



Effective Email Marketing Campaigns

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Agenda

- Before you begin – Marketing planning behind email
- 8 Keys for Effective Email Marketing
- Email Tools
- Raffle

Warm up – What year was email invented?

E-mail predates the Internet.

E-mail started in 1965 as a way for multiple users to communicate time-share on mainframes.

E-mail allowed users to pass messages between different computers by 1966.

The ARPANET computer network transmitted inter-system e-mail in 1969.

The @ sign to separate the names of the user and their machine -- 1971.

Source: <http://en.wikipedia.org/wiki/Email>

Does email still work as a marketing tactic?

Type of Advertising that Most Influences US Adult Online Buyers When Making an Online Purchase, by Age and Region, February 2008 (% of respondents)

Age	18-34	35-44	45-54	55+
Customer reviews on company Web site	18%	12%	11%	10%
Promotional e-mails	13%	12%	12%	11%
Search engine results pages	11%	14%	16%	10%
Ads on your most visited/favorite Web site	6%	6%	12%	9%
Third party feedback sites	1%	2%	1%	-
Ads within social network sites	1%	1%	1%	-
Blog postings	1%	2%	-	-

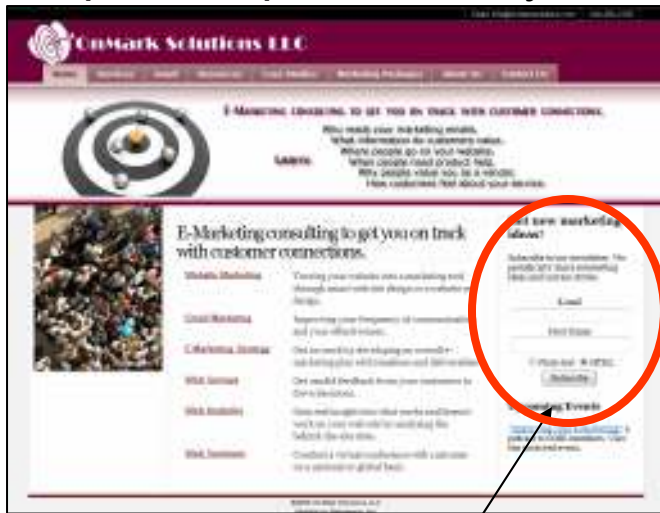
Region	Northeast	North central	South	West
Customer reviews on company Web site	11%	10%	13%	17%
Promotional e-mails	13%	17%	11%	9%
Search engine results pages	10%	8%	14%	15%
Ads on your most visited/favorite Web site	8%	9%	8%	7%
Third party feedback sites	-	-	2%	1%
Ads within social network sites	1%	-	1%	1%
Blog postings	2%	-	-	1%

Note: n=958

Source: DoubleClick Performics conducted by Opinion Research Corporation, "Green Marketing Study," provided to eMarketer, April 7, 2008

Gathering Emails as a Process

Step 1: People come to your site



Step 3: People re-directed to a thank you for subscribing page

Step 2: People fill out subscription form

Step 5: Other ways to gather emails?

Step 4: People auto-emailed a thank you message with upsell message, offer or link back to site.



