

# Email Marketing Essentials Your Strategy May Be Missing



91%

of people  
check their  
email daily

Source: Litmus

\$44.25

average return for  
every \$1 spent on  
email marketing

Source: [salesforce.com/blog/2018/07](https://salesforce.com/blog/2018/07)

82%

sign up for  
email on brand  
websites

Source: Litmus

Why take email  
marketing seriously?



To be successful we must keep in mind these three fundamentals.

1. What is the value of your list?
2. Who is your audience?
3. What is your goal?



# 1. What is the value of your list?

$$\begin{aligned} &\text{Size of your list} \\ &\times \\ &\text{average price point of} \\ &\text{product/donation/service} \\ &= \\ &\$ \text{ List Value} \end{aligned}$$



Why are those email  
addresses so valuable?



They've met you



## 2. What is your goal?

Purchase, Donate,  
Attend

Help you find new  
subscribers

Spend more  
money

Are more loyal

Share your email  
on their social sites

Increase word of  
mouth





### 3. Who is your audience?

- **144.8 billion** emails are sent daily
- “Spray and Pray” won’t work
- Each group unique
- Segmentation = lift in response



# Ways to Segment



Client/Lead/  
Customer



To pull value out of list, or goal must be *relevant* to the audience

1. What is the value of your list?
2. Who is your audience?
3. What is your goal?

# If email is not relevant

Shows  
Interest

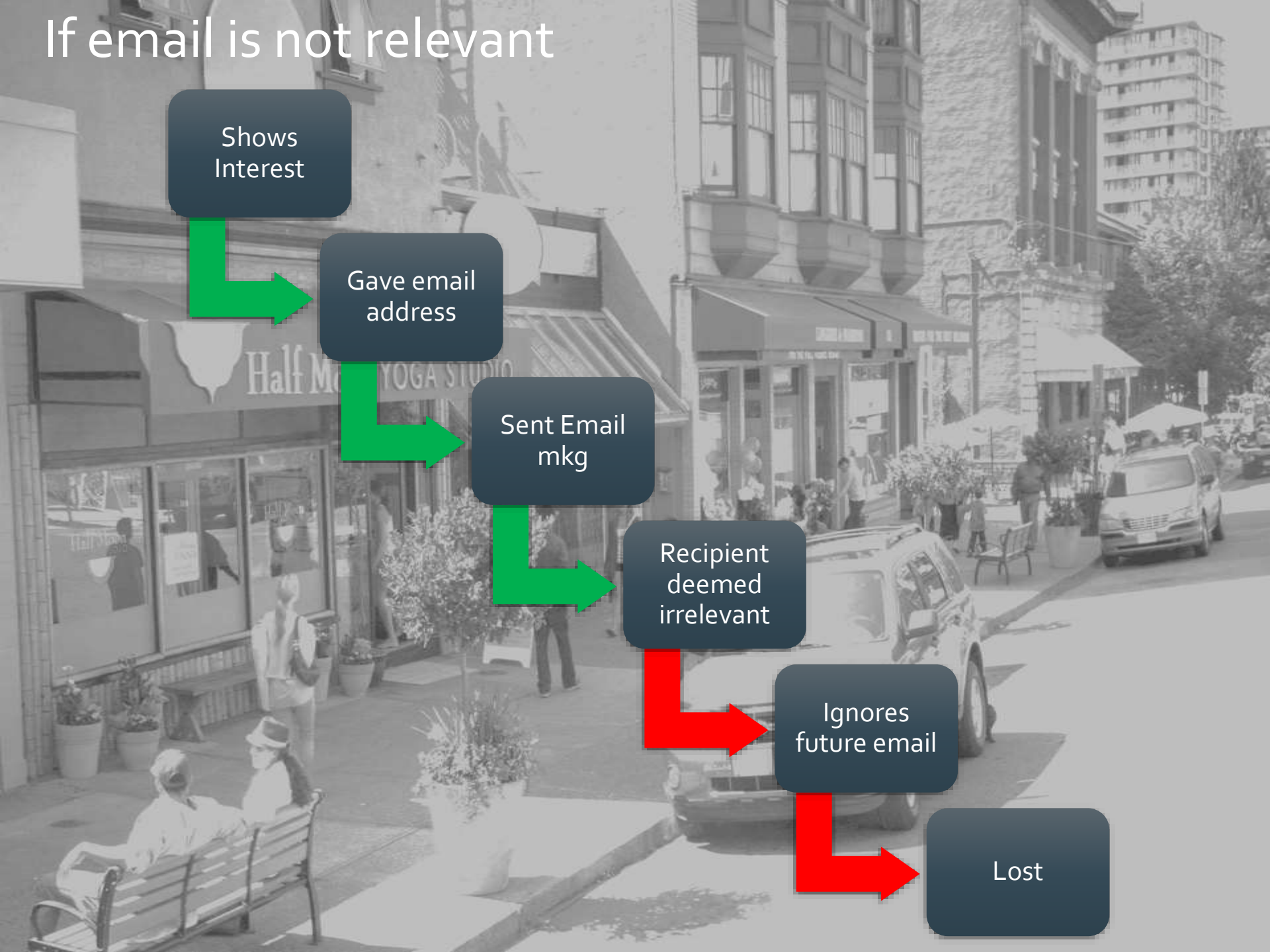
Gave email  
address

Sent Email  
mkg

Recipient  
deemed  
irrelevant

Ignores  
future email

Lost





# What is one fast way to make an email irrelevant?

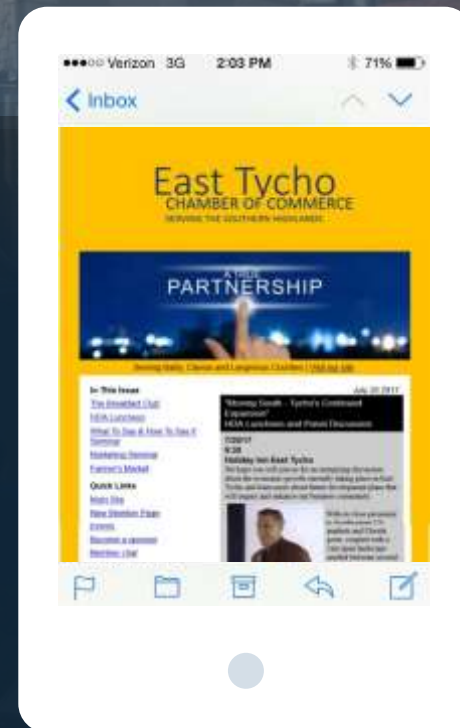
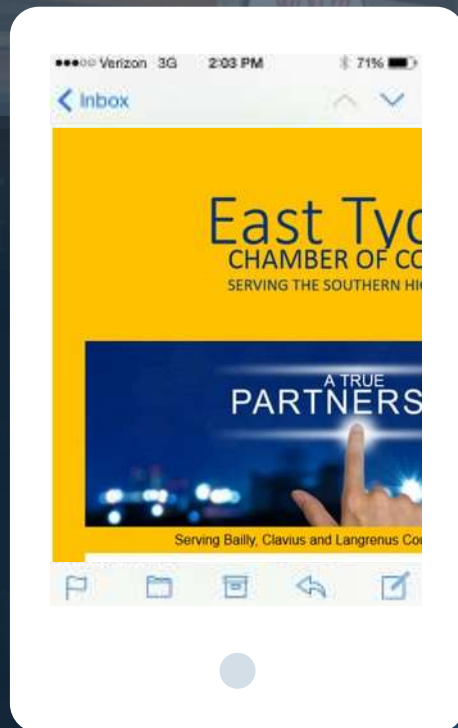
Not building for today's reading habits



