

E-mail marketing for Beginners

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Overview of today

- Introductions
- What is e-marketing? Why do it?
- Focus on e-mail marketing
- Data
- Content
- MyEmma
- Tips for effective campaigns

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Introductions

- Name & organisation
- Experience, if any, of e-marketing to date?
- Memorable e-marketing you have personally received?
- How would you use e-marketing to promote your organisation e.g. promotions, newsletters, targeting segmented lists?

What is e-marketing?

Some different definitions:

- Moving elements of marketing strategies and activities to a computerised, networked environment such as the Internet. It is the strategic process of creating, distributing, promoting, and pricing goods and services to a target market over the Internet or through digital tools.
- Any marketing effort that contains a website URL. This could range from direct mail programs, magazine ads, radio to business cards.
- E-marketing can be simply defined as "Achieving marketing objectives through use of electronic communications technology."

Why engage with people online?



INTERNET USAGE IN NORTHERN IRELAND¹²

Every residence and business in Northern Ireland can access high speed broadband and 70% of households in Northern Ireland have a broadband connection. Only 2% of households still use a dial-up connection.

In the UK, the average person spends 14 hours online at their home PC or laptop per month, and 75% of households in Northern Ireland use the internet to purchase goods and services online.



E-MAIL MARKETING

E-mail marketing is a cost effective way of driving traffic to your website, sharing online media and growing online sales.

Typical Campaign Response Rate	Direct Marketing Association (2008) ¹⁴	Audiences NI (2009/10) ¹⁵
Average Open Rate	22%	30%
Average Click Through Rate	10%	8%



SOCIAL NETWORKING

Social Networking allows organisations to have an ongoing dialogue with their customers and helps generate word of mouth. 37% of the households in Northern Ireland contain at least one person using a Social Networking site.¹⁷

User Growth (UK) ¹⁸	User Decline (UK) ¹⁹
FACEBOOK ↑ +31%	BEBO ↓ -60%
TWITTER ↑ +56%	MYSPACE ↓ -37%
LINKEDIN ↑ +86%	FINNIES REGISTER ↓ -39%

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What is e-marketing to you?

If e-marketing is a way for your organisation to communicate with people, then what your organisation is trying to achieve will have a big impact on how you approach your e-marketing.

Take 2 minutes to have a think about what your organisation does and jot this down.

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E-marketing: an umbrella term



What comes under the e-marketing umbrella?
Are they all the same?

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Focus on email marketing

E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience.

In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing.

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Different approaches to email-marketing

- Direct email

Get 20% Off Selected Brands in the Arkclothing.com Mid Season SALE

Ark Clothing Add to contacts
To: sara_c_g@hotmail.com
From: Ark Clothing info@arkclothing-mail.com
Sent: 04 November 2010 08:36:05
To: sara_c_g@hotmail.com

This message is here because your junk email filter is set to exclusive. Well, it's safe!

Having trouble viewing this email? [Click here for a web version.](#)



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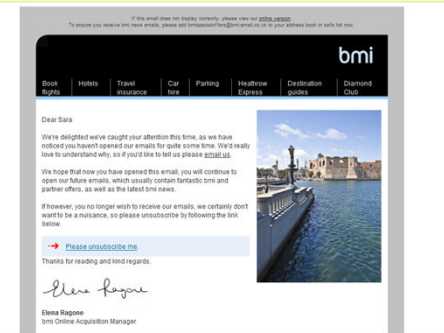
Different approaches to email-marketing

- Retention email

Is this goodbye?

