



Email Marketing for Small Businesses

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Why Email?

- Understanding the power of the medium
- Understanding the power of direct marketing
- What you can do with email
- The must-haves
- How to get started
- Putting it all together
- Finishing touches



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Email: Bionic Direct Marketing

- Permission-qualified target audiences
- Low cost to produce and deliver messages
- Easily accommodates testing
- Rapid response
- Highly accountable and measurable
 - Track individual behavior from inbox to website
 - open, click, land, browse/shop, convert, confirm
- ROI-driven



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The Market Facts

The Numbers

- Worldwide, there are 1 billion people online. This is more than 60% of the population of the “more developed” countries as defined by the UN
- About 80% of the US adult population, or 180 million people representing 65% of all households, are online in the US
(Harris Interactive May 2006, eMarketer)
- 43% of online users access email at least once a day
 - 35% surf the web once a day (Pew Internet & American Life Project November 2005)
- Over 35 % of Internet user time is spent with email (Forrester Research)
- 83% of people online say email is their primary reason for using the Internet
(Price Waterhouse Coopers)



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Why Email vs. Other Channels?

- According to the DMA's Power of Direct economic impact Study 2006:
 - Email returned \$57.25 per \$1 spent
 - Other Internet marketing returned \$22.52 per \$1 spent
 - Print catalogs: \$7:09 per \$1 spent
- Email Marketing has consistently ranked #1 or #2 in ROI among direct marketing channels measured by the DMA in its annual Response Rate survey



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But Does it Work?

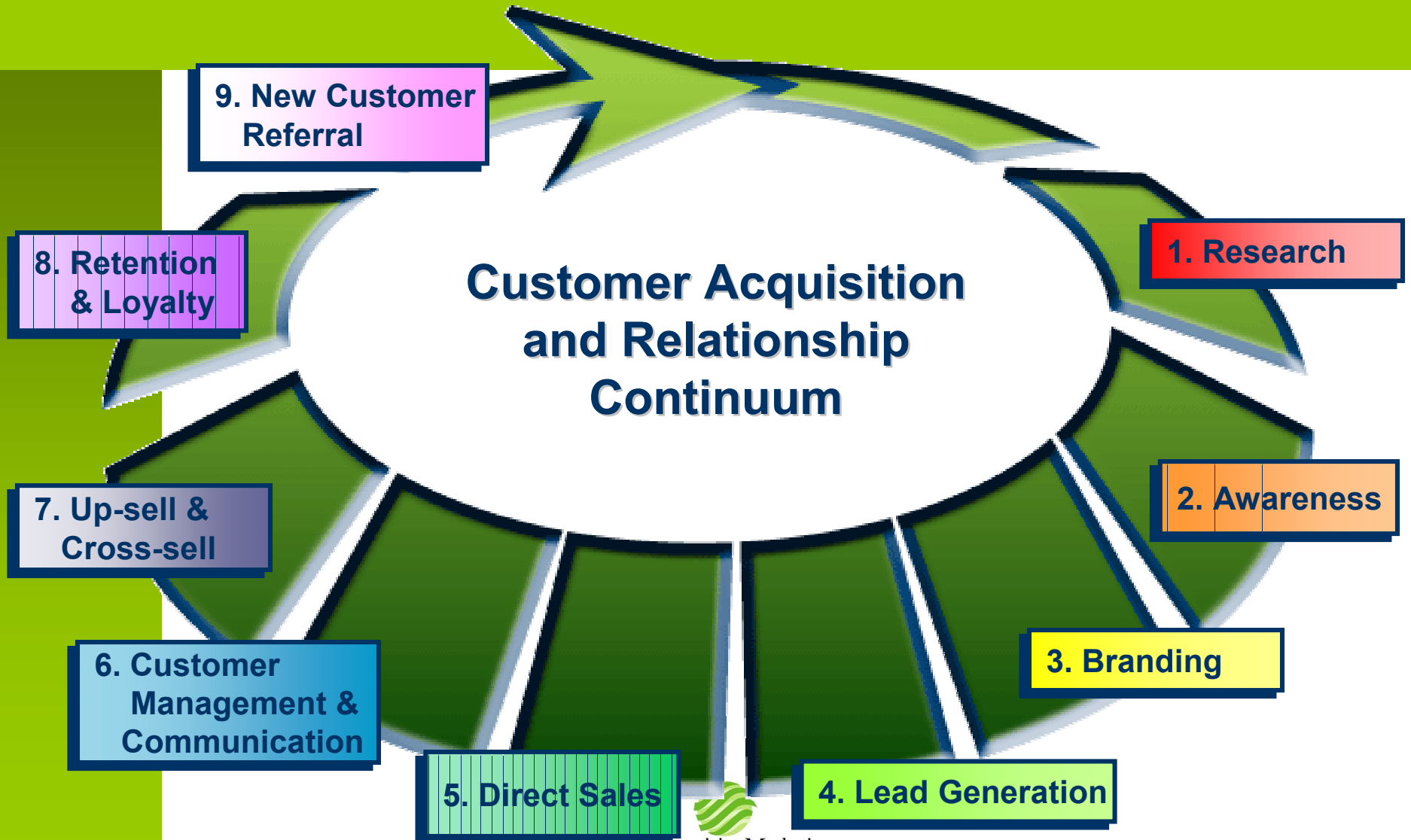
- You bet!
- According to DMA's Power of Direct economic impact study 2006 :
 - Email directly drove about **\$18.5 billion** in US sales in 2006
 - Up from \$16.5 billion in 2005
 - \$7.7 billion consumer
 - \$8.8 billion business-to-business
 - Non-email Internet-driven sales topped **\$330 billion** in 2006
 - \$160 billion consumer
 - \$178 billion business-to-business
 - Email-driven US sales will have a CAGR of 14.9% between 2006 and 2011



