EMAILING YOUR CUSTOMER DATABASE

Multi-Pronged Strategies

A little bit about myself..

DAVID BIGGS

Digital Media Manager – Woodworking Network

- **Worked professionally in Digital Commerce since 2008**
- **Managed Woodworking Network emails and assisted with audience development since 2014**

- What free/premium applications are available to use for email marketing?

- Understanding deliverability, open rates, click rates, etc.

- Making sure that emails are delivered to subscriber's inboxes

- Cleaning email list(s) – is it necessary? What will it impact?

- Fundamental best practices to increase user engagement

- Using the email marketing funnel / marketing automation

- 5 items to put into effect ASAP

ON THE AGENDA TODAY..

Free Solutions

▸ MailChimp (2k or fewer subscribers, up to 12k emails per month)

▸ Benchmark Email (2k or fewer subscribers, up to 14k emails per month)

Premium Solutions

▸ Pardot (salesforce)

▸ Constant Contact

▸ Hubspot

▸ Real Magnet

▸ AWeber

▸ GetResponse

▸ Campaign Monitor

▸ ActiveCampaign

FREE/PREMIUM EMAIL MARKETING SOFTWARE

" A BAD EMAIL REPUTATION IS LIKE A HANGOVER–HARD TO GET RID OF AND IT MAKES EVERYTHING ELSE HURT.
~ CHRIS MARRIOTT "

WHAT IS A REPUTATION SCORE?

