause, which turned into a movement, which turned into random act of kindness going viral across the country. I know, right!? Amazing! Check out how Donald Carter decided to 'do something different' and the story that has unfolded because of it."

Jessica: "Holy wow! That's a pretty sweet update. Thx for the deets, Matthew. The #StartupKC scene is looking and sounding mighty fine."

Matthew: "You got that right. Read below few more nuggets of StartupKC gold. And stay classy, Jessica."

Cheers!

Matthew W. Marcus
Executive Director
Kansas City Startup Foundation

Program Updates

Congrats to village startup, Pear Deck. They recently raised

© Ba

5. Make it personal

greetings from NextAfter

Tim Kachuriak <hello@nextafter.com> Jun 23
to me

Hi Jessica,

I hope you are doing well.

My super-cool web analytics system informed me that you accessed some of the resources on our site, and I just wanted to introduce myself. My name is Tim Kachuriak and I am the founder and Chief Innovation & Optimization Officer for NextAfter.

With your permission, over the next couple of weeks I'd like to share with you a few additional resources that I hope you will find to be valuable.

But before I go any further, **I'd like to ask you one question**— and I really do hope that you send me a reply.

What is the most valuable thing that I can help you with today?

This isn't some sort of marketing tactic -- I read and reply to every response.

Thanks again!

-tmk

Tim Kachuriak
Chief Innovation and Optimization Officer
NextAfter

If you'd like to change what kind of information we send you, you can tell me here. Alternatively, if you'd rather not hear from me again, let me know.

NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

Can you make it?

Kevin Peters <kevinp@nextafter.com> Unsubscribe
to me

Hi Jessica,

I was looking at the list of attendees for the webinar coming up this Thursday, July 27th, and I didn't see you on the list.

Do you think you'll be able to make it?

I'll be talking about some really interesting experiments we've conducted recently showing how you can actually increase your revenue without sending more appeals or asking for more money from your donors.

These stategies have made a significant impact on revenue for our nonprofit partners, and I think they could really benefit the work you're doing.

You can find out more and reserve your spot here: https://www.nextafter.com/grow-your-revenue-without-asking-for-money/

If you can't make it work with your schedule, let me know so I can make sure you get a recording afterwards.

Kevin Peters
Senior Vice President, Data & Strategy
NextAfter
c: 972-814-2846

If you'd like to change what kind of information we send you, you can tell me here. Alternatively, if you'd rather not hear from me again, let me know.

NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

LIVE Now: Behind the scenes video SWIPED file x

Tim Kachuriak <timk@nextafter.com> Unsubscribe
to me

Hi Jessica,

I hope this puts a smile on your face and brightens your day-- we are shooting our N Summit intro video today and live streaming it on Facebook: https://www.facebook.c NextAfterInc/

Here's a sneak peak photo:

Kindest Regards,
-tmk

--

Timothy M. Kachuriak
Chief Innovation and Optimization Officer,
NextAfter

Cell: 214-250-0547
Email: tim@nextafter.com

Am I sending you too many emails? If so, you can actually change how often you receive emails from me. And if you choose to unsubscribe – no hard feelings.

NextAfter 6175 Main Street #385 Frisco, TX 75034 USA

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WARNING: “Personal” can fail.

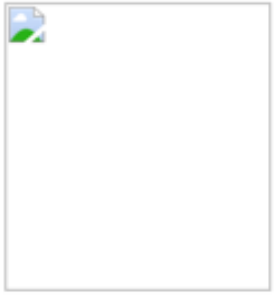
Jessica do you provide marketing consulting?

Princess Manuel <princess@hotprospector.com> Jul 31

to me

Jessica, I got your details from Linkedin. Do you still provide marketing consulting services?