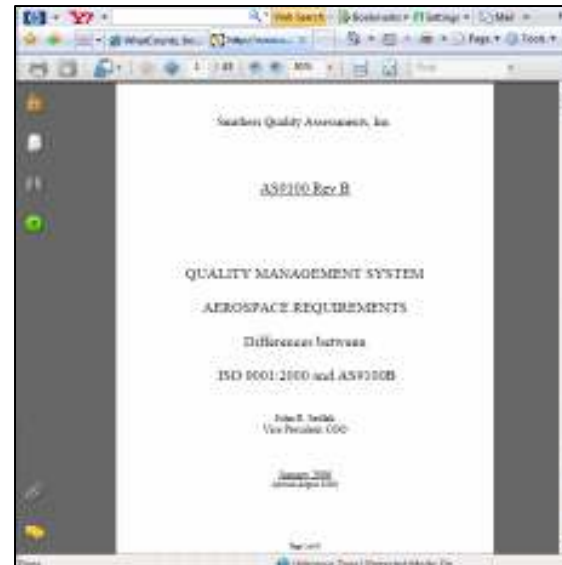
Other Roles of Email



Step 1: People find links for whitepapers and videos

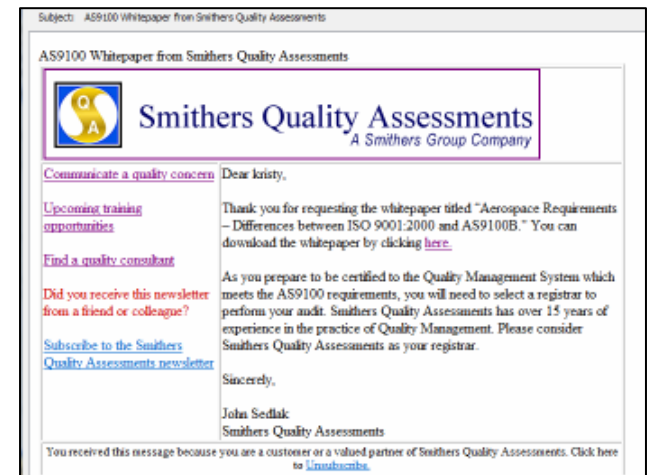


Step 2: Link clicked and taken to registration form



Step 3: Registration form re-directs to whitepaper

Step 4: Email triggered with link to whitepaper for future reference





8 Keys for Effective Email Marketing



How to improve email effectiveness

1. Start with an Email Communications Plan.

Sample Communication Plan

Business Software Company Example

Communication

Audience



Frequency



•Marketing Intelligence Alerts	•Technical Users •Business Managers	•As Needed
•Product Update	•Business Managers	•Updates to the product suite • New releases
•Business Update	•Business Managers •Directors / VPs	•As Needed
•eNewsletter	•Technical Users •Business Managers •Directors / VPs •C-Level Executives	•Quarterly

How to improve email effectiveness

1. Start with an Email Communications Plan.
2. Practice Good Design.

Practice Good Design

The Golden Rule of email marketing

- Apply critical eye to the email you create.
- Keep it short and sweet
- Keep it personal - respond to your subscriber's interests and needs.
- Don't display entire article. Display first paragraph or synopsis with link to entire article.

MarketingSherpa EmailSherpa [See Issue Online](#) [Whitelist](#)
[Change Your Email Account](#) [RSS](#)

August 15, 2007

NEW! Laboratory Results from 24 Online Marketing Tests

Case Study: Email vs Postal Mail Test: How One Organization Lifted ROI 30%

SUMMARY: Not every fundraiser uses email (alone or as part of their marketing mix), but it's a tactic worth testing -- especially with rising printing and mailing costs, not to mention lagging response rates.

See how one organization pitted a series of emails against their usual direct mail package and tripled the number of donors and walkers for their annual fundraiser. Using email, they signed up three times as many participants and increased ROI 30%. [Click to continue](#)
(Open access until August 22nd)

More Recent MarketingSherpa Headlines:

MarketingExperiments Lab test results & how-to guides:

- PPC Google advertising
- Web site design email tests
- A/B and multivariate test

From: Ladies Who Launch [info@ladieswholaunch.com] Sent: Mon 9/15/2008 10:55 AM
To: kristyamy@onmarksolutions.com
Cc:
Subject: Inspiration and advice

Quick

Bite-size

Inspiration

Practical advice

Secrets of launching

From superstar entrepreneurs

SIGN UP FOR THE **NEW** LADIES WHO LAUNCH DAILY LAUNCHTIPS NEWSLETTER. [CLICK HERE.](#)



Who cares who it comes from? Everyone!

- Use plain English “From” name
- Use a simple “From” address such as newsletter@yourcompany.com
- Some email clients will only display the “from” address and not the “from” name
- Some display only the “from” name, not the address
- Unless an individual with your organization has a strong personal brand, avoid using a person's name as “the from” name.

From: MarketingSherpa [reply@reply.marketingsherpa.com]
To: kristylamy@yahoo.com
Cc:
Subject: [EmailSherpa] Email vs Postal Mail: Test Results








From: Kodakgallery.com [Membership@smile.kodakgallery.com]
To: Kristy
Cc:
Subject: What will you do with your summer pics? See inside.

