

# **EMAIL MARKETING**

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**Linhart Public Relations**



# EMAIL MARKETING

## Best Practices

Linhart Public Relations

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# IMPORTANCE OF EMAIL

- Email allows communication with customers to be timely, efficient, and cost effective.
- Email remains unbeaten, with ROI still almost **\$41** per dollar spent. It has maintained its dominant position in relation to other Internet channels, which remain far behind in their ROI results: **mobile – \$10.51, social media – \$12.71, display – \$19.72 and search – \$22.24.**
- Emails are projected to drive \$67.8 billion in sales in 2012 and \$82.2 billion in sales in 2016.



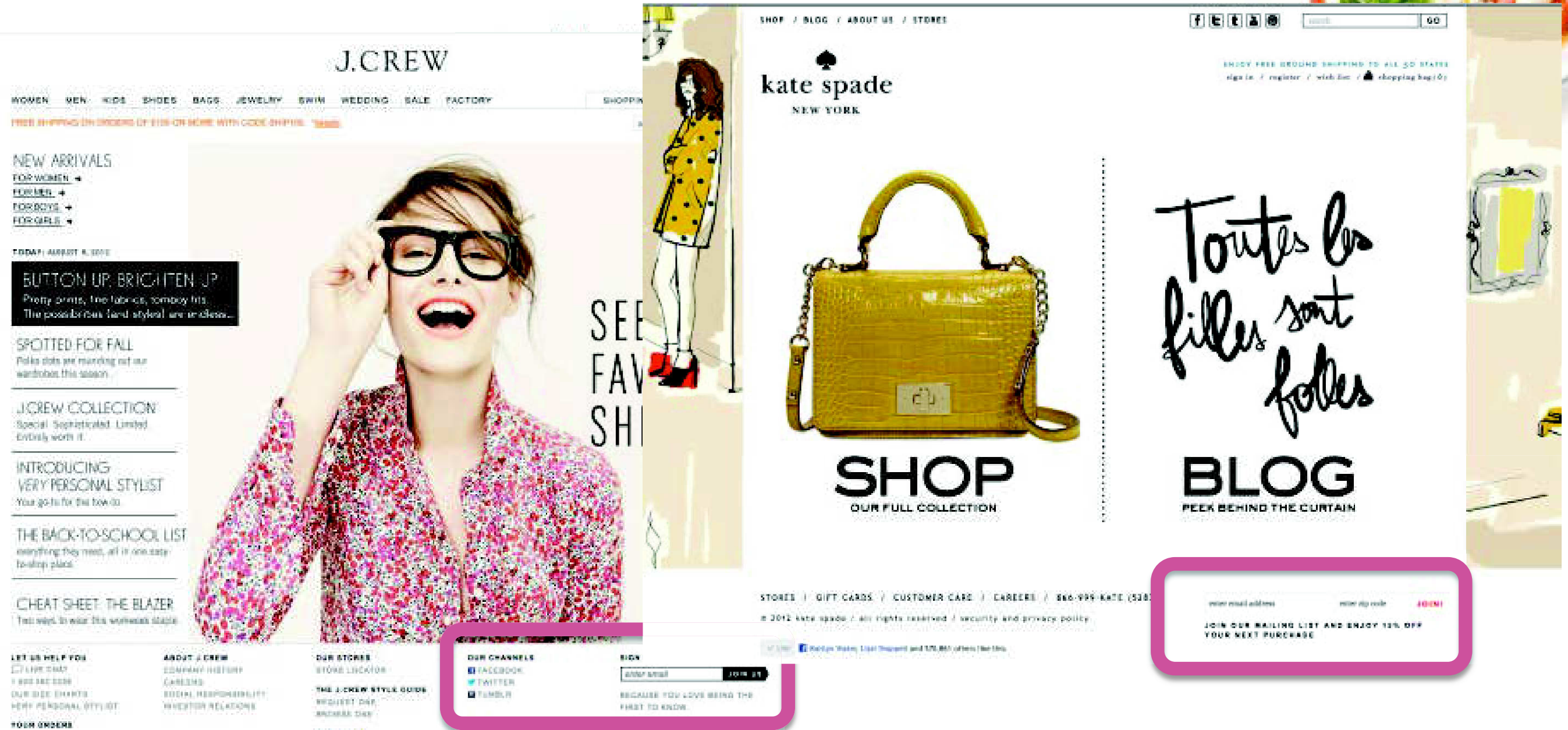
# EMAIL BEST PRACTICES

# COLLECTING EMAIL ADDRESSES

- **Sign Up: Make it easy**

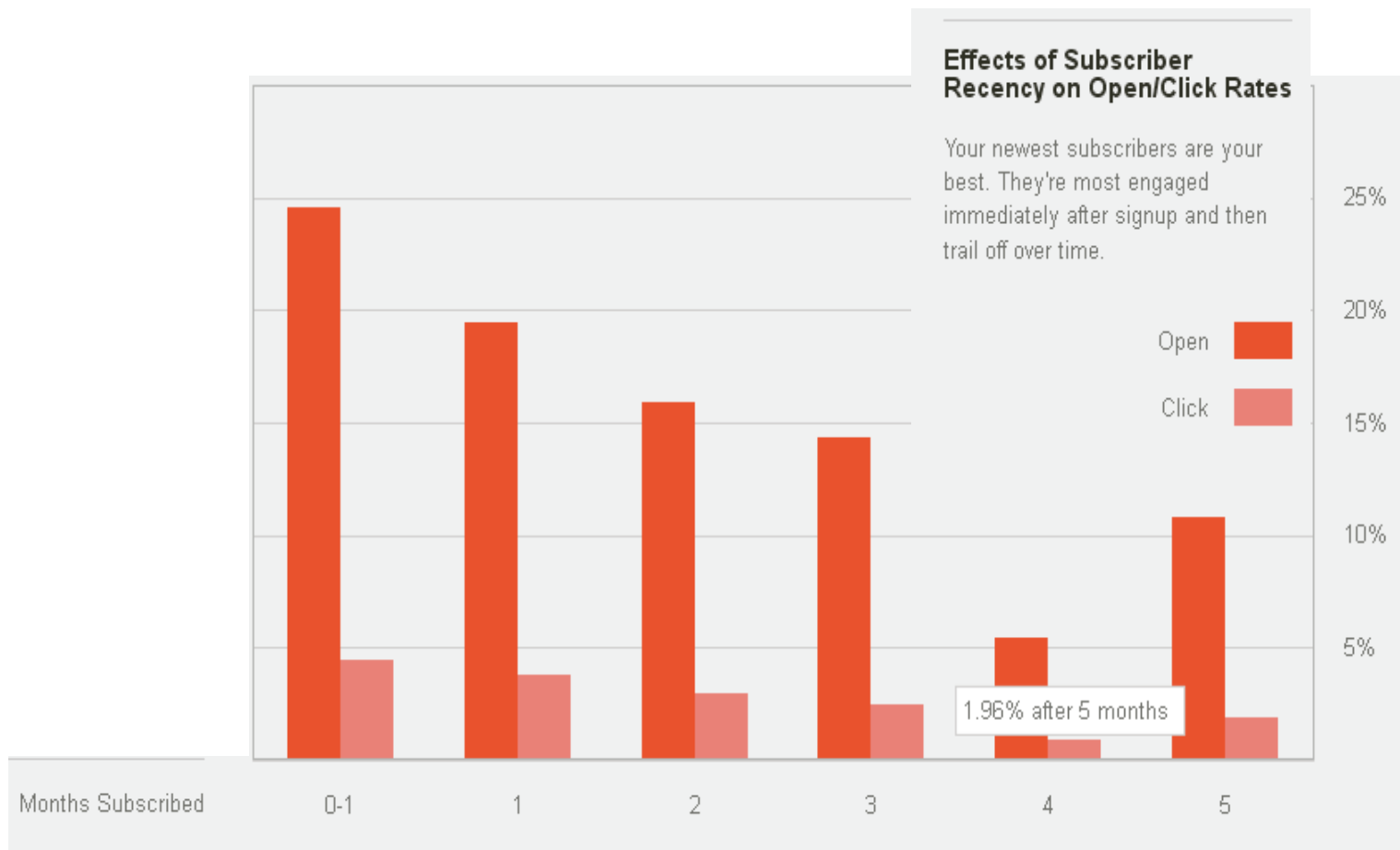


Recipes Tips & Ideas Community Cheese Products



# FIRST IMPRESSION

- **First Impression:** Get em' while their hot! Engage a fan right after sign up as your brand is top of mind. Welcome emails set the tone and provide a positive brand experience.
  - Set the look and feel for the brand
  - Promo code for % off, free gift or other first purchase incentive
