



StartUp **FAYETTE**

Tuesday, August 25, 2020

Email Marketing for Prospects and Customers


ORANGECAT
CONTENT MARKETING



ORANGECAT

CONTENT MARKETING

**Right Message.
Right Audience.
Right Media.**

www.orangecatmktg.com

OrangeCatMktg@gmail.com 612-655-9901



O R A N G E C A T

CONTENT MARKETING

What is Content Marketing?

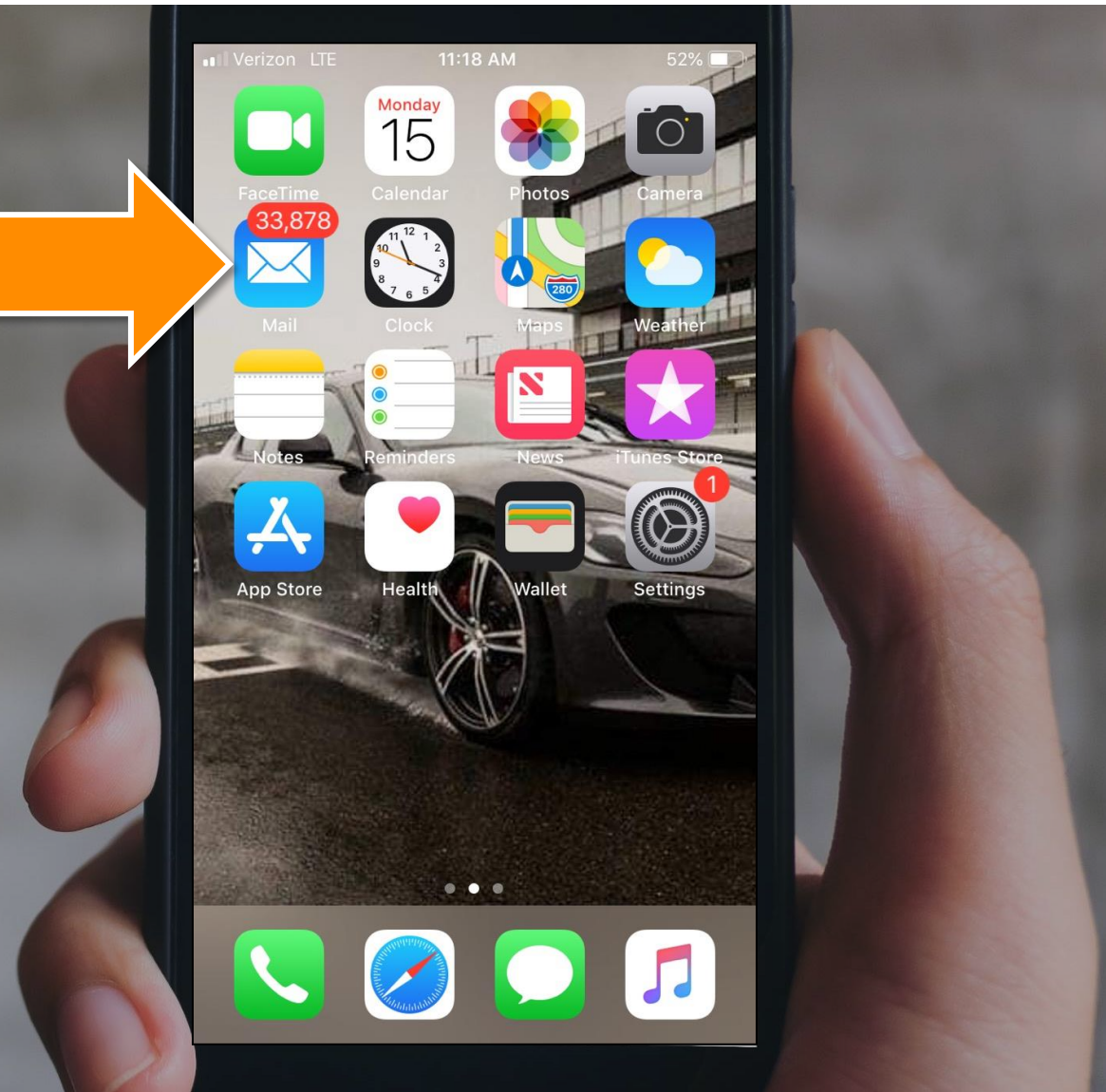
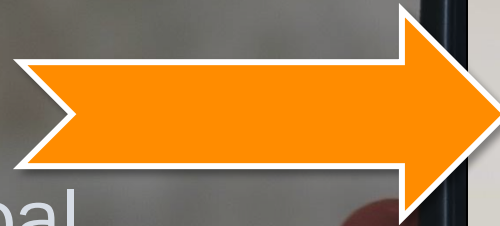
Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

