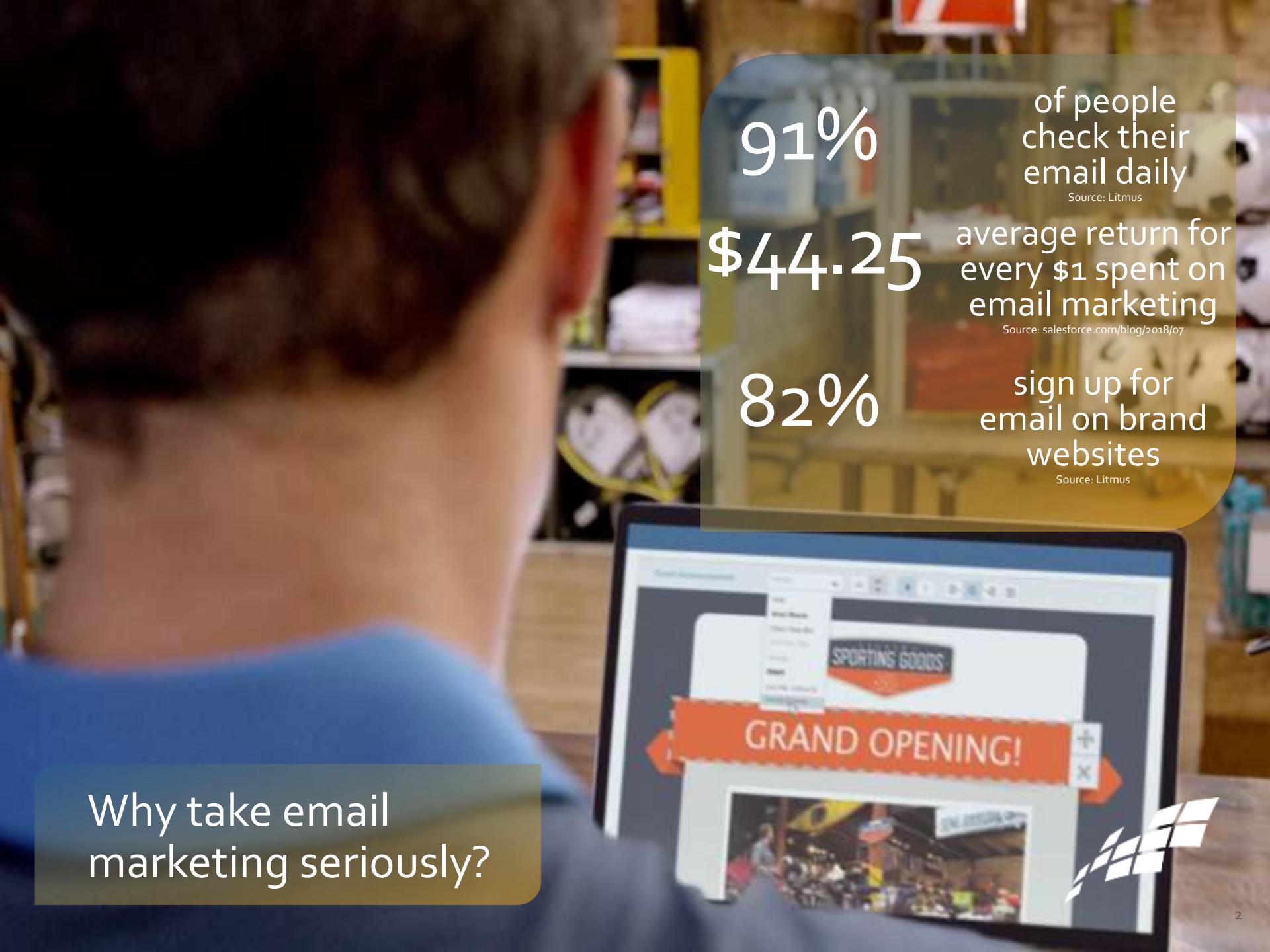


Email Marketing Essentials Your Strategy May Be Missing





Why take email marketing seriously?