# Let's Review



# Bigger problems on mobile



## The impact of mobile on email

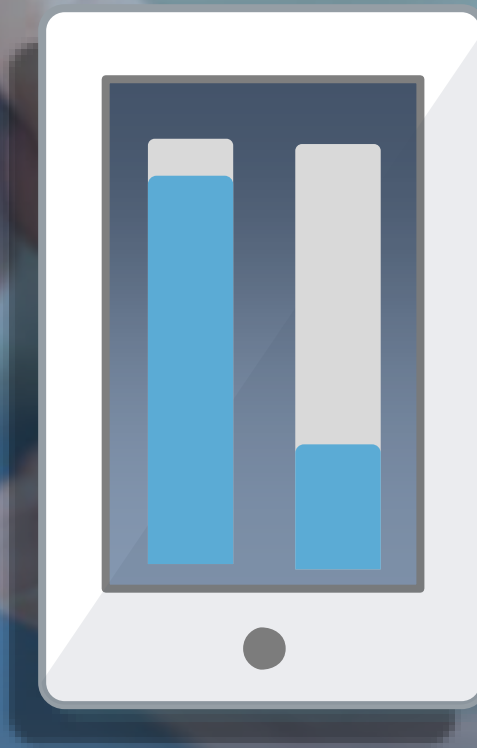


**51%**  
of emails are opened  
on a mobile device



# When email doesn't look good on mobile

80% delete



30% unsubscribe

Source: Blue Hornet



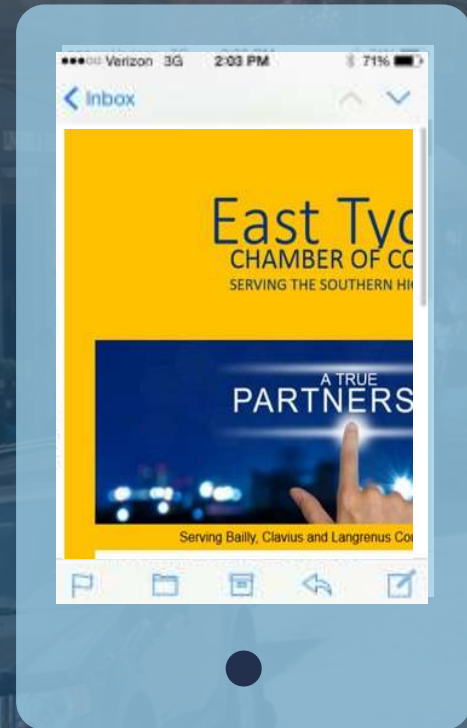
The Email is not the  
message.

It's an ad for the message.



# Avoid these mistakes...

- Lengthy text
- Multiple columns
- Too many choices



# Instead, keep it simple...

- 25 lines of text or less
- Key content on top
- 3 links or less
- One column only



# Desktop/Tablet

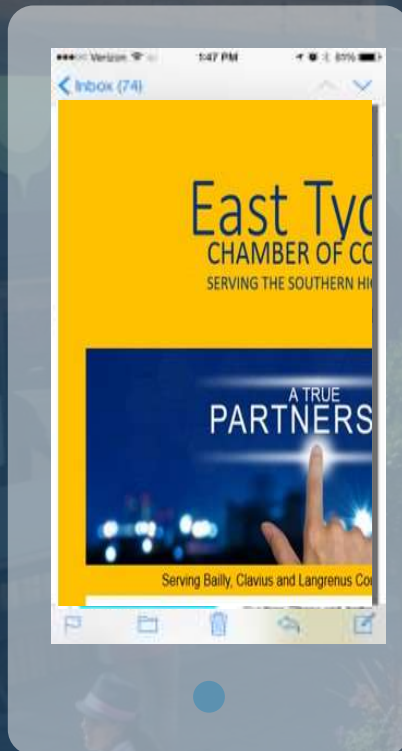
Room for improvement

That's a bit better.

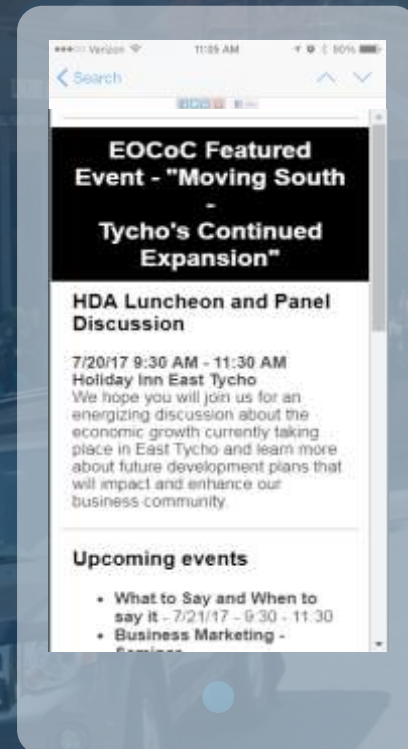


# Mobile

Room for improvement



That's a bit better.





Color matters

# Color for brand and for eye movement

## Room for improvement



## Use color to your advantage



# Getting better

## Room for improvement

## That's better.





Color increases  
brand recognition by  
**80%**



Use images....correctly

# Make it engaging with photos

- 82% of people pay more attention to emails with pictures
- 3 or fewer images for highest click through
- **don't use images of your content**

Source: ContentLEAD, Infographic: Anatomy of the Email Marketing Message, 2018

Source: Constant Contact Data Reveals Direct Correlation Between Email Campaign Effectiveness and Number of Images and Text Lines Featured, 2018



# Avoid these mistakes...

- Large, off-screen images
- All image or mostly image email
- Hard-to-find or hard-to-read calls-to-action



# Instead..

- Size images to fit
- Use images to tell your story
- Use limited # of images
  - 3 images or less, not including your logo
- Link images to pertinent page
- Use buttons



# Instead..

X

## EOCoC Featured Event - "Moving South - Tycho's Continued Expansion"

### HDA Luncheon and Panel Discussion

7/20/17 9:30 AM - 11:30 AM

#### Holiday Inn East Tycho

We hope you will join us for an energizing discussion about the economic growth currently taking place in East Tycho and learn more about future development plans that will impact and enhance our business community.