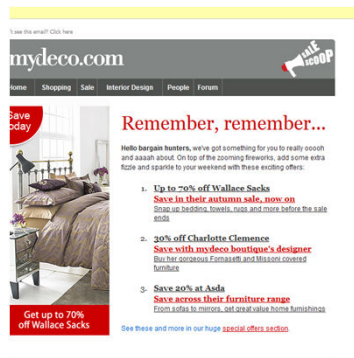
bmi Special Offers Add to contacts
To: sara_c_g@hotmail.com

Always show content from bmspecialoffers@bmi-email.co.uk



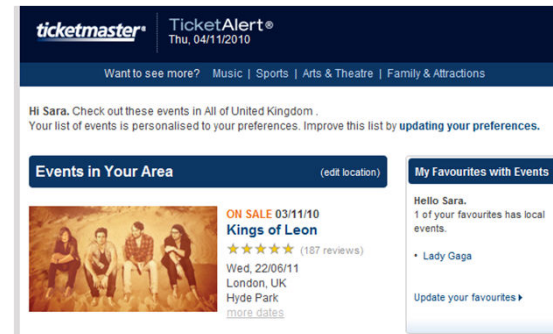
Different approaches to email-marketing

- Advertising in other organisations emails / reciprocal email marketing



Different approaches to email-marketing

- Personalised email



PAUSE TO COLLECT OUR THOUGHTS ...

Before you start doing e-marketing, you need to think about:

- what you're trying to achieve as an organisation, and how e-marketing is going to help you do that.
- what type of emails you want to send.

What else do you need to think about?

DATA!

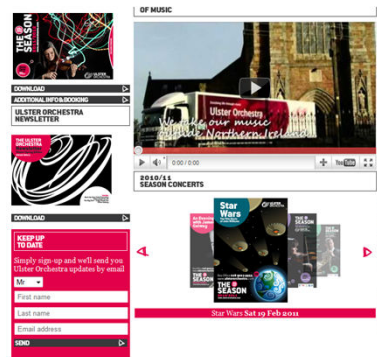
Have you got any email addresses?

- No? Then your first priority is going to be growing your list.
- If yes, that's great, you can start e-marketing straight away, but you still need to think about how you're going to grow your lists further.

NB: Whether it's data you already hold, or new data which you're going out and collecting, you also need to think about how that data is/will be collected and stored to ensure you're complying with data protection legislation.

Gathering data online

- Email-marketing system sign up form on your website

A screenshot of a sign-up form for 'DOWN ARTS CENTRE'. The form includes a heading, a paragraph of text: 'Sign up to be kept informed about Down Arts Centre events. You will receive a copy of the Ultimate Guide event programme each season, be the first to know about our on-line booking options (coming soon!) and receive information about discounts and special offers.', and a list of input fields: 'first name', 'last name', 'email', 'address', 'address 2', 'postal code', 'phone', and 'Town/City'. A 'Submit' button is at the bottom.

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Gathering data online

- Online sales
- Website competition – sign up to receive info and get entered into a draw
- 'Refer a friend' option on email and website
- Reciprocal links on other organisation's websites
- Other ideas?

Gathering data off-line

- Using existing box office data
- If no box office, asking staff to collect email address when customers buy tickets
- Staff at events gathering data
- Offline competitions
- Buy data lists *Consumers must opt-in to receiving email offers from third parties. If you are offered an email list from a list supplier make sure you see proof of opt-in before issuing.
- Other ideas?



Encouraging sign up

Which prompt is more likely to get someone to sign up?

- “Subscribe to our mailing list.”
- “Sign up for now for free monthly news, competitions and upcoming events from Mount Charles Arts Centre.”

Let them know what they can expect – it reassures, informs and prompts them!



Data Protection

- If you hold email addresses (or any information on your customers), you must comply with Data Protection Act 1998.
- Information Commissioner's Office guidance on electronic marketing states that:
"Marketers will be held responsible as the "instigators" of email campaigns if the data they use proves to have been collected unfairly. "
- Advertising Standards Authority express similar unsympathetic warning to marketers:
"It is the client's responsibility to check the provenance of the data they are using. "

BUT IT'S NOT AS SCARY AS IT SEEMS!

Data Protection – DPA 1998

The 8 Data Protection Principles. All data must be:

1. Fairly & lawfully processed
2. Processed for limited purposes
3. Adequate, relevant and not excessive
4. Accurate
5. Not kept longer than necessary
6. Processed in accordance with the individual's rights
7. Stored securely
8. Not transferred to countries with inadequate Data Protection laws

Data Protection – P&EC Regulations 2003

Privacy and Electronic Communications (EC Directive) Regulations 2003:
http://www.ico.gov.uk/tools_and_resources/document_library/privacy_and_electronic_communications.aspx#detailed_specialist_guides

Important things to know:

1. You must have someone's consent to email them (known as an opt-in).
2. You must make sure your organisation is clearly identified and a contact email address is included for them to contact you and opt out in each correspondence.

