E-Mail Marketing Webinar

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
What Is Email Marketing

Turning leads into customers and turning customers into repeat buyers.
Email marketing is up to 40 times more effective than social media, according to a study done by McKinsey & Company. The same study also shows that the buying process happens 3 times faster than in social media.

Statistically, there are indicators that show the growing potential of email marketing.

(Source: Digital Agency Network)
Getting Started With A Strategy

How often will I send out emails to my customers? (How much time a week or month can you spend?)

How will I get customers to opt-in? (We will go over this)

What platform will I use? (Basic Gmail, MailChimp, ConstantContact, ActiveCampaign or via Website)

What kind of content will I share? (We will go over this)

How can I make the content within my brand? (Colors, fonts, tone of language)

What’s the call to action? (What do I want my audience to do after reading the email?)

Will I share the same content on my social media? (Think about your entire marketing strategy and how emails fit in)
Start Growing Your Email List

Easy:

- Ask customers to join your email list
- Collecting current emails
- Add place for email on receipts, etc.

Medium:

- Pop up on your website
- Form on your website/blog

Harder:

- Ads to collect emails
- Landing pages, drip and automated campaigns

Example: pop up on website to ask users for email
Start Growing Your Email List

2. Choose **Open & Export > Import/Export**.
Start Growing Your Email List

NEED MORE LEADS?

Driving leads online is hard. This guide makes it easier. Start getting the results you need TODAY!

Name

Email

GET THE GUIDE

Nah, I have too many leads already...
Important: Privacy, Opt-In

The 3 Essential Steps for Getting a Body You LOVE without Dieting

Enter your email for your FREE video and learn how to:

- Avoid the most common mistake everyone makes when trying to lose weight
- Get off the dieting rollercoaster and lose weight eating what you love
- Burn thousands of extra calories per week without breaking a sweat
- Get healthy for life without any gimmicks, tricks or ridiculous diet rules

“Getting healthy shouldn’t be a struggle, it should make your life awesome.” – Darya Rose, Ph.D

Join Over 100,000 of your Peers!

Get daily articles and news delivered to your email inbox and get CMI’s exclusive e-book

Launch Your Own Content Marketing Program FREE!
Important: Include Unsubscribe Tab

Note: Many tools automatically include this feature and will “delete” that user from your database
Avoiding Spam Tips

- Opted-in, easy way to Opt-out of your emails
- Send emails through verified domains (no pretend emails), good IP address
- Use merge tags to personalize the “To:” field of your email campaign.
- Ask subscribers how to whitelist your emails, and ask them to add you to their address book.
- Avoid excessive use of “salesy” language
- Don’t “bait-and-switch” by using deceptive subject lines.
- Include your location
Pick An Email Tool

Resource: https://hostingfacts.com/best-email-marketing-services/

Constant Contact (0-500 subscribers $20/month)
SendInBlue
GetResponse
MailChimp
ConvertKit
And Many Others...
Pick An Email Tool

**Feature overview**
Find out why creators choose ConvertKit

**Automations**
Build a path for your subscribers

**Email designer**
Write simple, beautiful emails

**Sign up forms**
Turn readers into subscribers

**Landing pages**
Get your next creative project live

**Integrations**
Connect to your favorite tools
Understand Your Brand

Brand Archetypes
• **New subscribers:** send new subscribers a welcome email or a welcome series.
• **Preferences:** subscribers who want to hear about blog posts vs. those who only want sale notifications.
• **Interests:** subscribers who like classical music vs. those who like pop.
• **Location:** notify subscribers who live in the area about your local event.
• **Open rate:** reward your more engaged subscribers with a special offer just for them.
• **Inactivity:** remind subscribers who haven’t engaged for a while of the next step you want them to take.
• **Lead magnet:** send targeted emails based on the topic of the lead magnet that they opted-in for.
• **Shopping Cart Abandonment:** remind subscribers who put items in their cart that they haven’t checked out yet.