  - Personalization with use of recipients name, letter format



Hi Kaitlyn,

Welcome to Google Offers and thanks for subscribing!

Google Offers will bring you only the local and national deals you really want, personalized based on your location and interests. So make sure to take a minute to customize your preferences in [Offer Settings](#) and stay tuned for your first email.

—The Google Offers Team

P.S. Download our [Android app](#) or [iPhone app](#) to discover, buy and redeem great deals on your phone!

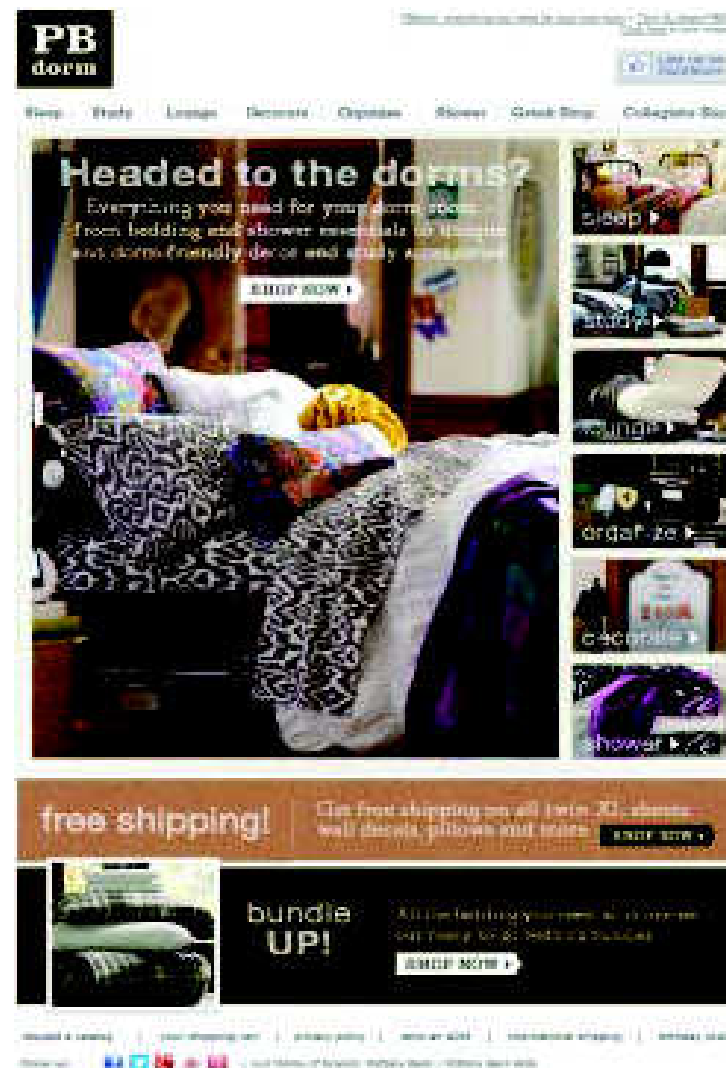
# FIRST IMPRESSION CONTINUED...

