Email Marketing 101

How To Build A Successful Email Program

labyrinth.digital

Email Marketing 101 Agenda

- **Why Email Marketing?**
- **Types of Emails**
- **Email Best Practices**
- **Email Metrics**
- **List Health**
- **Recommended Email Platforms**

Why Email Marketing?

Why email marketing?

- **Affordable**
  - Other than platform fees, it is free to communicate with your subscribers
- **It works!**
  - Engage your subscribers, foster loyalty and (most importantly) drive revenue
  - It's becoming harder & harder to reach consumers organically on social media
  - Email can be easily measured than other organic efforts, allowing you to track improvements & quantify return
- **Consumers prefer email**
  - Subscribers chose to sign up for your emails – they want to hear from you!
  - Email can be less disruptive than ads or other notifications
- **It's a great testing ground**
  - Not sure how you want to position your products or the best tagline for your brand? Email is the easiest & quickest way to see how your audience responds.
- **Email addresses are valuable pieces of information**
  - Use email address to target them on other advertising platforms & to find lookalike audiences

"Email is a 40-year-old technology that is not going away for very good reasons — it's the cockroach of the Internet."

Jason Hirschhorn
CEO of REDEF

Types of Emails

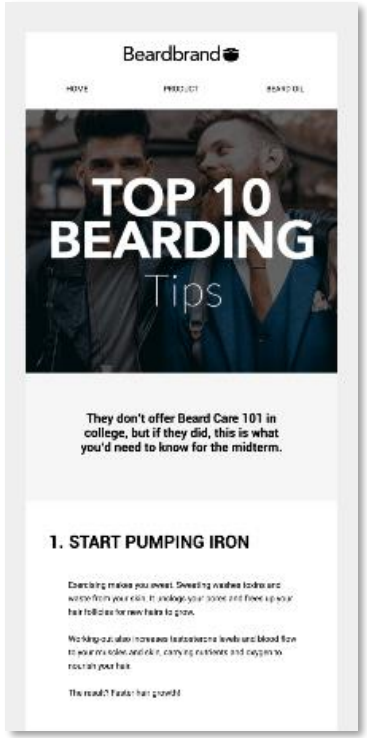
Email Types & Purposes

RELEVANCE & IMPACT

Newsletters

Newsletters meant to maintain the relationship & keep the brand top-of-mind.

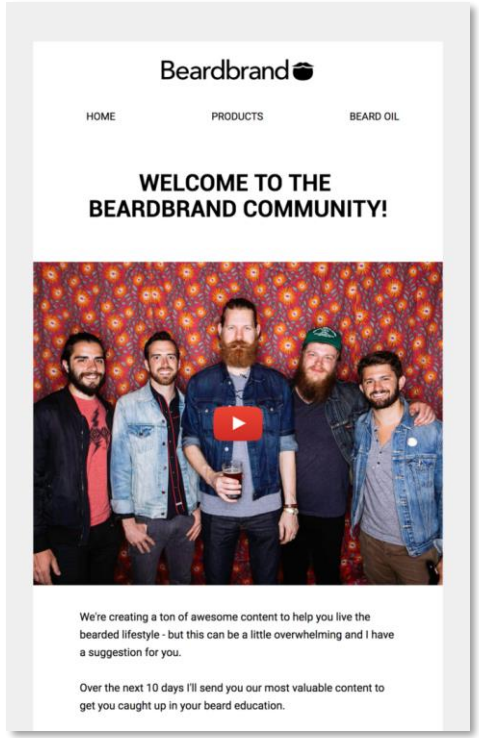
Examples: Product Launches; Sales



Lifecycle Campaigns

Nurturing communications sent to customers based on their stage of the lifecycle.

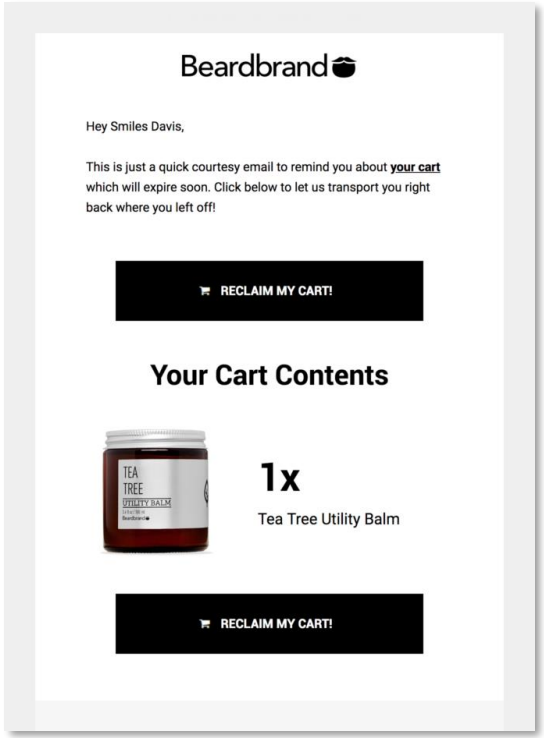
Examples: Welcome; Reengagement



Transactional Emails

Automated campaigns sent based on customer behaviors & actions

Examples: Abandoned Cart; Receipt



Communicating Throughout the Customer Lifecycle

LIFECYCLE STAGE	ACTIVATION	ACTIVELY SEARCHING	CLOSE TO PURCHASE	PURCHASED	LOYAL	LAPSED PURCHASER	LAPSED ENGAGER
RELEVANT CAMPAIGNS	**Welcome Series**	**Abandoned Browse**	**Abandoned Cart** **Nurture to Purchase**	**Post-Purchase Nurture** **Re-Order**	**Surprise & Delight** **Birthday** **Referral**	**Win Back**	**Reengagement** **Unsubscribe / Permission Pass**
OVERALL OBJECTIVE	• Start the relationship off on the right foot • Increase awareness of the brand's differentiators • Drive greater brand consideration	• Stay top-of-mind among likely purchasers • Continue to educate prospects about the brand	• Seal the deal & drive revenue • Try to increase cart size and order value	• Thank the customer & lay the groundwork for future purchases • Gather reviews & feedback • Encourage the next purchase	• Continue the conversation and maintain the relationship • Find new occasions to stay top-of-mind	• Remind past purchasers of what makes your brand different & drive another purchase • Cross-sell additional products	• Maintain a clean list to avoid any deliverability concerns • Remind previous engagers about your brand & drive additional engagement