(Source: Optinmonster)
What Should You Send?
How Frequently?
What Does My Audience Want To Know?
<table>
<thead>
<tr>
<th>Target / Persona</th>
<th>Topic</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-level description of target audience</td>
<td>What angle needs to be addressed?</td>
<td>Where to find more info for content</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month / Day</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Month</strong></td>
</tr>
<tr>
<td>Description</td>
</tr>
<tr>
<td>January</td>
</tr>
<tr>
<td>Email 1</td>
</tr>
<tr>
<td>Email 2</td>
</tr>
<tr>
<td>Email 3</td>
</tr>
</tbody>
</table>
Authenticity

Remind: The Animals Still Need YOU!

URGENT MESSAGE from your Zoo Family

Times are tough. The Zoo is no exception.

But, our animals offer hope.

Fiona the sloth is still expecting a baby this spring, the elephants - Alice, Kate, & Ginny - are still getting their daily baths, and the river otter family is still playing all the time.

Animals still need food, enrichment, love, and specialized care every single day. Even in the midst of an emergency.

If you and your family are able to make a gift to our emergency fund, the extra support will make such an important difference for our animals at this critical time.

With the Zoo closed as we enter our peak attendance season - a time that is vital to our operational budget - we know we will have additional challenges ahead.
Authenticity

Will you show up for them today with a gift towards their care?

Whether a one-time gift or a monthly donation, our Zoo family really needs you now. It will give our animals everything they could ever need will make sure the Zoo is ready for you when we can open again.

If you’re able, please help. A gift of any size will make a difference.

Be safe and stay healthy,

Brooke Fairman
Director of Development

Donate Now

Call To Action
Helping Your Community

The restaurants you love need your support

Tip: Always use same colors and fonts. Keep pictures consistent.

Here’s how you can help local restaurants

You’ve heard that local restaurants are really struggling during COVID-19. That’s why Tripadvisor just made it easy to find nearby spots that offer gift cards. If you can help, buy one today — and show the places you love that you care about their future.
Education-focused

Insights, practical tips, and resources to take your social marketing, selling, and customer service to new levels.

How to get free Instagram followers: 27 tips that actually work

Sure, there are shortcuts you could take like buying followers or using bots. These shady tactics might boost your follower count for a short time, but they won’t do you any favors long-term.

Here’s how to grow a following of real people that actually care about and engage with your brand.

Read now
We are grateful to our community for coming together during this time. As we work to help support COVID-19 relief efforts, we want to keep you updated. Stay in the loop here.
Keep your travel dreams within reach

Hilton Honors <honors@h1.hilton.com> Unsubscribe
to WEGOTNEWS@GMAIL.COM

Thu, Apr 16, 8:41 AM (4 days ago)

Turn Your Daydreams into Future Travel Experiences

We're right there with you, Julie - daydreaming of traveling, connecting with people, and experiencing something new. And while the world isn't ready for us just yet, we want you to be ready to go when it is.

Make your future travels more accessible with more Points:
Basic Service Promotion

Get groceries delivered from BJ's Wholesale Club!

Instacart <no-reply@customers.instacartemail.com>
to me

Sun, Apr 19, 11:31 AM (1 day ago)

Save time with grocery delivery

Whether it was a short week or a long one, we bet you could use a break. Skip the line, save time, and get your groceries delivered directly to your door.

Get groceries delivered
Food: Promoting Engagement with Recipes

WHOLE FOODS MARKET

It's still easy being green.

We're in need of some real feel-good food, and we bet you are, too. Look no further than the leafy stuff. Whether you store them to use now or freeze for later, seasonal-picked greens are ready for just about anything. Now that's comforting.

Add some green to comfort food classics.

Grilled cheese gets a little more virtuous with a hearty dose of greens. Swap in dairy-free cheese if that's your style. The leafy stuff is non-negotiable.

