StartUp FAYETTE

Tuesday, August 25, 2020

Email Marketing for Prospects and Customers

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CONTENT MARKETING

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Right Message.
Right Audience.
Right Media.

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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.
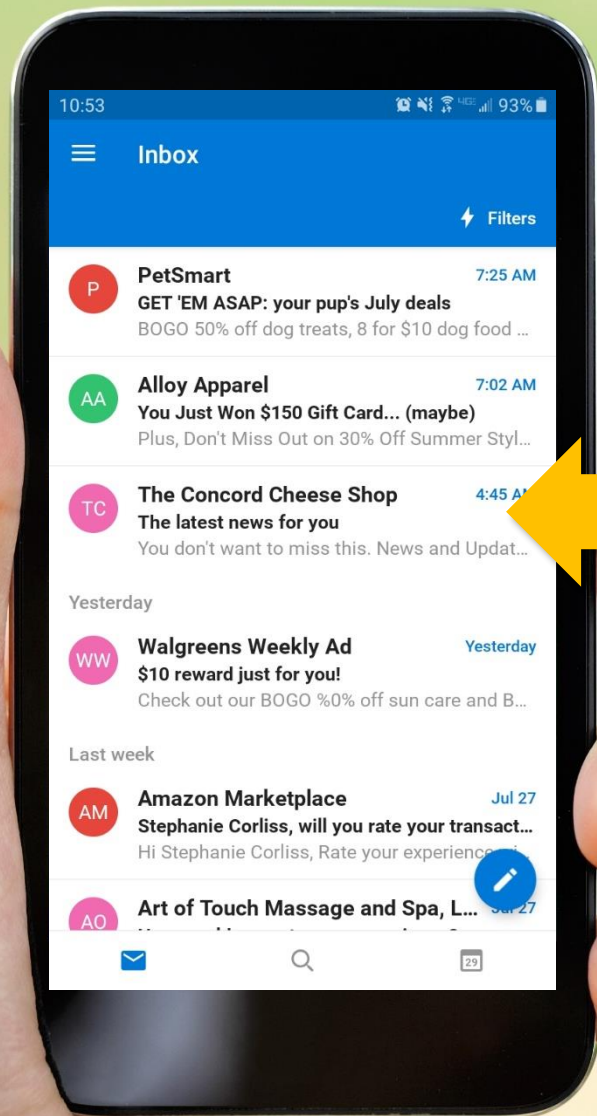
There's a lot of competition in the inbox!