labyrinth.digital

Email Best Practices

Email Anatomy

- A — From Line
- B — Subject Line
- C — Preview text

Get the Open

- D — Headline
- E — Preview Pane

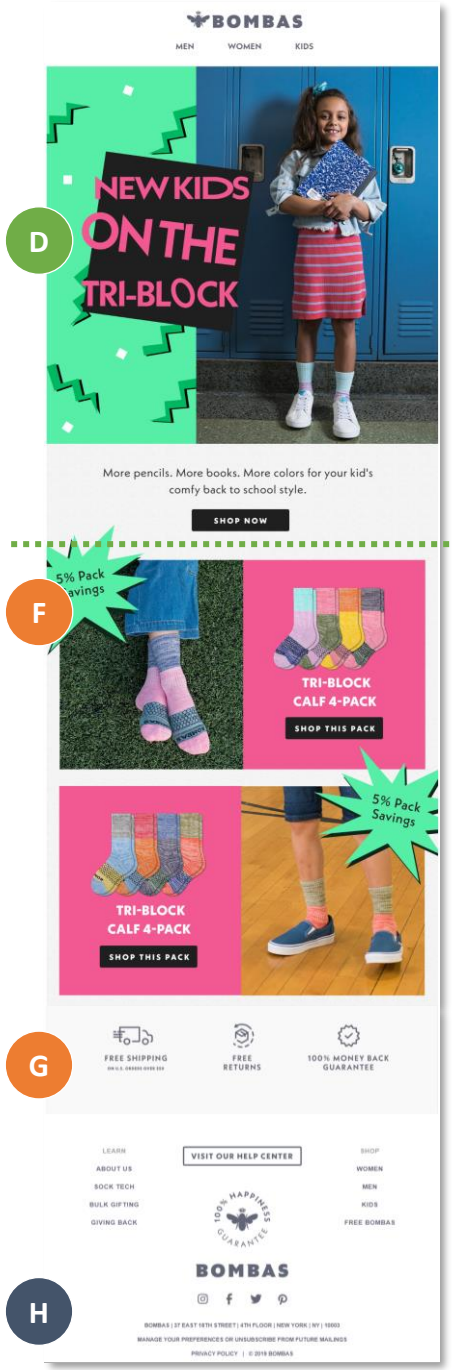
Capture Attention

- F — Body
- G — Banner

Engage & drive action

- H — Footer

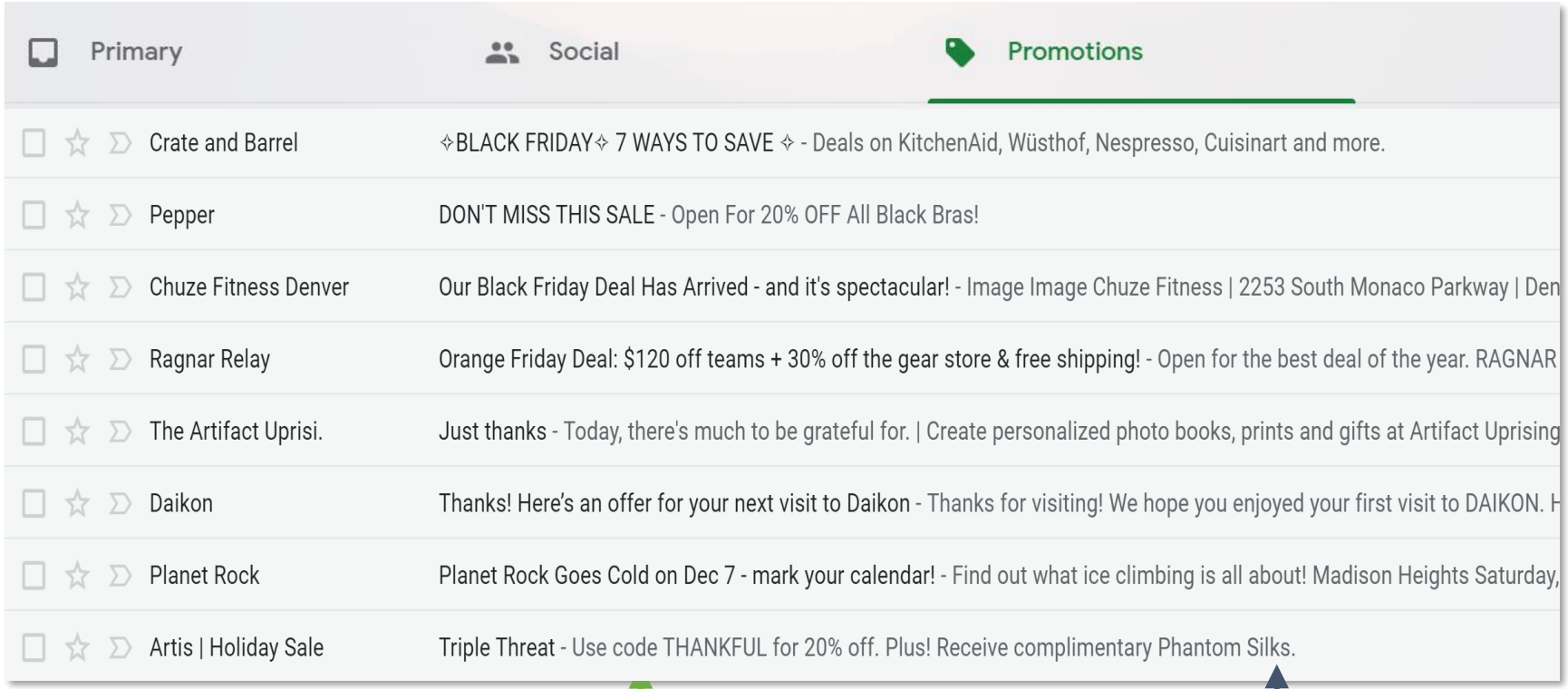
Footer & Legal Requirements



A B C

Bombas — Back to School in Maximum Color - More pencils. More books.

Getting the Open



FROM LINE
The name associated with the sender's email. It is the first piece of branding in an email.

SUBJECT LINE
The "teaser." It is the copy that outlines the reason to open the email.

PREVIEW TEXT
The "hook." It is typically displayed after the subject line in a subscriber's inbox.

labyrinth.digital

Getting the Open

FROM LINE

- Recognizable
- Descriptive
- Supplemental to subject line
- Try not to exceed 25 characters
- Be consistent – continue to use the best one to aid deliverability
- Need inspiration of where to start? Check out your site navigation!

SUBJECT LINE

- Develop subject lines along with content/creative production
- Make it stand out by using special characters, all caps or emojis
- Use a compelling hook at the front
- Language should be crisp, clear and intuitive
- Test, Test, Test
- No golden rule on length

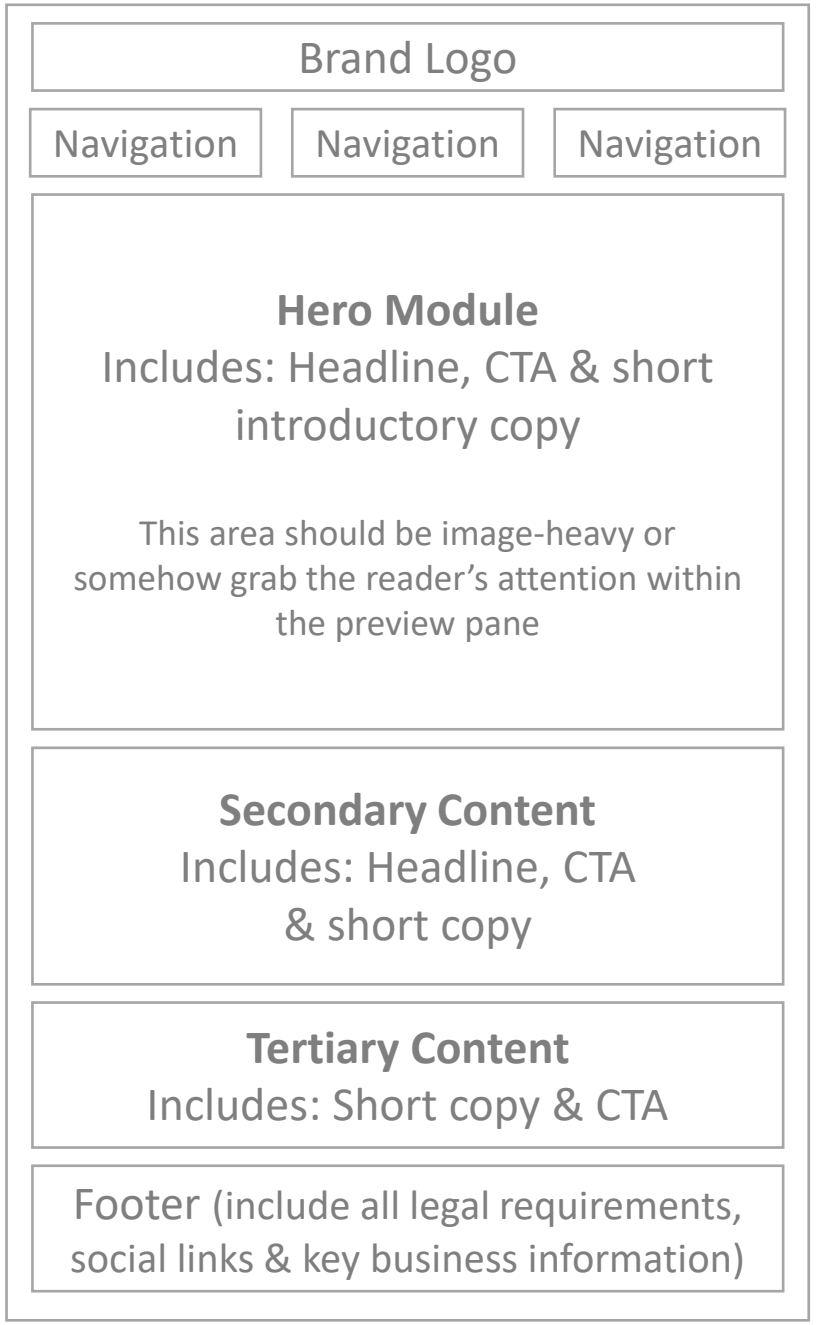
PREVIEW TEXT

- Use PHT as the “hook” – Write the SL to engage and get the open and use the PHT to “hook” them with additional reasons to open.
- Put the most important information at THE FRONT of your preview text
- Be engaging & specific
- Avoid covering everything in the email