Let me know,



Princess Manuel
Hot Prospector
Marketing Assistant
7025001953
princess@hotprospector.com
hotprospector.com

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To update your contact information please Click here

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Hot Prospector , 6028 Sky Pointe #118, 89131, Las Vegas, NV, USA / Canada

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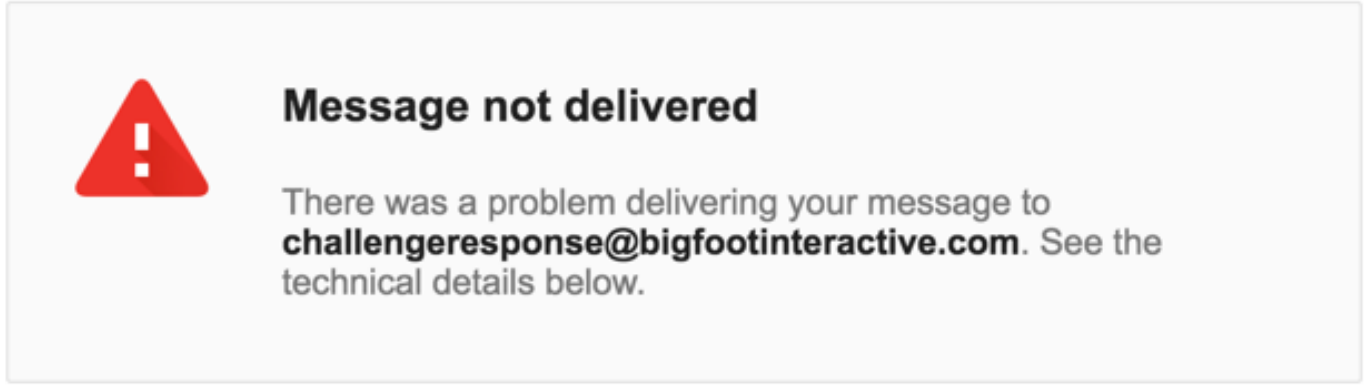
WARNING: “Personal” can fail.

---------- Forwarded message ----------
From: **Mail Delivery Subsystem** <mailer-daemon@googlemail.com>
Date: Wed, Jul 12, 2017 at 9:47 PM
Subject: Delivery Status Notification (Failure)
To: bestofjess@gmail.com



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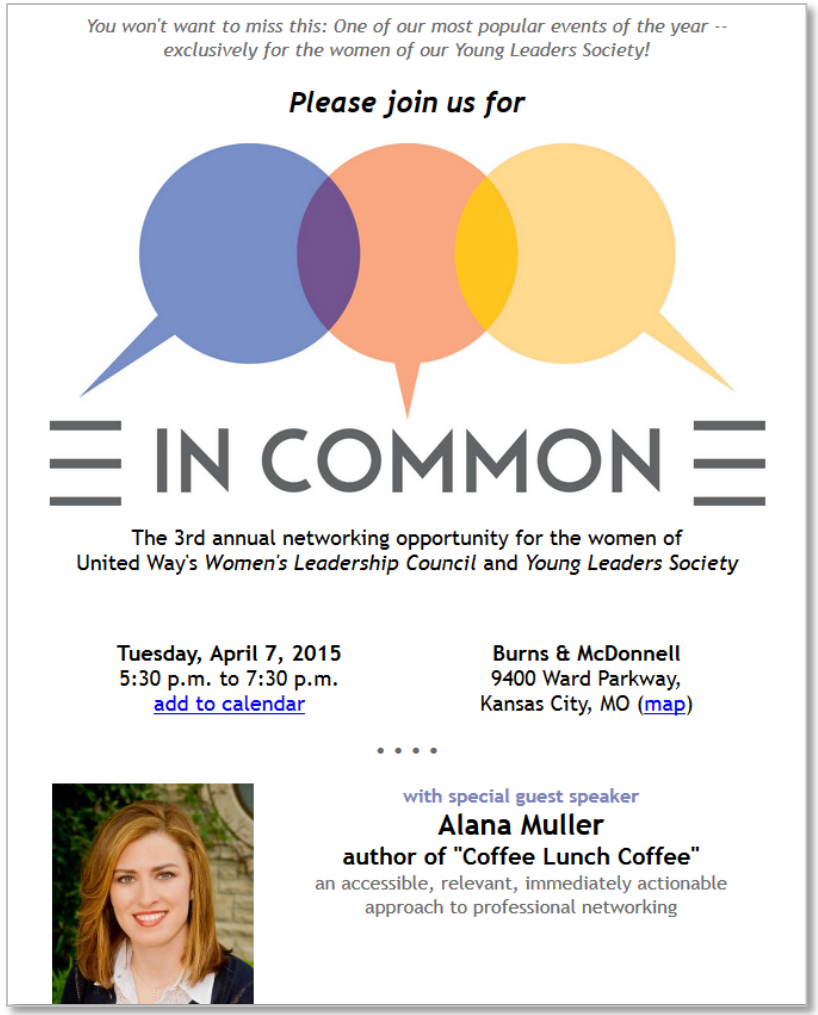
6. Make it relevant via segmentation