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)
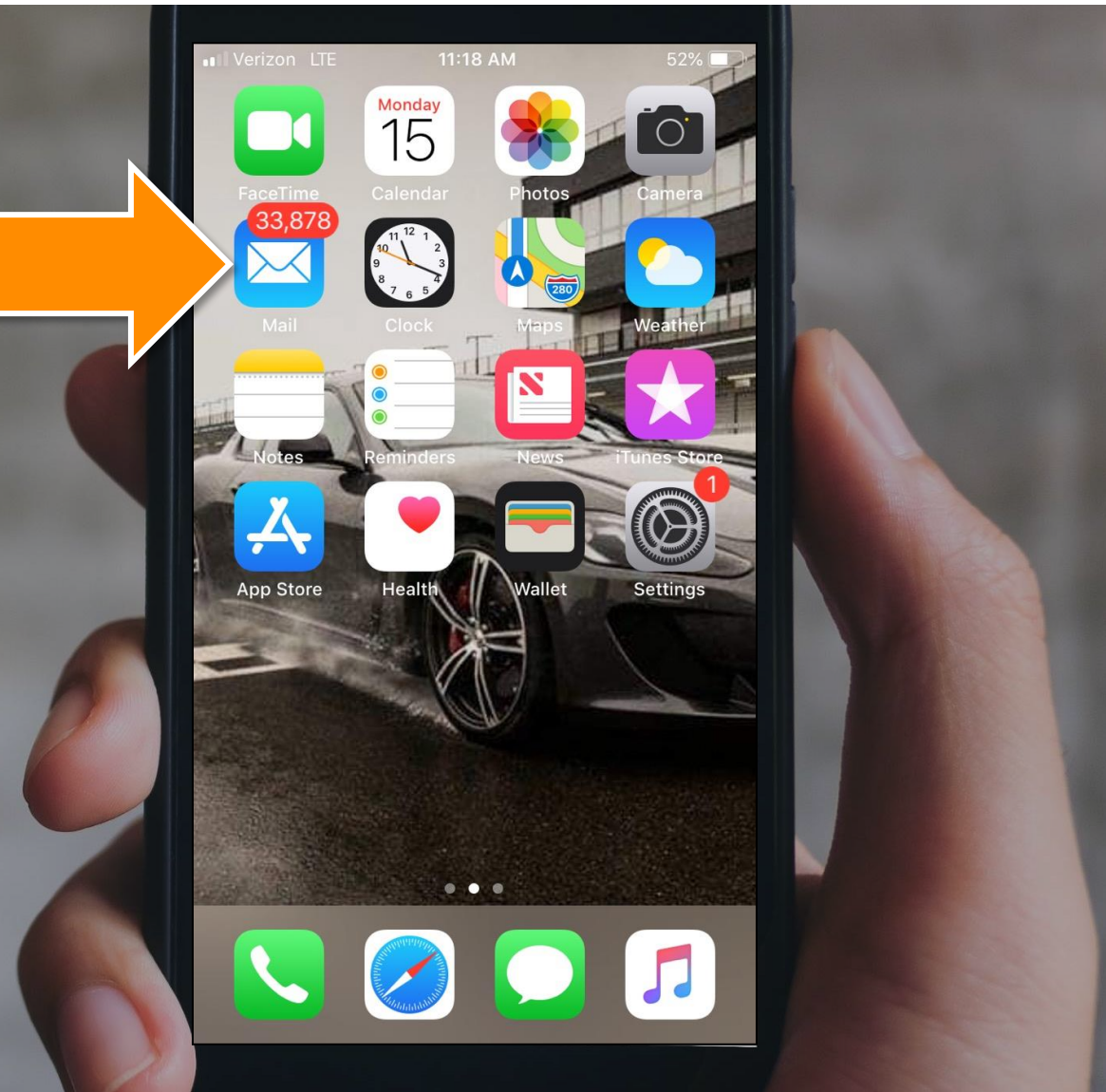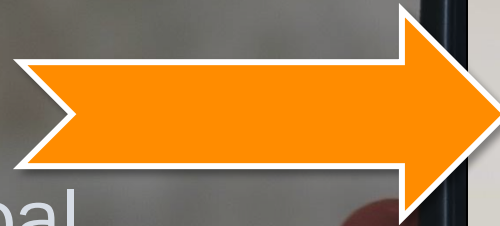
People open emails because of 2 things:

