DIGITAL MAIN ST.

Welcome!

Webinar – Email Marketing for Small Businesses: Developing A Successful Email Marketing Strategy

Time : 10:00 am - 11:30 am

We are excited for our webinar today, and we anticipate starting in 5 minutes.

We look forward to a productive session.

Jonathan and Sukhvir
Digital Service Squad Team

February 18, 2025

Land Acknowledgement

February 18, 2025

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Our Partners

Google

mastercard.

Square

INTUIT quickbooks.

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Program Created By tabia

February 18, 2025

What We Do

Digital Main Street

Support

The Digital Transformation of small Main Street businesses & business owners

Provide

Businesses with the knowledge & guidance needed to make informed decisions as they increase their level of digital adoption

Empower

Main street business owners to become smart consumers as they undergo digital transformation

Create / Build

Connected cities where main street businesses have a high level of digital adoption

The Digital Service Squad

Digital Service Program that provides **one-on-one digital marketing support** for your business with free digital transformation, consulting and support

Assessment of business's digital-literacy

Digital marketing support & guidance on various platforms

Website consulting, review and best practices

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Email Marketing For Small Businesses

Developing A Successful Email Marketing Strategy

February 18, 2025

In this session

1. What is email marketing?
2. Developing an audience
3. Creating content
4. Email marketing platforms
5. Analytics
6. Automations

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What is Email Marketing?

Messaging a group of consumers directly through emails.

This Includes:

- Newsletters
- Promotions
- Educational tips and tricks
- Business Updates
- Abandon cart
- Retargeting
- Review reminders

Why Email Marketing?

Email marketing is a direct line of communication between you and your subscribers. Through emails, you can:

- Raise brand awareness
- Incentivize customers
- Build relationships
- Create loyalty

You want to provide **value** to your audience through the emails you send out.

The number of e-mail users globally in 2024 topped 4.48 billion. It is expected an additional half-billion more email users will sign up by 2027.
(Source: Statista)

Developing an Audience

Building Your Subscribers

Collecting Subscribers

Gaining subscribers is important to building your emailing list and developing various audiences for targeted emails.

You can gain subscribers by:

- Create account on website
- Pop ups on website
- Promotions/Giveaways
- Opt-in when someone places an order

Do **NOT** buy lists as these are not genuine and the emails have not consented to being contacted.

PIPEDA

The Personal Information and Electronics Document Act governs how private sector organizations use, collect, and disclose personal information in commercial business. Email addresses are considered to be personal information under this act.

The Consumer's Rights:

- Know why an organization collects, uses, or discloses their personal information
- Expect an organization to collect, use or disclose their personal information reasonably and appropriately, and not use the information for any purpose other than that to which they have consented
- Know who in the organization is responsible for protecting their personal information
- Expect an organization to protect their personal information by taking appropriate security measures
- Expect the personal information an organization holds about them to be accurate, complete, and up-to-date
- Obtain access to their personal information and ask for corrections if necessary
- Complain about how an organization handles their personal information if they feel their privacy rights have not been respected.

The Organization's Requirements:

- Obtain consent when they collect, use, or disclose their personal information
- Supply an individual with a product or a service even if they refuse consent for the collection, use, or disclosure of your personal information unless that information is essential to the transaction
- Collect information by fair and lawful means
- Have personal information policies that are clear, understandable, and readily available.

CASL

Canada's Anti-Spam Legislation requires that you may only send emails to individuals who opt in to receive them.

The act applies to all communications sent by Canadian companies, to Canadian companies or messages simply routed through Canadian servers.

There are two kinds of consent:

- **Implied Consent** - Information that was acquired by engaging in a transaction with an organization (you assume the customer's consent as long as they do not opt out)
- **Explicit Consent** – The customer has confirmed they wish to receive marketing material from your business.

No matter the type of consent, all emails **MUST HAVE** opt-out options.

Make sure to also have a privacy policy in place, so subscribers understand how you are protecting and using their data.