91%

\$44.25

82%

of people
check their
email daily

Source: Litmus

average return for
every \$1 spent on
email marketing

Source: salesforce.com/blog/2018/07

sign up for
email on brand
websites

Source: Litmus



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

Are more loyal

Increase word of
mouth

Spend more
money

Share your email
on their social sites





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

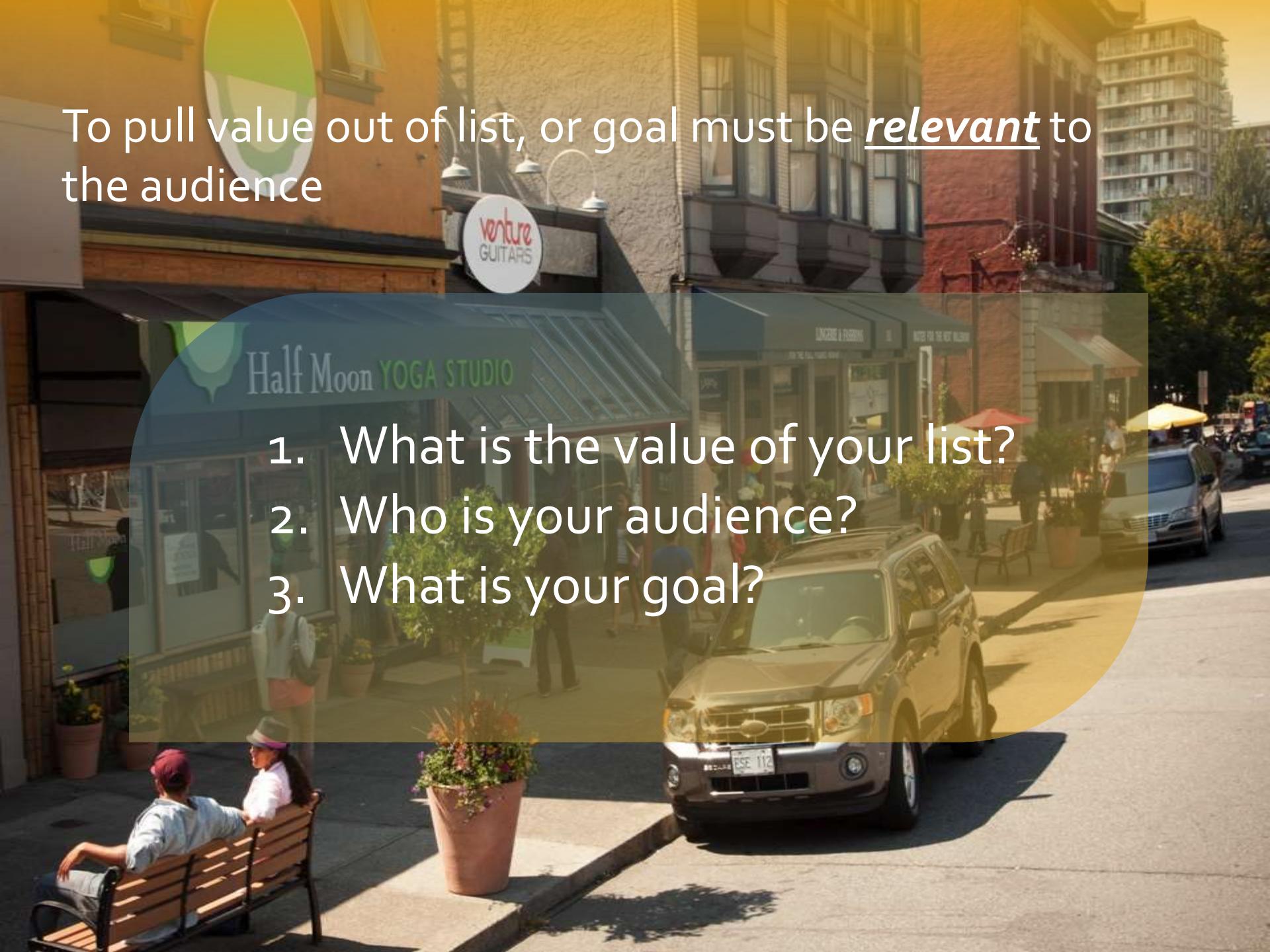


Age

Gender

Client/Lead/
Customer

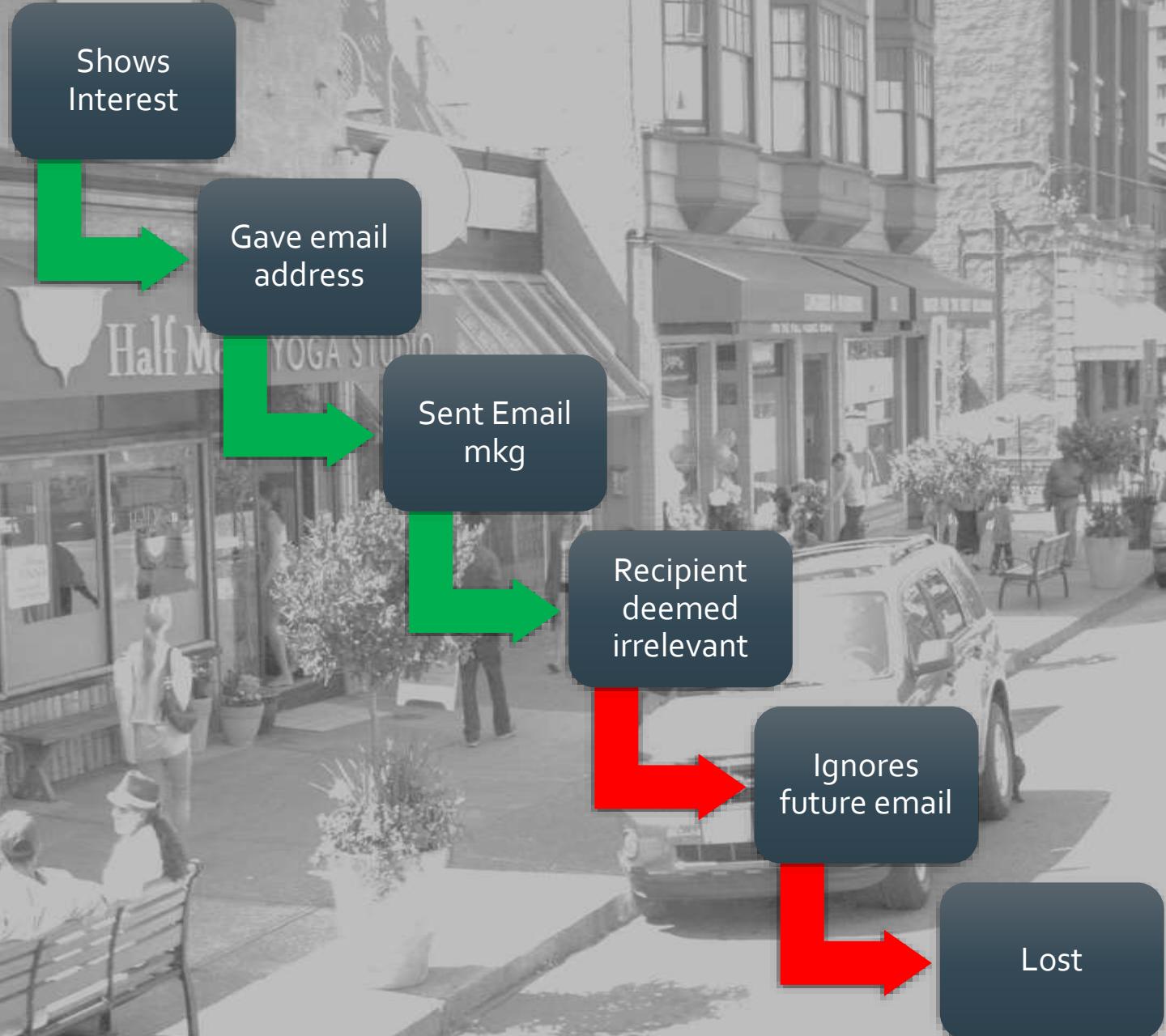




To pull value out of list, or goal must be *relevant* to the audience

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

If email is not relevant





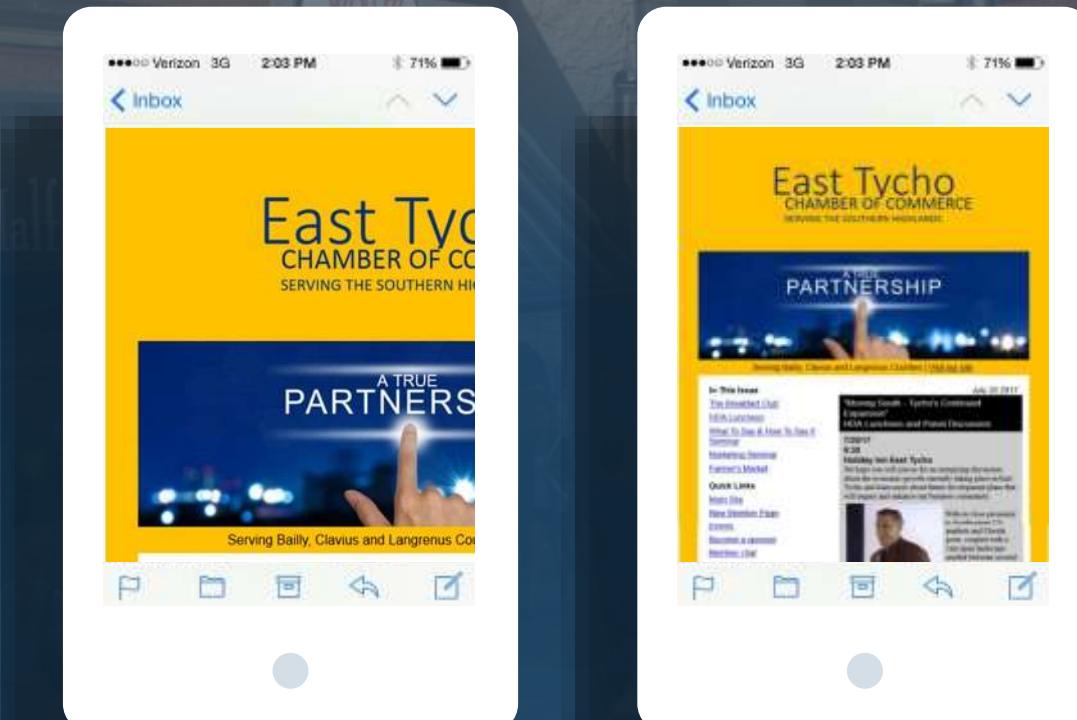
What is one fast way to make an email irrelevant?

