digital peninsula network

Marketing Introductions

Getting started with Email Marketing

Webinar will begin at 12.00pm

What we'll cover

- Why email marketing?
- Types of email campaigns
- Understanding data
- Creating contact lists
- Designing email templates
- Sending campaigns
- Understanding analytics

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Why email marketing?

- Email marketing is effective, cost-efficient, targeted, and reactive/proactive.
- 85% of internet users in the UK actively send and receive emails weekly.
- The average email opening rate in the UK is 18.39%.
- Email marketing click-through rates increased from 0.9% to 2.4% in 2022.

Types of email campaign

- Marketers use two basic categories to organise their emails. This helps them decide who to send specific emails to and prevents them from falling into the pitfall of sending everyone the same email.
- The categories are known as broadcast emails and follow-up emails.

Broadcast emails

- Broadcast emails are emails that you decide to send for a specific purpose and at a specific time. They are not responses to customers.
- Examples:
  - Sending **newsletters** daily, weekly or monthly as you promised when people subscribed.
  - Sending **promotions**: a few major promotions to everyone, but more often choosing segments of your mailing list for smaller promotions.

Follow-up emails

- You can prepare the content in advance and then use your email software to ensure the right email is sent to the right person at the right time.
- Examples might be:
  - New subscriber email
  - Purchase receipts
  - Abandoned shopping cart
  - Registration confirmations
  - Re-engagement if a consumer has ignored your emails for a while

Email tools

- There are many email tools available, many of which offer free trials.
- The tools available and entry price point will vary between all platforms.
- Some examples of remail tools include:
  - Mailchimp – https://mailchimp.com/
  - Mailer Lite - https://www.mailerlite.com/
  - Constant Contact – https://www.constantcontact.com/
  - AWeber - https://www.aweber.com/

Contact lists and data

Creating contact lists

- Here are some things to know before you begin this process:
- Email services were intended to be used with a single list, so you shouldn't need to create more than one.
- You'll organise your list with tags.
- Contacts that appear on multiple lists will also count multiple times in your overall subscriber count, which could increase your monthly cost.

What information to use

- At a minimum, you should include:
  - First name
  - Surname
  - Email address
- What you include beyond that will depend on what email types you will send.
- You can always add more later or start collecting it as you go.

Contact types

- As your activity grows, you may find different contact types:
  - A subscribed contact, or subscriber, is someone who has opted in to receive your email marketing.
  - An unsubscribed contact is someone who was previously opted in to receive your email marketing but isn't currently.
  - Hard bounces and repeated soft bounces become cleaned contacts. A cleaned contact has a non-deliverable email address.

Designing email templates

Email template options

- Plan what you want to say, how you want it to look, and whether you want to cross-sell.
- Templates don’t need to be extravagant, purely professional.
- Think about how your reader will view the email (mobile or computer?)

Sending your campaign

Mistakes to avoid

- Mistake #1: Not testing enough. Before you send to your entire list, you should have sent at least 3 or 4 tests to yourself and to all your test accounts.

- Mistake #2: Did we mention not testing enough? Test, test test! Remember, once you hit send, there's no "undo." We mean it.

- Mistake #3: Writing like a spammer. We all get spam. You know what it looks like. Subject lines are IN ALL CAPS, letters highlighted bright red or bright blue, SCREAM by using lots of exclamation points!!!!

Mistakes to avoid

- Mistake #4: Forgetting to track clicks and opens. Don't forget to click the track clicks and track opens checkboxes if you want to get campaign reports.

- Mistake #5: Not including an unsubscribe link. Never forget to include an opt-out link in your emails. It's the law - the Privacy and Electronic Communications (EC Directive) Regulations 2003.

- Mistake #6: Sending emails "out of the blue.”

Subject line guidance

- A successful campaign starts with a subject line that grabs the attention of your subscribers. Give the recipient a reason to check out your content.
  - Add personalisation
  - Be descriptive
  - Count characters
  - Use emojis carefully

Orders	**Your order with Penzance is confirmed** - Order #11010736 01 April 2021 Thanks for
Coals2U	FLASH SALE ⚡10% off Premium Kiln Dried Logs ⚡ Offer ends Tuesday 6th April. -
Credit Karma	**We've got your April score** - See where your credit's at this month. Hatch your April s
Not on the high str.	**How big's your smile right now?** - Grin-tastic finds for long-awaited "hello"s
The Eco Experts	**5 Great Reasons You Need a New Boiler in Your Home** - 5 Great Reasons to Improve
Not on the high str.	**There's a foodie fiesta in here** - Tasty treats that are as yummy as they are unique

Understanding analytics

- Need to understand the numbers, and what you can do with them.
- May take some time before you can get real information out of the reports.

2,204 Recipients

Have feedback? Let us interview you.