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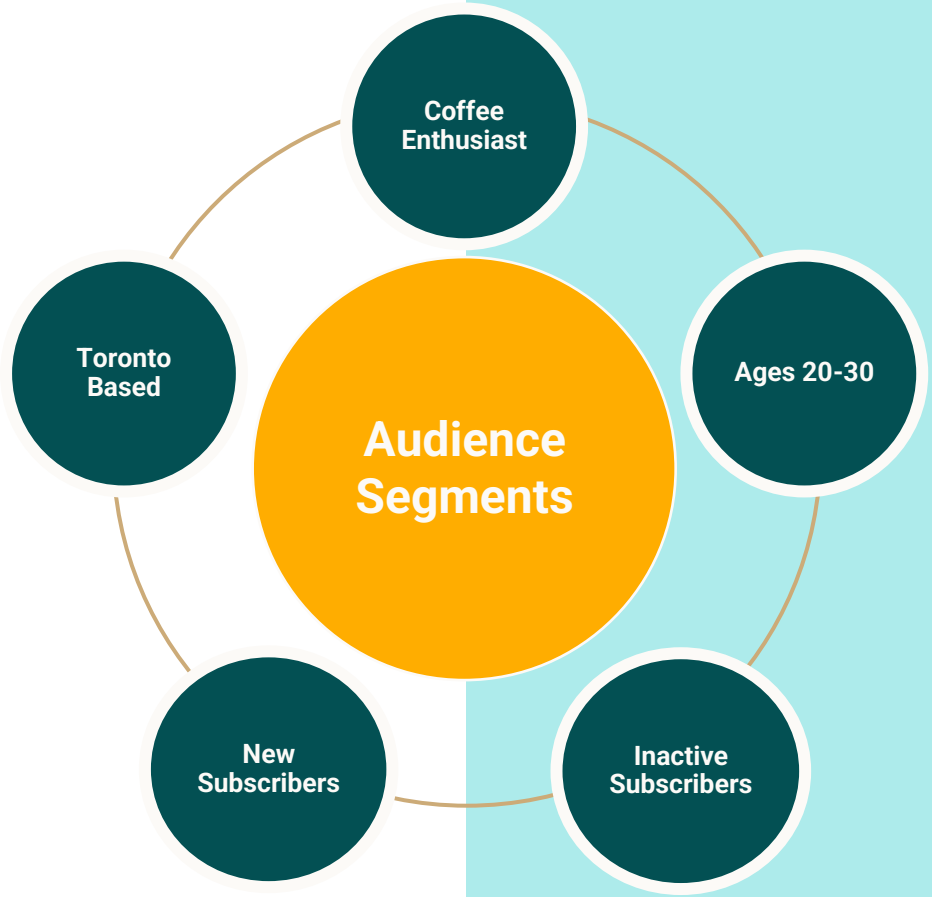
Segmenting Your Subscribers

When segmenting your audience, you want to group them by the following:

- Demographics (age, gender, occupation, etc.)
- Geographic (location)
- Psychographic (Interests)
- Behavioural (Abandoned carts etc.)

By segmenting your audience, you can personalize the content to the subscriber, increasing the opportunity of a conversion.

You can segment through either using automated tools available in your email marketing platform or signup forms with the ability to choose preferences.



Creating Content

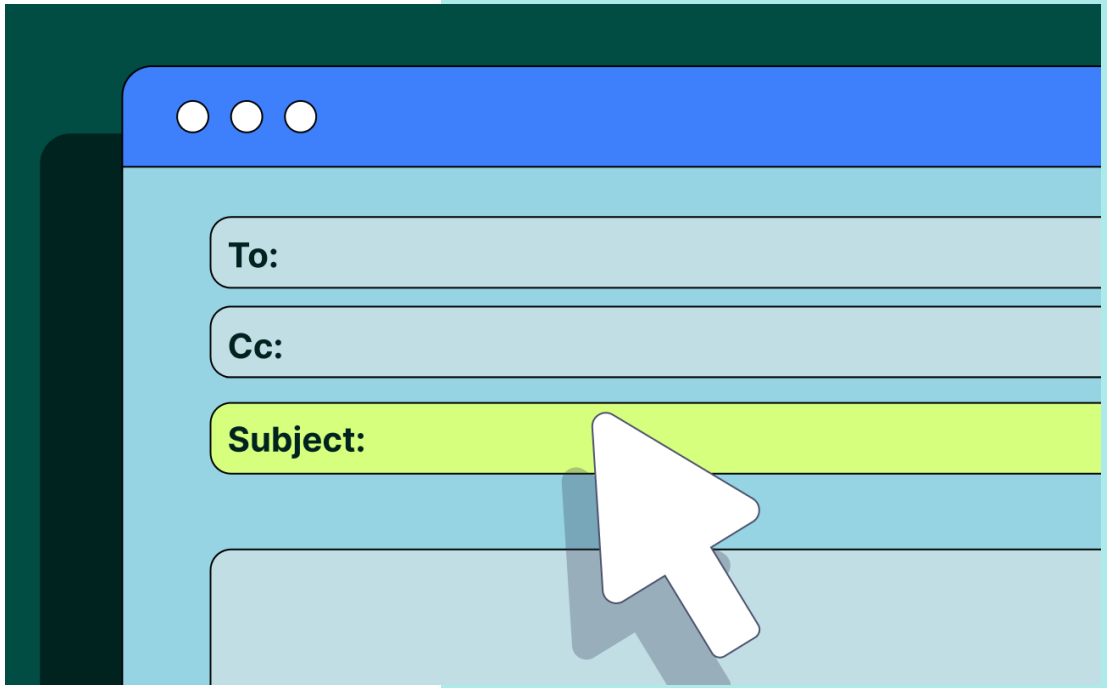
The bulk of what your email contains

Subject Lines

Subject lines are important when it comes to your email marketing. They can prompt users to open or email or dissuade them.