All 3 elements need to work together to tell a story & drive the open

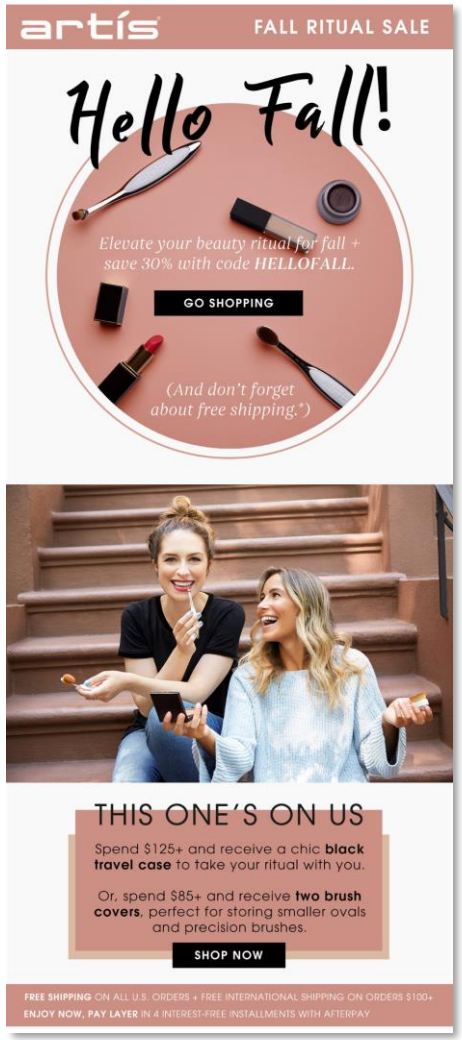
Template Design Best Practices

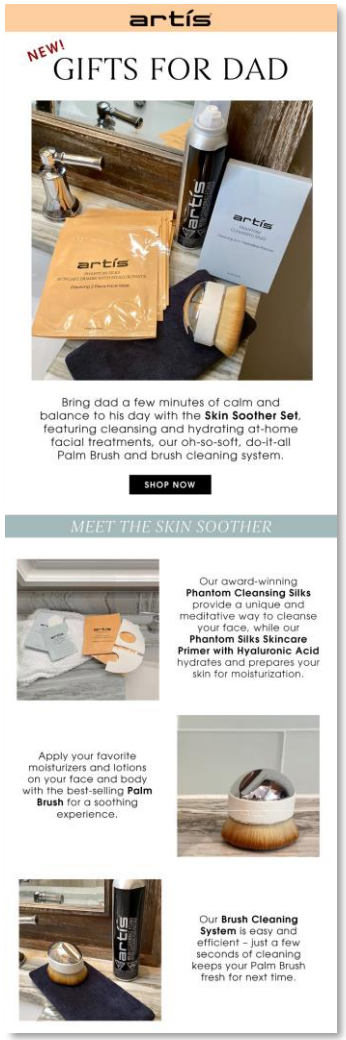
- **Inbox copy should tell an enticing story & introduce email content**
  - The subject line & pre-header text should work together to tell this story.
- **Follow a hierarchy of information (inverted pyramid) & tell a story**
  - The most important headline & CTA should be at the top of the campaign. CTAs and text should get smaller as the subscriber scrolls
  - Include a call-to-action within the preview pane (first ~600 pixels)
    - You have limited time to grab a subscriber's attention – make sure you give them a way to engage without scrolling
  - Imagery should add to the story and complement the content
- **Calls-to-action should be descriptive & action-oriented**
- **Ensure the template is mobile-friendly & responsive**
  - Test your email across multiple devices & inboxes to ensure all content renders correctly

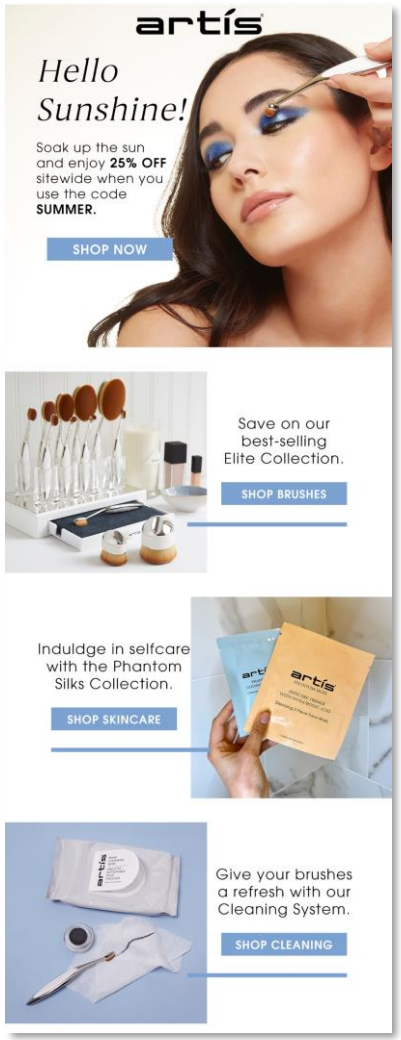


Content Strategy Best Practices

- **Build a quarterly or annual content calendar**
  - This will help you prepare for upcoming holidays, seasons or other major promotions relevant to your business
  - By planning ahead of time, you can make sure that you have enough content to fill the months while still keeping your content fresh & engaging
  - Plan for 2-3 email newsletters per month

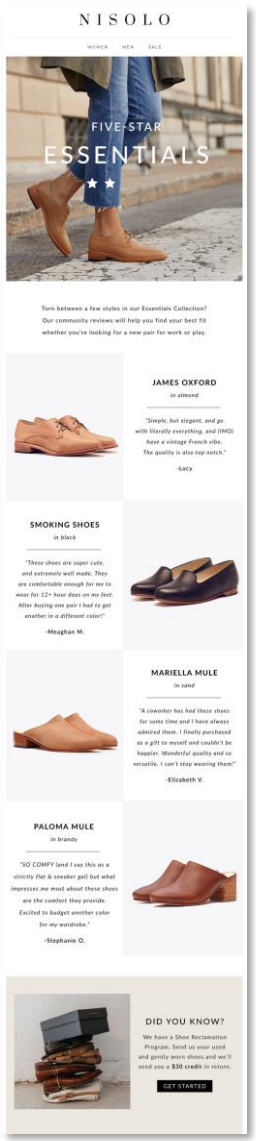


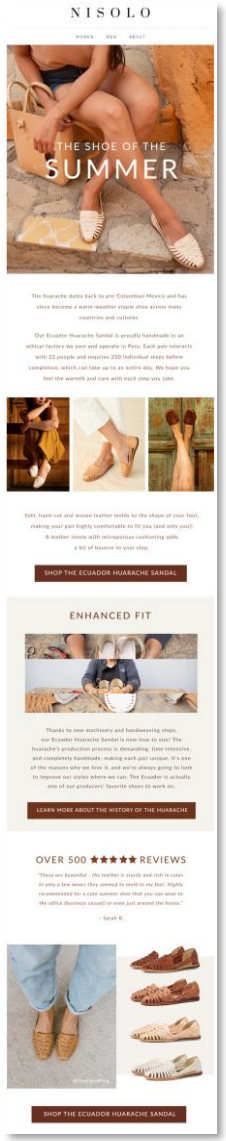




Content Strategy Best Practices

- **Use a variety of content**
  - Email newsletters can be used to promote products & purchasing behavior or to encourage greater interaction with the brand. Balance promotion-heavy messages with additional content to keep customers interested.