*"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.
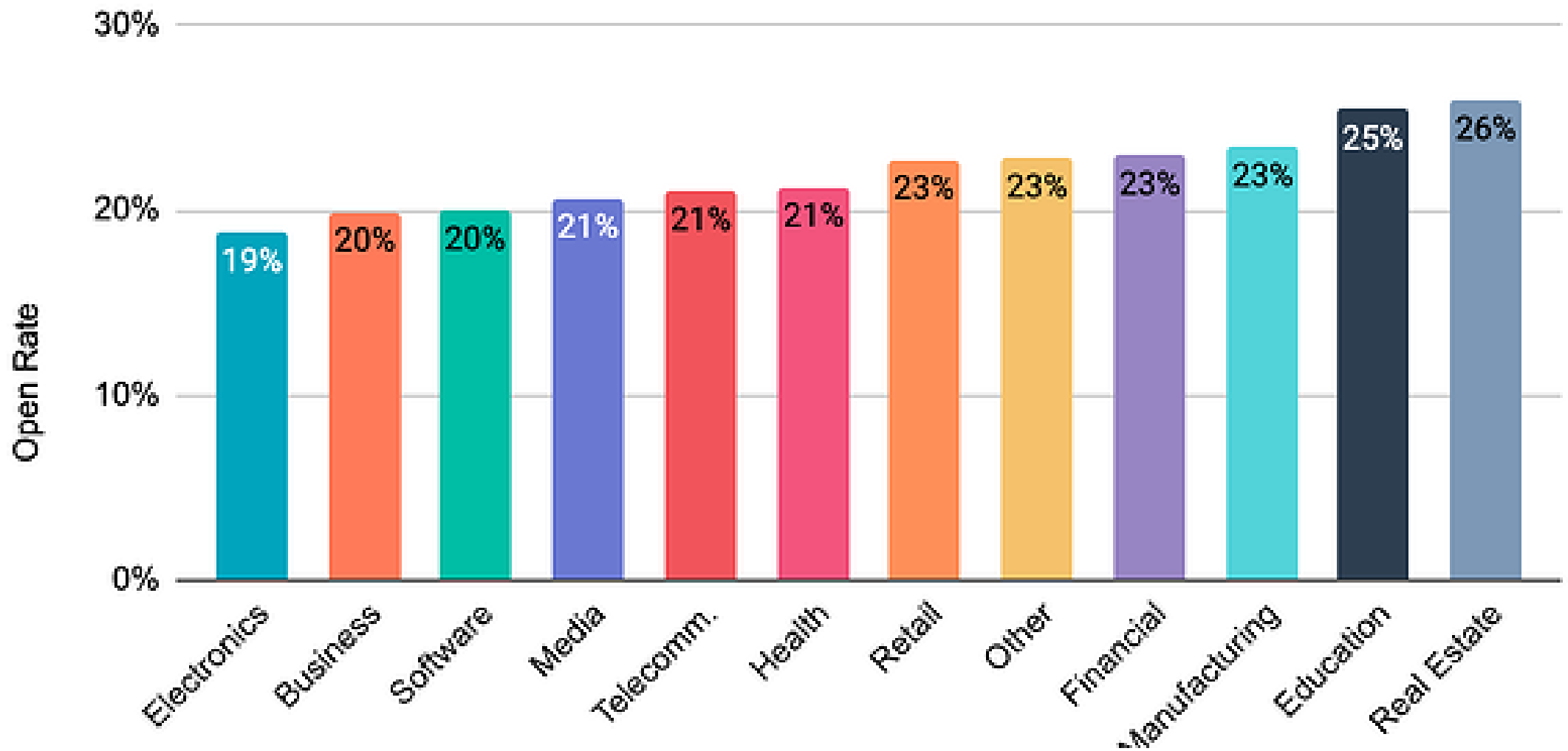
www.jesperdeleuran.dk