It's the first impression of your email, so you want it to be:

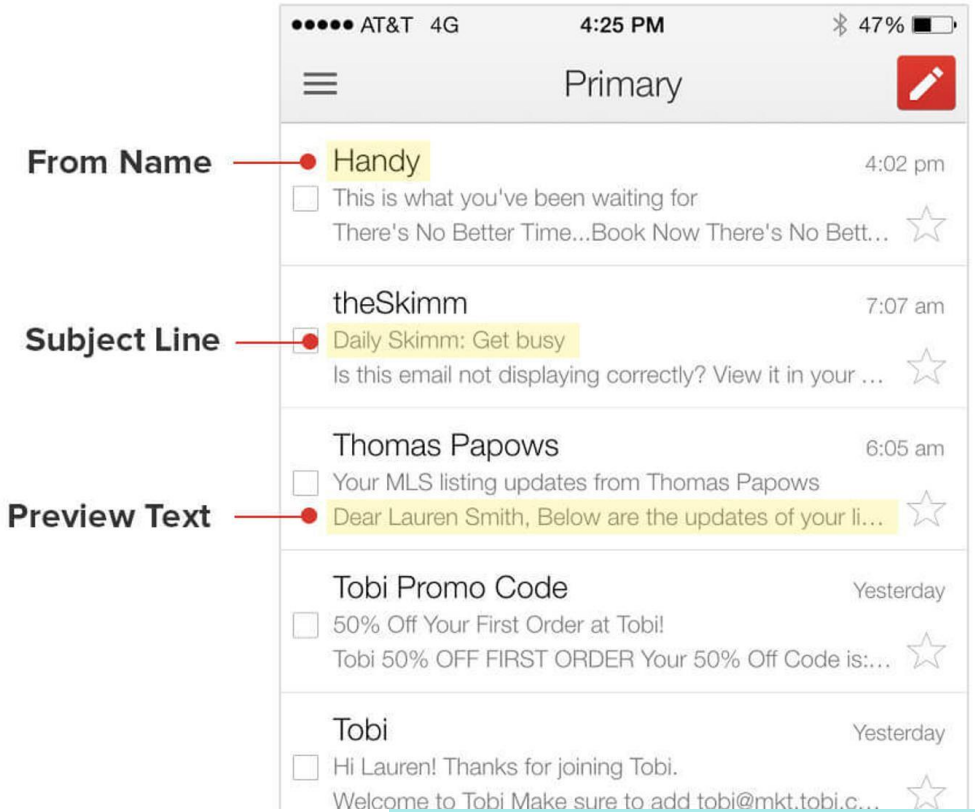
- Clear and concise
- Relevant
- Personalized



Preview Text

Preview text is the text that appears along with the subject line in the notification for an email and the brief text you see when looking at an email in your inbox.

It is important to make sure the preview text is engaging and provides further information along with the subject line.



Email Body

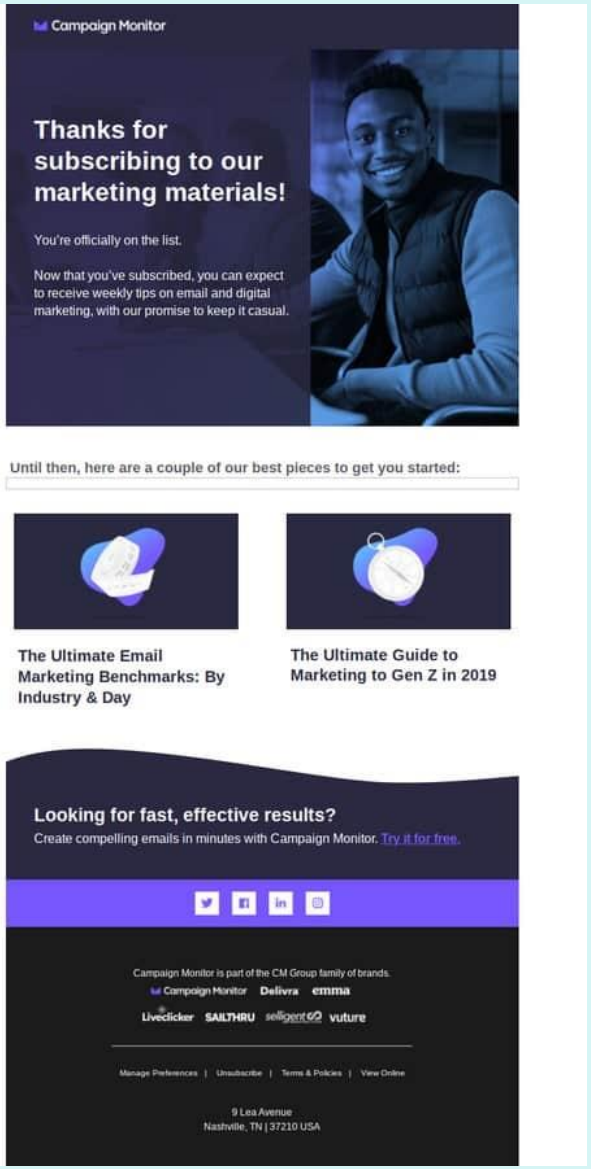
The body of your email stores the bulk of your content and will inform the audience about the purpose of the email.