Not building for today's reading habits



Let's Review

Bigger problems on mobile





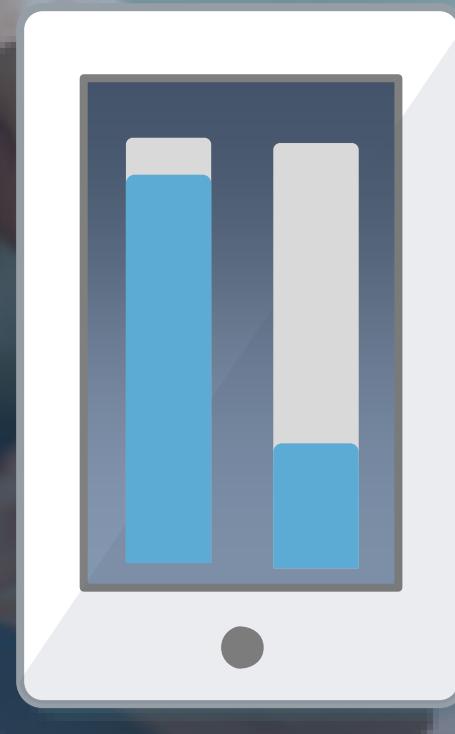
The impact of mobile on email



51%
of emails are opened
on a mobile device

When email doesn't look good on mobile

80% delete



30% unsubscribe

Source: Blue Hornet





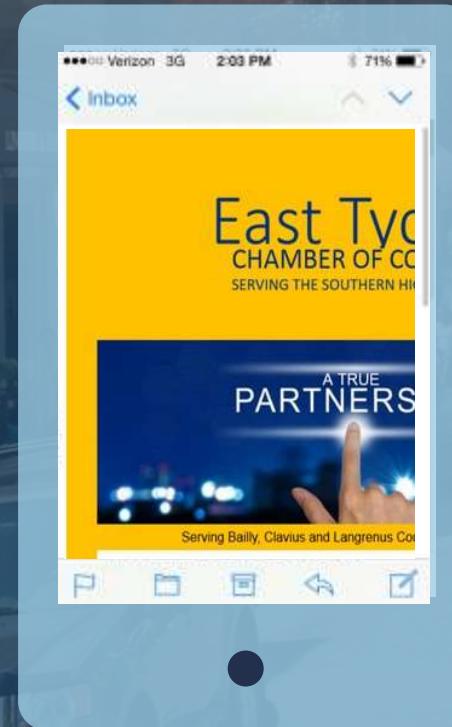
The Email is not the message.

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



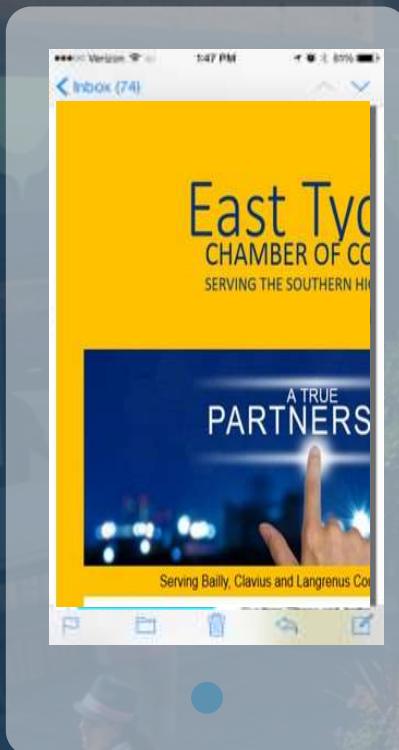
Desktop/Tablet

Room for improvement

That's a bit better.

Mobile

Room for improvement



That's a bit better.