HOWEVER, there is an exception to point 1 above.

If you've captured the email address during a sale **AND** your subsequent marketing emails are about similar products/services **AND** the recipient is given a simple and free means of opting out of the communications each time they receive it. This is known as the soft opt-in.

Best practice is to ask permission though!



What happens once you've got data?

Type up any ones collected manually, get them all collected into an excel spreadsheet and upload them to your email system. Then you can start sending emails.

BUT ... not all your addresses will work. When you send out your first email, you can expect to get "bounces" from email addresses. There are two types:

- SOFT bounces: the address is right, but for some reason the email can't be received (e.g. the mail box is full, there's a problem with their server). Your software recognises this, and flags it up, but won't stop sending (unless this is a long term issue)
- HARD bounces: the address is wrong or not recognised. This can often be a formatting issue, or a spelling mistake. Your software recognises the address doesn't exist, and automatically stops sending to that email address – although it doesn't delete it from your list. You will always have some which you'll never be able to send to, but it's worth doing regular checks on your bad email addresses to look for common mistakes;

1. bobama@yahoo.com
2. mickey mouse@hotmail.com
3. madonnaaol.com



Thinking about your content

- **Do you have good quality images to include?** A striking image can convey a lot more than a paragraph of text, but too many images can be overpowering. Also, pixelated images and poorly stretched images will look unprofessional.
- **What information do you need to include?** Put yourself in the mind of your recipient.
- **Make sure the email looks consistent with your other marketing materials like your website and brochure.**
- **Use short and snappy text.** Only include the information you need to grab their attention in the email itself. If you've a lot of information to convey, link to your website to get the full story
- **Include a call to action.** Guide the recipient to let them know what you want them to do e.g. book now, read more, click here



What's the most important line?

Any ideas?

The subject line!



What do you think of these subject lines?

- BUY ONE TICKET GET ONE FREE!!
- Invitation just for you
- Preview: be first to find out about our shows
- Announcing our new programme
- Help us raise funds
- Final reminder: Book your tickets now for Christmas pantomime – an ideal night out for you and the kids.



Using Emma

www.myemma.com

Why use the myEmma system?

- **Create professional, stylish emails with templates and custom stationary**
- **Send it now, or automatically later**
- **See who is opening and clicking – in real time**
- **Email & telephone support from Audiences NI**



Getting started with Emma

- Contact Catriona at catriona.holmes@audiencesni.com or 028 9043 6487 to get set-up with username and password
- Decide what custom stationary you would like
- Add sign-up form to your website
- Upload your segmented email lists
- Send emails
- Track response



Getting started with MyEmma

Log in:

A screenshot of the Emma customer login interface. On the left, a dark green box contains the text 'Welcome back, person of style.' and 'To you we say ahoy, yarr or another pirate-themed greeting of your choosing.' On the right, a white box titled 'Emma customers' contains the text 'log in securely here:' followed by 'username:' and 'password:' labels, each with a corresponding input field. Below the password field is a link that says 'need to reset your password?'. At the bottom of the white box is a blue 'Log in' button with a right-pointing arrow and a link that says 'Have a question? Contact us.'.

Homepage



Audience

Manage Your People

Manage Fields Add Import

Recent Activity

See who's signed up in the last 7 days

Your Audience

Groups (25)

Searches (0)

<input type="checkbox"/>	Group Name	Active Members	<input type="button" value="⋮"/>
<input type="checkbox"/>	Additional Test Drive org emails	68	<input type="button" value="⌵"/>
<input type="checkbox"/>	ANI News Recent Additions	47	<input type="button" value="⌵"/>
<input type="checkbox"/>	ASOP Ex Members	115	<input type="button" value="⌵"/>
<input type="checkbox"/>	Board	14	<input type="button" value="⌵"/>
<input type="checkbox"/>	CANI-Ballet, Opera and Classical	330	<input type="button" value="⌵"/>