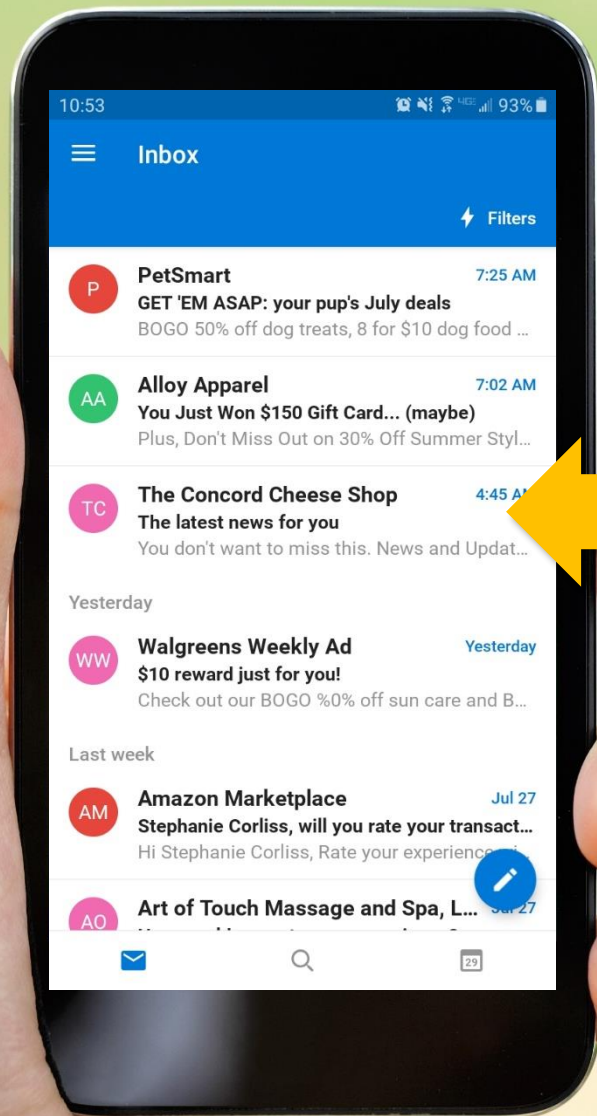
There's a lot of competition in the inbox!

In 2019, the number of global email users amounted to 3.9 billion.

Email marketing has the highest return on investment for small businesses.

(Source: <https://www.hubspot.com/marketing-statistics>)





People open emails because of 2 things:

“Emails are permission-based relationships. So who is sending will always be more important than what the subject line is.”

~Litmus, 2016

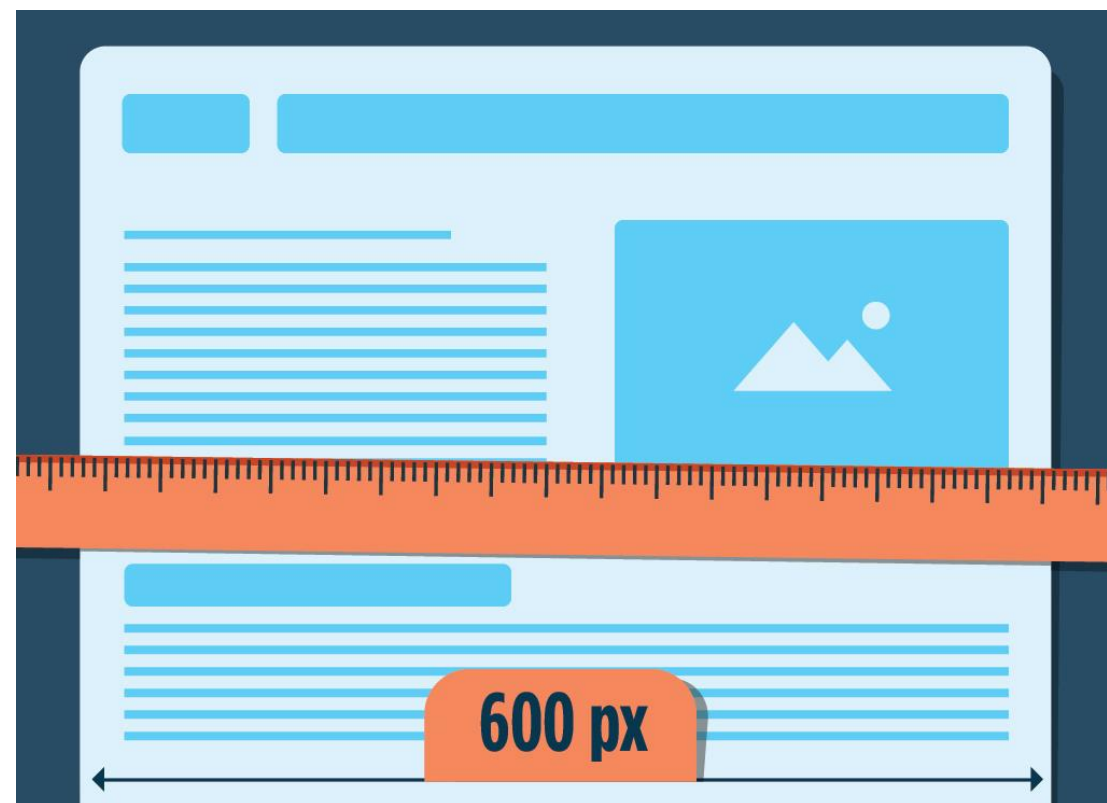
Characteristics of High Performing Emails

- Don't flood the inbox
 - 1x/week is enough.
 - 3:1 Ratio: For every offer, send 3 value focused emails
- Send email from a human – increases open rate by 20%
 - noreply@email.com – this is not a human.
- Average email open rate for all industries = 21%
 - Dependent on health of list, quality of subject line and average benchmark for your industry.