You won't want to miss this: One of our most popular events of the year -- exclusively for the women of our Young Leaders Society!

Please join us for

IN COMMON

The 3rd annual networking opportunity for the women of United Way's *Women's Leadership Council* and *Young Leaders Society*

Tuesday, April 7, 2015
5:30 p.m. to 7:30 p.m.
add to calendar

Burns & McDonnell
9400 Ward Parkway,
Kansas City, MO (map)

• • • •

with special guest speaker
Alana Muller
author of "Coffee Lunch Coffee"
an accessible, relevant, immediately actionable approach to professional networking

Newsletter : YLS March 2015
HTML | Text | Activity
modified 3/20/15 1:34 PM (CDT) by Barbara Mueth

2015 Quality Matters Lunch STD - for WLC
HTML | Text | Activity
modified 3/19/15 10:28 AM (CDT) by Barbara Mueth

2015 Quality Matters Lunch STD - for QM
HTML | Text | Activity
modified 3/18/15 4:26 PM (CDT) by Barbara Mueth

2015 Invite : Tocqueville Halls event
HTML | Text | Activity
sent 3/18/15 9:15 AM (CDT) by Barbara Mueth

2015 Invite for WLC : Tocqueville Halls event
HTML | Text | Activity
sent 3/18/15 9:15 AM (CDT) by Barbara Mueth

Invite : WLC/YLS Event (In Common) for YLS
HTML | Text | Activity
sent 3/10/15 10:30 AM (CDT) by Barbara Mueth

Invite : WLC/YLS Event (In Common)
HTML | Text | Activity
sent 3/10/15 10:30 AM (CDT) by Barbara Mueth