Get the recipe
Shop Now

Save time with grocery delivery

Whether it was a short week or a long one, we bet you could use a break. Skip the line, save time, and get your groceries delivered directly to your door.

Browse grocery aisles from

Shop Produce

- $0.99 Wedge Farms Cabbage, 8 lbs.
- $6.99 SEEDLESS GREEN GRAPES
- $2.99 Strawberries

View more from Produce »

Take Your Pantry to the Next Level

Round out the basics with a few of our favorite staples — from savory starters to customized coffee capsules.

SHOP NOW

5 PAIRINGS FOR THE PANTRY

24-Hour Flash Sale

50% Off All Jeans

40% Off Everything Else

Code THREAT

SHOP DENIM
Simple Shopping

- **Starting at $7.99**
  Discover Puzzles by Age

- **Up to 55% Off**
  KEEN: Shop All

- **Starting at $9.99**
  Cover Your Face

- **Starting at $5.99**
  Uplift With Christian Books & Gifts
A welcome email campaign should be sent immediately after users subscribe.

Order confirmation emails should be sent immediately after purchasing and a second email should be sent after the order has been sent.

You can send an initial follow up the day users are expected to get the product with more information about how to use or care for it.

Request reviews several days to a week after the customer is expected to have received the product, giving them enough time to have used it, but while it’s still fresh in their memories.

Send retargeting campaigns based on site views or abandoned carts within 24 or 48 hours of the action being triggered.
Promote Brand

New LEGO® products available now in our online store!

LEGOLAND® Florida Resort <florida@email.legoland.com> unsubscribe

Thu, Apr 16, 3:48 PM (4 days ago)

Bring the LEGOLAND fun home! Can't see the images? View in browser

DEAL OF THE WEEK!
LIMITED TIME: $10 OFF
Avoiding the grocery store? Inbox x

Trifecta Nutrition info@trifectanutrition.com unsubscribe
to me —

TRIFECTA

SHOP MEALS | SHOP MEAL PREP

Hey there,

If you've been to the grocery store in the last couple of weeks, you know just how crazy things have gotten. We've all heard about soup and toilet paper shortages, but if you made your way to the meat counter, you've seen that shelves are empty of fresh, healthy proteins as well.

Did you know that in addition to selling fully prepared meals, we also sell fully cooked A La Carte proteins, carbs and veggies? Things like chicken breast, flat iron stake, brown rice, and asparagus are sold in 16oz, fully cooked portions ready to heat and eat. Store them in the
What does your relationship with your contacts say about you?

It's Get to Know Your Customers Day! Take this fun quiz to join the celebration!

1-800 CONTACTS

Take our contact lens quiz.

We'll tell you things about yourself even your own mother doesn't know.
Adjusting Tone COVID-19

STAY AT HOME SPECIAL

STOCK-UP SALE
PRE-PACKED & READY TO SHIP.

These freezer-filling packages deliver ALL your favorites and they’re ready to go right away!

SHOP NOW
3 Tips On Working From Home With Kids
from Rose & Rex

1. Find your very own “office”.
2. Take a family lunch break to connect and catch up.
Getting Advanced With Your Email Marketing

Top email marketing solutions
Send personalized marketing emails automatically to the right customers at the right time, and see how each message is driving sales.
Drip nurturing is the process of automatically “dripping” relevant information, usually via email, to sales leads over a period of time, based either on user action or a predefined time interval.

**BENEFITS OF DRIP CAMPAIGNS**

**TIMELY INFORMATION**
- **BE RELEVANT**
  
  Deliver the right information, exactly when your users need it. The content delivered through drip programs is triggered by how a user is interacting with your brand and where they are in the sales cycle.

**LEAD NURTURING**
- **CREATE LEADS**
  
  Drip marketing nurtures early stage leads until they are sales ready. Drip campaigns can provide your sales team with a continuous supply of leads that are ready to close, maximizing marketing and sales effectiveness.