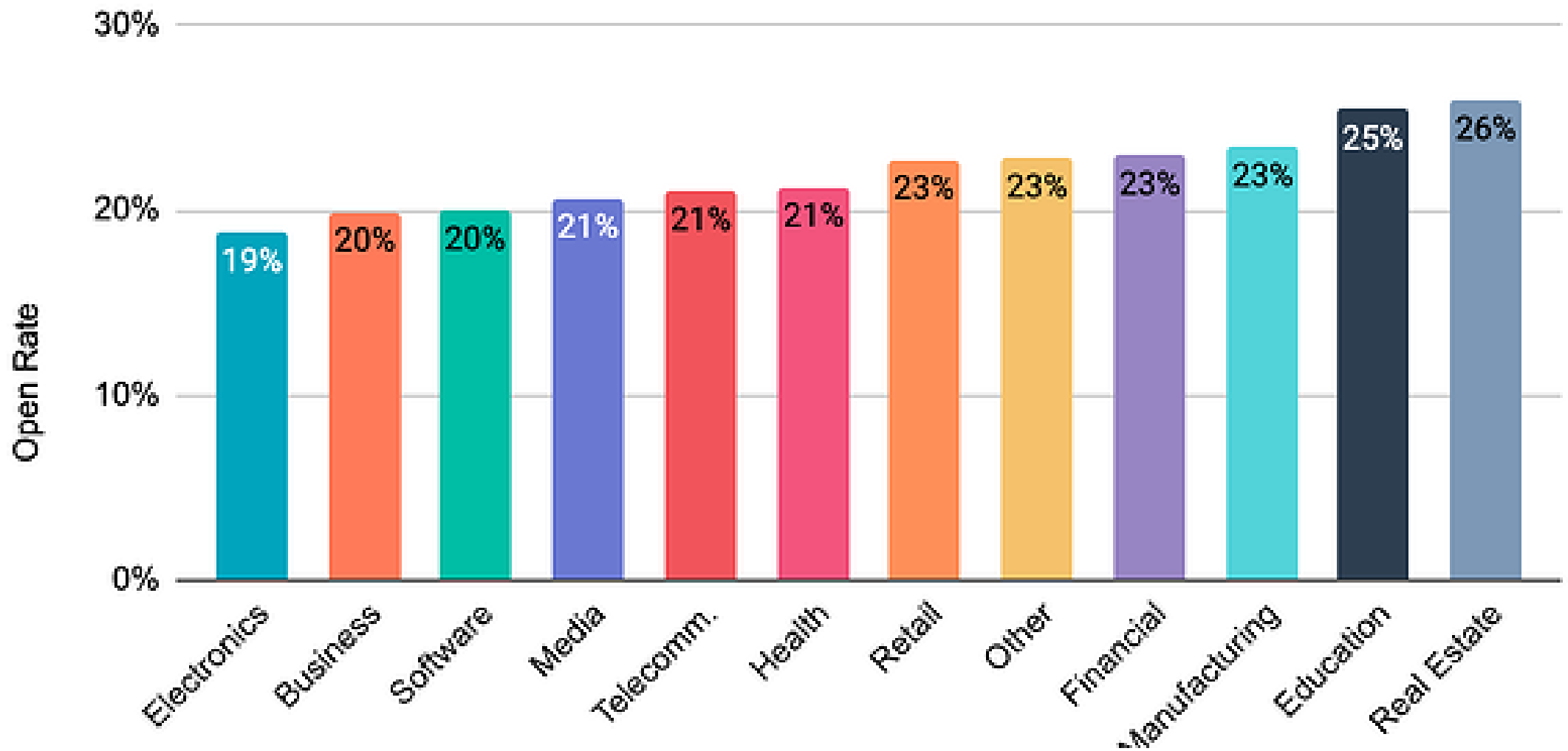


Characteristics of High Performing Emails

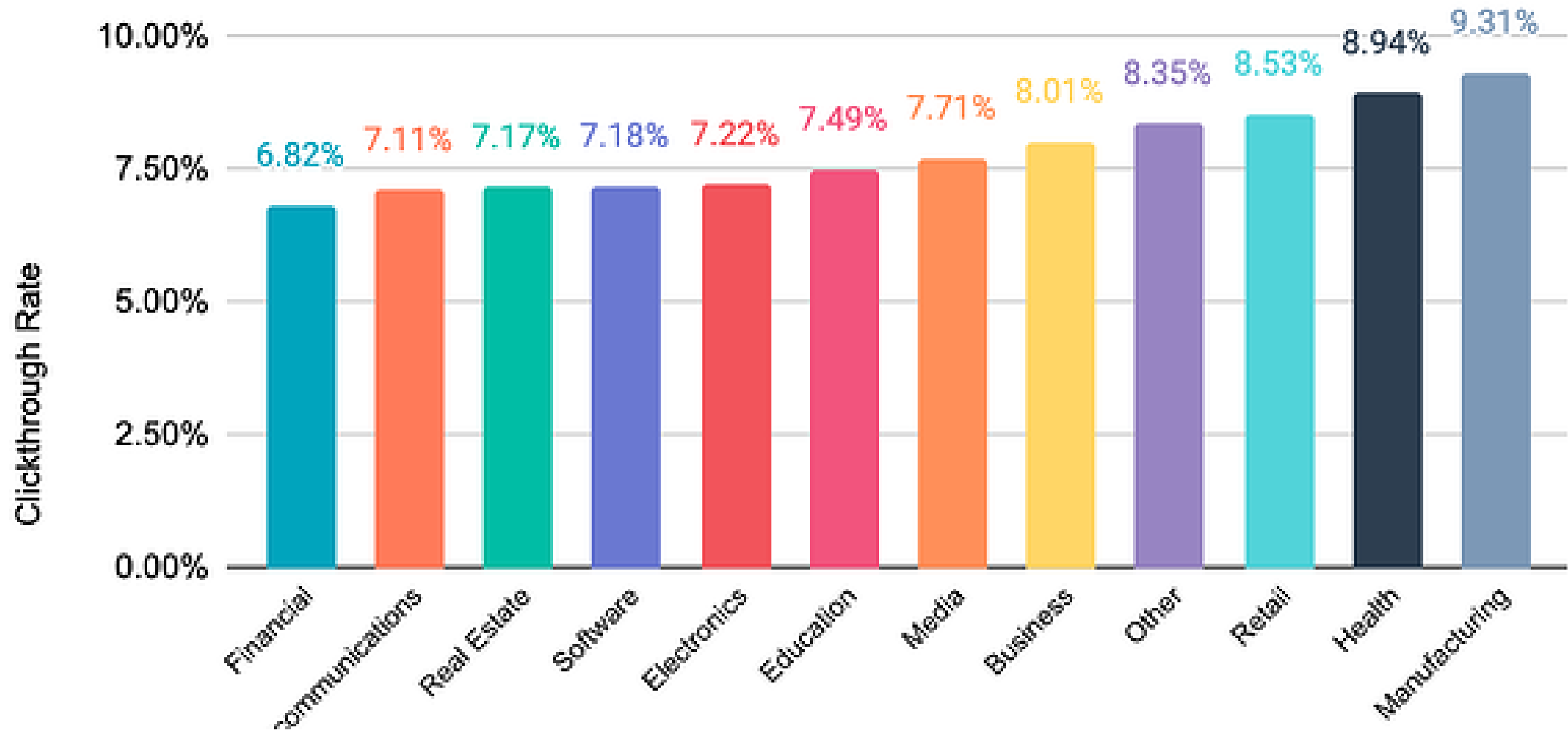
- Short
 - “Marie Kondo” it.
- Important content “above the fold”
- Obvious CTA