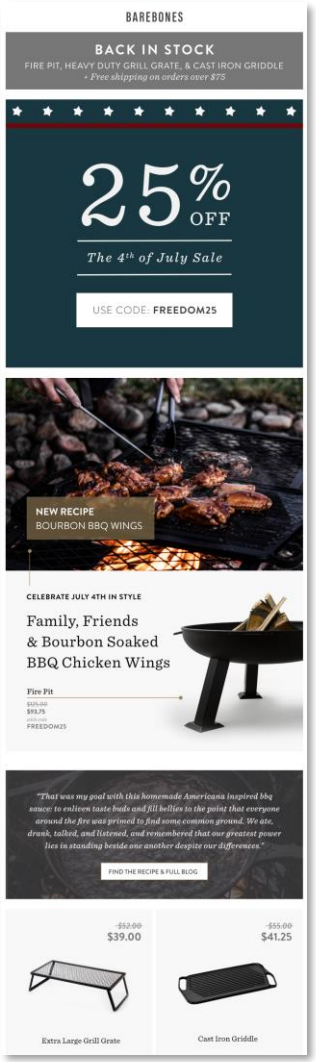




labyrinth.digital

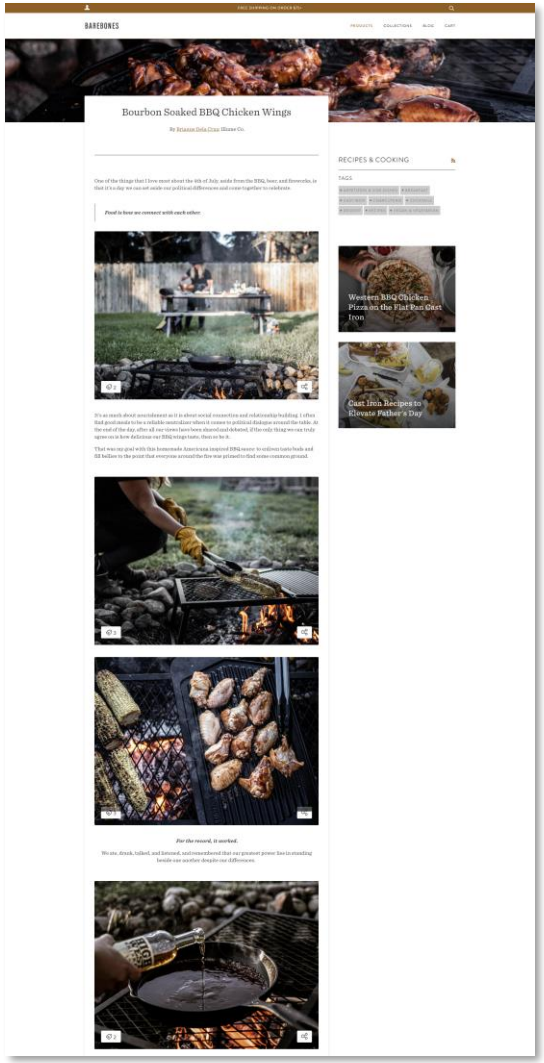
Content Strategy Best Practices

- **Integrate messaging across channels**
  - Create a unified content & messaging strategy across all platforms. This does not mean the content has to be the exact same on every platform – different formats will work better on different platforms.
  - Integrating messaging will also help make content development more efficient. A single piece of content can be reformatted & repurposed for sharing across platforms.
    - For example, when a new blog is posted on the website, use an animated gif on Facebook that leads to the blog and include a short snippet of the blog & a compelling image within an email.



EMAIL

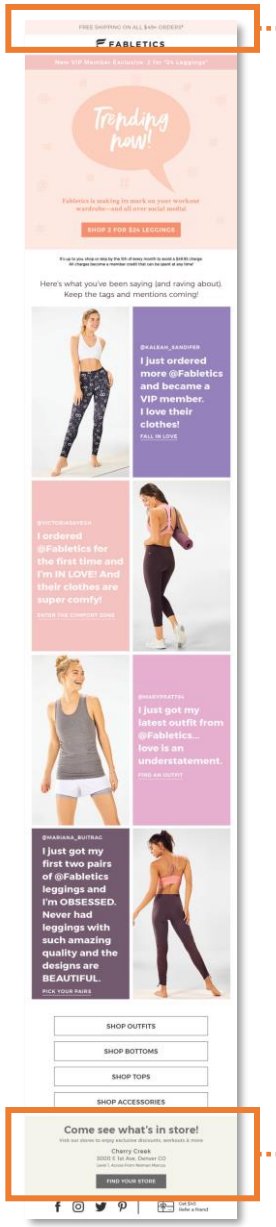
FACEBOOK

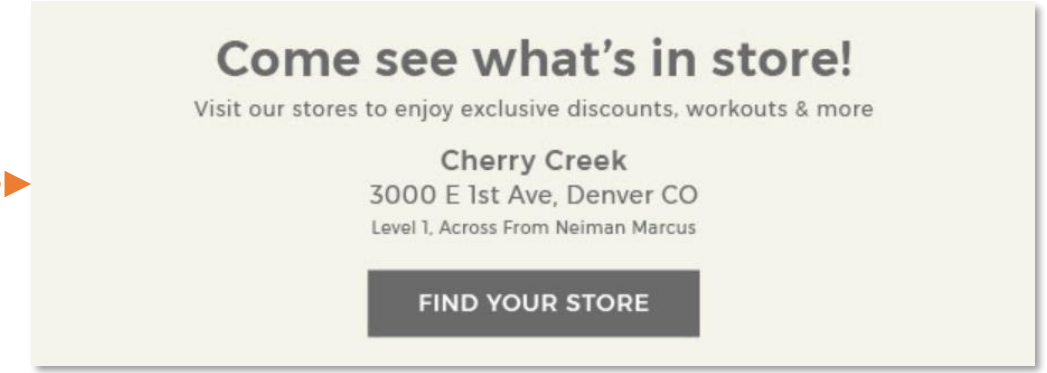


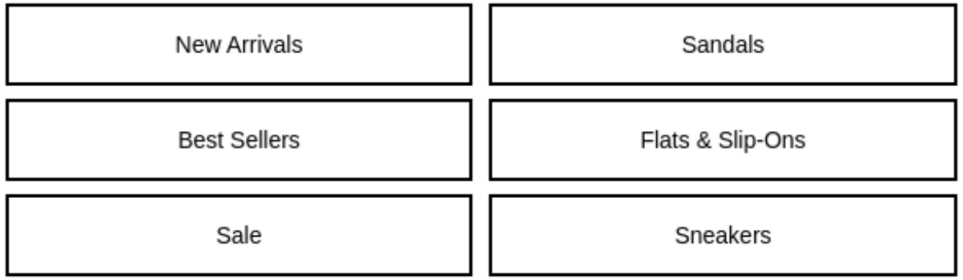
WEBSITE BLOG

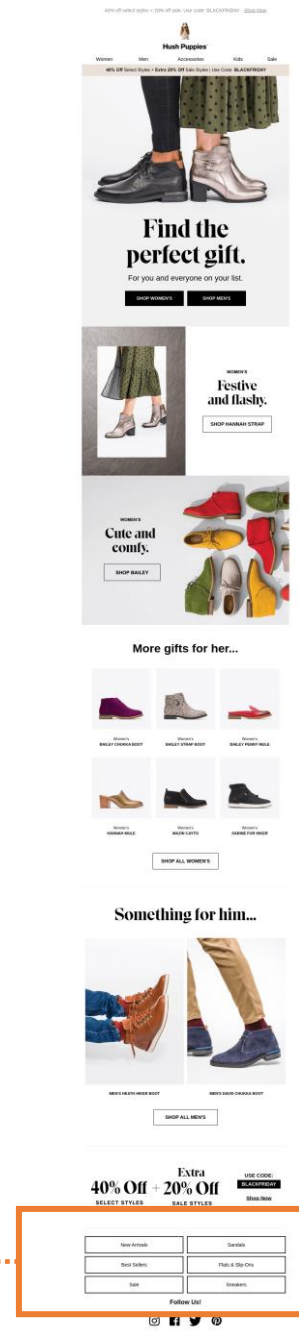
Content Strategy Best Practices

- **Develop “banners” for reusable messages**
  - It is common for brands to have “banners” for information that they consistently share with subscribers, such as payment options, delivery options or other reminders.