- **Anti-spam filters have gotten smarter since the 90's and 2000's**

- **Reputation of an outgoing mail server IP address from 0-100**

- **Sender reputation score is based on algorithms that are not transparent**

- **We do know some of the major signals that are used to determine this score**

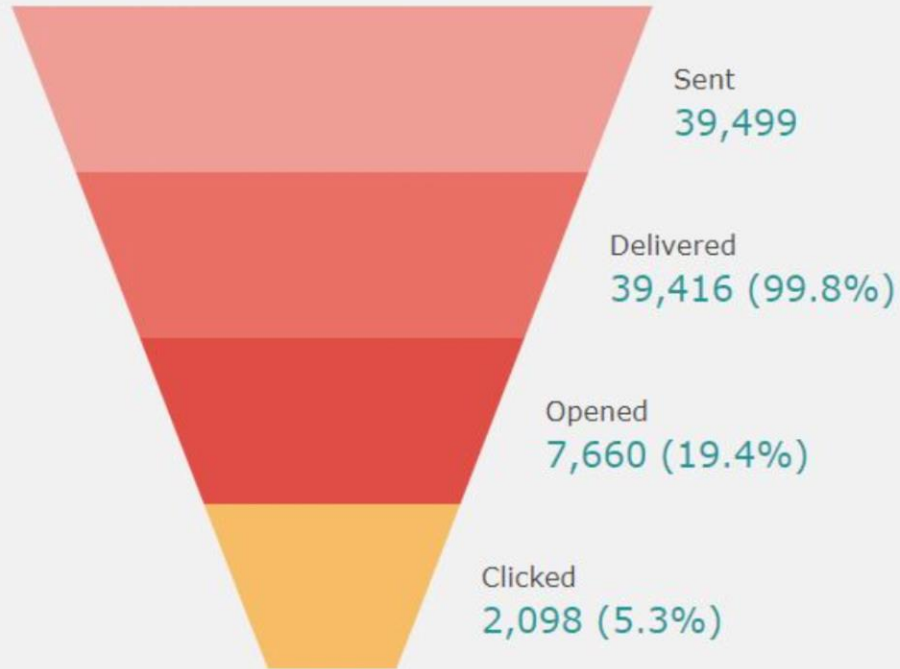Senderscore.org from Return Path can show you your IP's reputation score
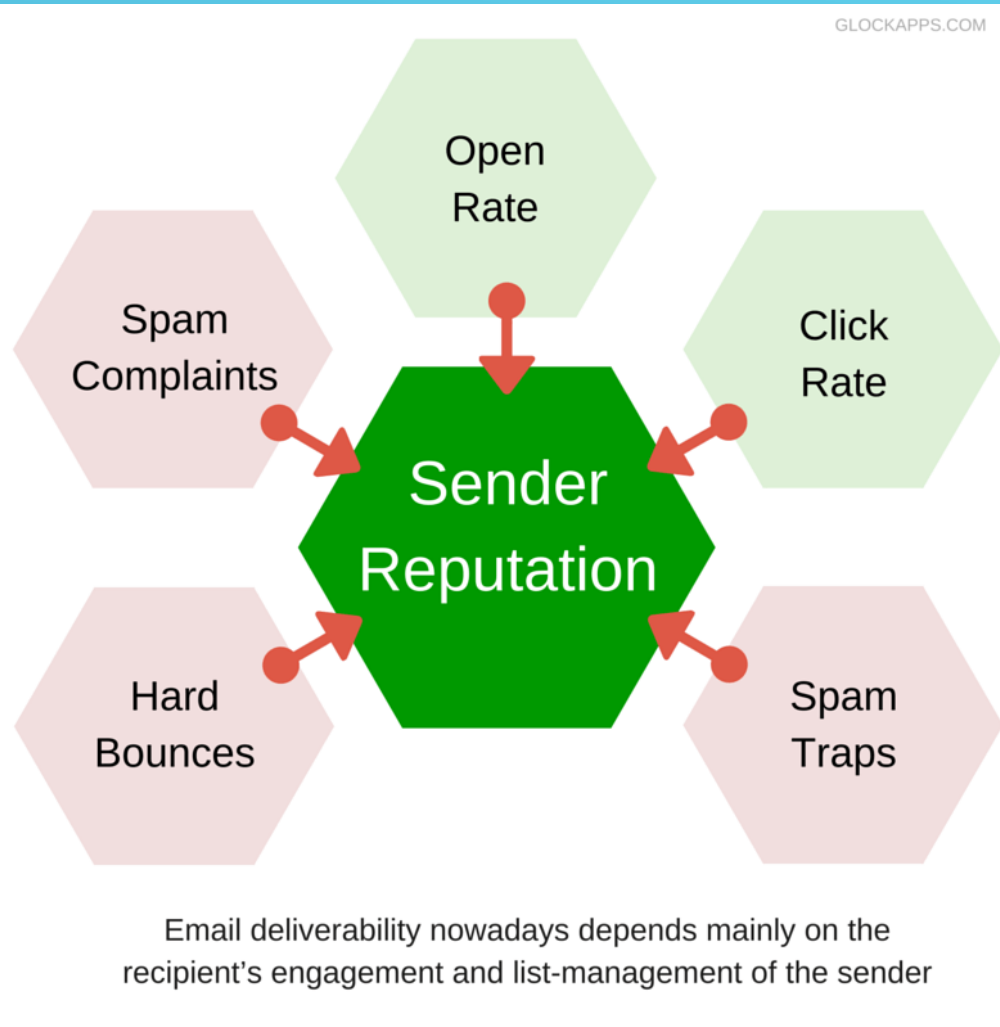
UNDERSTANDING DELIVERABILITY, OPEN RATES, AND CLICK RATES
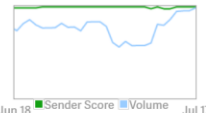
Message Results: Send Metrics ⓘ

Sent
39,499

Delivered
39,416 (99.8%)

Opened
7,660 (19.4%)

Clicked
2,098 (5.3%)

- **What is a good delivery rate? Over 98%, or less than 2% of emails sent being bounced**

- **A 'delivered' email is not necessarily going to a subscriber's inbox**

- **Delivery confirmation seed addresses are a useful tool to monitor any issues**

- **Average open rates vary by industry and engagement level – 20% is a good target to aim for**

- **Average click rates also vary – 5% is a good benchmark for most emails**

- Send emails to the right audience – not everyone should receive all of your emails!

- Follow best practices for email design, content & deployment

- Test delivery times for maximum performance

INCREASING OPEN/CLICK RATES

- **Soft bounces** – usually a temporary issue due to a full inbox, an email server down or offline, or sending an email with too large of a file size

- **Hard bounces** – invalid domains/email addresses, ISP/ESP blocking the email, or other permanent delivery failures

DELIVERABILITY: WHAT ARE HARD AND SOFT BOUNCES?