Characteristics of High Performing Emails

- Short
  - "Marie Kondo" it.
- Important content "above the fold"
- Obvious CTA
- Compelling images
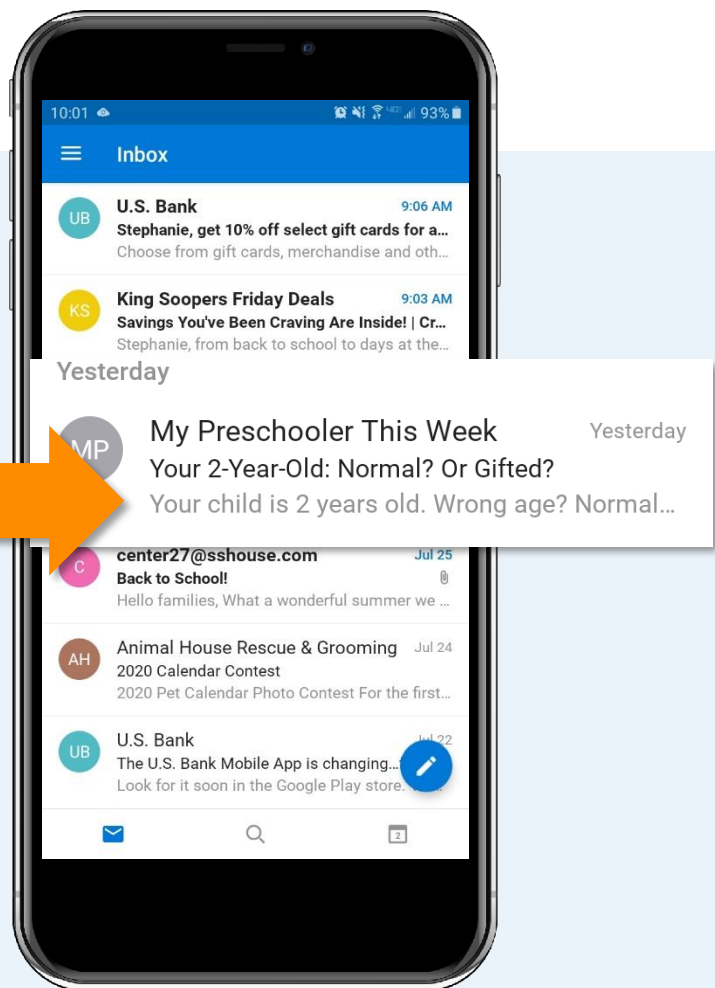- Optimized for mobile and iPad's/Tablets
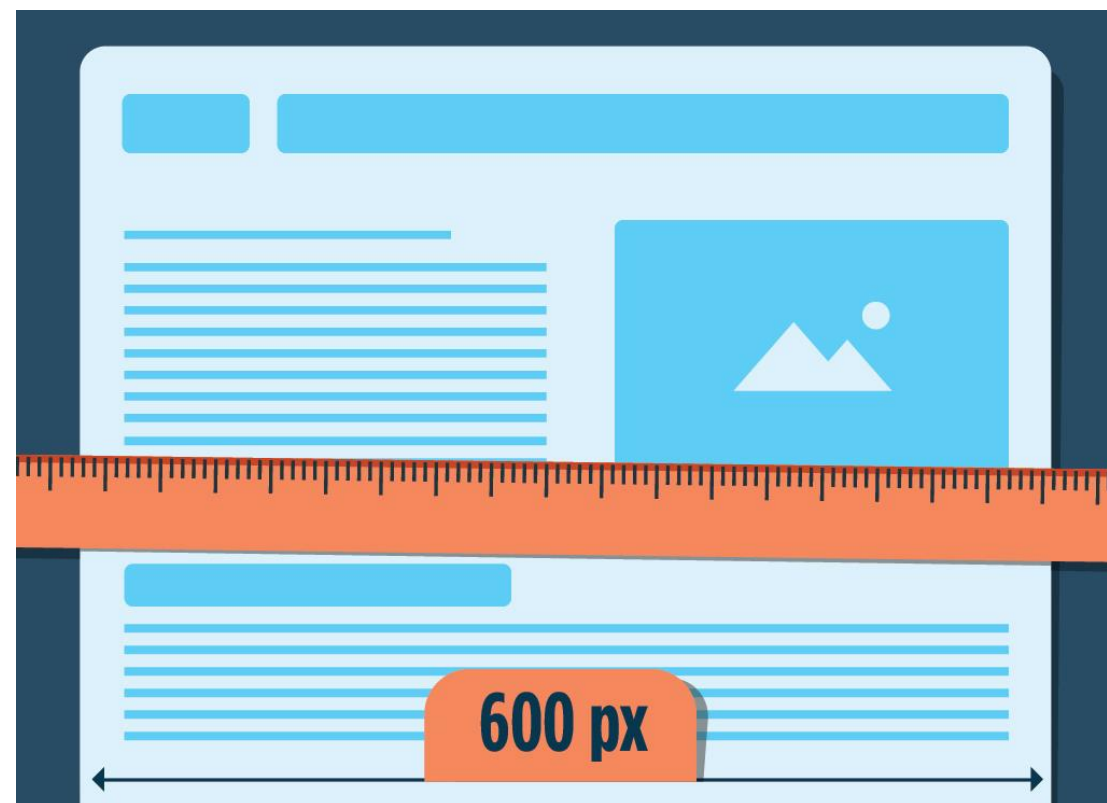
Open Rate / Industry