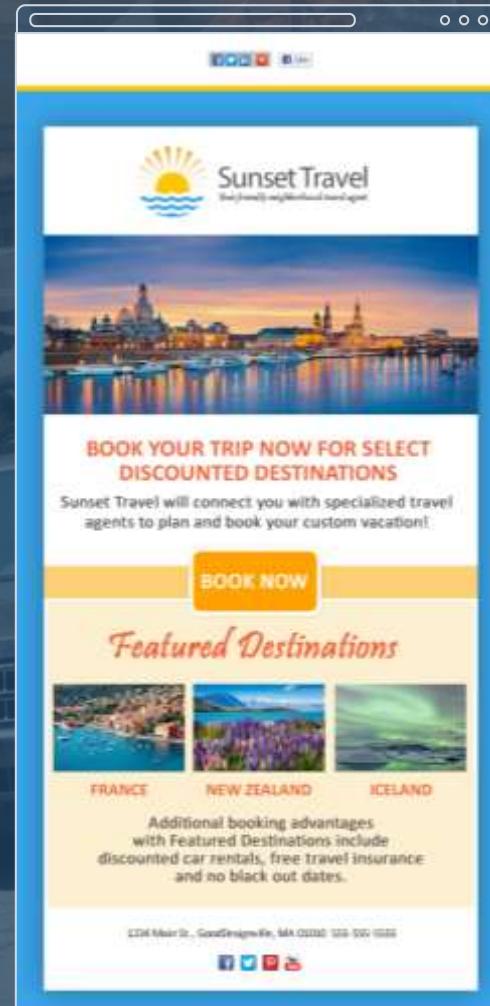
Color matters

Color for brand and for eye movement

Room for improvement



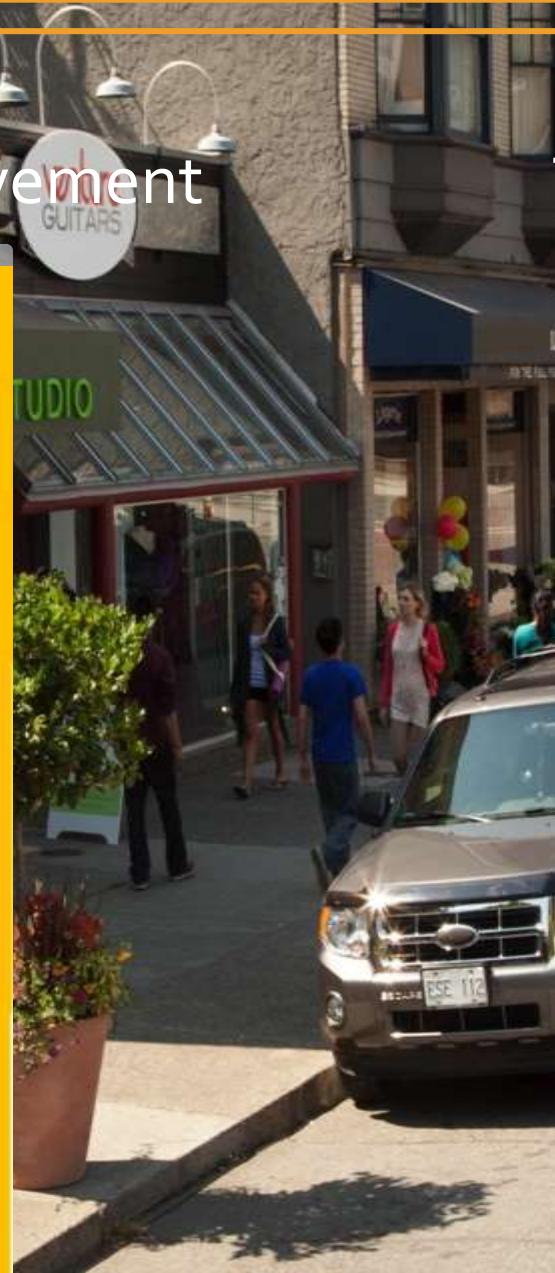
Use color to your advantage



Getting better

Room for improvement

The website features a yellow header with the chamber's name and a blue banner below it. The main content area includes a "PARTNERSHIP" section with a video, news articles, and a "What's New" section. A sidebar on the left lists various chamber services and a "Community Partners" section with logos for Popco, Community, LAM, and Falcon Skate Works.



That's better.

The website has a blue header with the chamber's name and a yellow banner below it. The main content area includes a "Featured Event" section for "Moving South - Tycho's Continued Expansion" with a list of details and a "What's New" section. A sidebar on the left lists various chamber services and a "Community Partners" section with logos for Popco, Community, LAM, and Falcon Skate Works.





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



The image shows a mobile phone displaying an email from 'bicycleADVENTURES'. The email features a large, scenic photo of two cyclists on a paved trail through a field with mountains in the background. The subject line is 'March Madness: \$100 off June Tours'. Below the subject line, the text 'Ends March 31' and 'Join us for fun, friendship and memories!' is displayed. The main body text describes various cycling destinations: 'Thrill to Orcas feeding offshore in the San Juan Islands. Ride car-free bike paths through picture-perfect valleys on the Trail of the Coeur d'Alenes. Sample Portland's brews and bike-friendly culture. Northern California's redwoods or the canyonlands of Bryce and Zion. Or bring the whole gang for an award-winning family trip on safe, kid-friendly bike paths, with terrifically fun guides and visits to places like a mammoth dig or Seattle's Space Needle.' The email is presented in a clean, modern style with a white background and a sans-serif font.

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..

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

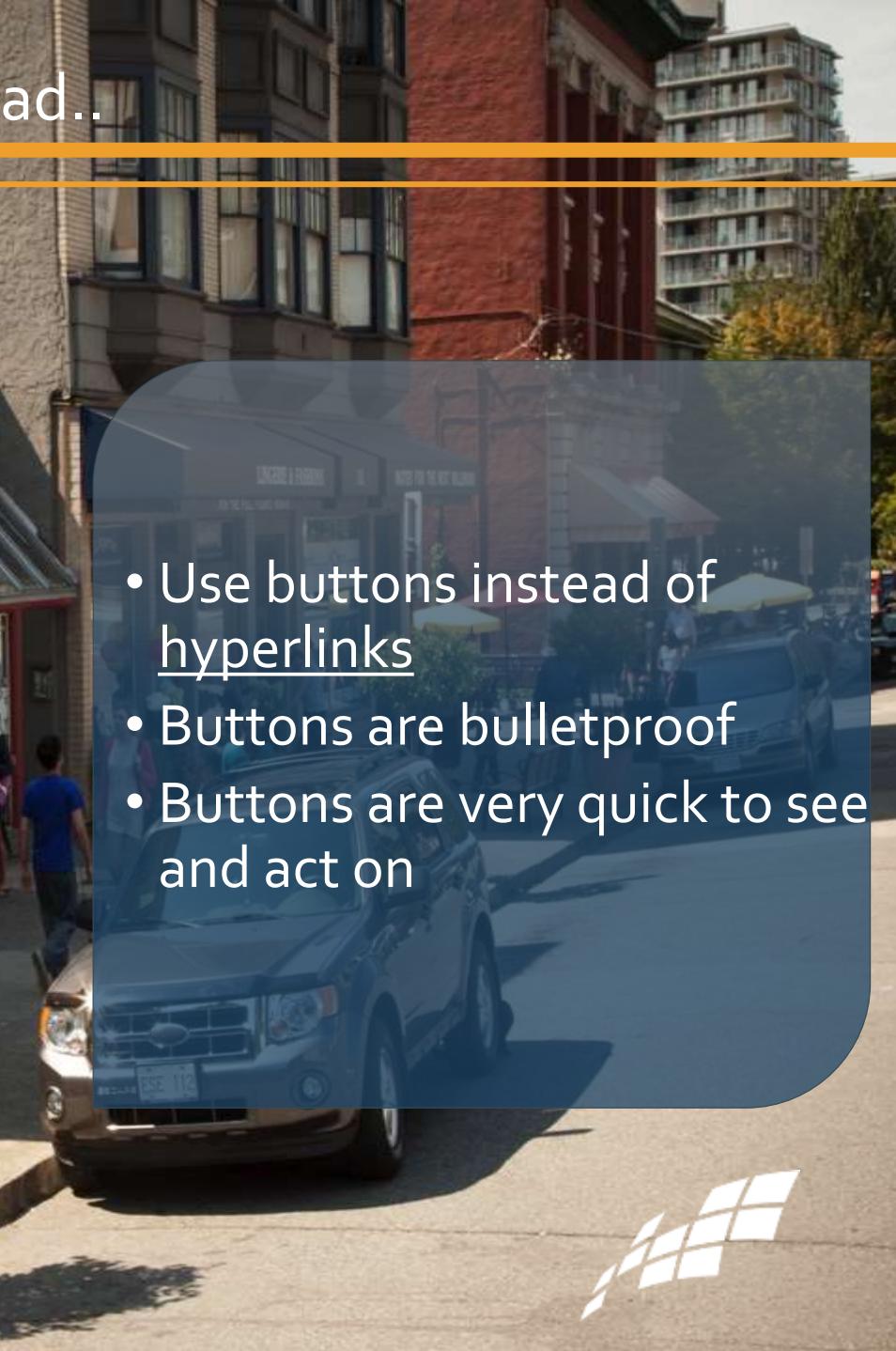
We hope you will join us for an energizing discussion about the economic growth currently taking place in East Tycho and learn more about future development plans that will impact and enhance our business community.