Audience: Cornwall Contacts

Subject: Content Creation - Fully Funded Course

Delivered: Tue, 22 Feb 2022 9:00

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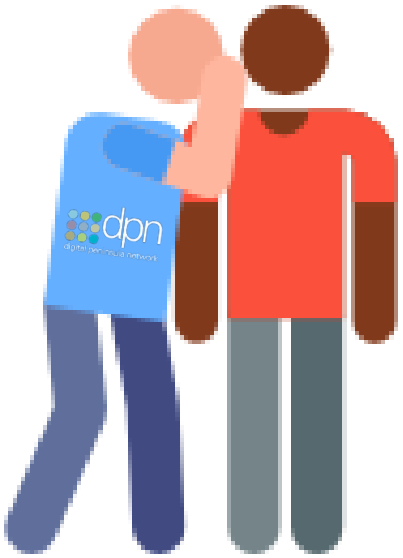
528	25	4	0
Opened	Clicked	Bounced	Unsubscribed

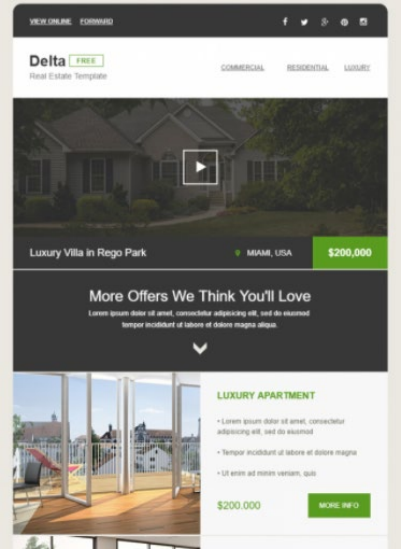
Successful deliveries	2,200	99.8%	Clicks per unique opens	4.7%
Total opens	1,000		Total clicks	34
Last opened	23/2/22 9:48		Last clicked	23/2/22 7:20
Forwarded	0		Abuse reports	0

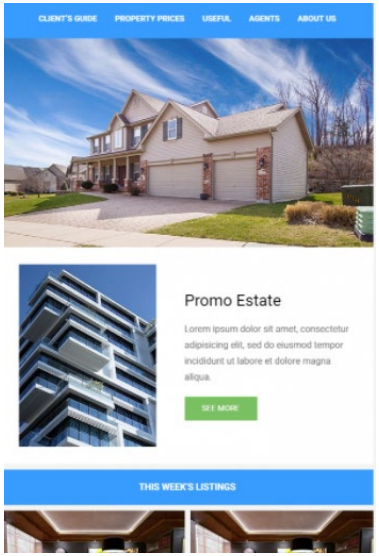


Trade secrets…

Email template resources

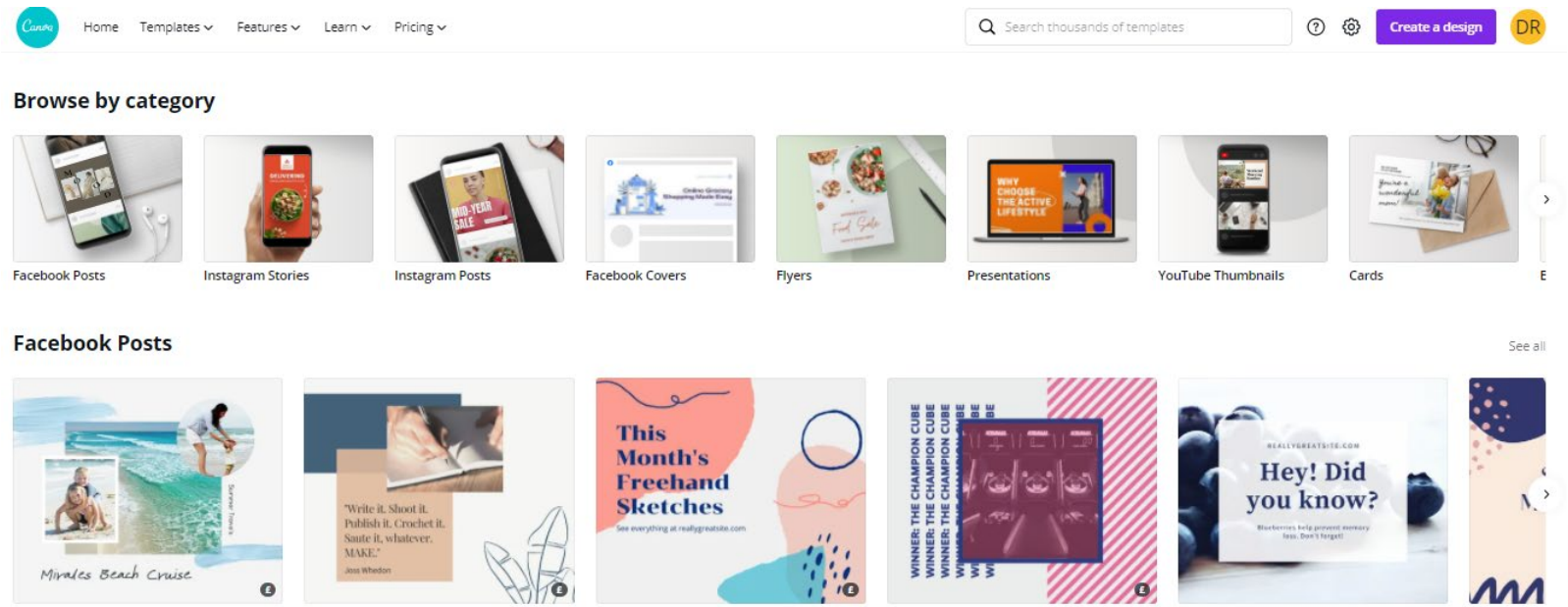
- Website are available to download pre-designed templates.
- Your ability to upload to your mail account may depend on the account levels/settings.





Take the pain out of sizing

Not a graphic designer? Use tools like Canva for correct sizing and easy design of posts. (canva.com)



Photopea – photoshop for free

Photopea (photopea.com) is a FREE editing software similar to Photoshop CC with just as much power.

Next steps

- Sign up for an email tool
- Prepare your data
- Look around for inspiration
- Plan your email content/strategy
- Watch YouTube videos about your chosen platform
- Sign your DPN register ☺
- Further training e.g. DPN's social media platform webinars

DPN social links

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