Clickthrough Rate / Industry
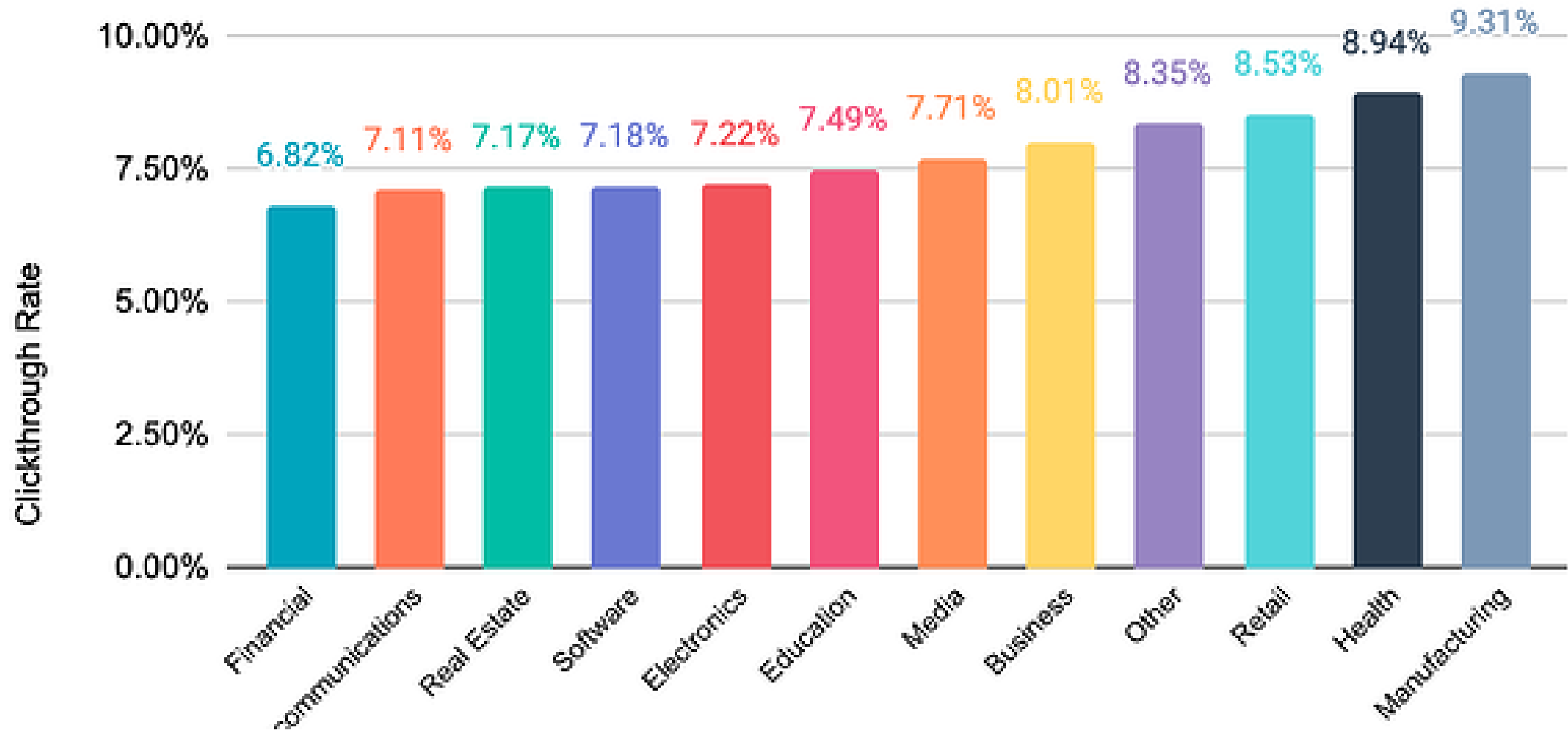
Email Subject Lines & Preheader Text