- **Subject Line:** Subject lines are the first point of contact. The most successful subject lines *tell* what's inside, rather than *sell* what's inside.
- **Keep in mind...**
  - Action-oriented
  - Compelling with a sense of urgency
  - Under 50 characters
  - Worst 3 words: Help, Percent off, and Reminder
  - Put yourself in your recipients' shoes
  - [MailChimp's Best and Worst](#)

## Seriously spot on style



## Heading to the dorms? We've got you covered...



## Fares too hot to handle!



# EMAIL ENGAGEMENT

- **Consumer Promotions:** Provide fans something to look forward to and rewards for signing up for emails
- **Get Personal:** Make your fans feel like you are speaking to them directly
  - Insert user names when possible ie. Hi <<Kaitlyn>>
  - Segmenting lists by zip code, interests, sign-up date and activity helps increase open and click rates

This is it! The final offer.

The image shows two email campaign screenshots. The top one is from Bloomingdale's, featuring a 'food & family' promotion with a 'GET RECIPE' button. The bottom one is from JetBlue, featuring a 'THE LOVE-A-FARE SALE' with a '\$49' fare offer.



# BE IN THE KNOW

- **Be Relevant:** Tap into seasonality, entertainment topics, holidays, current events, etc.

## Gap Exclusive: Vintage Olympic T's Collection



august's new arrivals + our pattern of the month is...