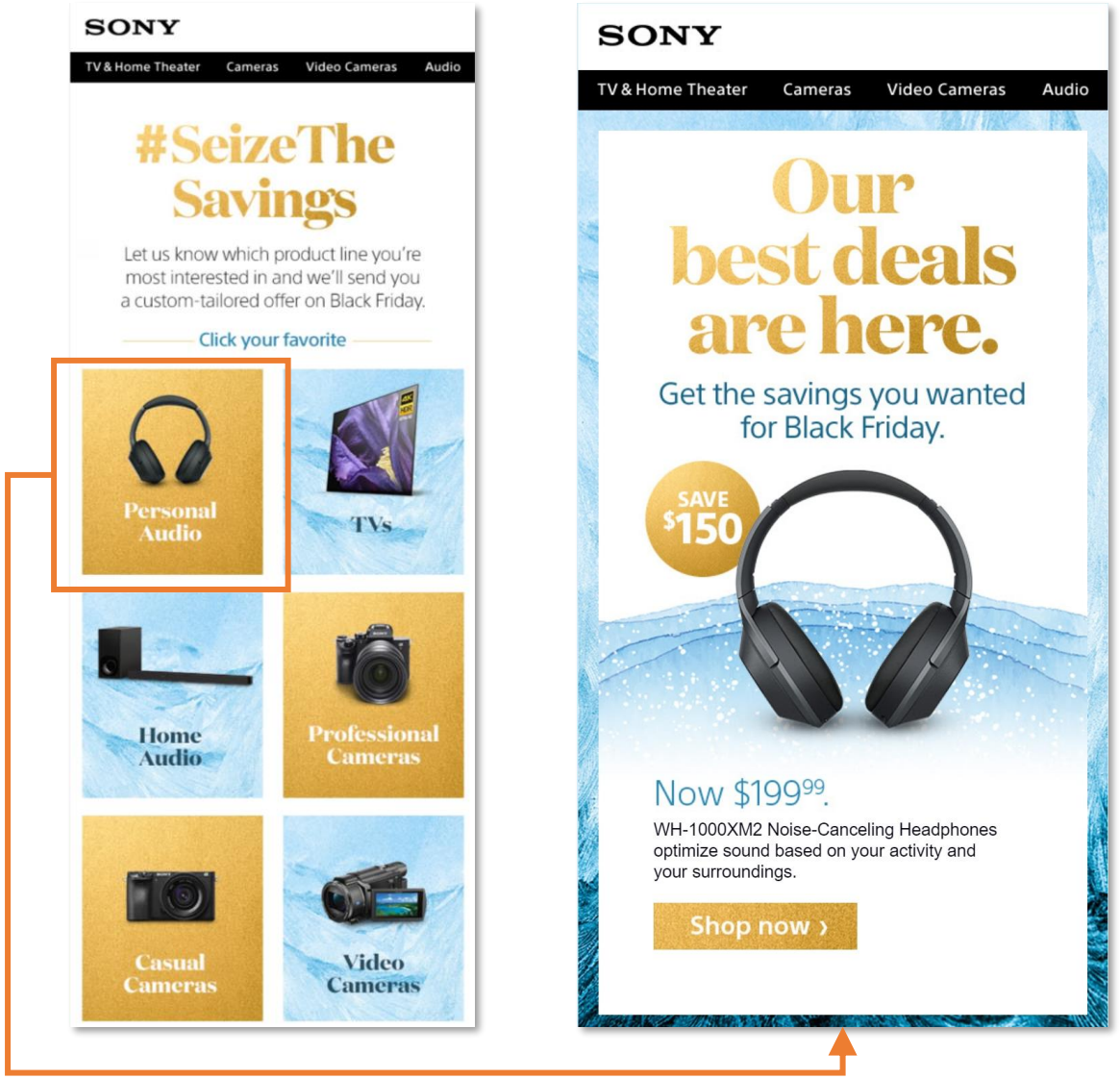






Content Strategy Best Practices

- **Customize email content based on audience segment & past behavior**
  - Explore what options your email platform provides for segmentation, such as using past purchase behavior, past email engagement or geographic location.



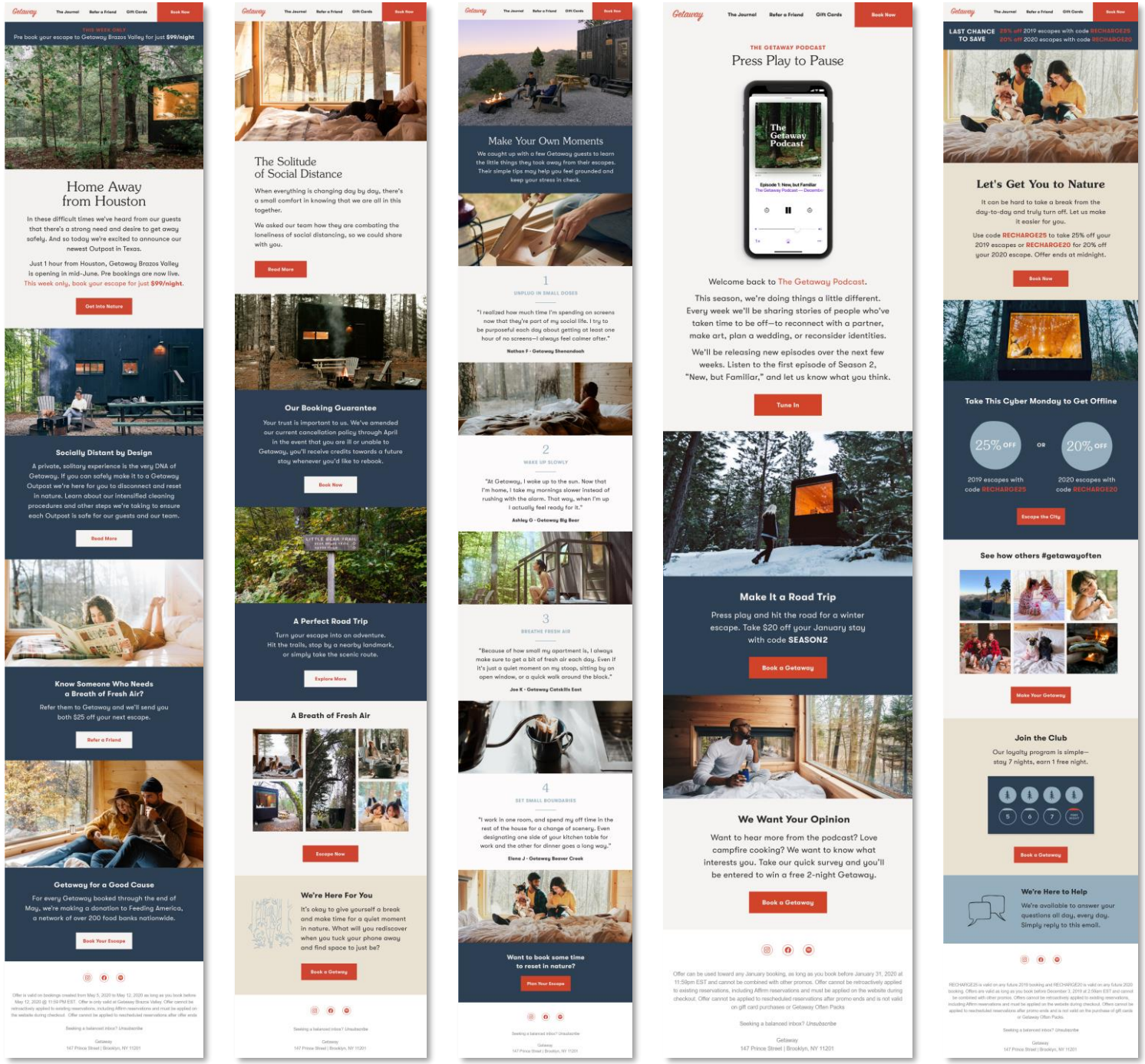
Best-in-Class Newsletters

Getaway

- This travel brand does a good job of maintaining a consistent look to its newsletters while varying the content each time.
- The template aligns to best practices:
  - The header includes valuable navigation links. The CTAs vary and use descriptive, action-oriented language. The modular design is mobile- and reader-friendly.

Subject Lines (left to right)

- *Announcing a Brand New Outpost*
- *A moment of Zen*
- *Simple Tips for Building Off-Time into Your Routine*
- *The Getaway Podcast is back*
- *Last Chance for 25% off an Escape*