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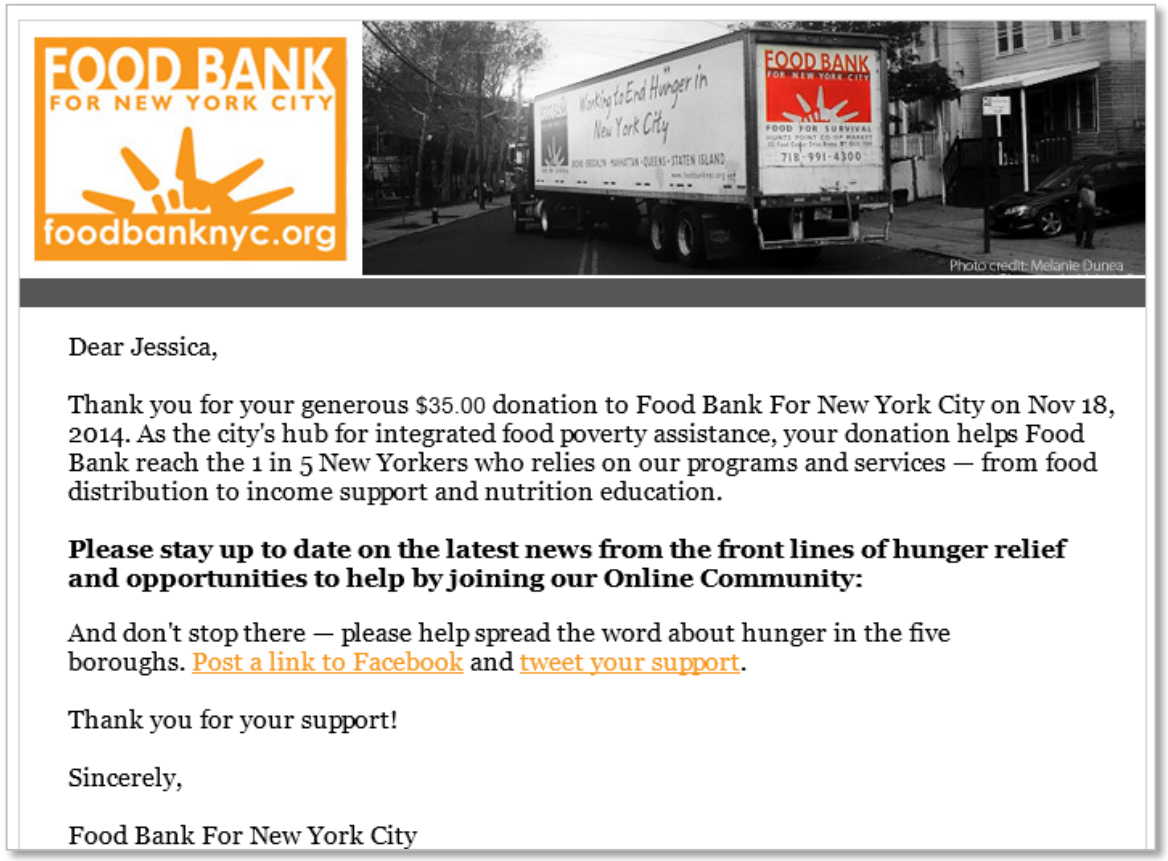
7. Make it relevant via automation



FOOD BANK FOR NEW YORK CITY
foodbanknyc.org

Dear Jessica,

Thank you for your generous $35.00 donation to Food Bank For New York City on Nov 18, 2014. As the city's hub for integrated food poverty assistance, your donation helps Food Bank reach the 1 in 5 New Yorkers who relies on our programs and services — from food distribution to income support and nutrition education.

Please stay up to date on the latest news from the front lines of hunger relief and opportunities to help by joining our Online Community:

And don't stop there — please help spread the word about hunger in the five boroughs. Post a link to Facebook and tweet your support.

Thank you for your support!

Sincerely,

Food Bank For New York City

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7. Make it relevant via automation