- Compelling images
- Optimized for mobile and iPad’s/Tablets



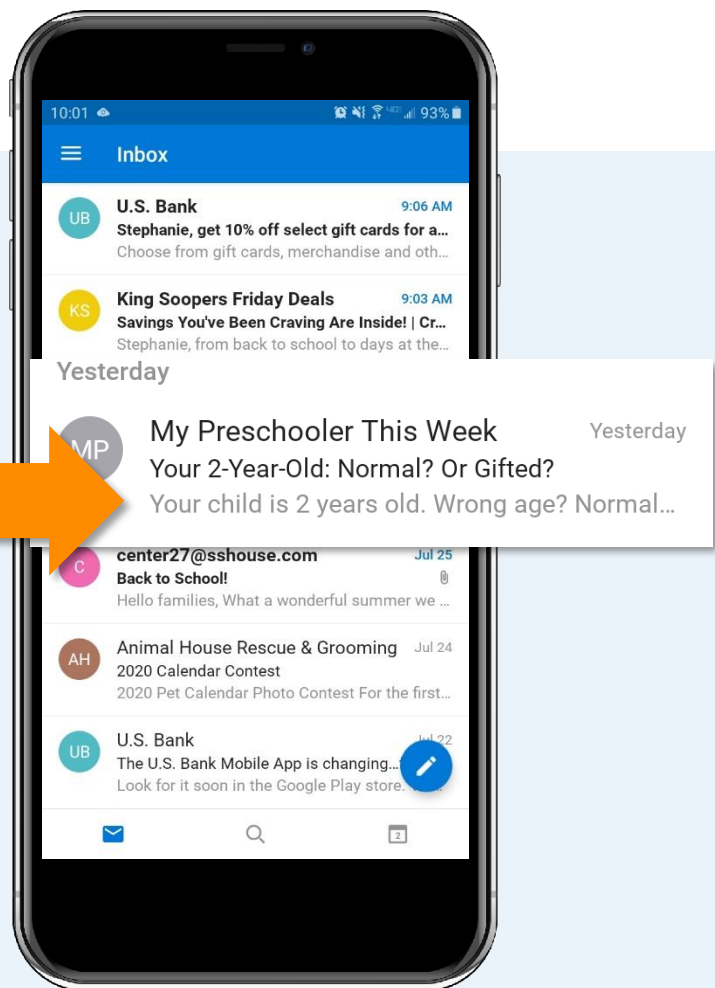
Open Rate / Industry



Clickthrough Rate / Industry



Email Subject Lines & Preheader Text



What are they?