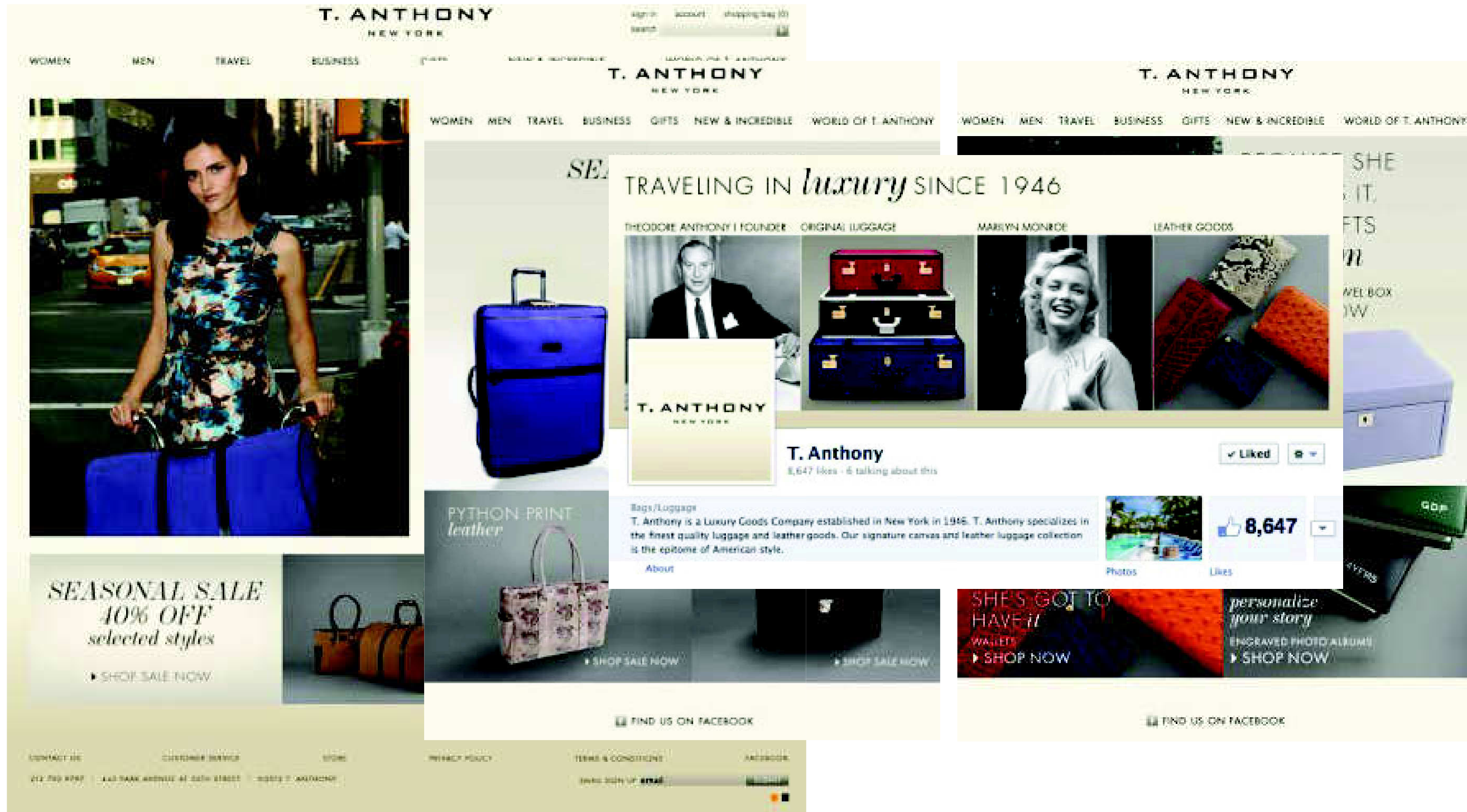


Picnic season is here



# DIGITAL CONSISTENCY

- **Consistency:** Creative should be consistent with web site, previous emails, and social footprint. Be consistent with sending emails to stay top of mind, once/month.



# HTML. VS. TEXT?

## New 2012 Novara Bikes - Save 20% with Member Coupon

From: REI Gearmail [mailto:[REI\\_Gearmail@email.rei.com](mailto:REI_Gearmail@email.rei.com)]  
Sent: Friday, April 06, 2012 7:11 AM  
To: [pberg@linhartpr.com](mailto:pberg@linhartpr.com)  
Subject: New 2012 Novara Bikes - Save 20% with Member Coupon

REI GEARMAIL 04/06/12

See the online version of this email:  
<http://email.rei.com/cgi-bin/DM/teCiv7QLfM6f0Gie0tcTj0Eu>

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Don't forget! Free U.S. standard shipping through April 15.  
No minimum purchase!

Get details:  
<http://email.rei.com/cgi-bin/DM/teCiv7QLfM6f0Gie0tcTj0Ev>

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REI MEMBERS GET MORE

20% OFF ONE ITEM AT [REI.COM](http://REI.COM) OR AN REI STORE Use code REWARDS20. Ends 4/15/12.

SHOP [REI.COM](http://REI.COM):  
<http://email.rei.com/cgi-bin/DM/teCiv7QLfM6f0Gie0tcTk0Ew>

FIND A STORE:  
<http://email.rei.com/cgi-bin/DM/teCiv7QLfM6f0Gie0tcTj0Ex>

Exclusions apply. Get details:  
<http://email.rei.com/cgi-bin/DM/teCiv7QLfM6f0Gie0tcTm0Ey>

20% OFF ONE ITEM AT [REI-OUTLET.COM](http://REI-OUTLET.COM)  
Use code REWARDS20. Ends 4/15/12.

SHOP [REI-OUTLET.COM](http://REI-OUTLET.COM):  
<http://email.rei.com/cgi-bin/DM/teCiv7QLfM6f0Gie0tcTn0Ez>

Exclusions apply. Get details:  
<http://email.rei.com/cgi-bin/DM/teCiv7QLfM6f0Gie0tcTo0E1>

