

Online Marketing Summit – Boot Camp
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Workshop: Email 3.0

Presented by: Sundeep Kapur; Evangelist, NCR Corp.
emailyogi.com

Good-Bad-Ugly email examples:

- Personalization
- Consistent Branding
- Mobile Optimized
- Clear Call to Action
- Copy Heavy
- Many Images
- A/B Test
 - Not only subject but also copy

Ask your marketing team...Why should someone sign up for your campaign?

- Come up with a list and turn it into a conversation

Look at **all** (i.e. from every department in every form) communication going to a client and see what can be eliminated or combined into a single message.

Create a campaign calendar

- Get all groups involved to manage when you are touching the client.
- B2B – should only email once per month, at most twice a month – anymore than that the client loses focus on your message and open rates start to fall.
 - Open rates among attendees in the session was between 10% and 90%
 - Most seemed to be in the 20% range
 - Click rates average in the room though was 20% some people had 50-60%
- When a customer makes a purchase, you should send an add-on email 30 min to 2 days later.
 - Studies have shown:
 - Sent within 30 min – 90% chance of add on purchase
 - Sent with in 60 min – 80%
 - Sent next day – 44%

Create direct mail with the give-a-way

- To get give-a-way you have to go to web and register name, email, address, preferences for email communications.

Segment by as many ways as you can:

Customer Type	Prospects
Openers	Non-openers
Not opened since	Not purchased since
Clicked no purchase	Anniversary
Experts	Job title
Open Time	

- You can segment in as many ways as possible, create a spreadsheet to rank the different ways you segment and give each person a score based on where they fall. For example, they could be an expert, CEO, and open at 6 am. Use those scores as the driver to segment.
- Watch what a client clicks in emails to learn what areas they are interested in; this will help with segmentation.

You need to create intrigue to get people to open your email.

- Don't give away the farm in the subject line.
- <insert witty subject line here>

When someone unsubscribes, you need to respond with a meaningful message.

Use your "dead" list – get creative what do you have to lose?

Add instructions in your initial email (of course you would have talked to them before to tell them to be on the lookout for this email) to a new prospect telling them how to white list your company. Then somewhere in the email repeat the instructions.

For the "If you can't read this email click here" statement you need to get creative. If the statement is in the pre-header it may be all the person sees in the preview pane.

Opens and Clicks (<http://www.emailyogi.com/2012/02/five-types-of-clicks-to-track-in.html>)

- Opens and clicks are great but you need to also take note and track unsubscribes and bounces.
- For opens, you need to look at both the unique and non-unique opens.
 - Open rates really measure the success of the subject chosen.
 - You should also compare the opens to your original list to see if the email was forwarded to a new address which you could then reach out to as a potential new customer.
- Bounce rate directly affects your spam rating: all hardbounces must be removed from your list.
 - Often, ISPs and corporations will do a hardbounce for a limited time then they will create a spam capture bucket and see what senders have not cleaned their lists. These senders are then added to blacklists.
- Reporting really needs to be measured over three to six campaigns to measure success.

You need to also have a way to track past email. Compare your tracking reports on the day of an email campaign to the tracking reports from your analytics. Where possible, try to figure out what areas of your site they visit...this can be another way to add segmentation to your list.

If you add social media to your email, be creative don't just drop the icons in or say follow us on xyz.

Email trigger – use the number of leads you receive then follow up to see about the results. For example, if a person clicks around on the Charlotte email...see if the rep contacted them and if a sell resulted from the email.

In the text version of the email, include a link to the html/mobile version.

Call to actions should be placed on the right in the highest portion of the email as possible.

Workshop: Best Practices
Presented by: Sundeep Kapur; Evangelist, NCR Corp.
emailyogi.com

Great idea for subject lines – Fortune Cookies

Insert reps image in the email – works well in the financial market

Call the prospect before sending an email, let them know it is on the way.

Send direct mail before the email – the email will act like a reminder.

Become the customer

- Opt-in and see what happens
- Make secret transactions
- Opt-out to see what happens
- Call up and argue/complain to see what happens
- Listen to customers when they comment about emails

Do not track registry is coming. In Canada they will have FISA which states after 2 years of doing business you can no longer email the person. You also have to prove the business relationship.

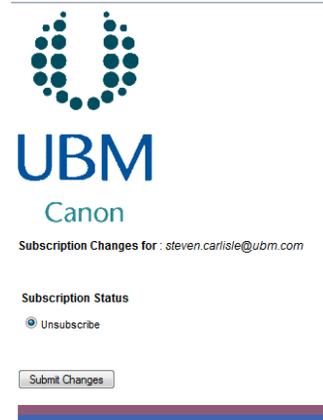
Let people manage their email preferences; do not assume they want to receive everything from your firm.

Institute an email change of address service for anyone who has not opened within a set time frame you decide.

If you want to include video in email do not try to embed the video as in many clients it will just leave a blank box. Instead, use an image of the video and have it open in a new window when clicked.

When someone unsubscribes, find out why.

- Make the unsubscribe page clear so the person know what they are unsubscribing from
- Instead of an unsubscribe only area give them the option to edit preferences.



Hardbounces – remove from email list

Remove the term “email blast” from the company vocabulary. It just does not sound good.

Workshop: Advanced Email Marketing
Presented by: Laurie Beasley, President – Beasley Direct Marketing, Inc.

- Over 70% of email marked as spam is based solely on the Sender’s name, company names or brand names are not as good as a personal name.
- Over 60% of email marked as spam is based on the subject line; benefit subject lines have higher opens
- Your call to action needs to be clearly visible in the preview pane
- Header should not be one large image, instead upper left should be an HTML headline and move the logo to the right hand side.
- Subject lines should be around 23 characters
 - Tie them to the relationship between sender and recipient
 - Ex. Customer Alerts, eNews, Updates
- Use different tools like email forwarding services and whitelist services
 - <http://www.dnswl.org/> - should be on this

Frequency/Time

- B2B – you should not send more than 1 time per month, at most bi-weekly. Once you go past this boundary you start to upset people.

- Best day and time – you have to test your audience to see what works best

Design

- Pre-header
 - Put meaningful copy here instead of the “to view” link. This may be the only place the receiver sees in preview. Further, the “to view” link does not need to be in the pre-header, it can be lower in the page.
- Header
 - Images on the right
 - HTML text with style on left
- Body
 - Images should be as small as possible
 - ALT tags are a must (missing alt tags drive your spam rating higher)

Personalization helps open rates

- Segment and figure out pain points for as many people as possible and segment that way

Clean lists – get hard bounces out of your queue

Spammy Words – these words drive your spam rates higher. (Great list of things to remove http://spamassassin.apache.org/tests_3_3_x.html)

Click	Instant(ly)	Special Offer
Free	Profit(s)	Guarantee
Complementary	Subscribe/un	Value
No-cost	Amazed(ing)	Download
Remove	Money/Dollar(s)/\$\$\$	Get
Limited time (offer)	Sale	Punctuation Marks
Spam	Saving	Any words in all caps
Win	Price	4U
Income		

Code

- Use no DIV – they add to spam score
- No CSS in header – it is stripped out of most email clients
- Always define the background color
- 600 is now the optimum width for screen
- Text – first three or four lines should be no more than 30 characters as that is all that shows up to the preview pane then around 72 characters after that
- Text – do not use plus or minus as these will in some instances mess up the rendering of the email; instead use > or *
- Use proper pixels instead of percents
- Use Height and Width for images