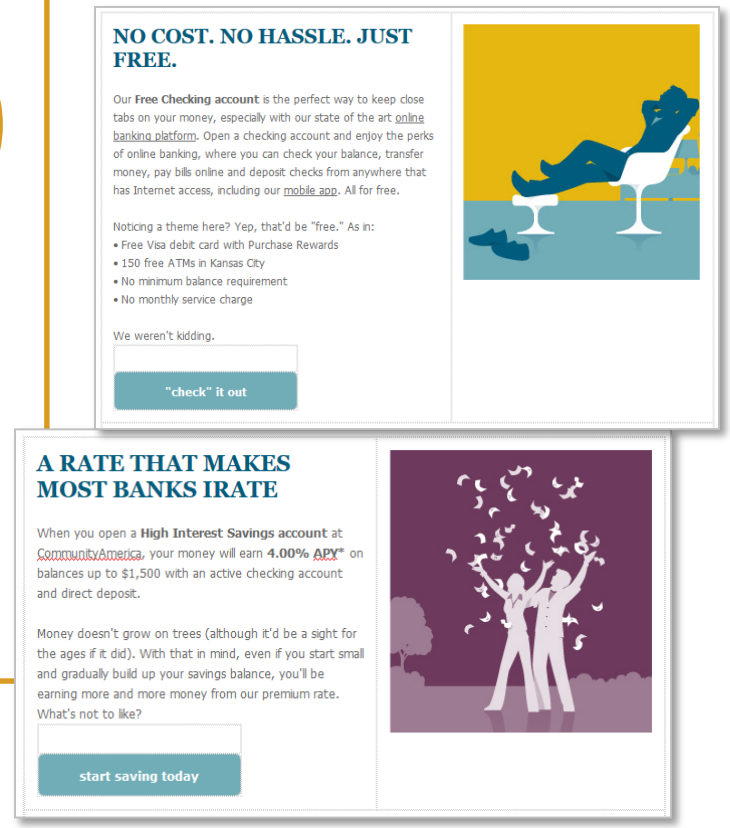
Next day

2 weeks

6 weeks

10 weeks

12 weeks



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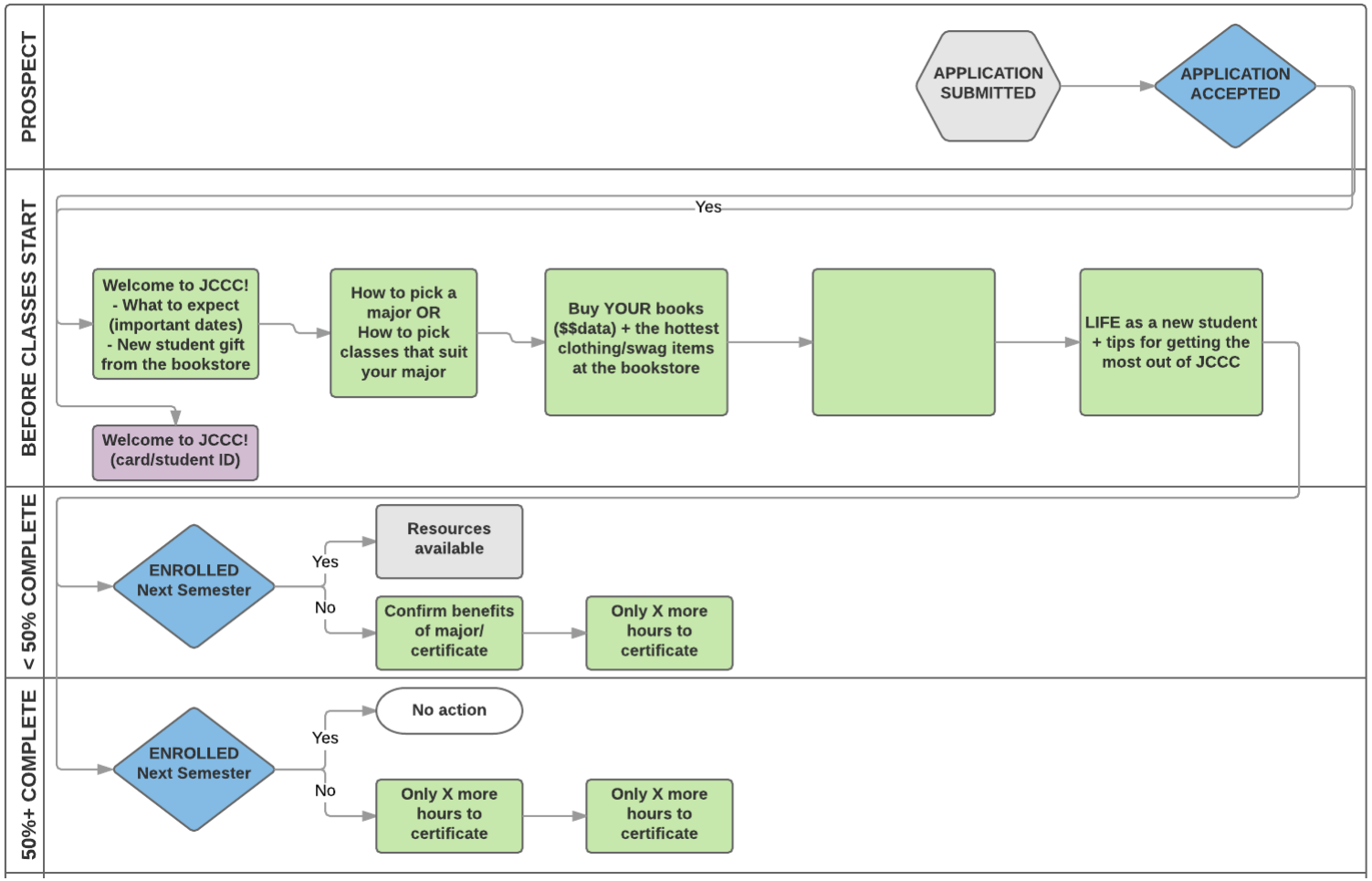
7. Make it relevant via automation