What are they?
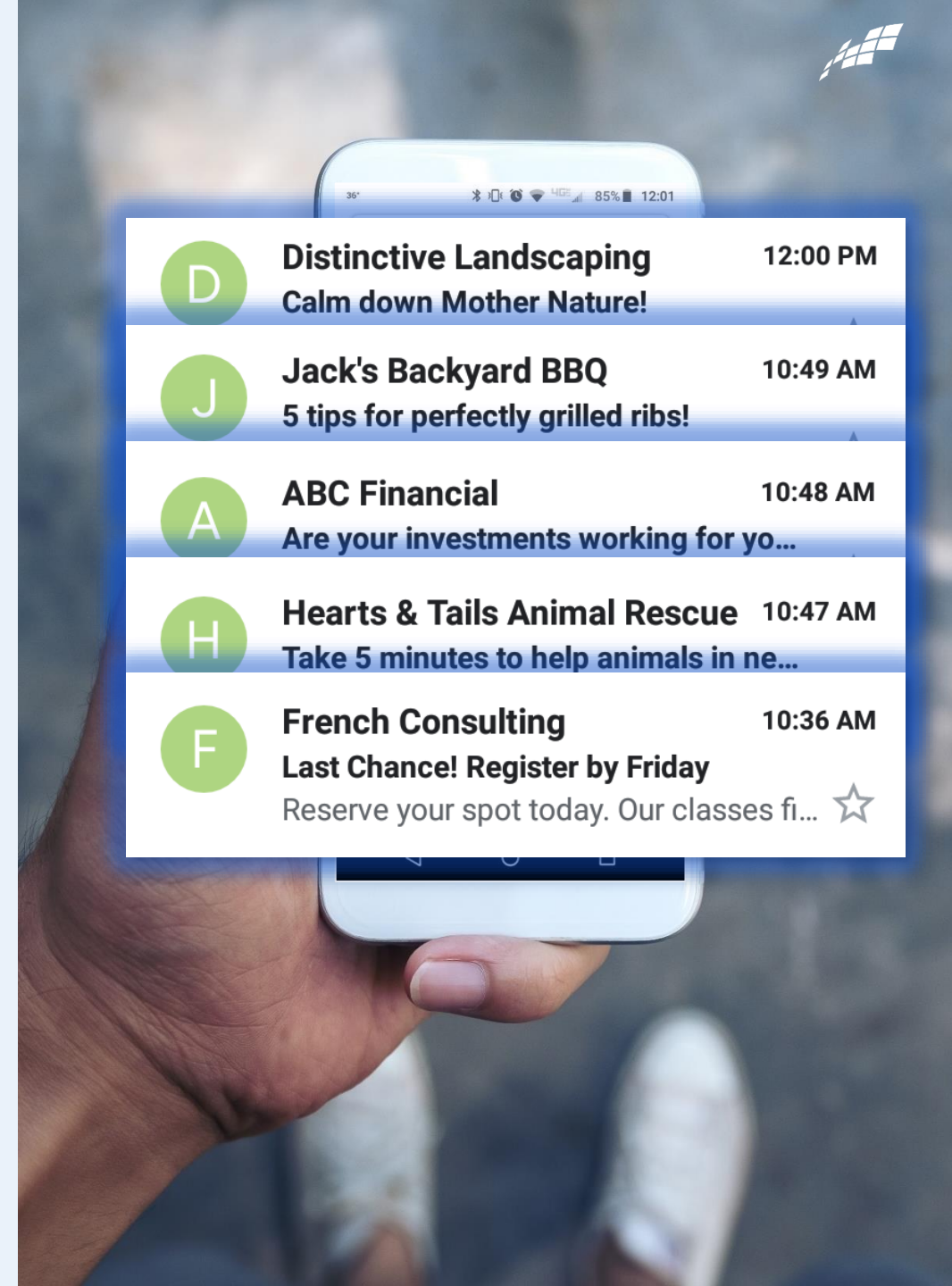- Read on mobile by many people
- Scanned in a split second