- Read on mobile by many people
- Scanned in a split second

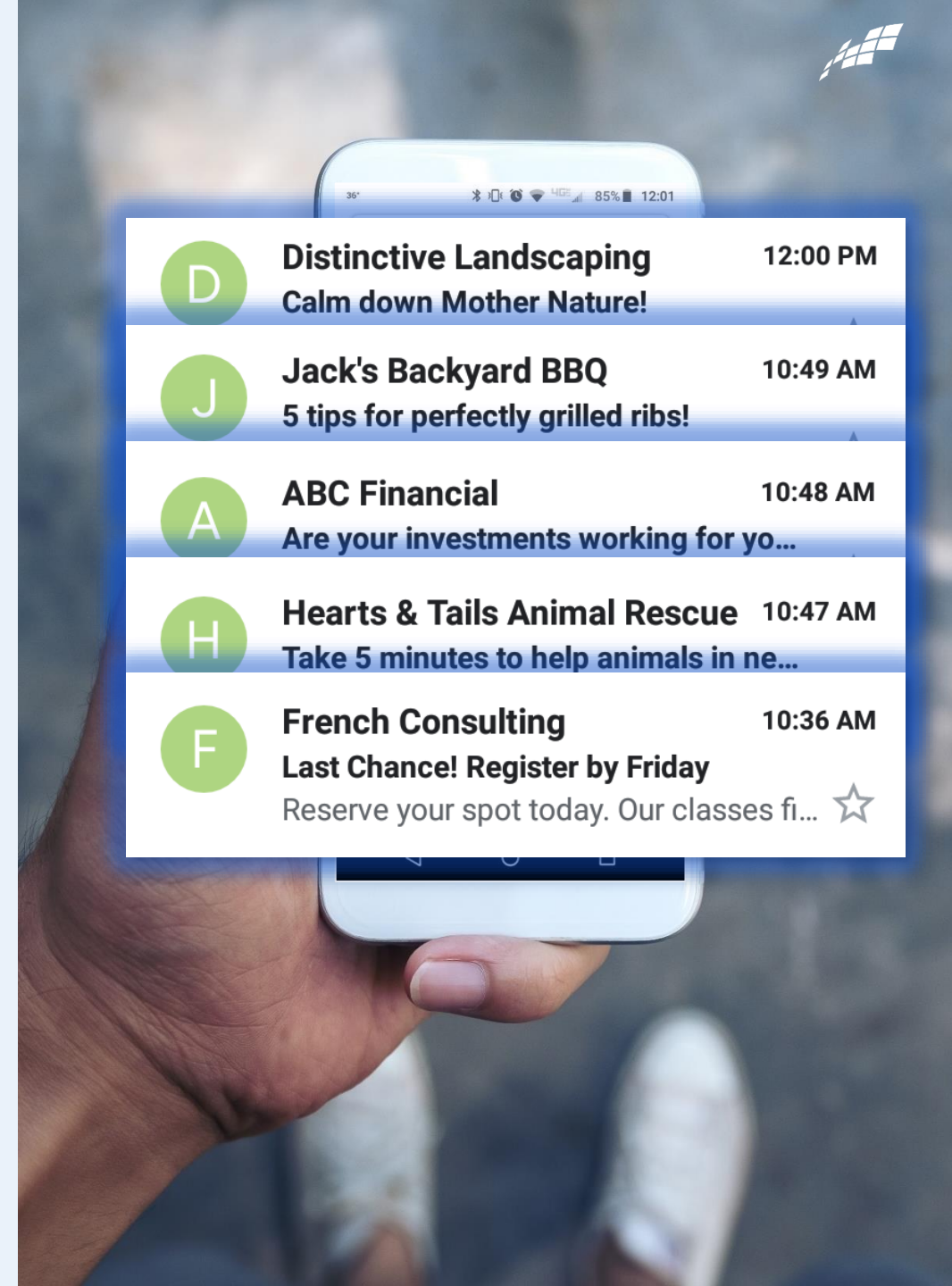
How long should a subject line be?

- Subject lines: 4 to 7 words
- Preheader text: 5 to 8 words

So it must be short and sweet!

Email Subject Line Ideas

- Make them laugh
- Use numbers
- Be inquisitive
- Pull at their heartstrings
- Create a sense of urgency (FOMO)
- Make it personal – use “you” or “your”



Common triggers for spam filters

✓ **Junk Email** ☆ Filter ▾

Items in Junk Email will be deleted after 30 days

Today

H	Horoscope	steph_1017 this email may change your life It's wri...	12:51 PM
T	The Moosh Box TECH	Latest MacAirExtender Available now! Latest Mac...	12:33 PM
NG	Neuropathy Treatment Group	Unbelievable Truth About Neuropathy Nerve Pain [...]	9:37 AM
SW	Select Home Warranty	\$100 Off and 2 Months Free of Home Repair Cover...	7:51 AM
FL	Fidelity Life	Get \$250,000 of Term Life Coverage as low as \$15/...	7:45 AM
AA	Alloy Apparel	Up to 80% OFF Starts Now! Extra 40% Off Sale on...	7:06 AM
FM	Fat Melting Mug	Powerful fat-burning spice [use with CARE] 1 an...	6:47 AM
NF	Nail Fungus Fix	Insane Method Destroys Toe and Nail Fungus Fast ...	6:40 AM
ME	Male Enhancement	ManPlus - Stronger erections enough to drive your...	4:49 AM
RS	Rotarazer Saw	Versatile Saw Cuts Through Any Material As Seen ...	4:47 AM
NR	Nerve Renew	Unbelievable Truth About Neuropathy Nerve Pain [...]	1:17 AM

1.) “Spammy” words:

- “free,” “guarantee,” “spam”

2.) WRITING IN UPPER CAPS

3.) Excessive punctuation & symbols:

- !!!, ???, %, \$\$

100 Spam trigger words:

<https://www.voilanorbert.com/blog/spam-filters-and-spam-trigger-words-to-avoid/>

A close-up photograph of a red squirrel with its bushy tail, sitting on a mossy surface and holding a walnut in its paws. The squirrel is looking towards the right.