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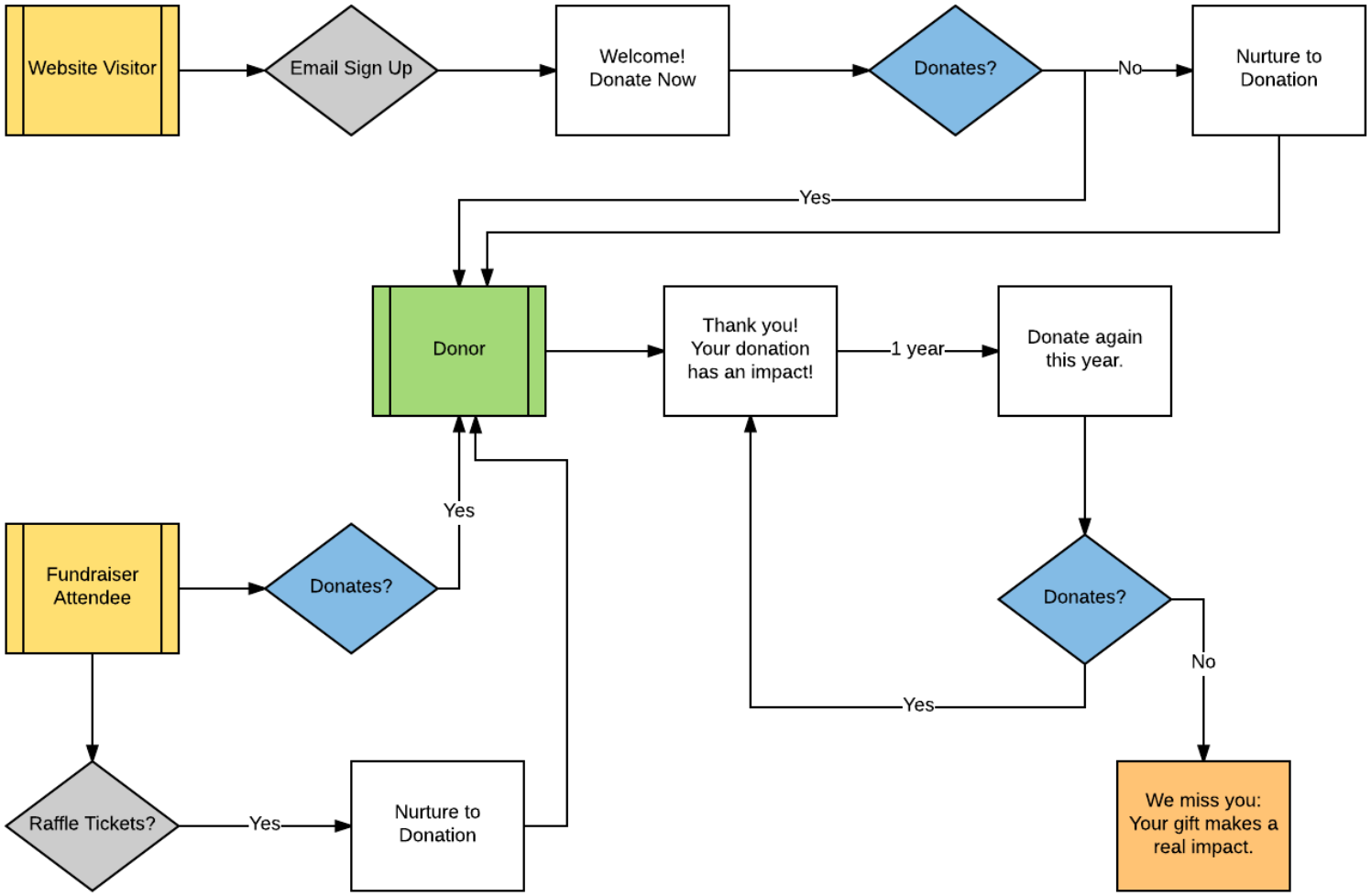
7. Make it relevant via automation



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8. Make donors part of your story

MINDDRIVE

Inspiring students to learn. Expanding their vision for the future. Influencing the urban work force.