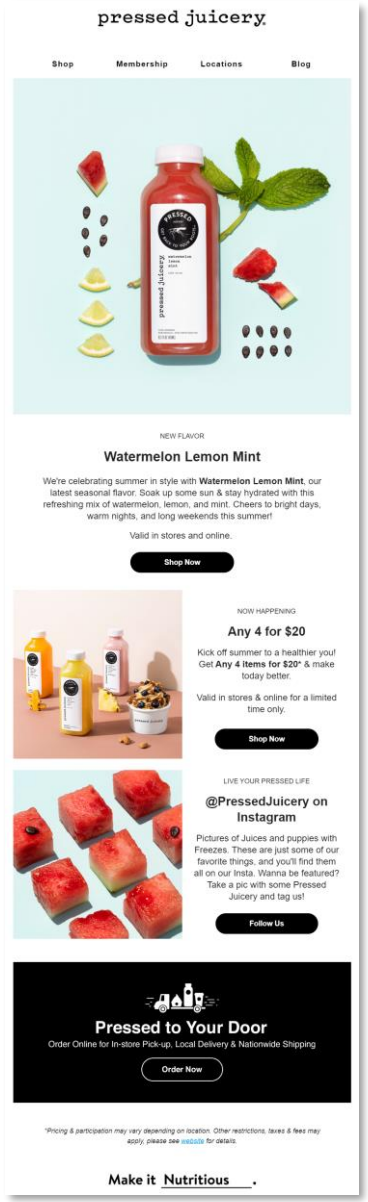
Best-in-Class Newsletters

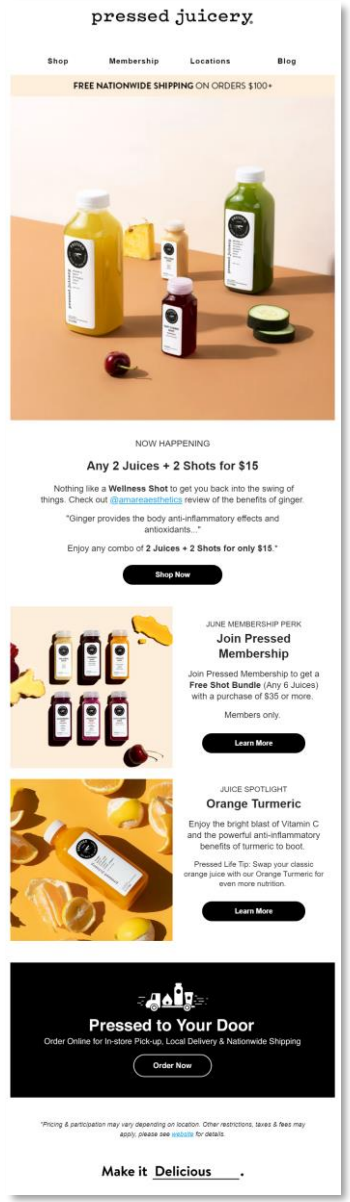
Pressed Juicery

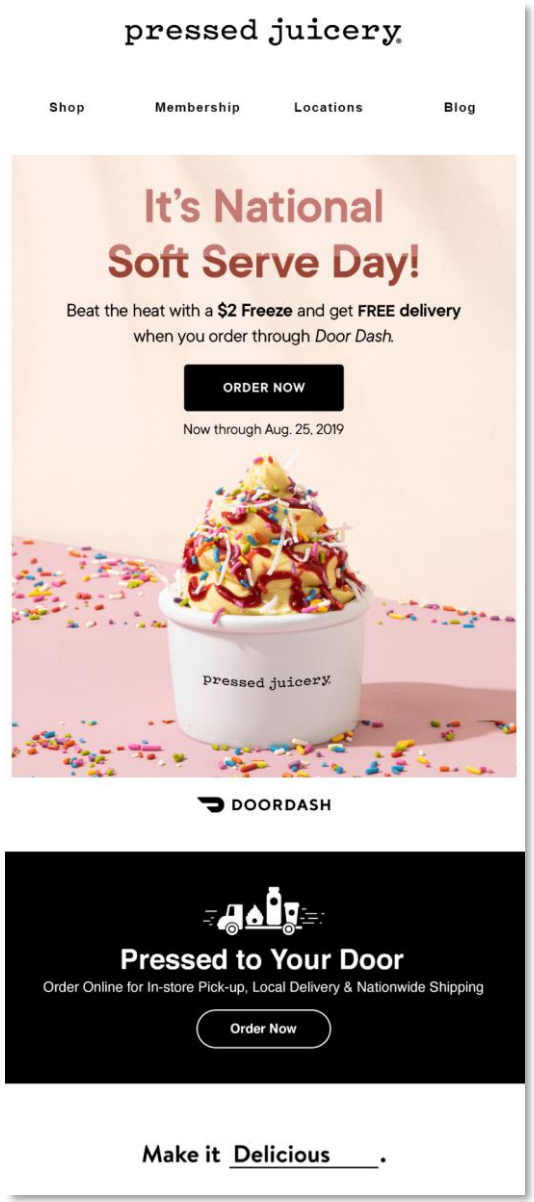
- Across multiple campaign types – promotions, lifecycle messages and brand announcements – the template is consistent and clean.
- A banner at the end of the email promotes delivery & pick up options. This reminder may help drive additional purchases.
- The subject lines use a variety of techniques, helping to ensure subscribers continue to open.

Subject Lines (left to right)

- *New Flavor Alert* 🍉
- *Pressed Juicery: From Farm to Fridge.*
- *Start your weekend with Any 2 Juices + 2 Shots for $15*
- *It's National Soft Serve Day!* 🍦







Holiday Marketing Tips

labyrinth.digital

Most shoppers start before Thanksgiving

Start Early

- 60% of holiday shoppers start shopping before Thanksgiving
- Early shoppers are likely to spend $370 more than those who start shopping

Continue Through December

- More than half of shoppers will not complete their shopping process until December
- Late November and mid-December is when almost half the holiday shopping occurs

Source: Deloitte Insights

labyrinth.digital

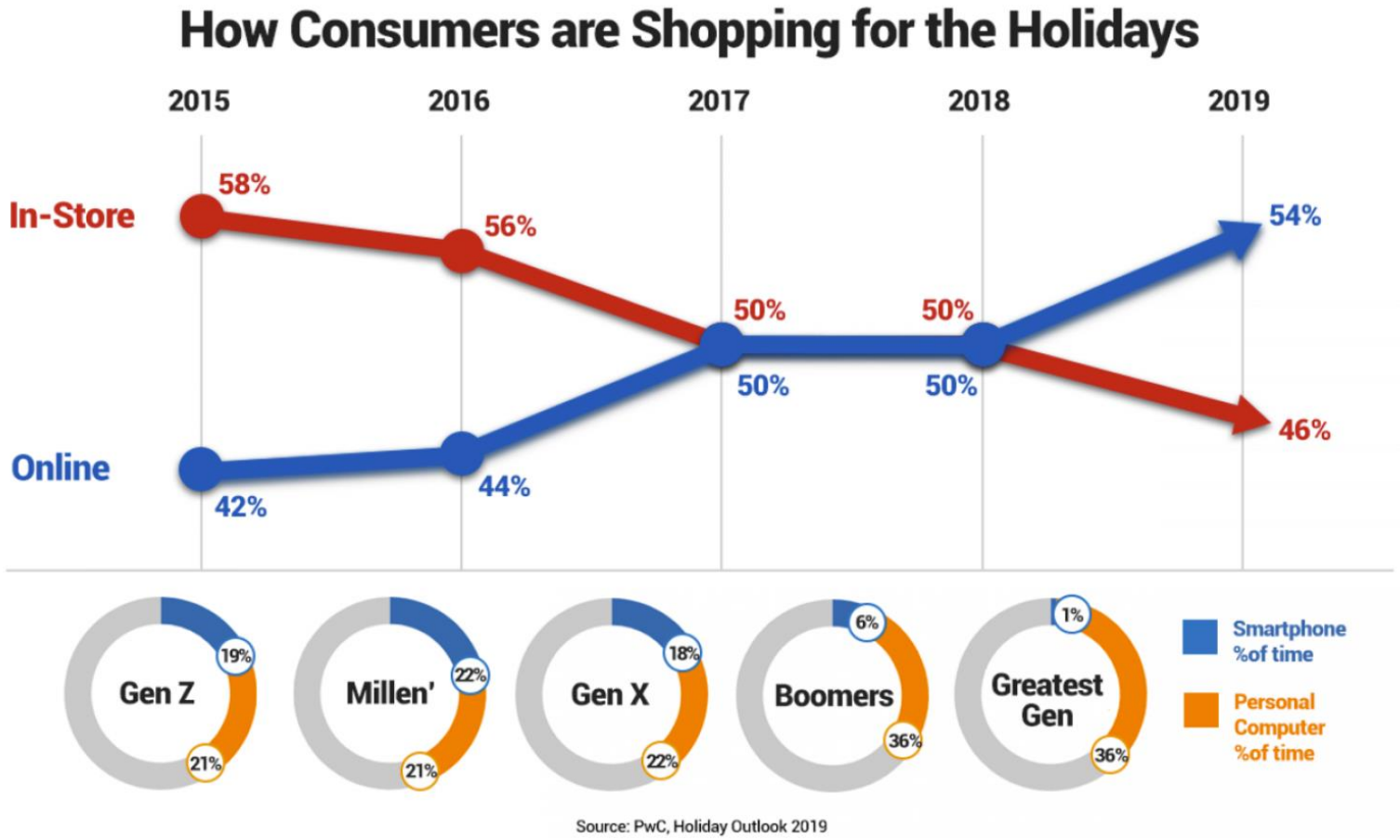
Online holiday sales will surge 25-35%

This year consumers will shop online

- Deloitte expects online holiday sales to increase 25-35% for the 2020 season and reach $182-$196 billion
- In 2019 eCommerce sales increased 13.6% YoY

Holiday sales will be flat

- Total retail holiday sales will increase a modest 1-1.5% YoY
- In 2019 total retail sales increased by 4.1% YoY
- 34% of merchants said they expect holiday sales to be lower than last year



Source: Deloitte Insights, Adobe Analytics

labyrinth.digital

To succeed in the email marketing channel consider the following

- Start promoting the holidays early
- Increase newsletter cadence during November and December
- Ensure you have key automations setup

Start early and map out content for the entire holiday season

NOVEMBER 2020

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27 Black Friday	28 Small Business Saturday
29	30 Cyber Monday					

DECEMBER 2020

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Green Monday	15	16	17	18	19
20	21	22	23	24 Christmas Eve	25 Christmas	26
27	28	29	30	31 New Year's Eve		

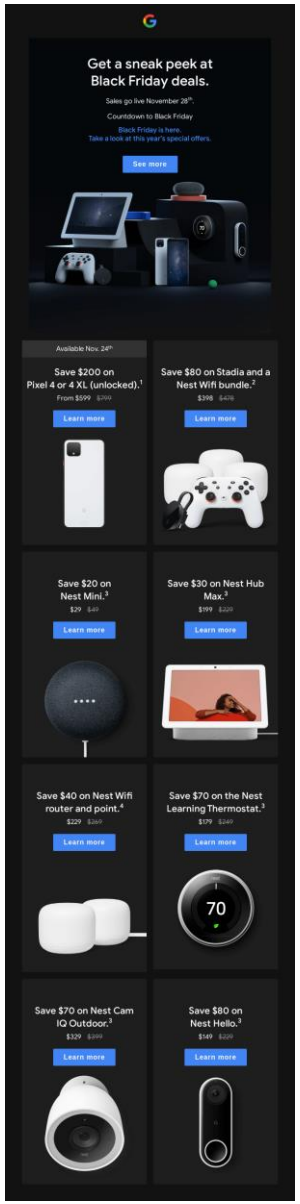
Email send volume increases dramatically during holidays