Oh nuts!
Some spam filters
have dirty minds...

Original subject line:

- *"Want your HVAC system to last longer? Regular maintenance is key!"*

Resend with much better deliverability:

- *"Regular Maintenance is the Key to a Healthy System"*

Use Power Words to Trigger a Response

Trust

Dependable

No risk

Expert

Encouragement

Amazing

Courage

Happy

Vanity

Hero

Conquer

Remarkable

Curiosity

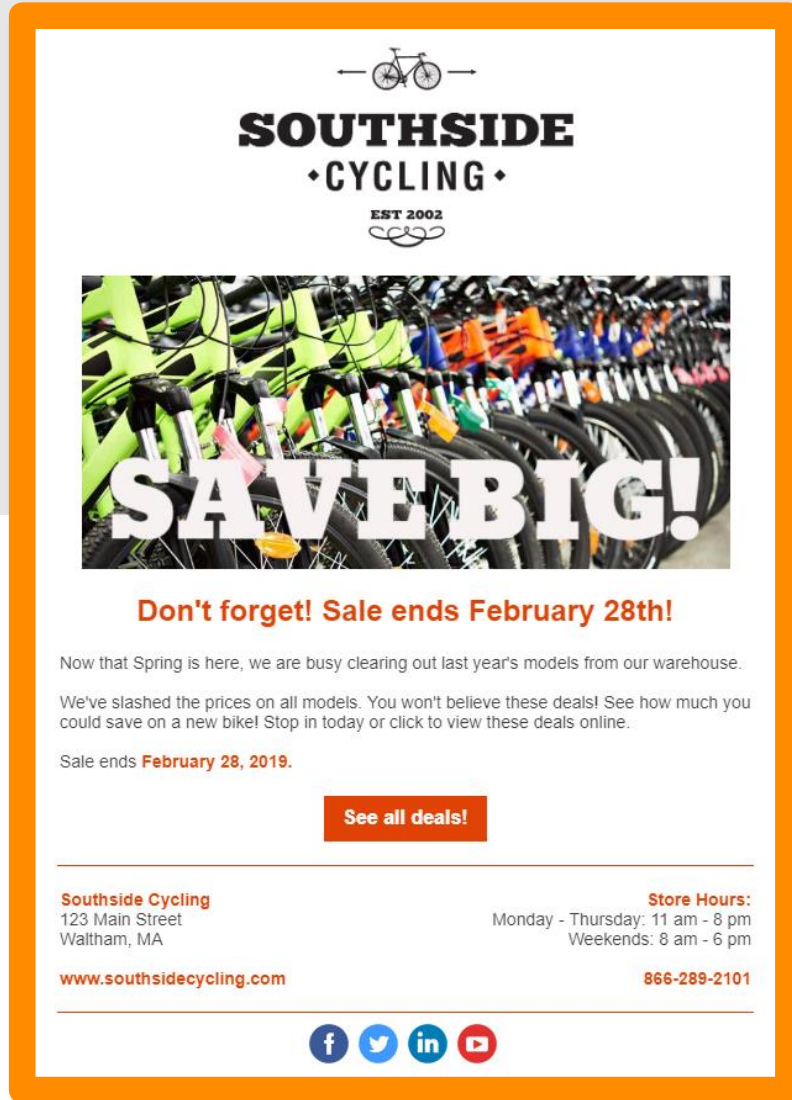
Covert

Hidden

Unlock


What should I send?

Promotional
email



The promotional email features the Southside Cycling logo at the top, which includes a bicycle icon and the text 'SOUTHSIDE •CYCLING• EST 2002'. Below the logo is a photograph of a large number of bicycles in various colors (green, orange, blue) parked in rows. Overlaid on the bottom of the photo is the text 'SAVE BIG!' in large, bold, white letters. Below the photo, the text reads 'Don't forget! Sale ends February 28th!' in orange. Further down, it says 'Now that Spring is here, we are busy clearing out last year's models from our warehouse. We've slashed the prices on all models. You won't believe these deals! See how much you could save on a new bike! Stop in today or click to view these deals online.' A red button with the text 'See all deals!' is positioned below this paragraph. At the bottom, the store's address '123 Main Street, Waltham, MA' and website 'www.southsidecycling.com' are listed on the left, and the phone number '866-289-2101' is on the right. Social media icons for Facebook, Twitter, LinkedIn, and YouTube are at the very bottom.

**SOUTHSIDE
•CYCLING•**
EST 2002



SAVE BIG!

Don't forget! Sale ends February 28th!

Now that Spring is here, we are busy clearing out last year's models from our warehouse. We've slashed the prices on all models. You won't believe these deals! See how much you could save on a new bike! Stop in today or click to view these deals online.