Previous 1 2 3 4 5 Next Displaying: 5




Audience

Member Information Member History

Member Status
Change status: Active

Member Fields
*required
Email: sara.gunn@audiencesni.com
First Name: Sara
Last Name: Gunn

Groups
Check a group to add this person to it. Uncheck to remove them.
 Test List
 Additional Test Drive org emails
 ANI News Recent Additions
 ASOP Ex Members
 Board
 CANI-Ballet, Opera and Classical
 CANI-CL Additions
 CANI-CL Survey
 Classical Arts NI
 Culture Night sign-ups




Audience

Member Information Member History

Mailings
Mailings sent to this member, and how they responded.

Mailing	Date	Received	Bounced	Opened	Clicked	Forwarded
Training Newsletter	Nov 2, 2010 03:51 PM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Audiences NI Newsletter Oct 2010	Oct 26, 2010 05:46 PM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lobbying / Training Programme	Oct 26, 2010 02:12 PM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Creed Promo	Oct 15, 2010 03:52 PM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Geoff Hill / Training Programme	Oct 11, 2010 02:30 PM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Geoff Hill / Training Programme	Oct 11, 2010 09:58 AM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Martin Creed E-card	Sep 29, 2010 05:29 PM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Campaigns

Manage Your Campaigns Stationery Images Documents

Your Mailings Saved (39) Draft (55) Create a New Mailing

Campaign Name	Last Updated
<input type="checkbox"/> Culture Night promo	Nov 3, 2010 4:33 pm
<input type="checkbox"/> Culture Night promo	Nov 3, 2010 4:33 pm
<input type="checkbox"/> Training Newsletter	Nov 3, 2010 11:42 am
<input type="checkbox"/> E-marketing ASOP	Oct 27, 2010 10:55 am
<input type="checkbox"/> E-marketing MEMBERS	Oct 27, 2010 10:53 am

Previous 1 2 3 4 5 ... 7 8 Next Displaying: 5



Campaigns

Create a New Mailing Edit Save & Preview Proof Send

About this Mailing

Mailing Name: A reference so you can find this mailing again later.

Subject Line: This is what people will see first in their inbox.

Use Stationery: Blank Template - Editable Header Choose the look of your mailing.

Use Layout: Simple 2 Choose how many columns, images, etc.

Your Mailing HTML Plain Text

Share this:

Your Image Here



Campaigns

Edt Save & Preview Proof Send

About this Mailing

Mailing Name	<input type="text" value="E-marketing Training"/>	<small>A reference so you can find this mailing again later.</small>
Subject Line	<input type="text" value="Are you ready to get started with e-marketing?"/>	<small>This is what people will see first in their inbox.</small>
Use Stationery	<input type="text" value="Audiences NI"/> <input type="button" value="Change"/>	<small>Choose the look of your mailing.</small>
Use Layout	<input type="text" value="Audiences NI CL"/> <input type="button" value="Change"/>	<small>Choose how many columns, images, etc.</small>

Your Mailing

HTML Plain Text

Add Social Sharing Options



Campaigns

Edt Preview Proof Send

Proofing Your Campaign

- Proof your campaign content**
Reviews your campaign for words, phrases or formatting likely to increase your spam or junk score.
- Proof your campaign's file size**
Lets you know if your campaign's size might pose problems for some recipients.
- Proof your campaign's links**
Checks your campaign to make sure every link works.
- Proof your campaign's personalization**
Makes sure your personalized content (like Dear Bob) has placeholders (like Dear Colleague).

These are general checks designed to help improve your campaign's chances of delivery and do not guarantee delivery to any particular server or inbox.



Campaigns

Edit Preview Proof Send

Step 1 of 3: Confirm Your Delivery Settings

Set your from address
Your campaign will be from this name & address. Replies will also be delivered here.

Name: Audiences NI Your Organization, e.g.

Email Address: marketing@audiencesni.com you@your-organization.com, e.g

Choose your delivery style
Standard delivery includes both html & plain text and lets servers choose their preferred format. Plain text only sends one version.