From: Larry Chase's Web Digest For Marketers [larrychase@wdfm.komunik.biz]
To: kristylamy3@yahoo.com
Cc:
Subject: Best Thought Leadership Marketing Examples, Tools & Resources

From: Infiniti of Bedford [infitbedfordnews@penskeautomotive.com] Sent: Tue 9/23/2008 12:19 AM
To: kristylamy@yahoo.com
Cc:
Subject: Infiniti of Bedford News & Specials

On the subject of Subject Lines

- Convey something important - “If you don’t read this, you will miss important information.”
- Be the “highlight” of the inbox - In-box competition is fierce – you must win an open. (Remember the 6 Second Rule!)
- Be trustworthy - deliver on your promise
- Compel the subscriber to take action.
- Shorter subjects lines are more effective. (35 char)

	MarketingSherpa [Sherpa B-to-C] Lift Average Order Value 61% - Case Study
	MarketingSherpa [Sherpa B-to-B] Add Video to Recruit Star Talent
	MarketingSherpa [ContentBiz] How Hearst Added Online Games to Grow Subs, Drive Traffic
	MarketingSherpa [Sherpa B-to-C] Convert Online Leads to In-Store Buyers
	MarketingSherpa [EmailSherpa] Single Email Leads to Best Product Launch Ever
	MarketingSherpa [ContentBiz] Content Sharing Lifts Subs 40%
	MarketingSherpa [EmailSherpa] Email vs Postal Mail:

From: Quicken Loans Arena [theqinsider@theqarena.net] Sent: Tue 9/23/2008 10:00 AM
 To: kristylamy@yahoo.com
 Cc:
 Subject: Get Pumped: Password for Cavaliers Pre-sale



Design with the Preview Pane in Mind

- Entice an open
- Make the “call to action” visible in the preview pane
- Consider an images disabled layout
- Use an “alt” tag on any image to ensure text display

Place text above your header image

Forklift Free Realty Check 3/21...Learn more

Larry Tyler [info@ktecinc.com]

You forwarded this message on 3/13/2007 2:27 PM.

To: kristyamy@onmarksolutions.com

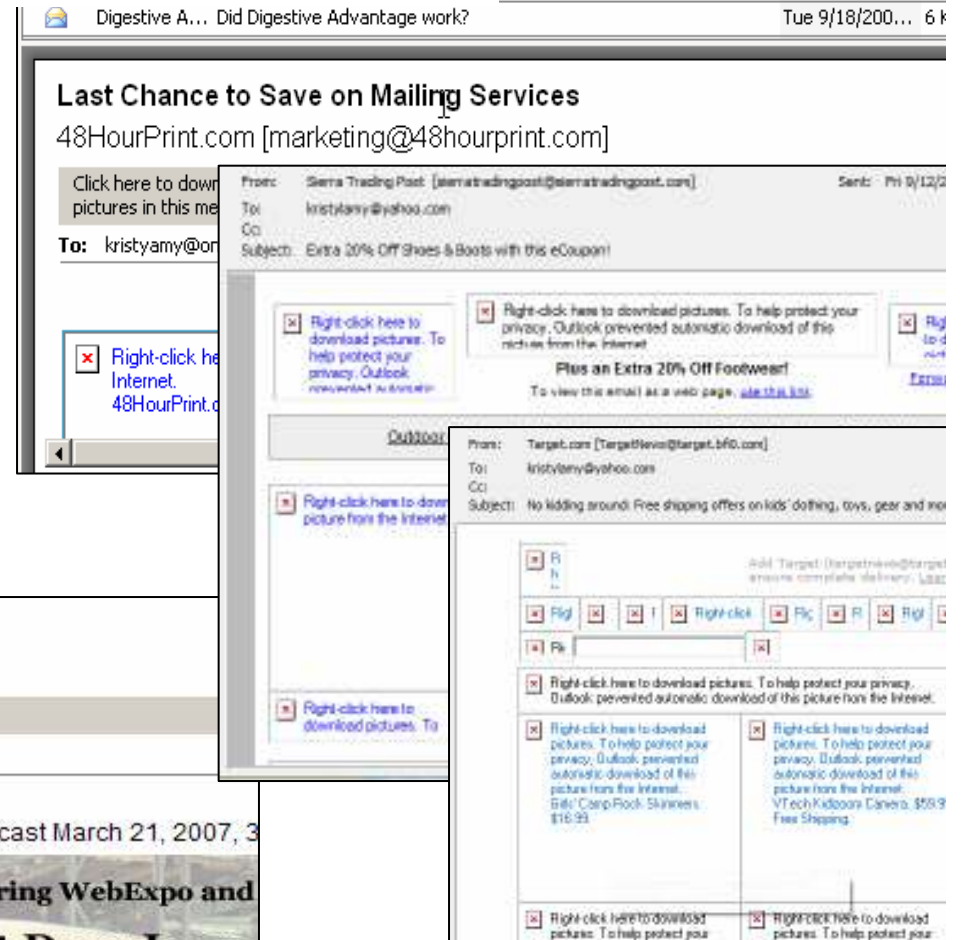
Learn about Forklift Free - "What does Lean have to do with it?" - Free Webcast March 21, 2007, 3

