Is Email Marketing Dead?

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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.
Platform Graveyard

- Myspace
- Vero
- Friendfeed
- Google+
- Friendster
- Yik Yak
So...Is Email Marketing Dead?

No! Far From it.
Think About It...

- How many email accounts do you have?
- You need an email for:
  - Social media accounts
  - Online banking
  - Professional communication
  - Online shopping
  - Much, much more!
Think About It...

- You likely have email set up on your:
  - Phone
  - Computer
  - Tablet/iPad
What are Three Reasons Your Biz Should Leverage Email Marketing?
Reason #1: It’s Very Cost-Effective

- Can be utilized many times for a single monthly cost
- You can leverage content you’ve already created for additional impact
- Seamlessly scales
What are the costs?

- Email Service - free to $75+/mo

- Professionally designed template - *One-time cost*
  - [Optional, but recommended]
But Compare That To...

- **Physical Mail Ad**
  - Postcard design cost: $200+
  - Cost to print postcards: $25+
  - Postage/delivery cost: 0.35+ per card

- **Newspaper/Magazine Placement**
  - Ad design cost (per design): $200+
  - Placement cost: $500+
What’s Worse Than That?

That you’re also potentially not even reaching your customers or potential customers
Reason #2: It Has Amazing ROI

- Email marketing has the **highest ROI** of any other marketing channel for small businesses

- And is known to have a higher conversion rate than:
  - Social media
  - Direct mail
  - Search
Let’s See Some Stats

- For every $1 spent, email marketing generates $32 in ROI
- 81% of businesses say that email drives customer acquisition, and 80% for retention
- Email offers result in shoppers spending 138% on their purchases.
30% Off Your First Autoship Order†

Hill’s for a Healthy Pet
Tip the scales in their favor with Hill’s Prescription Diets.

Shop Now
The Correct Way to Apply Dry Shampoo, According to a Hairstylist
Reason #3: It Builds Brand Loyalty

- Consistent email strategy:
  - Keeps your brand top of mind
  - Can take a first-time customer to being a lifelong customer
Ways to Build Brand Loyalty

● Share important updates + reminders

● Send discounts/special offers
  ○ 75% of consumers favor companies that offer rewards

● Circulate your content
  ○ Blog posts, new downloadables, etc.
Ways to Build Brand Loyalty

- Email-exclusive content
- Personalization
- Segmentation
Personalization
What is Email Personalization?

Using subscriber data within your email content to make it tailor-made for each recipient.
you’re the best

We’re celebrating our 10th anniversary with a look back at your DAVIDsTEA journey. Thanks for being so amazing!

we first met on
January 13, 2018

welcomed by our team at
Harvard Square - JFK Street

you’ve bought enough tea to outweigh
3
chipmunks
Personalization Strategies

- Segmentation
- Utilizing browsing history
- Automated emails
  - Sept. 17, 2020 Email Marketing 201 webinar at RISBDC.org
- Sending emails from a person, not an organization’s name
Personalization Strategies

● Celebrate important anniversaries

● Personalize the content

● Use dynamic content
Up to 30% Off Everything

20+ Men's Styles for under $75
- Men's short sleeved button downs
- Men's long sleeved button downs
- Men's loafers
- Men's Khaki's

Up to 30% Off Everything
- Jewelry Sets
- Sun Hats
- Men's & Women's Sunglasses
- Our Entire Selection of Wallets

Up to 30% Off Everything
- Casual Button Downs
- Purses & Handbags
- Skinny Jeans
- Skirts for a Night Out
Benefits of Email Personalization

- Increases open rates
- Drives engagement
- Increases revenue
Segmentation
What is Segmentation?

A division of email subscribers into smaller segments based on a set of criteria such as:

- Location
- Interests
- Purchase history
- Much more!
Email List Segmentation Results

- Increased Open Rates: 39%
- Greater Email Relevance: 34%
- Lower Opt-Out/Unsubscribe Rates: 28%
- Better Deliverability: 24%
- Increased Sales Leads: 24%
- Greater Revenue: 24%
- Greater Customer Retention: 21%
- Greater No. of Transactions: 18%
- Greater Customer Acquisition: 15%
- Lower Spam Complaints: 15%
- Improved Word-of-Mouth: 14%
- Other: 4%

Source: Lyris, Inc.
Let’s Review
Reasons You Should Leverage Email Marketing

- #1 - It’s very cost-effective
- #2 - It has amazing ROI
- #3 - It builds brand loyalty

Additionally, email personalization & segmentation can create a better email experience for your customers and produce better results for your business.
Questions?

Type your question to the chat box

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