Use Format: Standard Standard is recommended.

Cancel or Continue



Campaigns

Edit Preview Proof Send

Step 2 of 3: Choose Your Audience

How would you like to reach your audience?
Choose from one of the options below to send out your mailing.

Groups & Members **Add a Group**
Choose an audience group Add

Searches **Add an Email**
sara_c_g@hotmail.com Add

Triggers

You've Added:
the Test Group

Cancel or Continue



Campaigns

Step 3 of 3: Choosing When to Send Your Mailing

We're getting ready to send:

Name: E-marketing Training
Subject Line: Are you ready to get started with e-marketing?

To the following people:

Audience Groups:
Test List
2 Total Members

Send Now
Send this campaign now, and it will begin reaching your audience within minutes.
[Send Now]

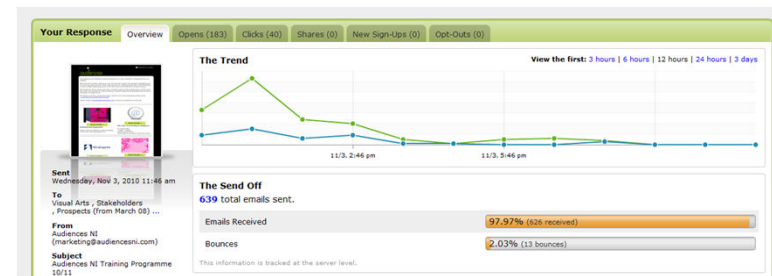
Send Later
Schedule this campaign to send at a later time.
Start sending this campaign:
November 4 2010 11pm

Notify me when it starts:
 Send a heads-up email to: []

For multiple addresses, separate via a comma.
[Schedule It]



Response



Response

The Response 183 opens

29.23% of people opened the email.	40 unique clicks
21.86% of people clicked through.	0 people used the send-to-a-friend feature.
0 people used the send-to-a-friend feature.	0.00% of emails opened
0 new people signed up.	0.00% of emails opened
0 people opted out.	0.00% of emails received

This information is tracked at the recipient level.

The Clicks View: By Sequence | By Popularity

53 total clicks across 14 trackable links.

http://www.audiences...raining/tr_index.htm	30.19% (16 clicks)
http://www.audiences.../nw_index.htm#ebegin	13.21% (7 clicks)
http://www.audiences...s/nw_index.htm#lobby	5.66% (3 clicks)
http://www.audiences.../nw_index.htm#mosaic	3.77% (2 clicks)
http://www.audiences.../nw_index.htm#marcus	7.55% (4 clicks)




Email - marketing benchmarking report

- Benchmarking the open and click through rates for more than 50 e-mail campaigns sent out by Audiences NI's members in 2009/10, this report allows you to compare and contrast how your organisation's e-marketing is performing compared to your peers.
- **Available from www.audiencesni.com**



Benchmarking report



**E-MAIL
MARKETING**

E-mail marketing is a cost effective way of driving traffic to your website, sharing online media and growing online sales.

Typical Campaign Response Rates	Direct Marketing Association (2009) ¹⁴	Audiences NI (2009/10) ¹⁵
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Top ten tips for effective campaigns

1. Stay on target – use segmented lists to only send audiences information they may be interested in.
2. Don't bombard people.
Weekly/monthly updates are fine.
3. Know when to send. Tuesday – Thursday best.
4. Content is king – keep it short, snappy with a strong call to action.

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Top ten tips for effective campaigns

5. Select joint marketing partners carefully. Over exposure = spam.
6. Plan for holidays etc. Send seasonal offers and holiday greetings.
7. Ask for feedback – what do customers want to see/read?
8. Show you are trustworthy. Never sell email address and be transparent about data protection.



Top ten tips for effective campaigns

9. Send to yourself and a colleague for proofing and to check images display and links work.
10. Keep up the momentum – continue to collect data and send out emails. The more practise you get, and the more responses you can analyse, will give you the tools to send interesting, informative and relevant emails straight to people's inboxes...which are likely to be opened.



Thanks for listening

Questions?

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