**A FREE exclusive event with the National Manufacturing WebExpo and
Forklift Free Realty Check; "What Does Lean
Do with It?" Webcast**

itage IB5 Tue 9/18/200... 9 k

Tue 9/18/200... 9 k

Tue 9/18/200... 6 k



Permission Email at Work

Email Does Not Display the Same Across Email Clients

- ◆ Two different ISP's. One displays the header correctly, one doesn't
- ◆ HTML is a standard, but email clients vary



Eye Tracking for a Newsletter

Emphasis on reading the **first two words of the headlines.**



More on Eye Tracking

Images & Heatmaps: Emails with Images On/Offs

Images turned on (left) generates a little more focus on top and then scan down. Images turned off (right) shows more readership of message.



Images On

Images Off



Validate your HTML / Avoid Pitfalls

- W3C Markup Validation Service:
 - <http://validator.w3.org/>
- Non-compliant HTML: a leading SPAM indicator
 - **AOL/Firewalls reject invalid HTML**
 - **Can cause rendering problems**
- Scripts: Can be security risks
 - **Most are stripped out**
 - **Some ISP's block messages that contain them**

The screenshot shows the W3C Markup Validation Service interface. At the top, it says "W3C Markup Validation Service" and "Check the markup (HTML, XHTML, ...) of Web documents". Below that, there is a "Jump To:" section with a link to "Validation Output". A red banner indicates "Errors found while checking this document as HTML 4.01 Transitional". The main content area shows the "Result: 38 Errors, 18 warning(s)" and a "Source:" section with HTML code. The code includes a DOCTYPE declaration, a title, a meta tag, and a table with nested cells. At the bottom, there are fields for "Encoding: utf-8", "Doctype: HTML 4.01 Transitional", and "Root Element: html", each with a "(detect automatically)" button.

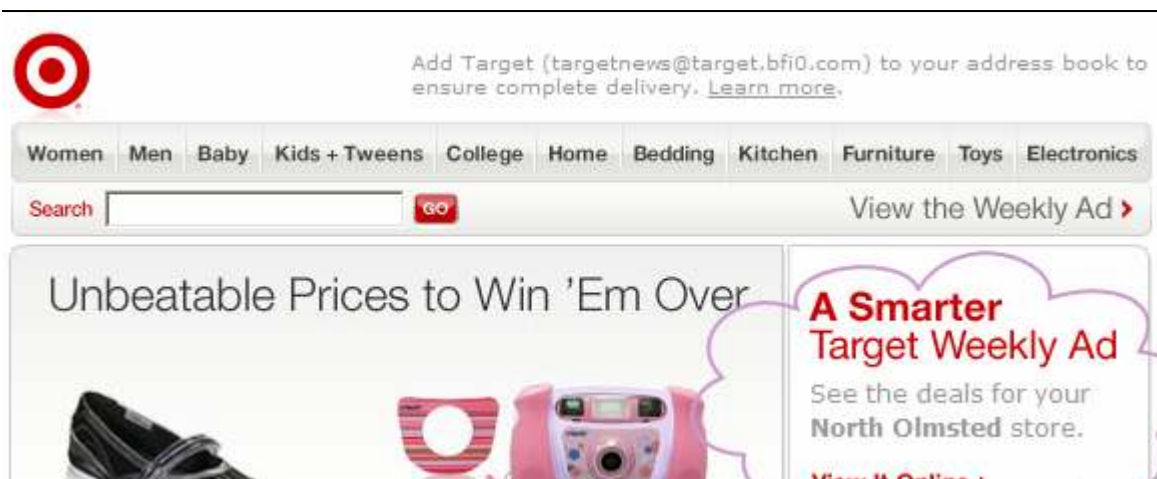
How to improve email effectiveness

1. Start with an Email Communications Plan.
2. Practice Good Design.
3. Provide Content that is Relevant and Timely.

Email works best when relevant

“Relevant e-mail campaigns increase net profit by an average of **18 times** more than broadcast e-mailings.”