- Having an email reported as 'delivered' is not enough – emails can still end up in subscriber's spam folder(s)

- Increasing sender reputation score is the goal – accomplished by cleaning the list (removing or cutting back on unengaged or unresponsive subscribers, spam traps, and complaints as well as watching email volume for any sudden increases

- Regular monitoring with an automated service like Return Path or 250ok, or manually using delivery confirmation seed addresses

GETTING EMAILS TO SUBSCRIBER'S INBOXES

CLEANING UP EMAIL LISTS

- **Always remove hard bounces, whether automatically or manually**

- **Remember, these are subscribers that no longer add value to your list – in fact they are beginning to harm it!**

- **What is the correct threshold of inactivity?**

- **Attempt engagement with subscribers before removing them**

- **List cleaning / scrubbing services like Neverbounce can be helpful when using external or old lists**

- **Increased user engagement (open/click rates)**

- **Leads to a high sender reputation score.. Which means more subscribers will receive emails to their inboxes**

- **All of this means higher revenues from email campaigns – and in some cases cutting costs for email delivery by quite a bit**

DIRECT IMPACT OF LIST CLEANING

Create/select a 'from name' that makes sense

Create a style guide for the use of colors and fonts to maintain a brand identity

Subject lines – short (4-7 words), action words, questions, avoid spam keywords/phrases

Don't overuse images (spam filters)

What's a preheader? Use it!

Always include ALT text for those images that you do use

Readable on a mobile device, if not fully responsive

Keep text concise (think bullet points, 20 lines of text or less get higher engagement on average)

BEST PRACTICES FOR INCREASED DELIVERABILITY AND USER ENGAGEMENT

Design your email around one specific call-to-action

Keep the text/image ratio to 60/40 to avoid deliverability issues

Always include links to your website and any relevant social channels

Always track your links – measuring success beyond the email/landing page (Google Analytics)

Legal rules (CAN-SPAM): Unsubscribe link, physical company address must always be included

Link to an HTML/Text version of the email for accessibility

Limit the file size of emails to reasonable amount (less than 100k)

Always test emails in multiple browsers/email clients/etc, always proof before deploying

BEST PRACTICES FOR INCREASED DELIVERABILITY AND USER ENGAGEMENT

USING GOOGLE ANALYTICS TO TRACK 'BEYOND THE CLICK'

Website URL
http://www.woodworkingnetwork.com

The full website URL (e.g. `https://www.example.com`)

* Campaign Source
marketing

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium
email

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name
webinar_dec16

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term
link1

Identify the paid keywords

- **You already get reporting on sends/open/clicks, but can extend that reporting to the website**

- **Most email marketing applications already include some kind of built-in integration with Google Analytics to facilitate tracking**

- **Available to use manually with the Google URL Builder: https://ga-dev-tools.appspot.com/campaign-url-builder/**

- **Can set up goals and custom reports in Google Analytics to track conversion rates or pull reporting on email campaigns**

http://www.woodworkingnetwork.com/?**utm_source**=marketing&**utm_medium**=email&**utm_campaign**=webinar_dec16&**utm_term**=link1

Make sure to follow Google's terms of service in regards to privacy

Leads

Campaigns

Sales

- **Leads: new subscribers brought in from landing pages**

- **Campaigns: the series of emails directed toward the new subscribers**

- **Sales: converted subscribers that have purchased goods or services**

USING THE EMAIL MARKETING FUNNEL

- **Digital/Social advertising to move people to an opt-in page**
- **Always bring users that click to a landing page, never just the homepage**
- **Targeting on Facebook can be very specific – reaching very close to the desired demographic and interests**
- **YouTube is a passive way to bring people to a landing page via buttons or links**
- **Google AdWords is a good tool to promote YouTube videos to certain search phrases**
- **Other channels based on the product or service being offered – Instagram, Pinterest, Twitter, within your own website, etc.**

OBTAINING LEADS (SUBSCRIBERS)