**EASY AUTOMATION**
- **WORK SMARTER**
  
  Automate the most tedious part of the sales process by allowing drip campaigns to educate and nurture your leads for you. Spend less time pitching your product and more time closing deals.
TYPES OF DRIP CAMPAIGNS

**TOP-OF-MIND DRIPS**
Top-of-Mind drips help keep your leads engaged with your company throughout the sales process.

**EDUCATIONAL DRIPS**
Educational drips provide relevant product information to prospects to prepare them for purchase.

**RE-ENGAGEMENT DRIPS**
Re-engagement drips are designed to win back the interest of your colder leads.

**COMPETITIVE DRIPS**
Competitive drips target your competitor’s customers with the benefits of switching to your product.

**PROMOTIONAL DRIPS**
Promotional drips entice prospects with limited-run promotions and special pricing offers.

**TRAINING DRIPS**
Training drips can be used for new clients or internally use to move readers through a training program.

Drip programs can be customized and tailored to an infinite number of different uses. Marketers are only limited by their creativity!
EXAMPLE DRIP CAMPAIGN

Drip campaigns can be employed to nurture prospects to a sales ready state automatically, with no involvement from a marketing or sales team. Below is an example of how this nurturing process could work.

1. **WHITExE PAPER**
   - NO
   - OPEN?
   - NO
   - VIDEO
   - OPEN?
   - YES
   - E-BOOK
   - OPEN?
   - NO
   - VIDEO OVERVIEW
   - OPEN?
   - YES
   - PRODUCT DEMO

2. **END OF DRIP**
   - Remove unengaged prospects or add them to re-engagement campaigns to reach out later.

3. **E-BOOK**
   - Provide content for a deeper analysis of the product and its benefits.

4. **VIDEO OVERVIEW**
   - Provide lighter, more engaging content to keep prospects interested in your product.

5. **PRODUCT DEMO**
   - Once a prospect shows significant interest, you can schedule a personal call or meeting.

There are many different types of drip campaigns. The example above merely illustrates one way in which drip campaigns can be used to nurture prospects. Drip campaigns can be easily customized for any purpose.
BEST PRACTICES

TARGET YOUR CAMPAIGNS
Tailor your campaigns so that they target each segment of your prospect list with precise, personal messages. The deeper your segmentation, the more personal your messages can be.

DESIGN FOR YOUR AUDIENCE
Make it easy and painless for your prospects to express their preferences regarding frequency of messages, type of content they would like, and how they would like to receive that content.

TEST, TEST, AND TEST AGAIN
Test your campaigns' effectiveness and continually evaluate which aspects are working best. Review campaign goals, KPIs, and metrics like opens, click-throughs, and bounces.

UTILIZE YOUR TOOLS
Marketing automation tools also provide segmentation tools, social media connectors, analytics, and CRM integration that make using drip marketing campaigns even easier.

For more information about drip marketing, visit Pardot.com
Our latest arrivals are here!

Subject: Our latest arrivals are here!
Preheader: Kick your heels up with our summer faves.

Are you loving it?
Based on your recent purchase, we thought you'd love these.

{{ product.title }}

Image shows in preview

View Product

{{ product.title }}

Image shows in preview

View Product

{{ product.title }}

Image shows in preview

View Product

{{ product.title }}

Image shows in preview

View Product

Use your code

Drip Support
Get ready for fall with new arrivals.

Broadcast Dashboard

Keep an eye on revenue and engagement metrics for every broadcast email.
Visual Email Builder

Build beautiful on-brand emails that make it hard to resist what you’re sellin’.
Account Dashboard

See how all your Drip marketing activities are performing with at-a-glance metrics.
Take this time to better communicate.

Rather than focusing on how bad it is, focus on how you can use this time to connect with your future customers.

MARK CUBAN
Billionaire entrepreneur
Questions?

Type your question to the chat box

Contact Us:

401-874-7232


susandavis@uri.edu