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

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/

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
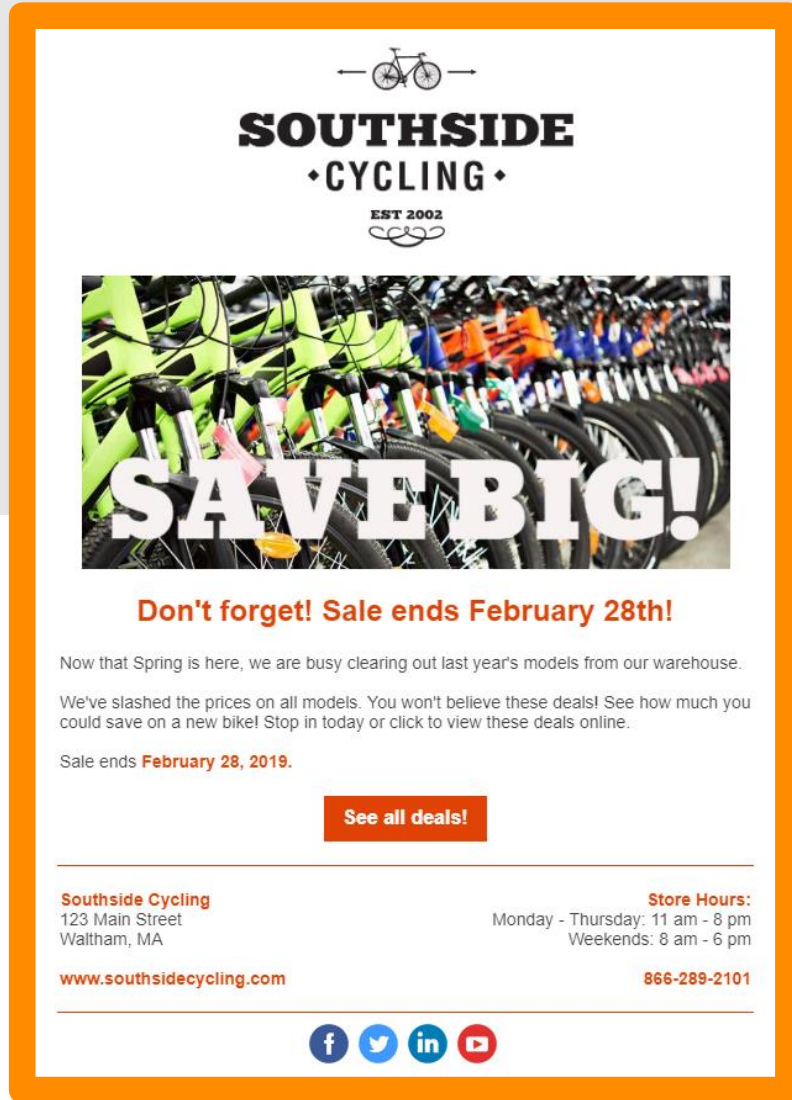
Trust	Encouragement	Vanity	Curiosity
Dependable	Amazing	Hero	Covert
No risk	Courage	Conquer	Hidden
Expert	Happy	Remarkable	Unlock

What should I send?

Promotional email

Informational email

How long should my email be?

2...
o...
hi...