Source: Jupiter Research



Top 5 E-mail Content Mistakes

1. Making it 'all about us' instead of focusing on the readers' needs
2. Not using your prime real estate to engage the reader
3. Assuming your e-mail will be 'read' – not just skimmed
4. Skipping the proofing and QA check, on body content and subject line
5. Ignoring the 60/40 editorial to promotion content ratio

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Permission Email at Work

- Personalized for each account manager with photo
- Customized introduction by account manager
- Includes “corporate” content

New Equipment Digest

Marketing News Brief

Integrated Media for Maximum Results

Click [HERE](#) to View NED's Online Media Kit

August 2007 Issue

Ellen Howlett
NED Regional Sales Manager



HOT HOT HOT...WHERE DID THE TIME GO?

Summer in Cleveland this year has been HOT (and we are only at the beginning of August!) I truly hope that you have been able to enjoy a few cool breezes where you are.

As summer goes forward, many of the marketers that I am working with are putting the finishing touches on new products that are expected to be launched between September and December of this year. New product launches and advertisement plans are already being created for the new year that is just around the bend. I start getting calls from folks who want to know what Editorial is being planned for 2008, so that marketing programs can be started.

I am off to a Sales Meeting this next week, and will return with 2008 planning material! I will get 2008 material to you just as quickly as possible, and will certainly look forward to talking with you about product marketing ideas. NED will have a few new print and e media offerings!

Please enjoy what is left of summer, stay cool, and keep working on those new product launches. Contact me for proposals, meeting or any other NED questions...

Take Care,

Ellen Howlett

Contact Me
Email: ehowlett@penton.com
Phone: 216.931.9737

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4. Send Email “On Behalf” of the Relationship Owner.
5. Test to Optimize Email Content and Layout.

Email Testing and Optimization

- | | |
|----------------------------|---------------------|
| 1. Subject Lines | 21. Taglines |
| 2. Sender Lines | 22. Creative |
| 3. Personalization | 23. Press mentions |
| 4. List Segmentation | 24. Store Locations |
| 5. Greeting Text – Content | 25. Phone Numbers |
| 6. Greeting Text – Style | 26. Animations |
| 7. Body Text – Content | 27. Charts |
| 8. Body Text – Style | 28. Strikeouts |
| 9. Closing Text – Content | 29. Signatures |
| 10. Closing Text – Style | 30. Testimonials |
| 11. Images | 31. Celebrities |
| 12. Offer / Promotions | 32. Polls / Surveys |
| 13. Response Buttons | 33. Call to Action |
| 14. Day / Time Sent | 34. Sound |
| 15. Color | 35. Numbering |
| 16. Coupons | 36. Themes |
| 17. Pricing | 37. Discounts |
| 18. Free Trial | 38. Refer a Friend |
| 19. HTML vs. Text-Only | 39. Click to Talk |
| 20. Unsubscribe | 40. Email Sign-up |

Example:
“Click to continue...”
Vs.
“Read more...”



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5. Test to Optimize Email Content and Layout.
6. Use Web Analytics to Optimize Email Performance.

Web Analytics and Email

Uses click-stream data to:

Measure performance of each link in email:

- Click-through (No. and Pct)
- No. Orders Generated/Link

Maximize email effectiveness:

- Refine product layout to optimize ROI
- Drive traffic to web site
- Determine best day to send email

HSN get into the zing of spring!

celebrating 25 years Electronics Jewelry Beauty Cooking Home Fashion Clearance

Feature products

200-195 Gold Eagle Coin	1998 Proof Statue of Liberty Dollar	Choice Brilliant Unsouled 1923 Dollar Coin	2001 Mark Klaus Christmas Ornament
Ultrax Try Me 6" Covered Fry Pan with 2 Tools	Ultrax 11.5" Stainless Steel Nonstick Covered Chicken Fryer	Ultrax 9-Qt Pressure Cooker	Omaha Steak "Try Me" Package

News

Color your world
This spring, set your sights on simulated and sparkling, multicolored stones set in [Technibond®](#). Add a feminine touch with [jewel tones](#) or make a bold statement with [rich, vibrant colors](#). Tune in for Color Creations in Technibond on Wed., 3/18 at midnight and on Tues., 3/19 at 11 a.m. and 3 p.m. ET.

