

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.



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Platform Graveyard



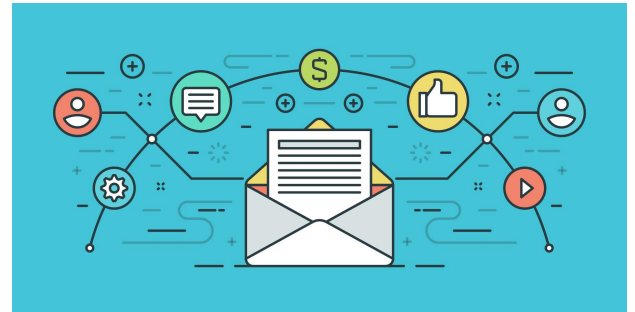
So...Is Email Marketing Dead?

No! Far From it.



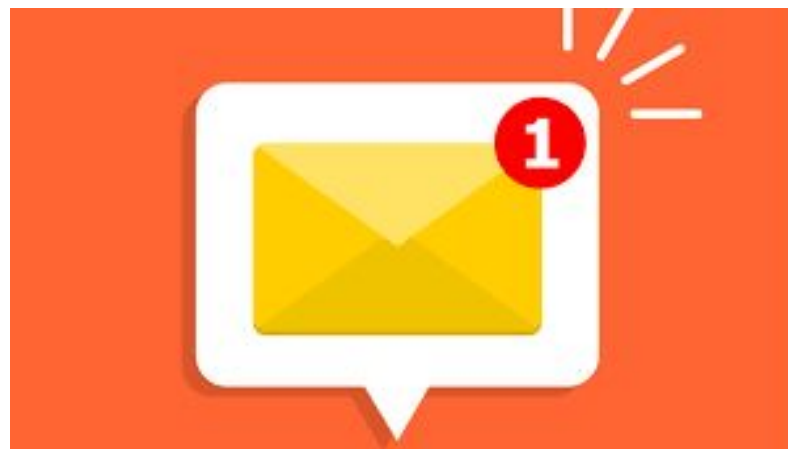
Think About It...

- 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?**

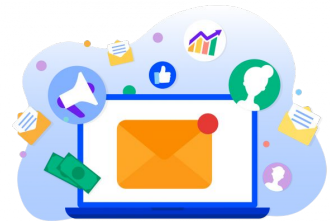
Reason #1: It's *Very* Cost-Effective

- 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: $\approx \$200+$
 - Cost to print postcards $\approx \$25+$
 - Postage/delivery cost $\approx 0.35+$ per card
- Newspaper/Magazine Placement
 - Ad design cost (per design) $\approx \$200+$
 - Placement cost $\approx \$500+$



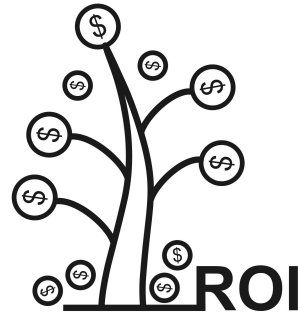
What's Worse Than That?

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.

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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



Don't miss this sale!

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Skirts for a Night Out



Benefits of Email Personalization

- Increases open rates
- Drives engagement
- Increases revenue



Segmentation



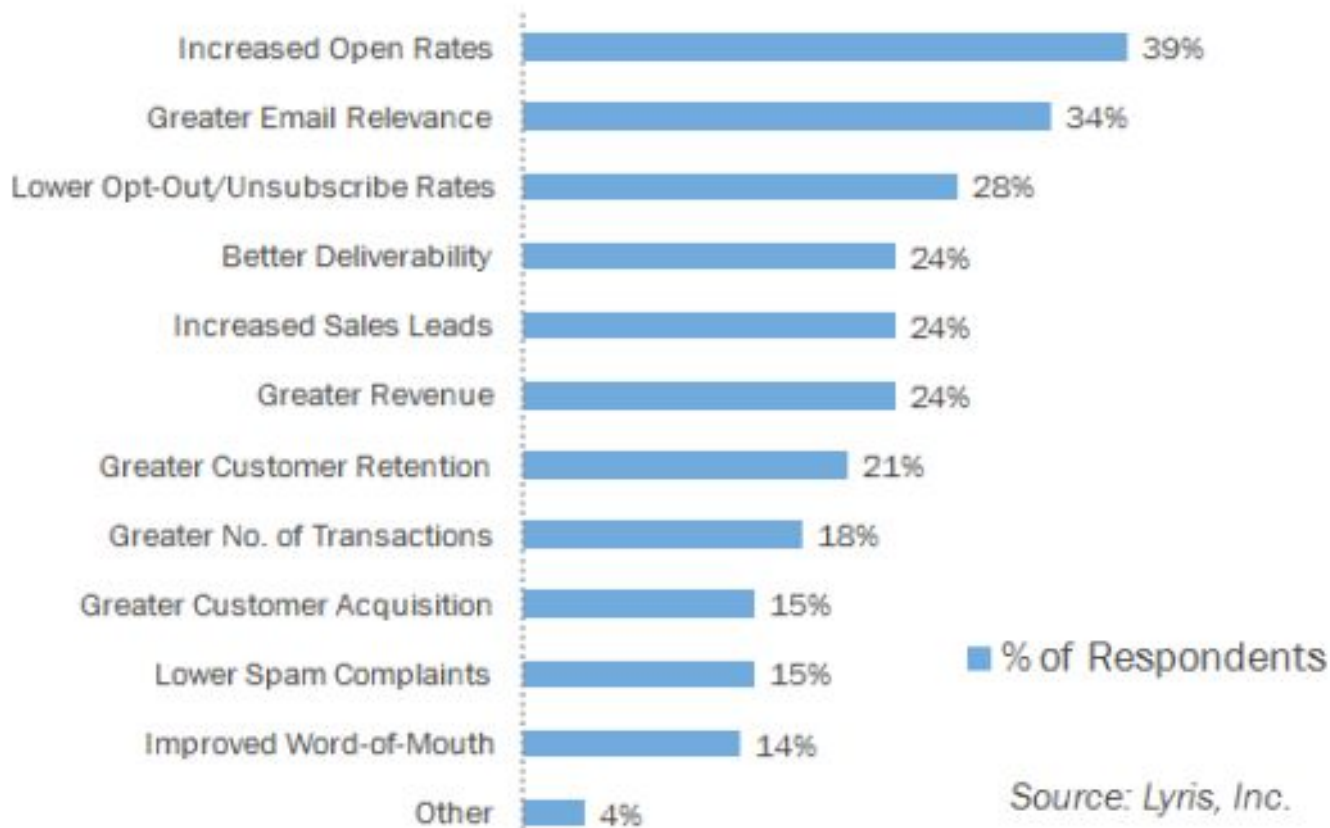
What is Segmentation?

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



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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