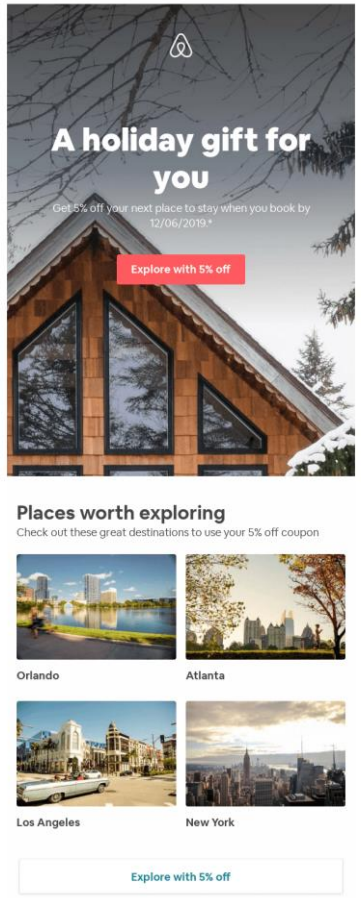
Email by the numbers in 2019

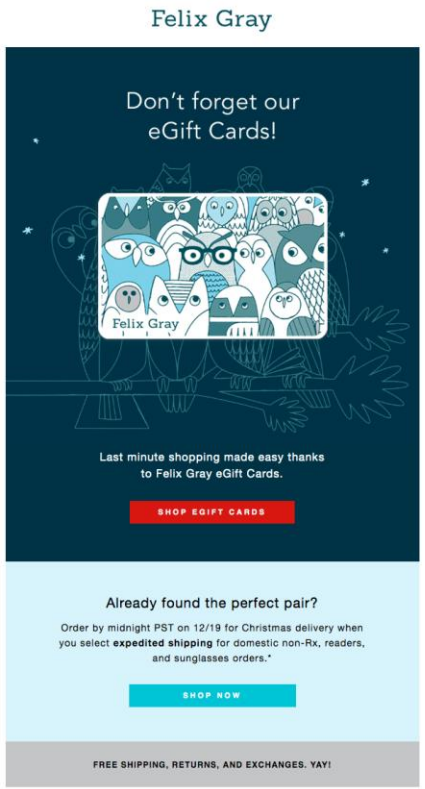
- 116.5 million emails were sent on Black Friday (more than any other day)
- 106 million emails were sent on Cyber Monday

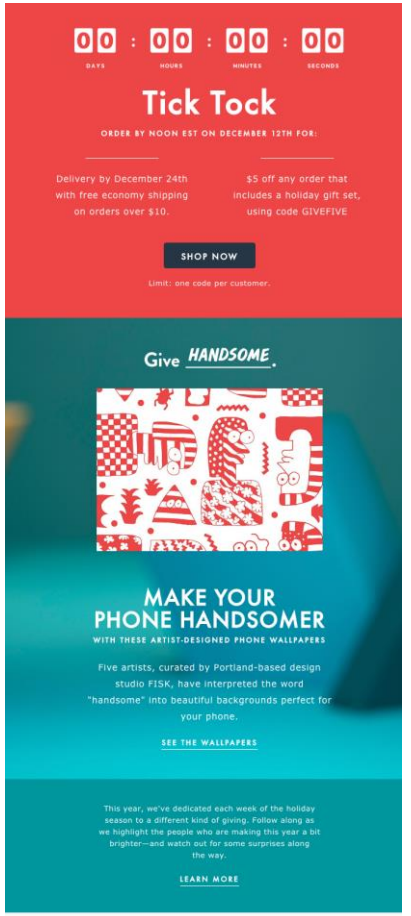
Recommendation

- To capitalize on holiday shopping intent increase email send frequency to keep your brand top of mind
- Monitor KPIs like open rates and click rates to ensure you're not over sending









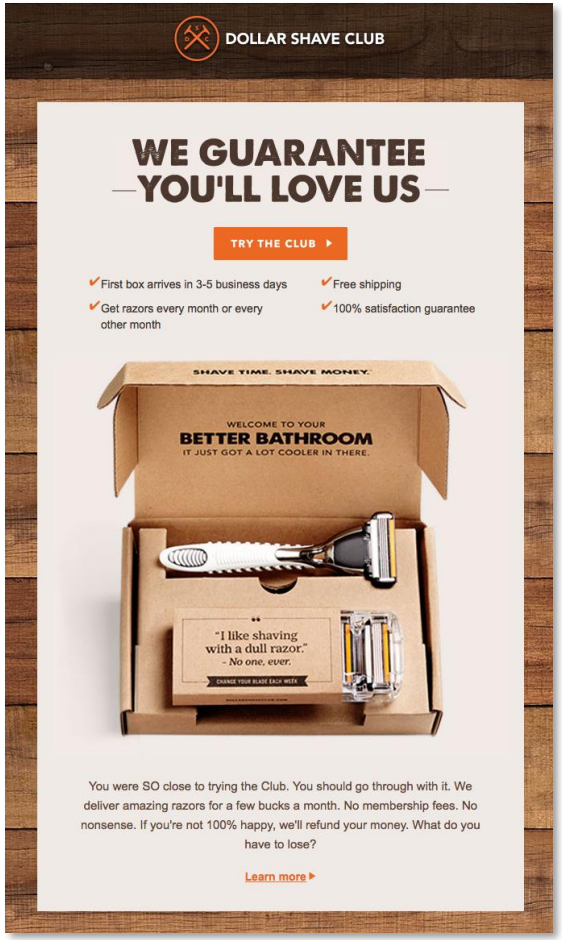
Ensure key email automations are setup and running during holidays

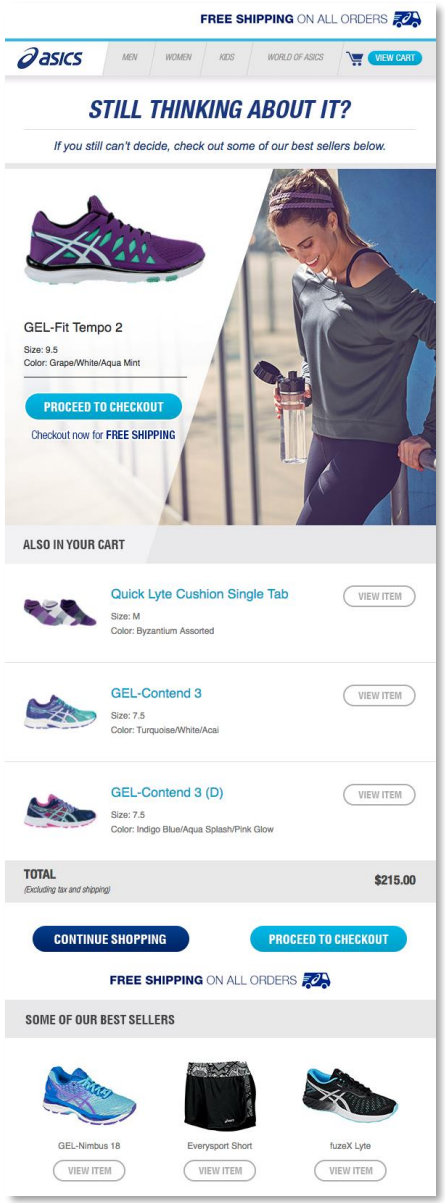
Email by the numbers in 2019

- Email is responsible for 20% of online holiday site visits
- Cart abandonment is higher than every during Black Friday and Cyber Monday, up to 74.5%

Recommendation

- Ensure you have an abandon cart and abandon browse campaign in place
- Consider adding a festive feel to abandon cart and abandon browse campaigns