Make sure your body provides **value,** as the audience needs to benefit from reading your email.

The content should be:

- Relevant
- Visually appealing
- Personalized
- Responsive
- Have a call to action

Examples


Campaign Monitor
Thanks for subscribing to our marketing materials!
You're officially on the list.
Now that you've subscribed, you can expect to receive weekly tips on email and digital marketing, with our promise to keep it casual.
Until then, here are a couple of our best pieces to get you started:
The Ultimate Email Marketing Benchmarks: By Industry & Day
The Ultimate Guide to Marketing to Gen Z in 2019
Looking for fast, effective results?
Create compelling emails in minutes with Campaign Monitor. Try it for free.
Campaign Monitor is part of the CM Group family of brands.
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TO REDEEM IN STORE
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REGULAR PRICE. NOT COMBINABLE WITH OTHER OFFERS.
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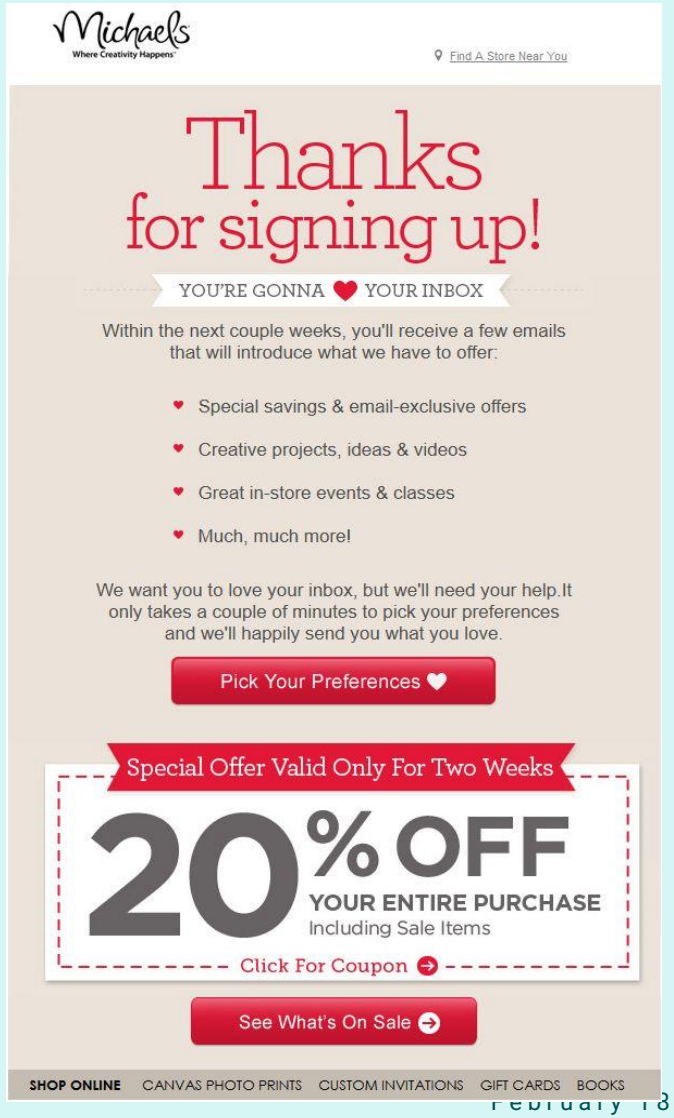
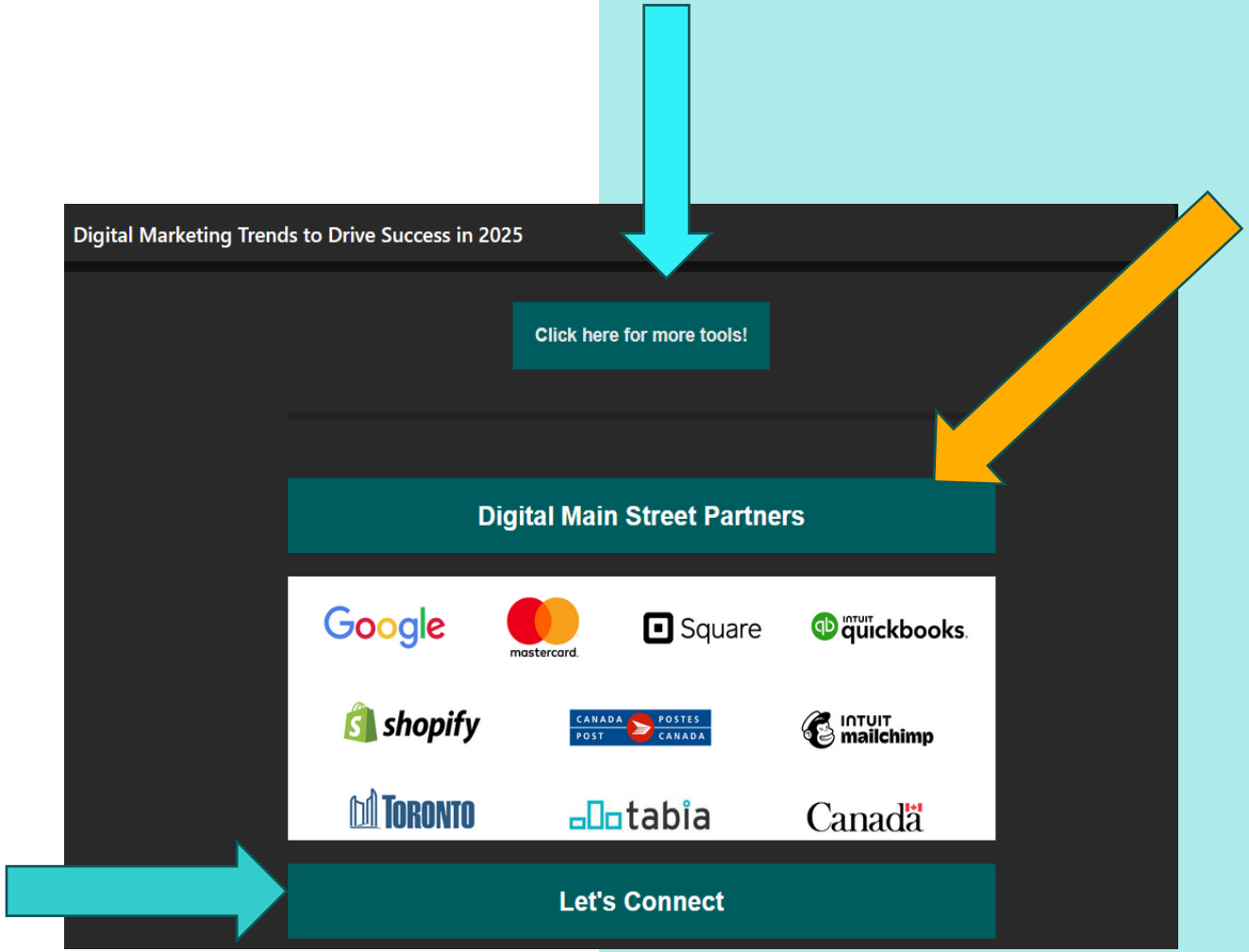