Register Here

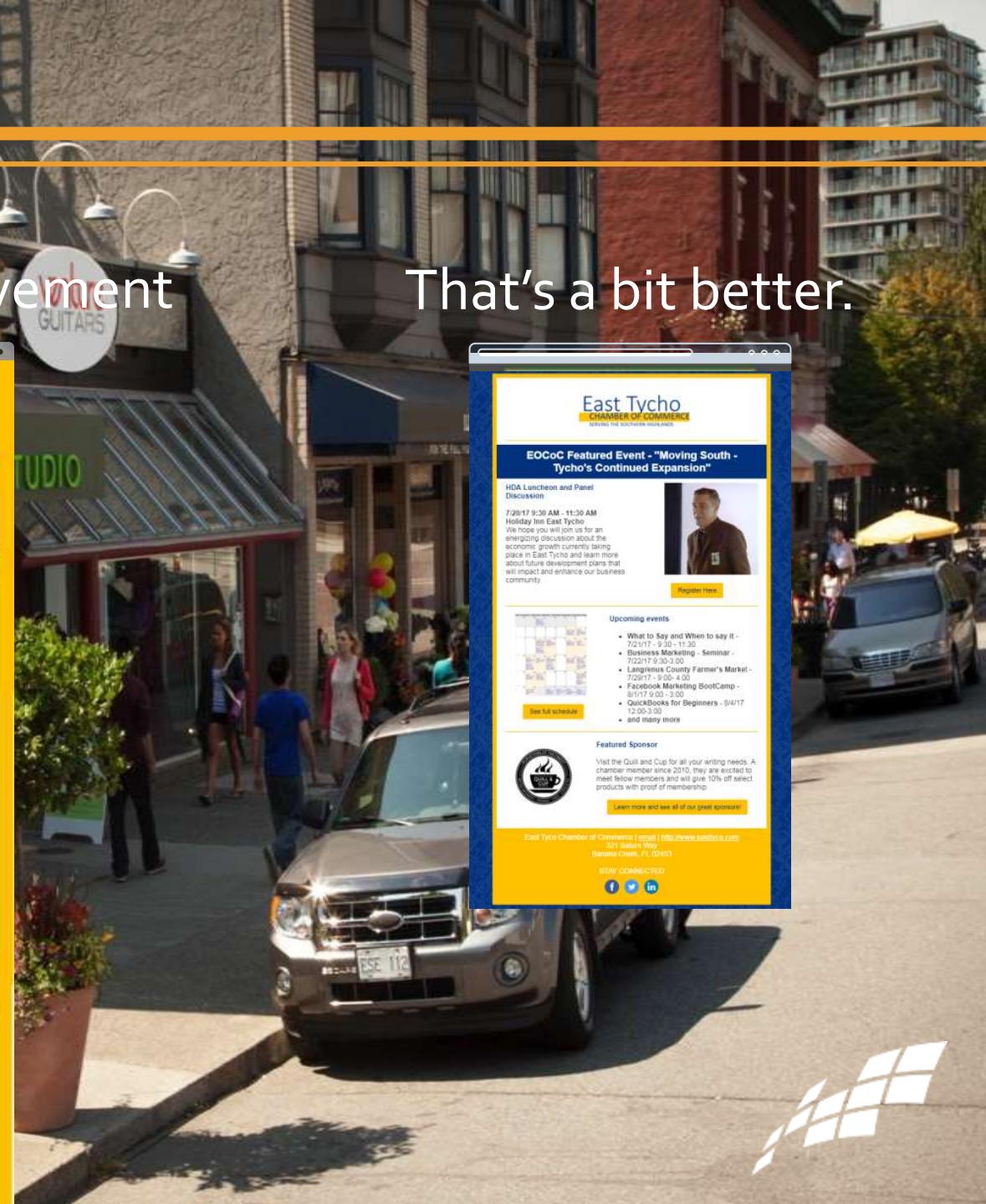
Upcoming events

- **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



Room for improvement



That's a bit better.