## 50% Off Sale on Now

patagonia

FREE SHIPPING on orders over \$75 | Call us anytime 1.800.438.4444

Shop Clothing & Gear Men's Women's Kids' & Baby Packs & Travel Gear Web Specials

**50% OFF SALE**  
SPRING '12 CLOTHING & GEAR  
NOW - JULY 31, 2012

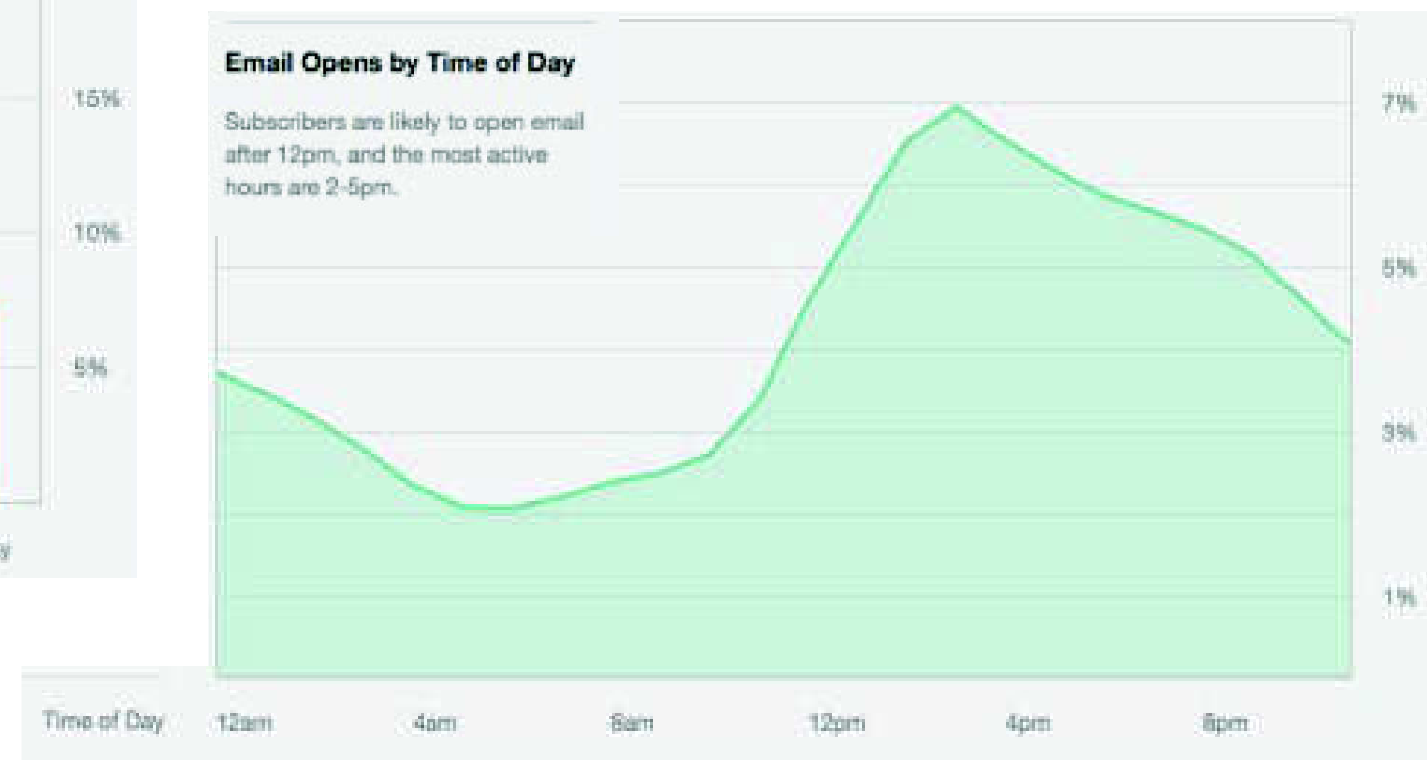
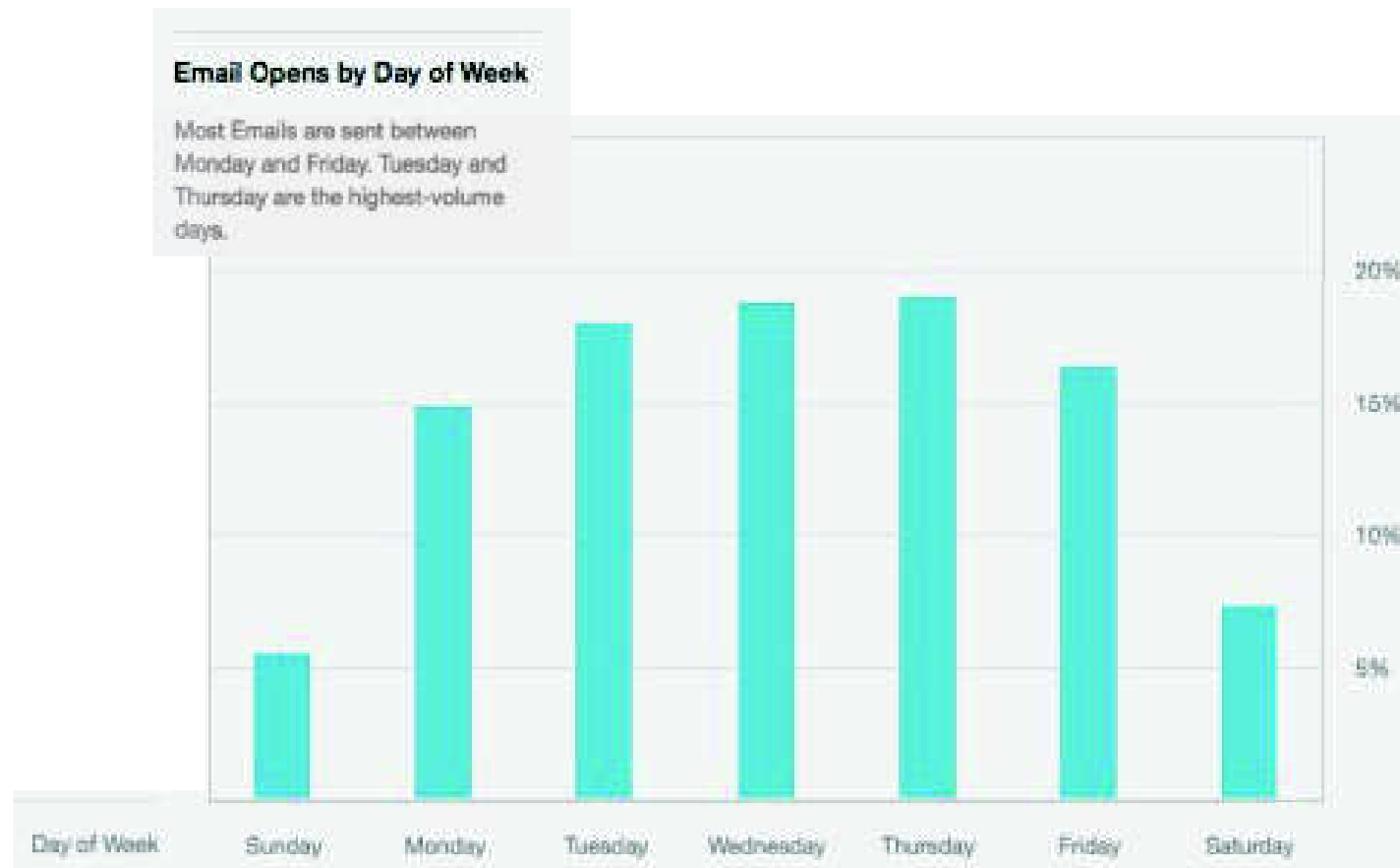
VISIT THE SALE