All emails follow the same basic formula
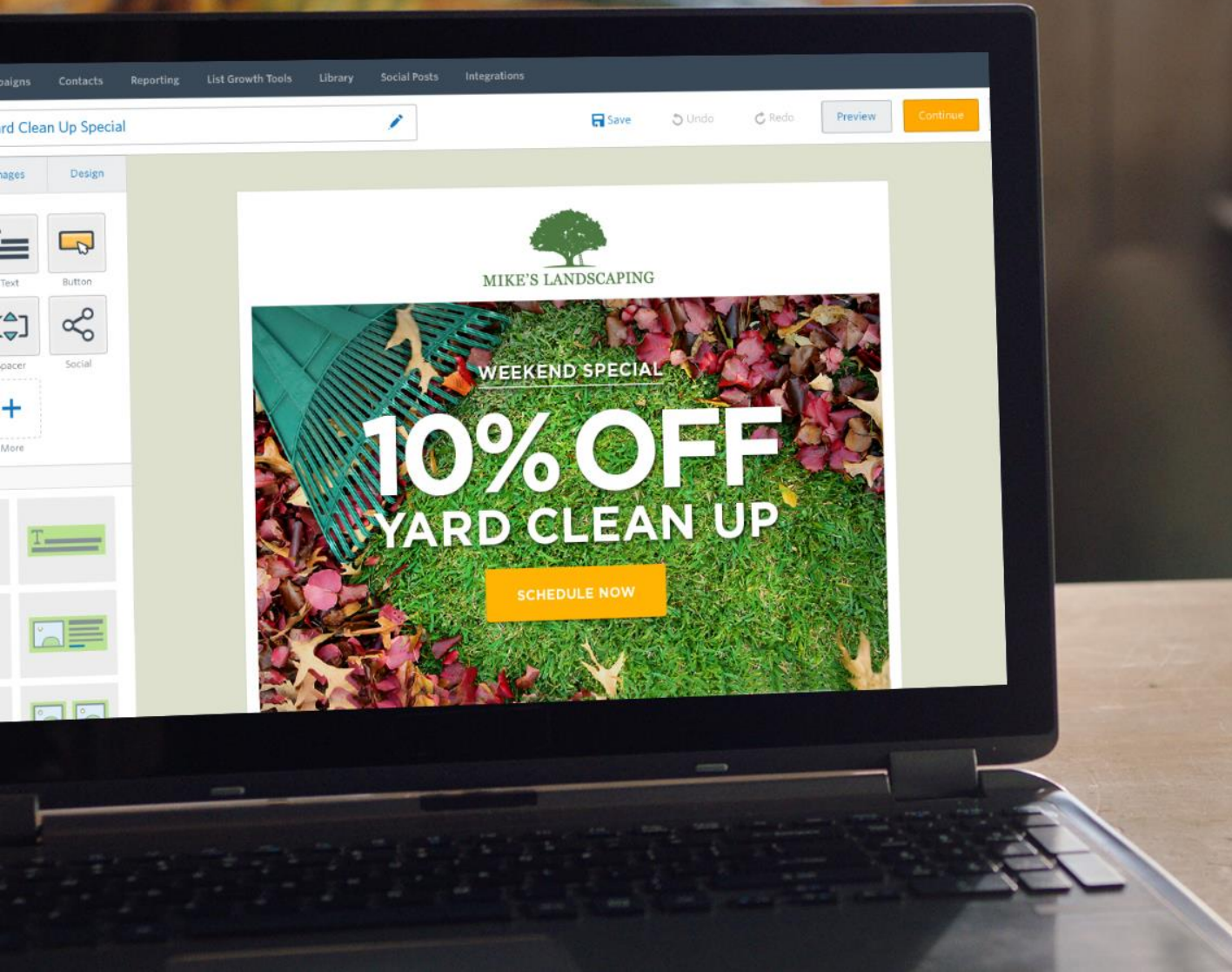
- Picture

- Paragraph

- Call-to-action

CAN-SPAM Act of 2003
Controlling the **A**ssault of **N**on-**S**olicited
Pornography **A**nd **M**arketing

- 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

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

THAT'S WHAT WE USED TO CALL

SPAM

JUNK MAIL

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!

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- 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**)