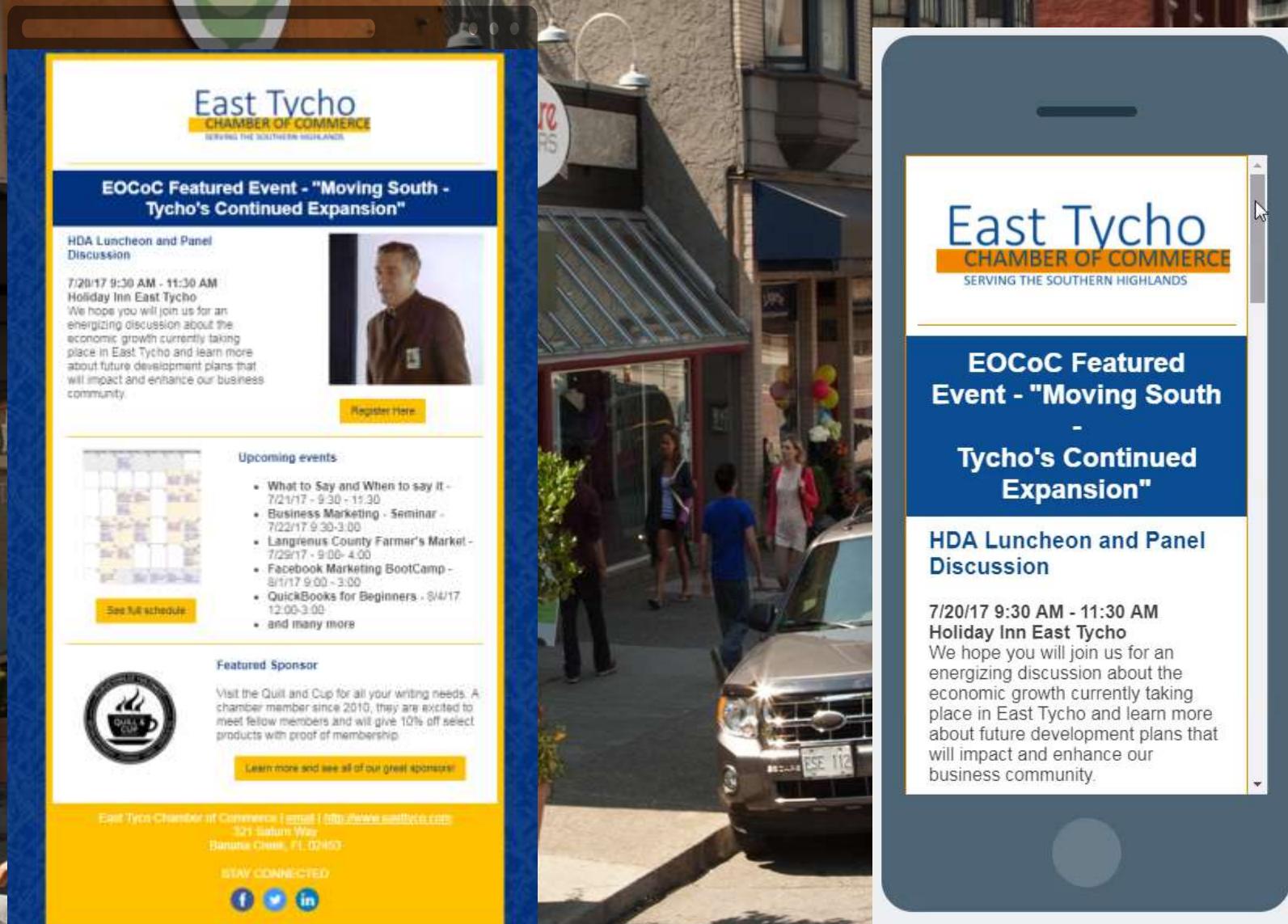


A close-up photograph of a person's hands holding a black smartphone. The person's index finger is touching the screen. In the background, a laptop is open, showing its screen. The overall image has a shallow depth of field, focusing on the smartphone.

Use a mobile responsive email tool



Mobile responsive



East Tycho
CHAMBER OF COMMERCE
SERVING THE SOUTHERN HIGHLANDS

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
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- QuickBooks for Beginners - 8/4/17 12:00-3:00
- and many more

[See full schedule](#)

Featured Sponsor

Visit the Quill 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: <http://www.easttycho.org>
525 N Marion Way
Bunnell, FL 32110

STAY CONNECTED



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



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





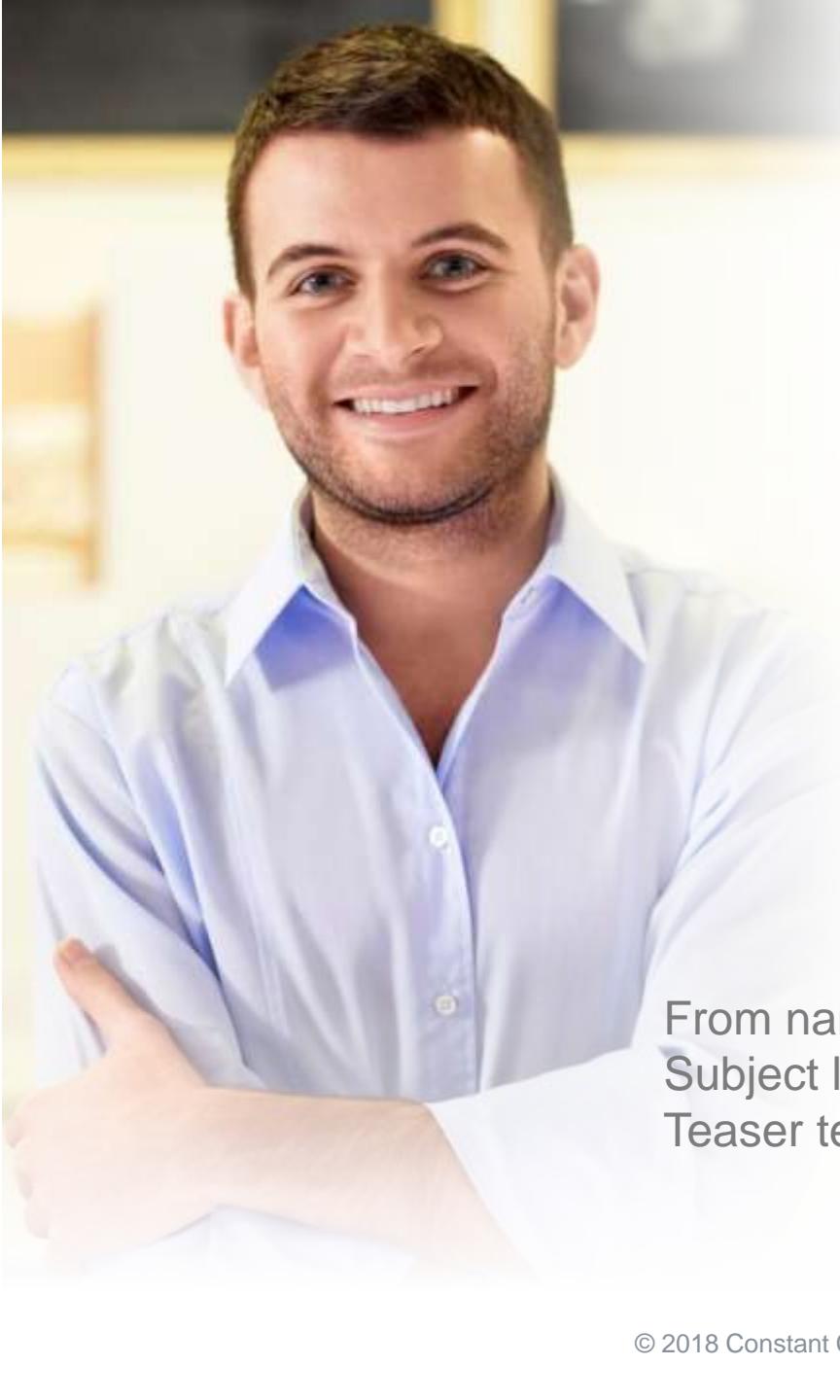
Subject lines aren't read

- 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 → **With A Little Help From Our Friends** 
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