PHOTO: Sennie Trotter throws a flag on the classic and committing boulder problem Planet X in Joshua Tree National Park, California. BEN MOON

FREE SHIPPING  
ON ORDERS OVER \$75\*

# TIMING TO OPTIMIZE ACTION

- **Best Day/Time:** Continue to follow industry insights for the best day and time of day to send emails to maximize open and click through rates
- **Open & Click Rates:** Industry standard depends on the industry.
  - Median Open rate: 21%
  - Median Click through rate: 3.4%



# E-NEWSLETTER & E-BLAST

# E-NEWSLETTER VS. E-BLAST

**E-Newsletter:** Traditional email newsletters are for “soft-selling.” They build relationships, slowly lead to the path of purchase, or generate a good brand affinity for your customers.

**Goals:**

- Build relationship/engagement with subscribers
- Connect and educate readers by delivering topical and informational content
- Highlight movement and success in your company, the industry and relevant networks
- Generate positive brand experience

**E-Blasts:** Email blasts are to initiate a call to action, most often a transactional push. They often include new products, promotions, and online exclusives. Unlike e-newsletter, email blasts are sent more frequently, encourage sales, and focus on a key message.

**Goals:**

- Drive action including transaction, web traffic, or entering a contest
- Introduce/highlight relevant products
- Provide awareness of promotion/sale
- Generate positive brand experience

# E-NEWSLETTERS

6 genius recipes from fashion's biggest foodies

## Crowd-Pleasing Cookout Faves!

## Win a calendar; Join us and beat CSU!

# E-BLASTS

## Treat yourself to an Iced Latte Lite

**DD SMART REWARDS**

**Splenda**

**DD SMART**

**DUNKIN' DONUTS**

**Latte lite**

**LIGHTEN UP. IT'S SUMMER!**  
\*10 fewer calories than our small iced latte made with whole milk.

**TRY OUR ICED LATTE LITE**

Treat yourself to an Iced Latte Lite made with skim milk and sweetened with SPLENDA® No Calorie Sweetener and leave the guilt behind. Brewed from 100% Fair Trade Certified™ espresso beans, a small Iced Latte Lite has 80 calories and 0 grams of fat per serving vs. a small Iced Latte which has 120 calories and 4 grams of fat per serving. It's just one more way our DD SMART™ menu makes it easy to eat and drink smarter when you're on the go.

Click here for more information on DD SMART™ menu items.

**TRY AN ICED LATTE LITE**

**f** Join us on Facebook and tell us why you love the Latte Lite today!

## Diamonds are a Girls Best Friend – Enter to WIN

**Jessica Seaman** COLLECTION

FREE STANDARD SHIPPING WITH ANY PURCHASE OVER \$100

SHOES & BOOTS HANDBAGS JEANSWEAR TOPS DRESSES INTIMATES JEWELRY ACCESSORIES FRAGRANCE LOGGERS SALE

*tell us why you*  
**DESERVE DIAMONDS**

UPLOAD A PHOTO OF YOU AND YOUR BFF FOR A CHANCE TO WIN!

5 WINNERS WITH THE MOST VOTES WILL RECEIVE THIS DIAMOND PENDANT AND MORE!

ENTER NOW

CONTEST ENTRIES START NOW THRU 2/11. VOTING TAKES PLACE 2/17 THRU 2/24.

## Sink your teeth into a FREE Vampire Gift

**FRAGRANCE REBEL**

**HOME OF PARFUMS de COEUR FINE FRAGRANCES**  
Designer Quality Fragrances, not Designer Prices!

DESIGNER INSPIRED BEST FRAGRANCES SCENTED CANDLE BODY CARE VAMPIRE PERFECT MATCHARELLI KING

**FREE SHIPPING ON ALL ORDERS OVER \$50 AT FRAGRANCEREBEL.COM!**

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 BODY FANTASIES®  
**VAMPIRE**  
 BITE SIZE  
 Eau de Toilette Spray  
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**FREE**  
retail value \$5

DESIGNER QUALITY FRAGRANCES, NOT DESIGNER PRICES.

Come and follow your favorite brands