Do it yourself - DIY
When it comes to minor home repairs, why hire a handyman when you can [DIY](#)? With the help of America's "Mr. Fix It" [Lou Manfredini](#), you can get do-it-yourself tricks of the trade from an expert. Tune in for DIY with Lou Manfredini on Fri., 3/22 at 7 p.m. ET.

A touch of Suzanne
She's back, with all the style and charisma she's famous for! This weekend, [Suzanne Somers](#) is coming with all your favorites - from [glamorous jewelry](#) and [apparel](#) to the [Somersize](#) products we love so much. Tune in for a weekend with Suzanne on Fri., 3/22 at midnight, Sat., 3/23 at 11 a.m. and 6 p.m. and

HSN TV HIGHLIGHTS Check out the program guide for a full listing.

Mandaceous Fashions 4th Anniversary	Thurs., 3/21 at 3 a.m. ET
Ultimate Makeover Premiere	Thurs., 3/21 at 1 p.m. ET
Lawn and Garden 1st Anniversary	Thurs., 3/21 at midnight and Fri., 3/22 at 4 p.m. and 10 p.m. ET
Digital Revolution 1st Anniversary	Sat., 3/23 at midnight and Sun., 3/24 at noon and 6 p.m. ET

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6. Use Web Analytics to Optimize Email Performance.
7. Integrate your Email System with your CRM System.

Integrate CRM, Web and Email



Your sample of Digestive Advantage Irritable Bowel Syndrome has shipped!

You should be receiving your sample within 7 to 10 business days.

[Tips for Starting Digestive Advantage IBS](#)

[Personal Progress Tracker](#)

[Read Reviews and Purchase](#)

[amazon.com](#)
[drugstore.com](#)
[cost.com](#)
[walmart.com](#)

Where To Buy

CVS Pharmacy
Rite Aid
Walgreens
Meijer
Lange Drugs
Wal-Mart
[More Stores](#)

What You Can Expect

Because everyone may experience different degrees of relief, it's important to give your digestive system enough time to adjust to Digestive Advantage IBS. Although you're receiving a free 7-day supply, to fully experience relief we recommend purchasing Digestive Advantage IBS and taking it for four consecutive weeks to fully evaluate its effectiveness. More sensitive individuals may need two tablets daily. [Find a store near you](#)

For more information, please visit the [IBS FAQs page](#).

A Successful Trial

For maximum relief, we recommend following these guidelines while using Digestive Advantage IBS. We also have created a [Personal Progress Tracker](#) to help you measure the improvement of your IBS-related symptoms over the course of the next 4 weeks.

[Tips for Starting Digestive Advantage IBS](#)

[Personal Progress Tracker](#)

[Digestive Advantage IBS Product Literature](#)

Digestive Advantage IBS is

- Convenient – Just a once-daily dose for continued relief
- Affordable – Less than 35¢ per day
- Safe – Drug-free formula that's safe to use with medications
- Trusted and recommended by physicians
- Available in over 40,000 major drugstores, nationwide pharmacies and online

Other Digestive Advantage Products

To learn more about Digestive Advantage IBS as well as our complete family of products for digestive health, please visit our website at [DigestiveAdvantage.com](#)

If you have any questions, please contact us toll free at (800) XXX-XXXX or e-mail info@ganedenbiotech.com

This message was sent to [Widener1414](#). You received this message because you requested a sample of Digestive Advantage for IBS. We respect your privacy.