Michaels
Where Creativity Happens
Find A Store Near You
Thanks for signing up!
YOU'RE GONNA ♥ YOUR INBOX
Within the next couple weeks, you'll receive a few emails that will introduce what we have to offer:
Special savings & email-exclusive offers
Creative projects, ideas & videos
Great in-store events & classes
Much, much more!
We want you to love your inbox, but we'll need your help.It only takes a couple of minutes to pick your preferences and we'll happily send you what you love.
Pick Your Preferences ♥
Special Offer Valid Only For Two Weeks
20% OFF
YOUR ENTIRE PURCHASE
Including Sale Items
Click For Coupon
See What's On Sale
SHOP ONLINE CANVAS PHOTO PRINTS CUSTOM INVITATIONS GIFT CARDS BOOKS

Call To Action

The call to action is what you want the consumer to do after reading the email. This can be a buy button, clicking on a link to learn more, or emailing back.

Make sure the call to action is simple and has a clear direction on what the next step is that the consumer should take.



Validate Your Email

When it comes to email marketing, there are certain tactics to prevent users ignoring your emails and placing them in their junk folders.

If you validate your email, you can help yourself avoid spam filters.

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Email Design Best Practices

Accessible

Accessible design means use larger fonts and alt text for images, which allows for the emails to be easier to understand.

High Quality

The content of the email should be high quality. This means the images are clear and crisp and the copy is grammatically correct with no spelling errors.

Mobile Friendly

As most subscribers will view the email on their mobile, make sure the email is responsive, meaning it can switch between devices easily, especially for mobiles.