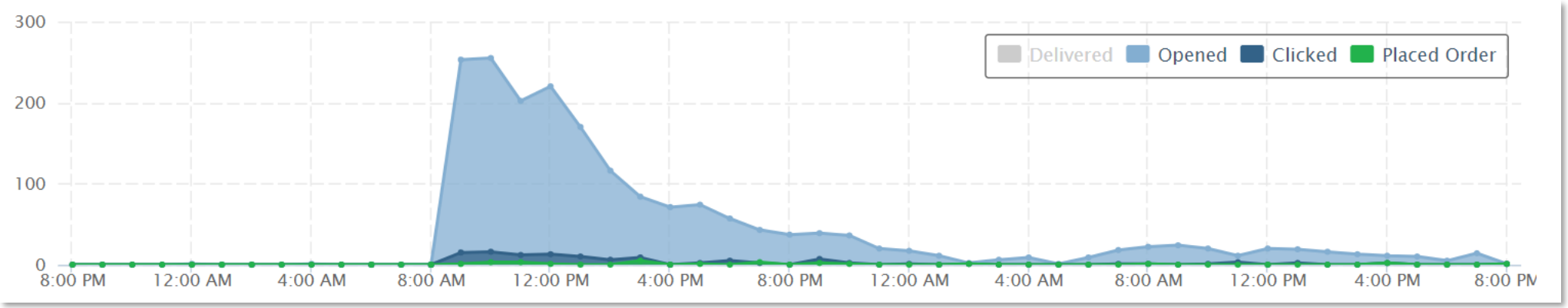
Email Metrics

Email Metrics

- **Open Rate**
  - Open Rate = Number of People who Opened the Email ÷ Number of People who Received the Email
  - This metric gives you an indication of how interested subscribers are in hearing from you.
- **Click Rate**
  - Click Rate = Number of People who Clicked a Link in the Email ÷ Number of People who Received the Email
  - This metric provides an indication of how interesting the content was.
- **Deliverability & Spam Issues**
  - Monitor the delivery rate (number of emails delivered ÷ number of sends attempted) to ensure your list is healthy & subscribers are receiving your messages
  - Also monitor unsubscribes, spam complaints & bounces to ensure you have a good reputation among inbox providers (i.e. Gmail, Yahoo)
- **Revenue & Orders Placed**
  - Your email platform may be able to track the number of purchases made from an email. Attribution methodologies differ across platforms and settings

labyrinth.digital

Sample Email Metrics Reports



OPENED (who)
34.0%
* Open rates are only estimates
1244 recipients

CLICKED (who)
2.8%
103 recipients

PLACED ORDER (who)
27
0.7% of recipients

REVENUE
$1,030.95
$38.18 on average per occurrence

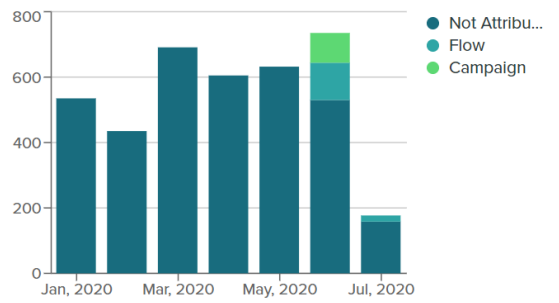
UNSUBSCRIBES (who)
0.4%
16 recipients

SPAM COMPLAINTS
0%
0 recipients

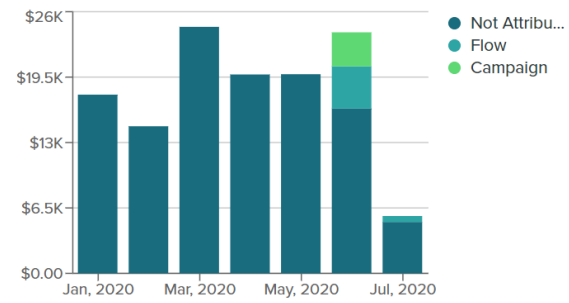
Successful Deliveries	**3660 (99.9%)**	Bounced	**5 (0.1%)** view bounces
Total Opens	**2086**	Total Clicks	**134**
Last Open	**Fri at 7:34 a.m.**	Last Click	**Fri at 4:50 a.m.**

Avg. Monthly Open R...	Avg. Monthly Click T...	Avg. Monthly Revenu...	Avg. Monthly Placed ...
8.04%	1.82%	$0.08	0.22%

Total Placed Order by Attributed to Email Type



Revenue by Attributed to Email Type



labyrinth.digital

List Health

List Health Tips

- **Don’t buy lists**
  - Ensure you have permission to communicate with all of your subscribers
  - If you do acquire an email list legally, explain how you received the person’s email address (i.e. what partner provided it) and require an active opt-in before emailing again
- **Email consistently**
  - Try to send 2-3 emails per month to maintain a good sender reputation & ensure you land in the inbox
- **Clean your list periodically**
  - Remove subscribers who have not engaged in over 1 year
  - Send win-back or permission-gathering campaigns to subscribers who have not engaged in 9-12 months
  - The more engaged your list is, the less likely you’ll end up in the spam folder
- **Follow all CAN-SPAM regulations (penalties can reach $43,280 per email!)**
  - Don’t use false or misleading header information (i.e. from line, reply-to address)
  - Don’t use deceptive subject lines
  - Identify the message as an ad
  - Include your valid physical postal address
  - Tell recipients how to opt out of receiving future email from you & honor opt-out requests promptly.
  - Monitor what others are doing on your behalf

How to get people on your email list (when you're a small business)

- **Website Options**
  - Include a sign-up form in the footer
  - Use a pop-up with a sign-up offer
- **Require an email address for a purchase**
  - Provide an option for purchasers to sign up for marketing communications as well as order notifications
- **Social Media**
  - Create advertisements encouraging people to sign up for your newsletters
  - Encourage followers to sign up for newsletters through an organic post
- **Offline Methods**
  - Collect email addresses at checkout
  - Promote email sign-ups while at events

Recommended Email Platforms

Email Platforms We Recommend

There are several email platforms designed for small businesses & non-technical users. We recommend these platforms because they are a good value and have lots of documentation available.

BUSINESS TYPE	BASIC FEATURES	SOPHISTICATED FEATURES
Business-to-Business (B2B)	mailchimp	HubSpot
Business-to-Consumer (B2C)	mailchimp	KLAVIYO
Non-Profits	Constant Contact®	

Email Platforms We Recommend

- **User-friendly**
  - Designed for non-technical users with easy-to-use interfaces
  - Drag-and-drop campaign builders that do not require coding or a background in design
- **Easy testing & segmentation**
  - Easy to build audience segments based on several attributes
  - Test subject lines, creative and more!
- **Integrations**
  - These platforms have several integration options with other apps, ecommerce platforms and other services
- **Support**
  - Review extensive documentation for these platforms to troubleshoot most issues

Additional Resources

Other brands we follow & what we like:

- Beardbrand
  - Content strategy
  - Inbox copy
- YETI
  - Email design
  - Content strategy
- Bombas
  - Innovative email design
  - Promotional content strategy
- KIND Snacks
  - Email design
  - Promotional content strategy
- Fabletics
  - Integration with social media
  - Inbox copy & descriptive from lines

Resources we use:

- Campaign Monitor
- Litmus
- Emma

Looking for example campaigns? Check out:

- Really Good Emails
- Milled
- … or create a second email account & sign up for a whole bunch of newsletters, including those for your competitors!!

labyrinth.digital

No two business are the same, so everything we do is custom for you

Step 1: Discovery & Audit

We begin with a comprehensive audit of your data, marketing, digital presence and tech infrastructure to uncover your greatest opportunities.

- Digital Marketing Assessment
- Program Benchmarking
- Technology & Data Audit

Step 2: Strategize & Plan

We then get to work designing a customized marketing strategy and an insightful reporting dashboard to guide you through the chaotic digital landscape.

- Channel & Audience Playbooks
- Communication & Messaging Strategies
- Custom BI Dashboard

Step 3: Execution & Optimization

We see it through – we help implement, test and optimize your digital marketing strategy through best-in-class methodologies and analytics insights.

- Quarterly Business Reviews
- Paid Media & Email Management
- Testing Plans

labyrinth.digital

Meet Labyrinth Digital

MEGAN BORTNER

Co-Founder, Digital Strategist at Labyrinth Digital

STRATEGY

Align your marketing efforts to business goals

Find the most efficient and effective marketing channels for your business

Develop messaging strategies that resonate

ANALYTICS & DATA

Measure what matters – build KPIs that match your business priorities

See results of marketing efforts in one place

Identify target audiences

MARKETING TECHNOLOGY

Capitalize on the full power of your marketing technology investment

Create a technology ecosystem that enables optimal customer experiences

DIGITAL MARKETING

Leave the work to us – we can fully execute digital marketing strategies across email, display, search, social and more

labyrinth.digital

Advanced Email Best Practices

- **Test, test, test!**
  - It is important to test email elements to ensure that campaigns drive the highest possible engagement.
  - Simple A/B tests can provide the brand insights into what messages resonate best with customers. These learnings can be applied to other channels as well.
- **Animated Gifs**
  - The animation may help catch the reader's attention.
  - Videos do not render well within email, but an animated gif can be used to tease a video.
- **Experiment with new layouts & background colors**
  - Zig-zag layouts, increased white space and darker backgrounds are trending now.

Email Platforms We Recommend

MAILCHIMP'S DIFFERENTIATORS

- **Cheaper & simpler option**
  - For businesses new to email & with a small subscriber list, there is a free option.
  - Mailchimp has been around for longer and is used by more businesses. There is more substantial documentation & a larger community for support.

KLAVIYO'S DIFFERENTIATORS

- **More powerful CRM-like capabilities**
  - For businesses ready to advance their email marketing program, Klaviyo may be the better option
  - Integrate this platform with your ecommerce platform to enable segmentation based on purchase behaviors
  - Sync this data with advertising platforms (i.e. Facebook, Google) for better targeting