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5515 Lanierbrook Drive, Suite 204
Mayfield Heights, OH 44124

Please take a minute to fill out this quick survey on your experience:

- Did you receive your sample?
 - Yes
 - No. Please e-mail us (include purchase and approximate sample date request).
- Did you use the sample?
 - Yes
 - No. Reason:
- How would you rate the product?
 - Excellent
 - Very good
 - Good
 - Fair
 - Poor
- Have you purchased Digestive Advantage IBS?
 - Yes
 - Not yet, but I intend to purchase.
 - No
 - I did not like the product
 - I would like to visit a store
 - Describe your health concerns, what is your age, sex
 - Other (please specify)

Comments:

- Email triggered based on the event of a sample sent.
- Email drives customers to local stores for purchase
- Survey answers drive follow up emails sent

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5. Test to Optimize Email Content and Layout.
6. Use Web Analytics to Optimize Email Performance.
7. Integrate your Email System with your CRM System.
- 8. Be Relentless About Deliverability.**

Why ISP's Block E-Mail or Send to Bulk

- ISPs block e-mail or route it to the bulk folder for four primary reasons:
 - Technical sending problems (incorrect message headers, authentication problems, no reverse DNS entries)
 - Excessive invalid addresses
 - Excessive complaint levels
 - Content that appears to be spam

<http://www.clickz.com/showPage.html?page=3625110>

How to Navigate Spam Filters

- Avoid All Capital Letters in Subject line. Reduce Caps in Body Copy.
- Avoid Symbols like: !!!, and \$\$\$
- Avoid Words and Phrases Like: “Click Here,” “FREE,” “Limited Time Offer,” “Be your own boss” ...
- Use Bright Colors and Large Fonts Sparingly
- Look Like a Newsletter - Use of Date, Month, and Frequency Reduces SPAM Score
- Limit your Email Message Size to 20K to 40K

How to improve deliverability

- Switch to a Private IP.
- Maintain the same “From” address
- Ask to be added to the subscriber’s address book or “Safe Sender” list
- Remove “bounced” email addresses from your mailing list.
- If an address has produced a soft bounce three times in a row during the course of 21 days or more, remove it temporarily
- Conduct an Email Deliverability Audit.
www.emaildeliveryaudit.com



Email Tools



E-mail Resources

- **List of email marketing resources maintained by industry experts.**
 - www.wdfm.com/publish/email_marketing/index.htm
 - <http://www.espcoalition.org/> - Email Sender & Provider Coalition
- **Content checker. Tools to test your message against the SPAM filters.**
 - www.lyris.com/contentchecker/ -- Free tool
 - www.spamcheck.sitesell.com/
- **Research, trend reports, and news on email marketing.**
 - www.marketingsherpa.com
 - www.optinnews.com
 - www.postmasterdirect.com/signup_landing2.htm
 - www.newsletterbiz.com -- Paid newsletter for companies serious about sending email newsletters. Provides expert advice on content and execution.

Email Marketing Blogs

Larry Chase's Web Digest for Marketers: http://www.wdfm.com/publish/email_marketing_blogs/index.htm

Retail Email Marketing Blogs

RetailEmail - <http://retailemail.blogspot.com>

MineThatData - <http://minethatdata.blogspot.com>

Email Marketing Round-Up Blogs

Inbox Insiders <http://networks.feedburner.com/Inbox-Insiders>

Email Marketing Experts - <http://networks.feedburner.com/emailmarketingexperts>

Email Marketing Advice, Tips and Best Practices Blogs

Email Experience Council - <http://blog.emailexperience.org>

The Messaging Times - <http://www.messagingtimes.com/blog/>

No Man is an island - <http://www.email-marketing-reports.com/island/>

International Email Marketing Blog

BeRelevant! <http://www.b2bemailmarketing.com>

Email Marketing Viewpoints

Email Marketing Strategy from Silverpop CEO Bill Nussey - <http://emailmarketing.silverpop.com>

Adventures in Email Marketing - <http://www.banane.com/workblog/>

Email Marketing Technology Blogs

Campaign Monitor - <http://www.campaignmonitor.com/blog/>

John R. Levine Blog - <http://weblog.johnlevine.com>

Email Deliverability Blogs

AOL Postmaster Blog - <http://journals.aol.com/pmtjournal/blog>

Word to the Wise - <http://blog.wordtothewise.com>

Email Application Service Providers

- Blue Hornet
- CheetahMail
- Constant Contact
- Digital Impact
- EmailLabs
- ExactTarget
- iContact
- iPost
- Listrak
- Lyris
- Mail Chimp
- MyEmma
- Responsys
- RightNowTechnologies
- SilverPop
- StrongMail
- Topica
- Vertical Response
- WhatCounts
- YesMail

QUESTIONS

Raffle

Thank You and Questions!



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