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Types of Emails

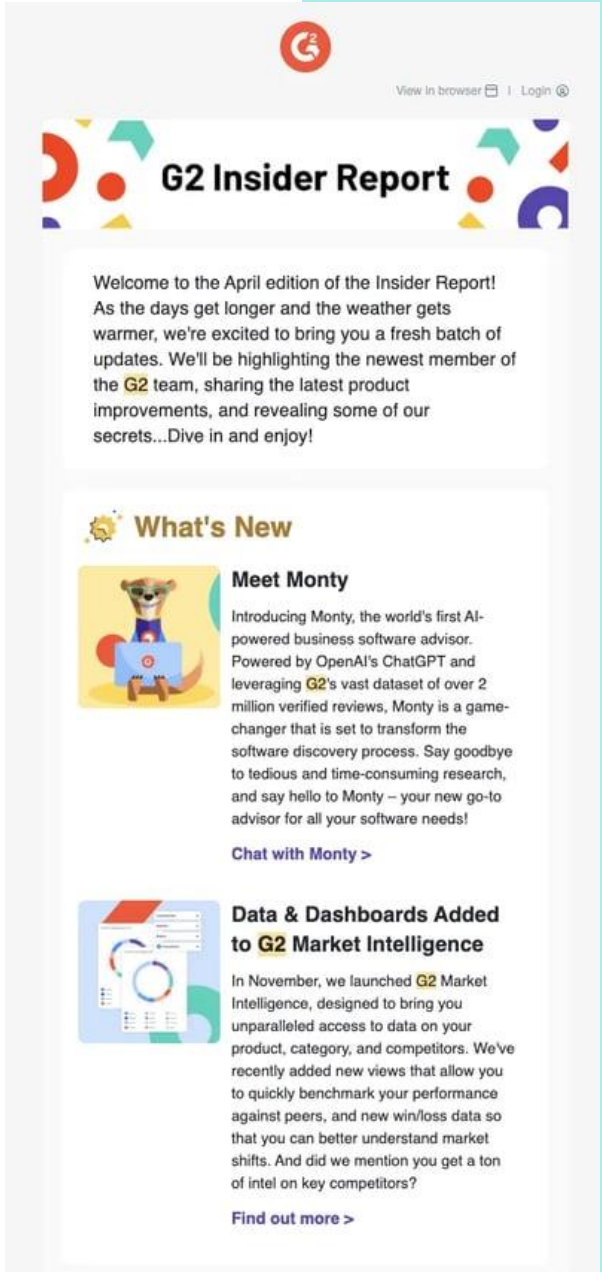
Various styles to communicate with your audience

Newsletters

Newsletters are a great type of email to send to your subscribers to keep them informed of the ongoing changes in your business.

Some things you can feature in a newsletter:

- Testimonials
- Upcoming events
- Changes to hours of operation
- Community news