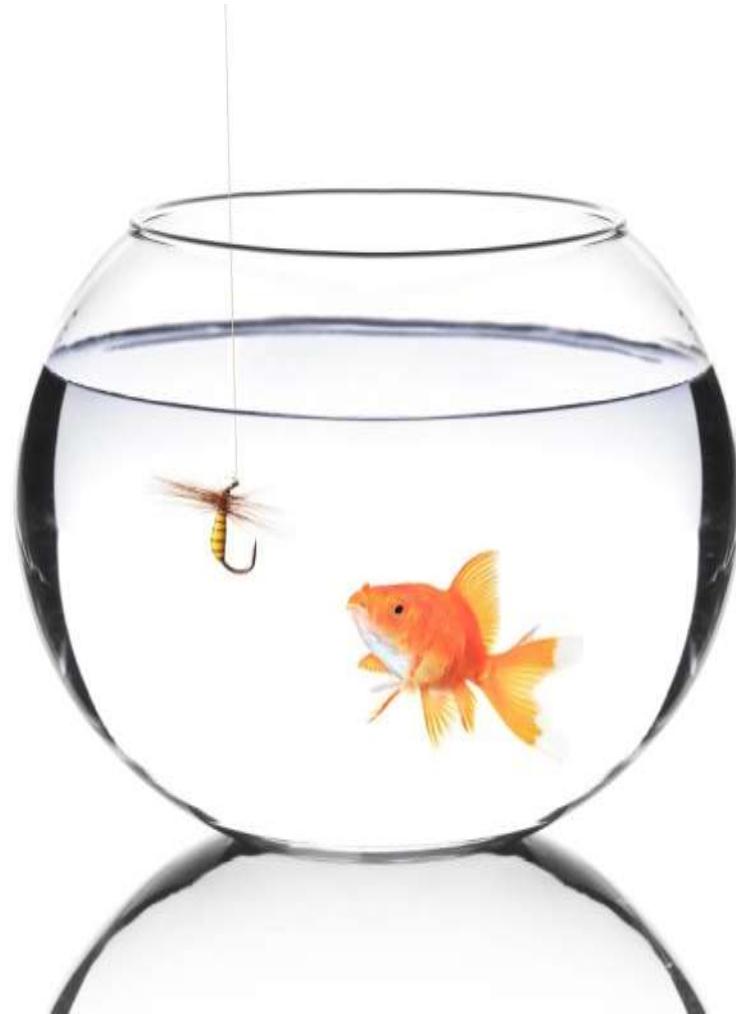


Matco Widgets

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.

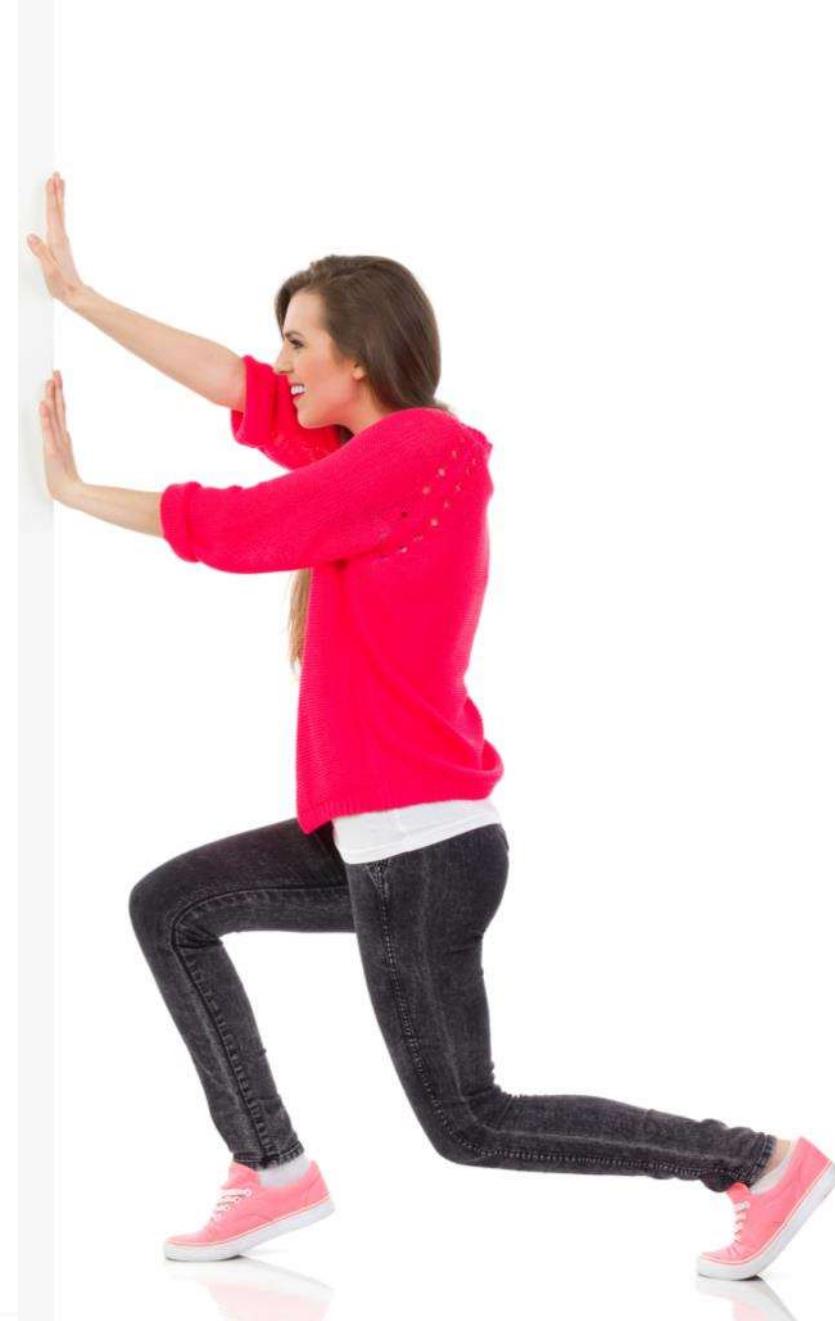


- Matco Shoppes 12:27 PM
Do You Have The Perfect Gift?
Christmas is almost upon us. Did you get the one thing they'll talk 
- Matco Suit Store 12:27 PM
Struggling To Find The Gift For Dad?
Father's day is right around the corner. Get the gift he'll want this 
- Matco Tool and Die 12:27 PM
Can We Help 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