X

Register Here

X

### Upcoming events

- What to Say and When to say it - 7/21/17 - 9:30 - 11:30
- Business Marketing - Seminar - 7/22/17 9:30-3:00
- Langrenus County Farmer's Market - 7/29/17 - 9:00- 4:00
- Facebook Marketing BootCamp - 8/1/17 9:00 - 3:00
- QuickBooks for Beginners - 8/4/17 12:00-3:00
- and many more

See full schedule

- Use buttons instead of hyperlinks
- Buttons are bulletproof
- Buttons are very quick to see and act on

Room for improvement

That's a bit better.



Use a mobile responsive email tool



# Mobile responsive



The desktop version of the website is displayed on a large monitor. It features a blue header with the East Tycho Chamber of Commerce logo. The main content area is white with a blue sidebar on the left. The sidebar contains a calendar and a list of upcoming events. The main content area features a featured event section with a photo of a man and a 'Register Here' button. Below this is a section for upcoming events with a list of activities. At the bottom, there is a featured sponsor section for 'Quilt & Cup' and contact information for the chamber.

**East Tycho**  
CHAMBER OF COMMERCE  
SERVING THE SOUTHERN HIGHLANDS

**EOCoC Featured Event - "Moving South - Tycho's Continued Expansion"**

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[Register Here](#)

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[See full schedule](#)

**Featured Sponsor**

 Visit the Quilt and Cup for all your writing needs. A chamber member since 2010, they are excited to meet fellow members and will give 10% off select products with proof of membership.

[Learn more and see all of our great sponsors!](#)

East Tycho Chamber of Commerce | email: [info@www.easttycho.com](mailto:info@www.easttycho.com)  
321 Saturn Way  
Bartons Creek, FL 32833

STAY CONNECTED

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



The mobile version of the website is displayed on a smartphone. It features a blue header with the East Tycho Chamber of Commerce logo. The main content area is white with a blue sidebar on the left. The sidebar contains a calendar and a list of upcoming events. The main content area features a featured event section with a photo of a man and a 'Register Here' button. Below this is a section for upcoming events with a list of activities. At the bottom, there is a featured sponsor section for 'Quilt & Cup' and contact information for the chamber.

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# Review of best practices

Make sure to write a compelling subject line, use a familiar name as sender and use pre-header text. Split test if available.

Choose the right template for your message & **design** for mobile

Keep key call-to-action above the scroll line and optimize your **links**.

Use your brand colors

Use social media buttons

East Tycho Chamber of Commerce 12:27 PM  
Can you afford to miss the event of the year?

**East Tycho**  
CHAMBER OF COMMERCE  
SERVING THE SOUTHERN HIGHLANDS

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321 Saturn Way  
Barnes Creek, FL 32833

STAY CONNECTED:

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

Make sure logo doesn't "bury" call to actions

## USE AN MOBILE RESPONSIVE EMAIL TEMPLATE

Communicate through pictures and make them **clickable**. No more than 3 images

Less is more. Focus on relevant content. 20 lines of text have the **highest click-through rates**. Use **Buttons!** Keep obvious calls to action to 3 or less.



# How Subject Lines Work



# Subject lines aren't read

- They are scanned
  - In a split second
- “Read” on mobile phones
- “From Name” read first



# Good Lines Use Psychology

- To be noticed
- To slow people down
- To pique curiosity, interest or concern





# Getting your email opened

- “From Name” is most critical
  - **Get noticed & opened**
- Subject Line assists “From Name”
- Teaser (Preheader) text helps

From name	→	Matco Foundation	12:27 PM
Subject line	→	<b>With A Little Help From Our Friends</b>	
Teaser text	→	Your donation is needed now more than ever. If you	



# Best Practices



# Keep it short

- **Be brief**
  - 5-8 words
  - Less than 40 characters



# First words

- **First 3 words are the hook**
  - **Avoid common model**
    - Name of your company
    - The month you are sending
    - Newsletter



Matco Widgets

12:27 PM

## **Matco May Newsletter**

Having trouble viewing this email? [Click here](#)  
Welcome to our May update. We've got sales



# Avoid repeats

- **Same subject line**
  - Gives no reason to open
  - Gets tuned out

Matco Bank

12:27 PM

**Matco Investor February Update**

Having trouble viewing this email? [Click here.](#)  
Is your investment working for you? Be sure to check in with

Matco Bank

1:35 PM

**Matco Investor March Update**

Having trouble viewing this email? [Click here.](#)  
Is your investment working for you? Be sure to check in with

# Use “You” or “Your”

- Makes subject line seem personal
- Causes curiosity and/or concern

Matco Repair

12:27 PM



## **Three Signs Your Car Will Die This Fall**



With summer around the corner, you need to make sure your ride can handle the heat. The #1 sign of summer distress in your car is



# Questions

- Ask a question to cause curiosity.