Sale ends **February 28, 2019.**

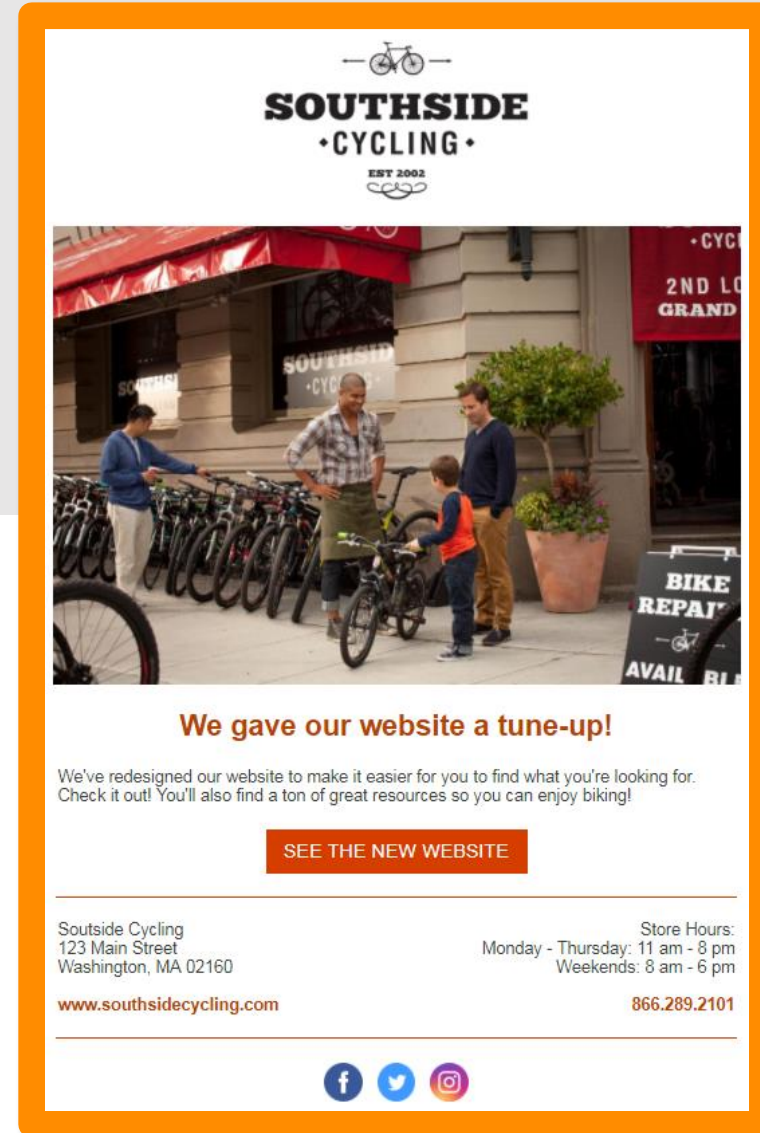
[See all deals!](#)

Southside Cycling
123 Main Street
Waltham, MA

Store Hours:
Monday - Thursday: 11 am - 8 pm
Weekends: 8 am - 6 pm


www.southsidecycling.com **866-289-2101**

[f](#) [t](#) [in](#) [v](#)



The informational email features the Southside Cycling logo at the top, which includes a bicycle icon and the text 'SOUTHSIDE •CYCLING• EST 2002'. Below the logo is a photograph of the store's exterior. A red awning is visible above the entrance. A sign on the building reads 'SOUTHSIDE •CYCLING•'. A sign on the right side of the building reads '2ND LO GRAND'. A sign in the foreground reads 'BIKE REPAIR AVAILABLE'. A man and a woman are standing near a bicycle, and a child is also present. Below the photo, the text reads 'We gave our website a tune-up!' in orange. Further down, it says 'We've redesigned our website to make it easier for you to find what you're looking for. Check it out! You'll also find a ton of great resources so you can enjoy biking!' A red button with the text 'SEE THE NEW WEBSITE' is positioned below this paragraph. At the bottom, the store's address '123 Main Street, Washington, MA 02160' and website 'www.southsidecycling.com' are listed on the left, and the phone number '866.289.2101' is on the right. Social media icons for Facebook, Twitter, and Instagram are at the very bottom.

**SOUTHSIDE
•CYCLING•**
EST 2002



We gave our website a tune-up!

We've redesigned our website to make it easier for you to find what you're looking for. Check it out! You'll also find a ton of great resources so you can enjoy biking!

[SEE THE NEW WEBSITE](#)

Southside Cycling
123 Main Street
Washington, MA 02160

Store Hours:
Monday - Thursday: 11 am - 8 pm
Weekends: 8 am - 6 pm

www.southsidecycling.com **866.289.2101**

[f](#) [t](#) [i](#)

Informational
email

How long should my email be?

Half Moon
YOGA STUDIO



Don't forget! Offer ends today!

Buy one get one 50% off!

*Spring into health and happiness
with our new yoga class packages.*

*Buy a class package for a friend,
receive **50% off a package for yourself!***

[Buy Now!](#)

Offer ends April 30th at midnight! Limitations apply.

Half Moon
YOGA STUDIO



Getting Your Posture Right

Posture is an important element in getting results from each yoga session.

Good posture allows you to minimize stress on joints and minimize the work done with your muscles.

In traditional yoga, posture is often held for a minute before releasing and moving on to another position. For each yoga pose there's often a suggested position, however every person and every body is different.

We all have different alignments and what will feel comfortable some, will be uncomfortable to others.