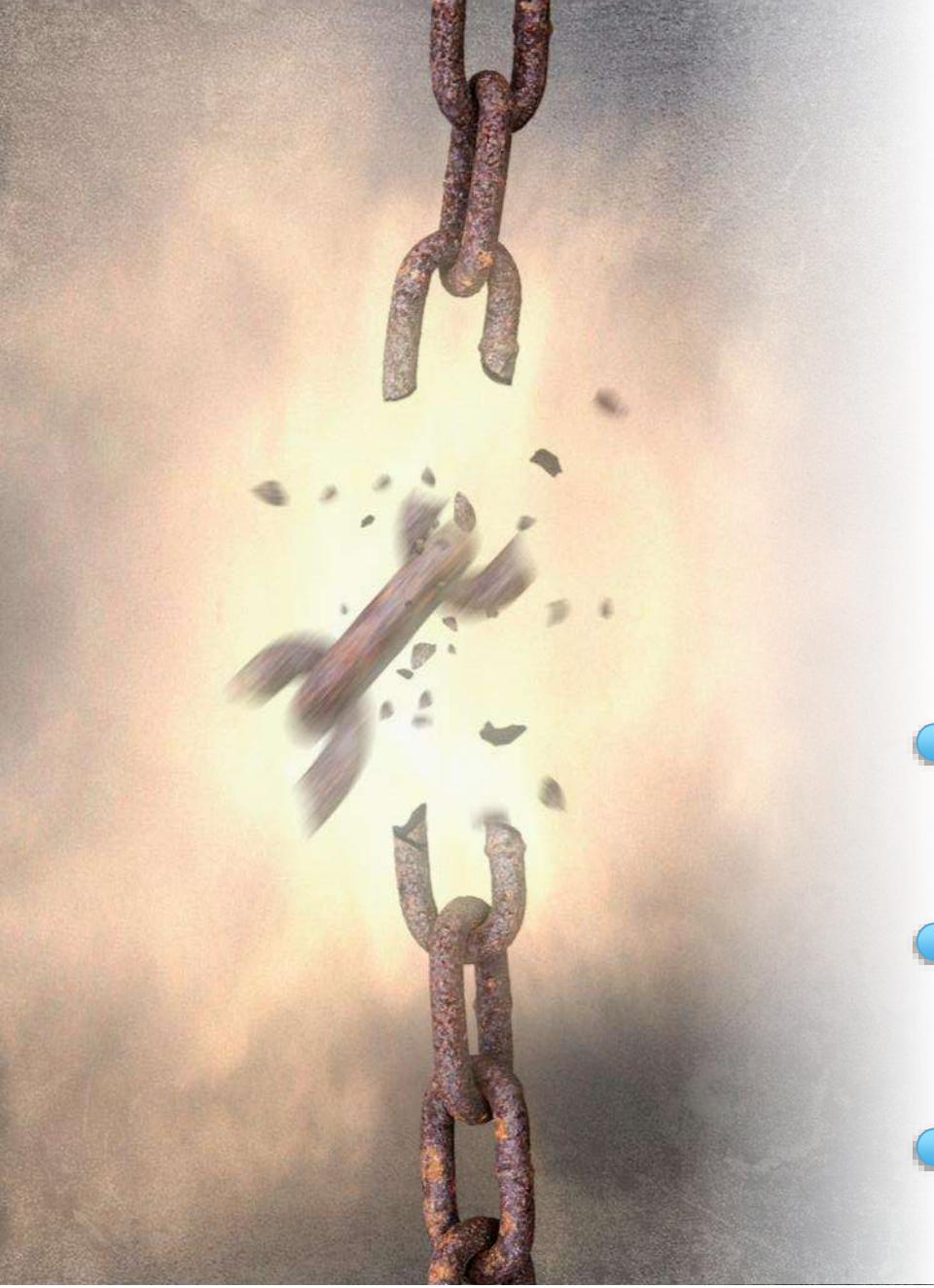


Alliteration

- 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

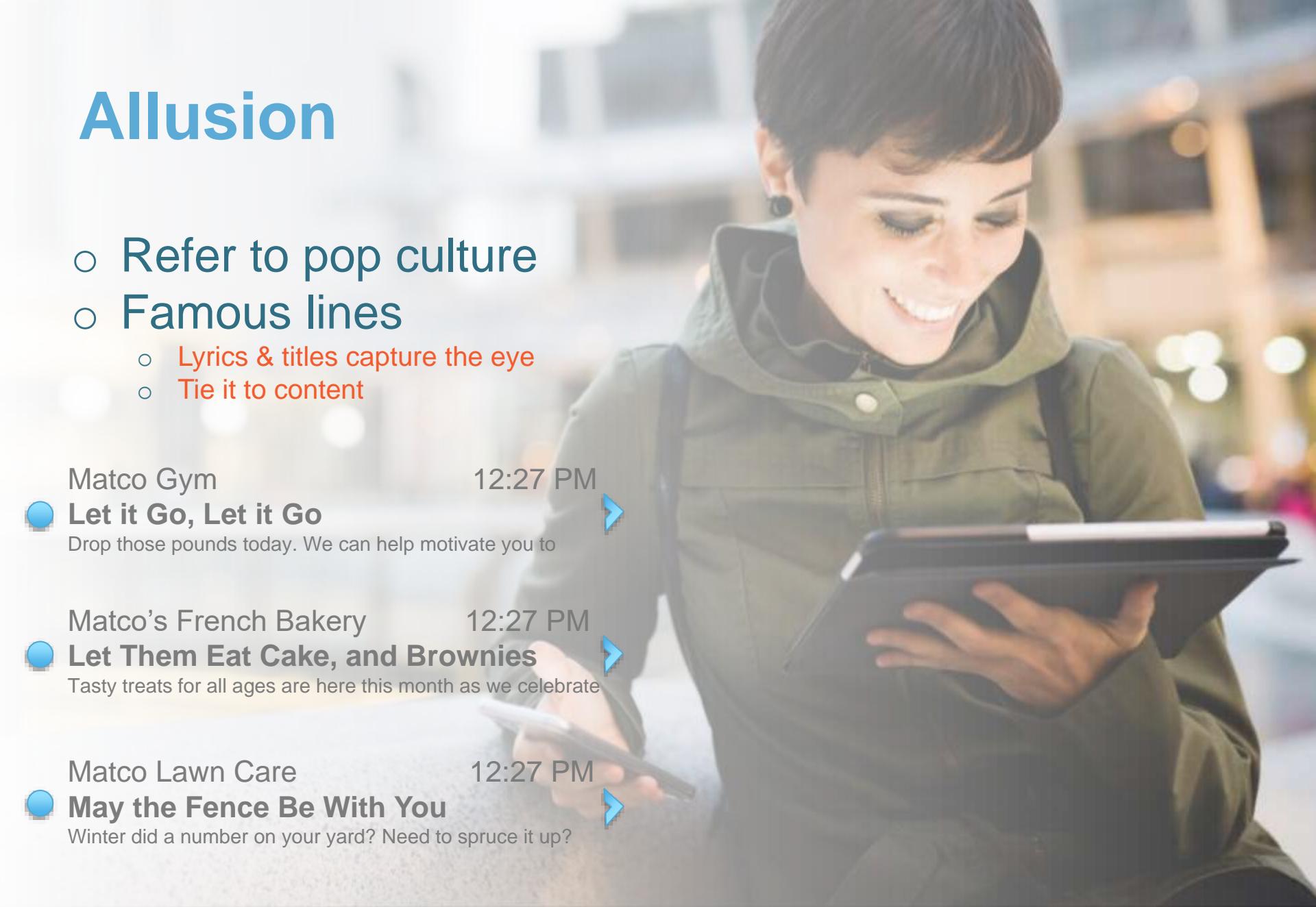
Matco Lawn Care

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