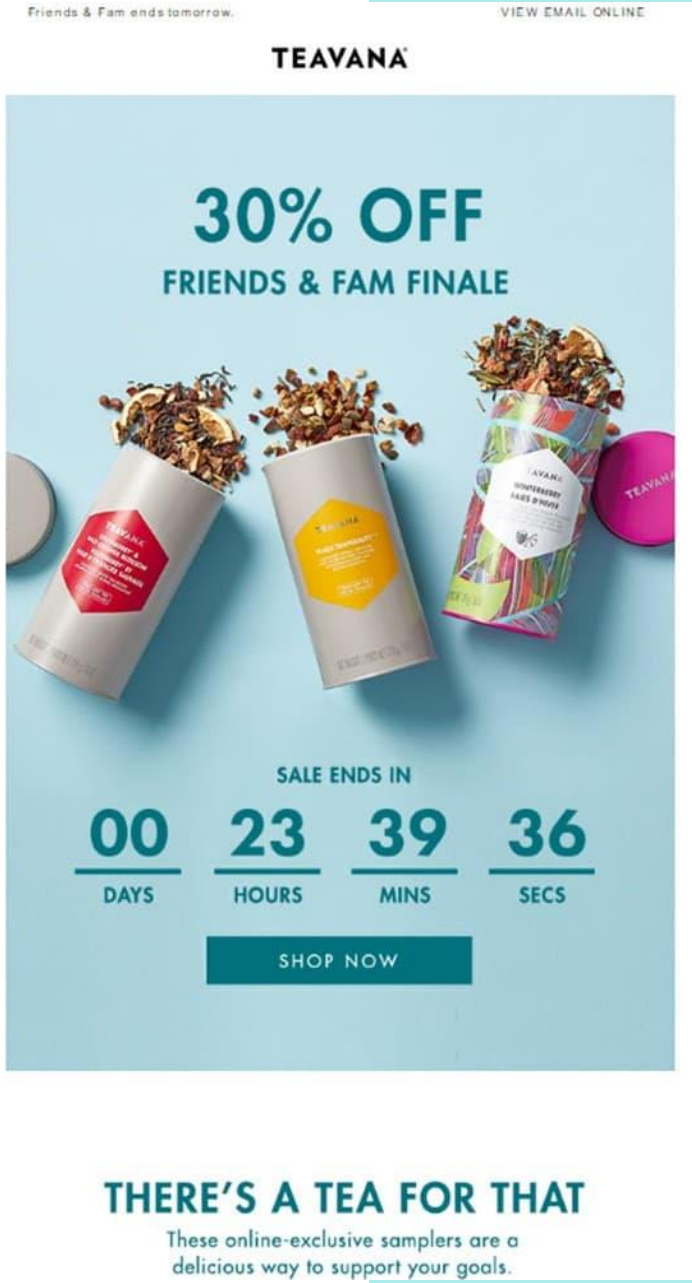


Promotions

Promotional emails can showcase products to your subscribers to get them to make purchases on the content of the email.

Some things you can promote:

- Sales
- Exclusive offers for subscribers
- Limited edition items
- New items/services based on the segmentation
- Discounts

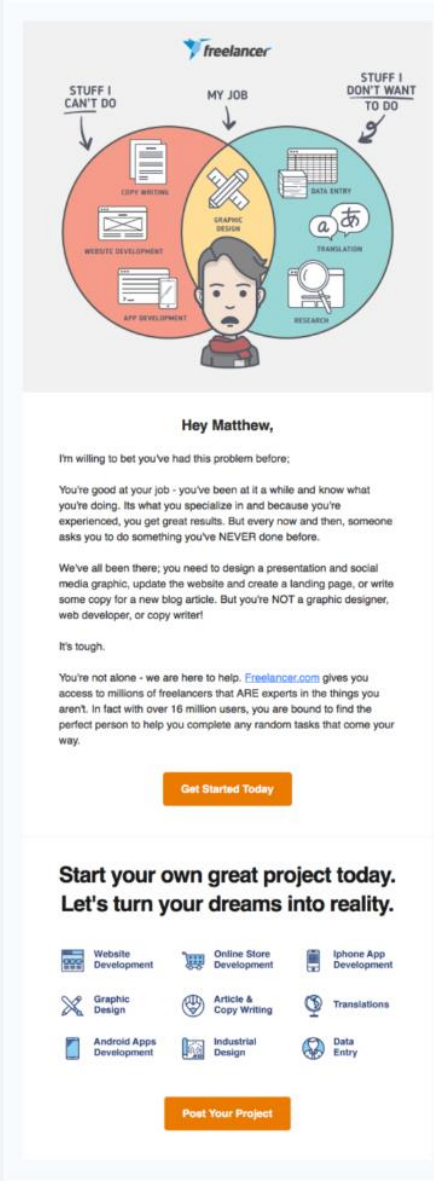


Educational

Educational emails provide value to the subscriber by offering them information on a topic.

Some things you can focus an educational email on:

- Tips and tricks in your industry
- Background of products/services
- Blogs
- Thought leadership pieces



Platforms

Where to send your marketing emails

Choosing the Right Platform

Things to Think About:

- What is my budget?
- How big is my audience?
- What features do I need?
- What plugins/extensions are offered?

ALWAYS research the options available. Platforms are not a one size fits all, and you must always consider your business and its needs when choosing the platform that is right for you.

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MailChimp

MailChimp is a great platform for beginners and is well known for email marketing.

Benefits of using MailChimp:

- Easy to use email builder
- Large template library
- Simple automations
- Lots of integrations available

Constant Contact

Constant Contact is a large email marketing platform that offer various services on top of email marketing, such as event marketing.

Benefits of using Constant Contact:

- Lots of templates
- Plenty of features
  - *SMS marketing*
  - *eCommerce options*
  - *CRM capabilities*

Klaviyo

Klaviyo has great automation for email marketing and has SMS capabilities for your strategy as well.

Benefits of using Klaviyo:

- Ecommerce features
- Easy to set up/integrate

Analytics

Understanding the data with emails

Tracking Metrics

Open Rate

The open rate is the number of people who have opened the email divided by the number of people who received the email.

Click Through Rate

The CTR is the percentage of people who clicked on one or more links in the email.

Bounce Rate

The bounce rate is the percentage of emails that failed to be delivered.

Unsubscribes

Unsubscribes is the number of people who have declined to continue receiving emails from your business. Make sure to regularly check your lists to remove unsubscribes from them to keep those lists up to date!