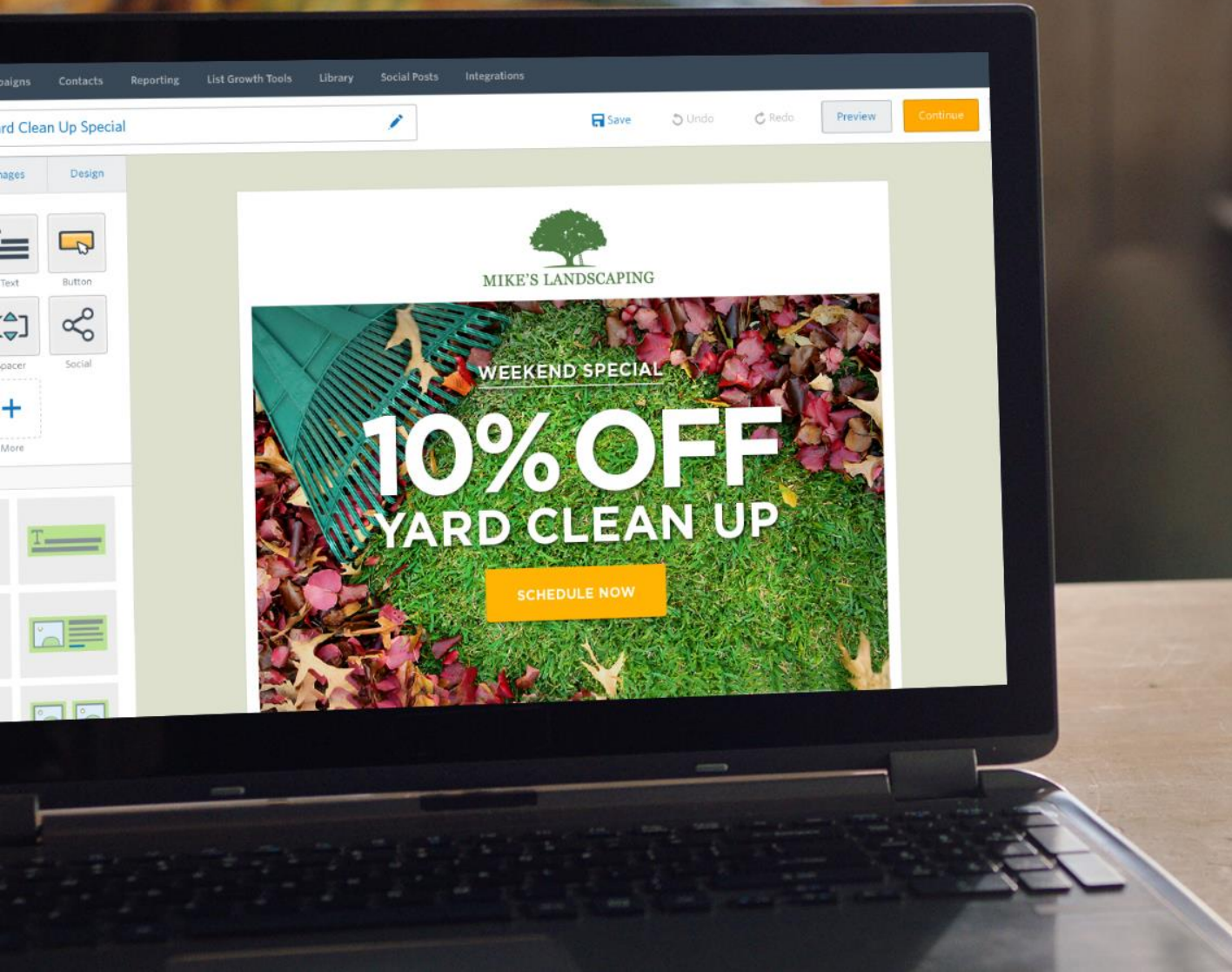
Take a look at the above video to learn more about positioning so you can maximize the impact of each yoga session.

[Watch the video!](#)

**Love it? Share it
with your friends!**



All emails follow the same basic formula



- Picture
- Paragraph
- Call-to-action

CAN-SPAM Act of 2003

Controlling the Assault of Non-Solicited Pornography And Marketing

- What does this cover:
 - Emails that are commercial in nature
 - United States
- When are emails exempt?
 - Informational, transactional or relationship oriented.
 - Appointment reminders, request for feedback, confirmations
- Outliers:
 - California (CCPA)
 - Canada (CRTC)
 - Europe (GDPR)

Source: [FTC.gov](https://www.ftc.gov)



CAN-SPAM Act of 2003
**Controlling the Assault of Non-Solicited
Pornography And Marketing**

- What you MUST DO to comply:
 - Ensure you have permission to email people on your distribution list
 - Implied permission
 - Express permission
 - Include a link to unsubscribe
 - Do not sell or transfer email addresses to another list
 - DO NOT PURCHASE A LIST (it's not worth the cost or ruining your brand promise and reputation).

Source: [FTC.gov](https://www.ftc.gov)





You don't have to write it all! How to curate content:

1.

Find content
(Feedly.com)

2.

Offer
perspective

3.

Give
credit



Thank You!



O R A N G E C A T

C O N T E N T M A R K E T I N G

- Email marketing has the highest return on investment for small businesses. (Campaign Monitor, 2019)
(Source: <https://www.hubspot.com/marketing-statistics>)
- From a study of 1,000 small business owners, email marketing was ranked as the second most effective medium for building brand awareness. (Campaign Monitor, 2019)
(Source: <https://www.hubspot.com/marketing-statistics>)
- In the U.S., 21% of email opens happens between 9 a.m. and noon. (Litmus, 2019) (Source: <https://www.hubspot.com/marketing-statistics>)