MINDDRIVE'S Social Fuel Tour Achieves Astonishing Results!

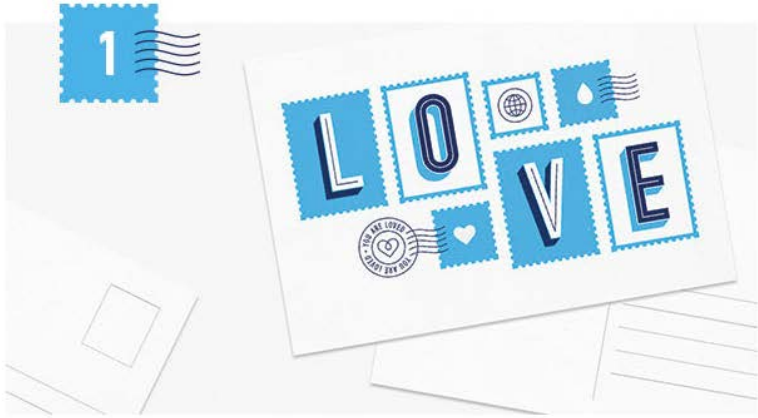
Click HERE for full video and photo diary of the Social Fuel Tour!

For the full story, the wrap up video, a photo diary and more, clicking here or on the image below!

Send love, give water

Water.org community@water.org via blackbaudemail.netcommunity1.com Feb 1
to me

water.org GIVE WATER



Honor someone you love with the gift of safe water. Donate $25 and send a Valentine greeting that will also change a life.

Send love and water today

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8. Make donors part of your story

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Pop Quiz: Which subject line won?

A. Help us solve hunger. — Most Clicks

B. Donating 1 million meals. — Most Opens

C. You can help solve hunger.

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Test & Track to Learn

Always Be Learning

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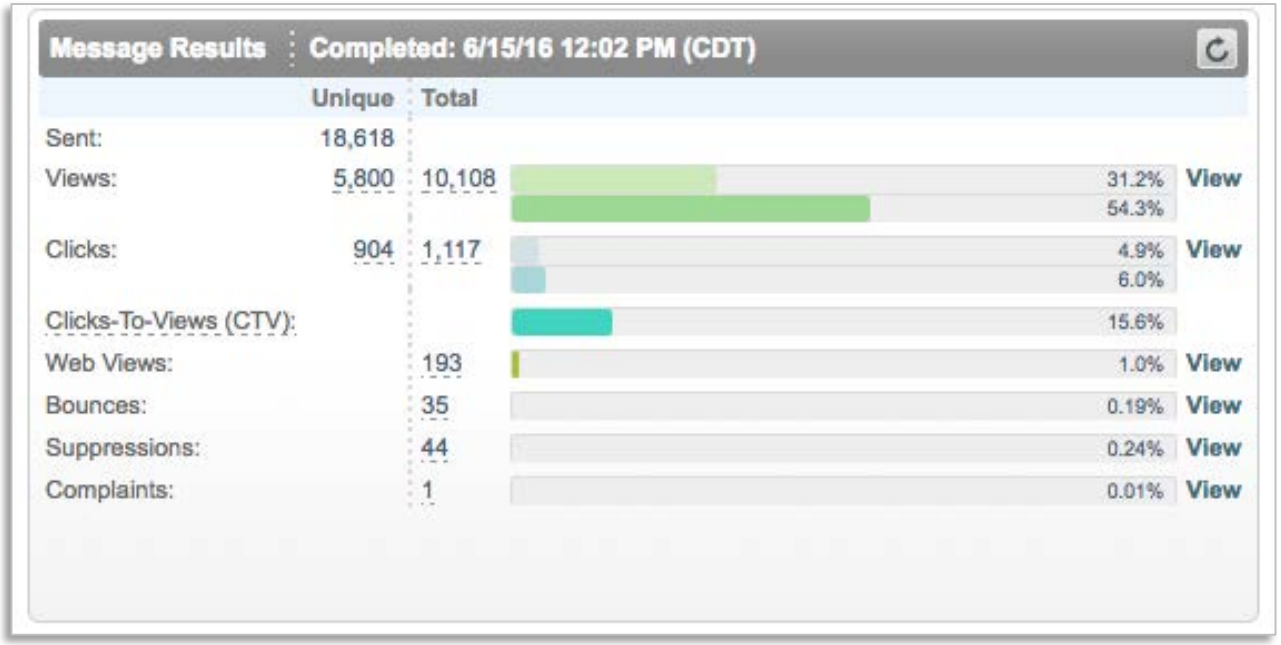
What metrics to watch:

- ✓ Views (Opens)
- ✓ Clicks
- ✓ Click-to-View rate
- ✓ Donations
- ✓ Bounces
- ✓ Opt outs
- ✓ Complaints



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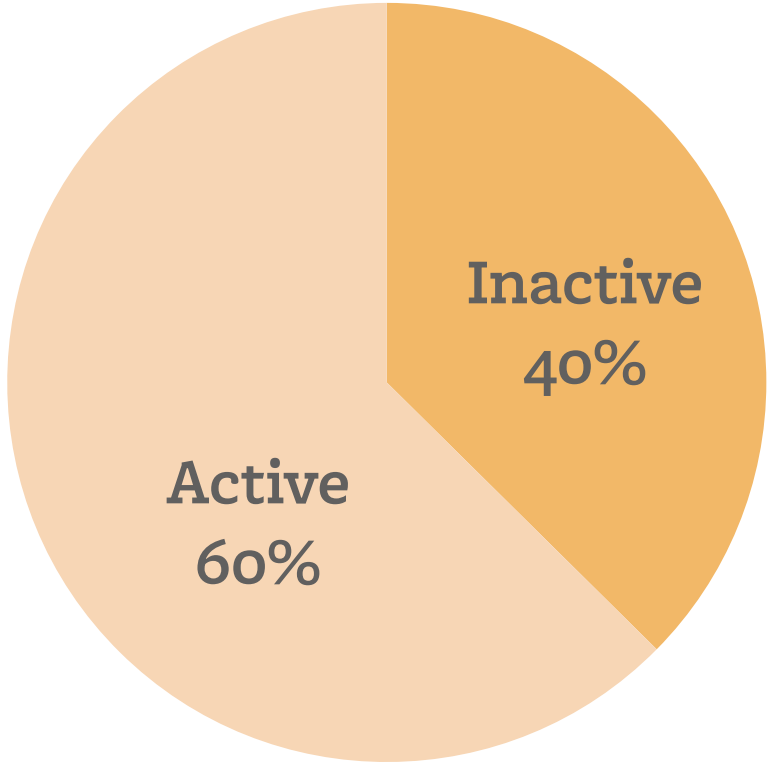
What metrics to watch:

Which contacts are inactive (have not opened/clicked/donated)?



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3 Points to Success

- ❑ Grow Your List
- ❑ Design for Mobile Readers
- ❑ Use a Single, Focused CTA

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5 Email Marketing Ideas to Steal

- ❑ Grow Your List (the right way)
- ❑ Design for Mobile Readers (without killing yourself)
- ❑ Use a Single, Focused CTA (supported by a story)

- ❑ Test motion to tell your story
- ❑ Make your donors part of the story

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Email Marketing Resources

Where to Learn More?

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Marketing Educational Resources

Where to Learn More?

MediaPost

MarketingProfs
Smart thinking ... pass it on.

BEHAVE

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QUESTIONS?

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