Matco Shoppes 12:27 PM



## **Do You Have The Perfect Gift?**

Christmas is almost upon us. Did you get the one thing they'll talk



Matco Suit Store 12:27 PM



## **Struggling To Find The Gift For Dad?**

Father's day is right around the corner. Get the gift he'll want this



Matco Tool and Die 12:27 PM



## **Can We Help You Cut Time?**

Time is the most important asset in your company. Lost time



# Command

- Don't be pushy but push them towards action



Matco Theatre

12:27 PM

**Don't Wait. Time Is Almost Out To Join Us**

Our biggest show is almost upon us. This year if you buy a



Matco and Son Distribution 12:27 PM

**Reserve Your Spot. First Production Run**

We are ready to release our first run. Many have been waiting



Matco *Bar and Grill*

12:27 PM

**You Can't Miss This Sunday's Game**







The game of the season is on and we've got you covered on





# Announcements

## ○ Share news

-  Matco Fish House 12:27 PM  
**Open Late. Just in Time**  
We've got new hours. Swing on by and have a late bite with us. 
-  NAFMCO 12:27 PM  
**Early Bird Special is Open. Go**  
The National Foundation for Matco is happy to announce our 
-  Matco Construction 12:27 PM  
**New Showroom is Ready to Wow**  
Our one of a kind showroom is ready to help you find the perfect 

# Alliteration

- Repeat same letter
  - Eye looks for patterns

Matco Curios 12:27 PM



## **Seven Simple Solutions Save Season**

We've got what you need this season. From nick knacks to

First Matco Church 12:27 PM



## **Friday Fun For Families and Fellowship**

FMC has some great activities for the whole family. From

Matco Clothing Emporium 12:27 PM



## **Todays Top Terrific Trendy Tees**

Find a perfect fit this week with some fantastic designs sure





# Chunking

- Don't write a sentence
  - Break the rules to stand out

Matco Salon 12:27 PM



## **You, Plus Us, Awesome**

Freshen up your look with an afternoon with us. With some



Matco Tax Service 12:27 PM



## **Taxes, No Fun, We Love Them**

We hear you. Tax season is upon us. Leave the worry behind



Matco Home Décor 12:27 PM



## **Living Rooms, Amazing, Leave Happy**

With over 300 new items, we are sure to amaze you with choice.



# Allusion

- Refer to pop culture
- Famous lines
  - Lyrics & titles capture the eye
  - Tie it to content

Matco Gym

12:27 PM



**Let it Go, Let it Go**



Drop those pounds today. We can help motivate you to

Matco's French Bakery

12:27 PM



**Let Them Eat Cake, and Brownies**



Tasty treats for all ages are here this month as we celebrate

Matco Lawn Care

12:27 PM



**May the Fence Be With You**



Winter did a number on your yard? Need to spruce it up?



# Numbers/Lists

- Start with a number – it's like candy
  - No more than 9 – 3 gets high results
  - Odd gets higher results

Matco Marketing Partners 12:27 PM



## **Three Mistakes All Marketers Make**

We all make mistakes, but these can cost you. The most common



Matco Graphics Department 12:27 PM



## **Seven Ways to Cut Design Time**

Time is money. Here's seven ways to cut your design time and



Matco Video Heaven 12:27 PM



## **Five Must See Films Before Summer**

Don't start summer without checking out these summer classics.



# Things to Avoid

- **Check the language**
- **Avoid words like:**
  - “Spam”, “Credit Card”, “Weight Loss”
  - ALL CAPITAL LETTERS
  - Excessive punctuation (???,..., !!!)
  - \$\$\$ and other symbols
  - Misleading subject lines



Ready to start pulling value from your list?  
Ready to grow a list? Ready to grow your org?

**SPSAVE25. 25% off the first 3 months  
of service.**

Visit: <https://conta.cc/2FNCDT4>  
or fill out card and leave it with us