- Welcome emails are very important to bring people into a brand
- Good content of value and proving extra bonuses for subscribers
- Be consistent, build trust, include offers and products

| Ad | Opt-in | Tracking | Welcome | Content w/ offer | More offers |
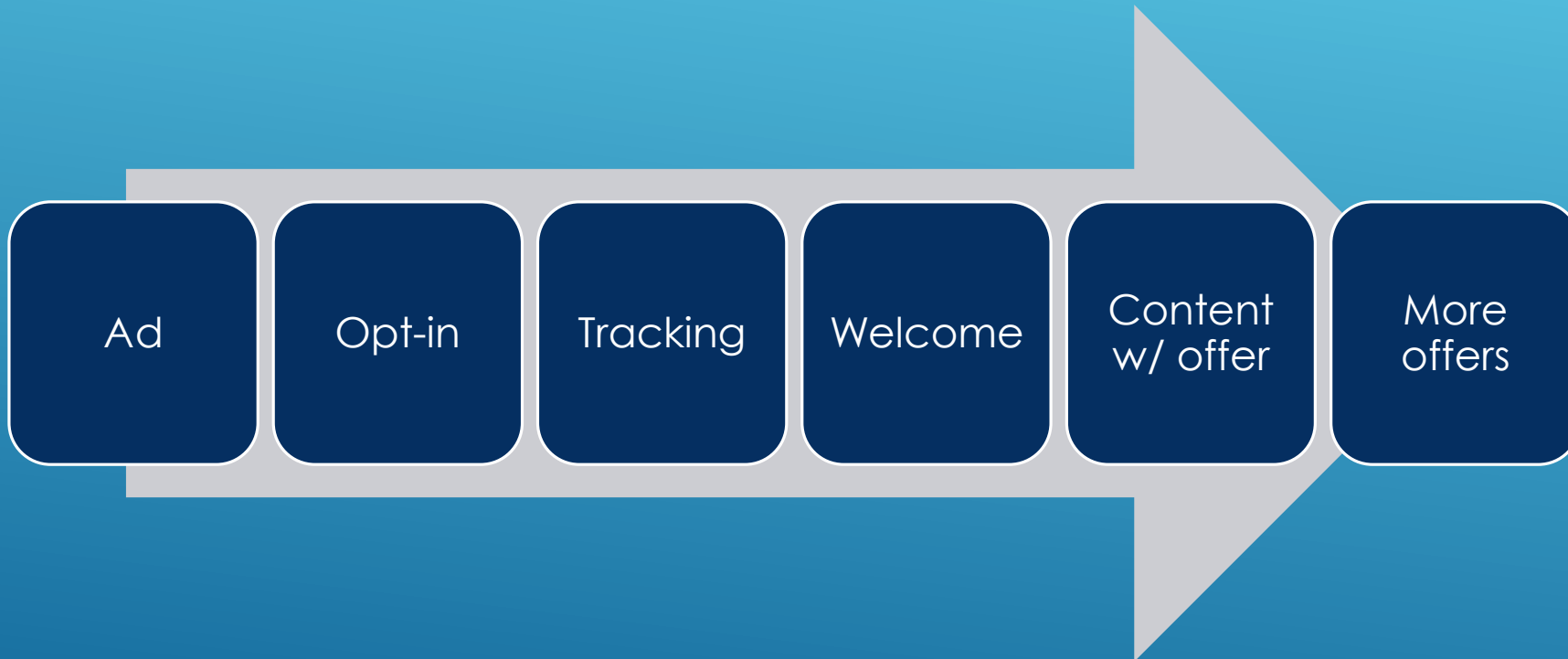
CAMPAIGNS (TRUST, VALUE & OFFERS)

- Make it easy, easy, easy to subscribe with simple, visible forms and offering something (report, whitepaper, tips and tricks, etc) to the user

- Segment your list; know and identify your audience for individual emails & campaigns

- Always have a strong call-to-action and follow that up with a landing page that makes sense

- Use responsive design to optimize for mobile devices as well as for the desktop

- Stay out of spam filters (words/phrases in subject lines, too many images, too many links, etc)

5 ACTIONABLE ITEMS

Thanks! Any questions?

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