DMS Tip: Use this tool from MailChimp to see how you perform against other businesses in your industry: https://mailchimp.com/resources/email-marketing-benchmarks/

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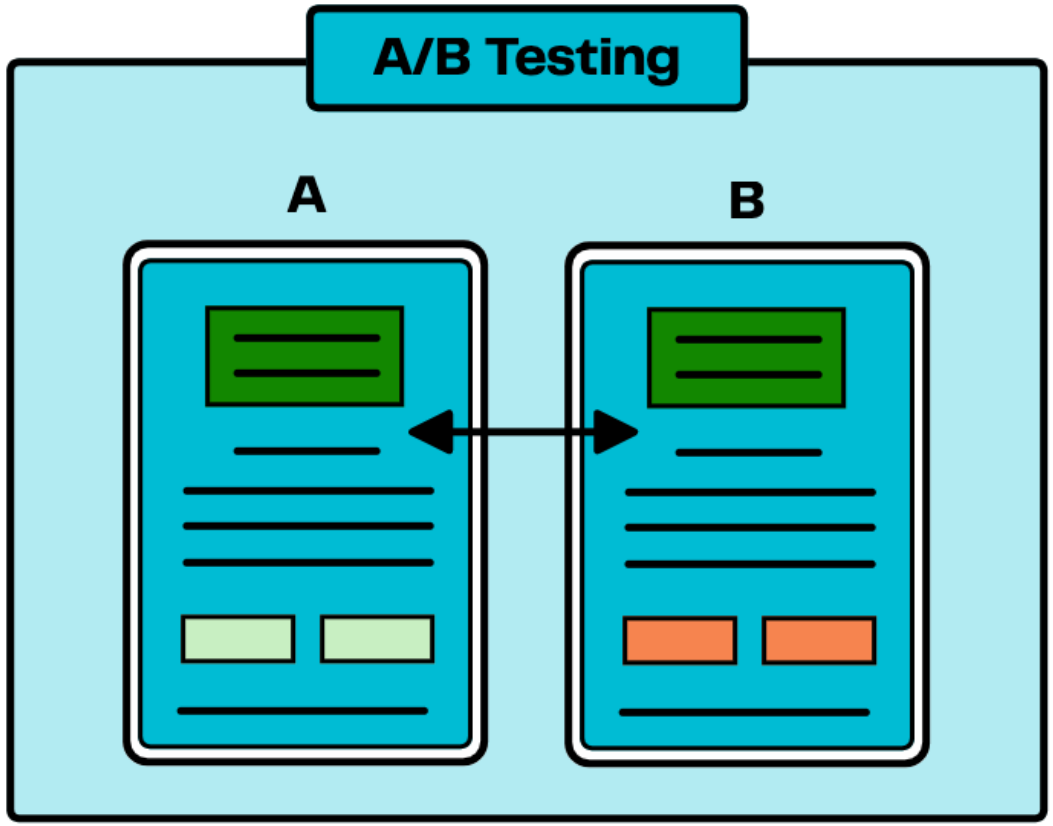
A/B Testing

A/B testing is sending out two emails to the same audience, with a slight difference in them.

By tracking the analytics of the emails, you can learn which tactic is more effective to that audience, allowing you to repeat the tactic in future emails for more successful conversions.

For example, you could send two emails with different subject lines but the same body, to learn which performs better with the selected audience.



Automations

Make your emailing strategy simpler

What are Automations?

Automations are automatic response in a workflow that can simplify the process of sending emails to subscribers based on a set of actions.

For example, if a customer abandons their cart, an automation can be set up to send a reminder for them to follow through with the purchase.

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Upcoming Webinars

DEEP DIVE INTO MORE DIGITAL MARKETING TOPICS

Additional Resources

Additional Resources

Links

Neil Patel on Strengthening Customer Engagement
57 Local Online Business Directories
Moz – Beginner's Guide to SEO
How to drive traffic to your online store
Google's Response to COVID-19
Learn with Google - Google Ads
Google Ads YouTube Channel
Connecting to Shopfiy
How to start a free online store with Square
Beginners Guide to Shipping & Fulfillment
Operating During Covid
Communicating with Zoom during Covid
Mastercard Trust Centre

Want to Learn More?

DMS Courses

https://digitalmainstreet.ca/dms-courses/

Digital Service Squad

https://digitalmainstreet.ca/toronto/

**For businesses located in Toronto only*

DMS Tools

https://digitalmainstreet.ca/tools/

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One on One Help

DIGITAL MARKETING ASSISTANCE

Interested in getting one-on-one help for your business' digital marketing?

Schedule a meeting with a Digital Service Squad (DSS) member today! https://calendly.com/digital-main-street

If you are not from Toronto, then email info@digitalmainstreet.ca for us to check and connect you to a local DSS team.

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Thank you

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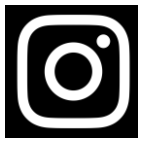

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Questions?