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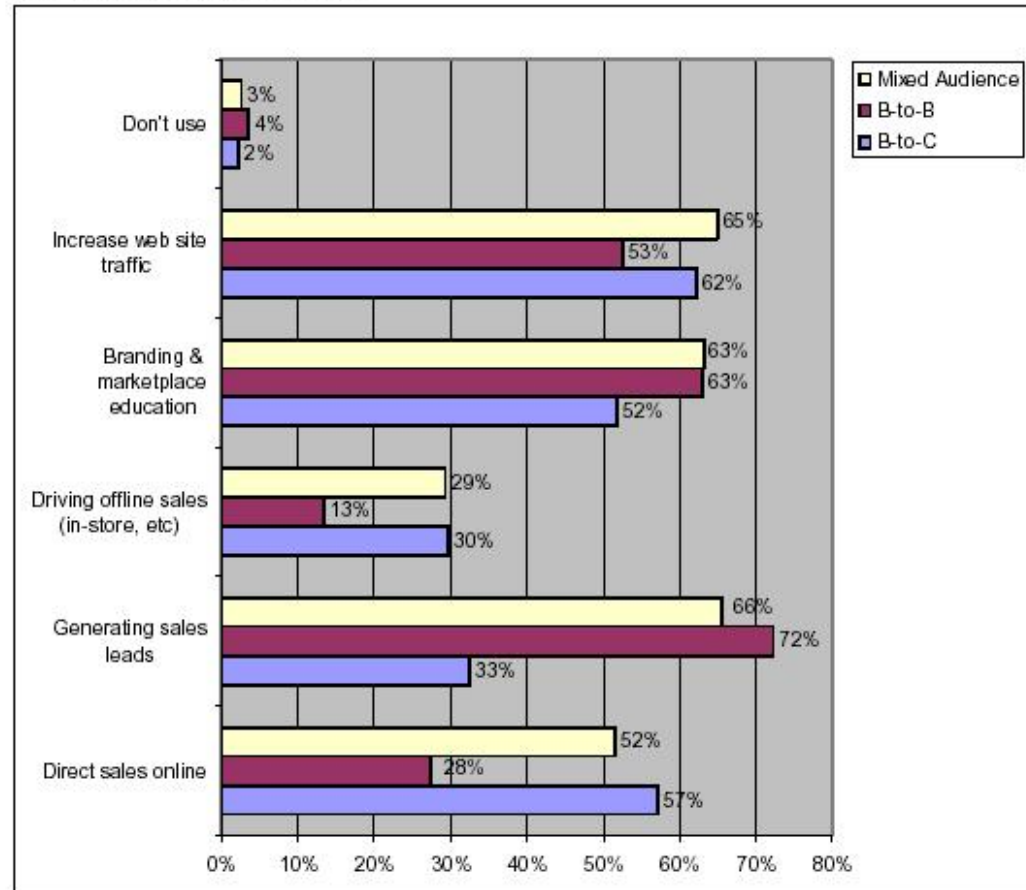
A Full Spectrum of Uses



Most Common Email Marketing Objectives

2.06 Chart: Purposes of Email Marketing

More than one response allowed.



Source: MarketingSherpa Email Marketing Metrics Survey, October 2004




The Direct Marketing Basics Still Apply

- The Familiar Steps:
 1. Define your objective
 2. Identify your target audience
 3. Develop an offer
 4. Create your message
 5. Determine timing and delivery
 6. Test your assumptions
 7. Determine your success criteria
 8. Measure results
 9. Refine, test, and measure again



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So Does the Law: Welcome to CAN SPAM

- What Is the CAN SPAM Act?
 - The Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003 (introduced as Senate bill 877)
 - The first federal, national piece of legislation specifically addressing and affecting *email marketing* messages
 - Enforced by the FTC
 - Has established specific requirements which all marketing email messages must adhere to
 - The law since January 1, 2004



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When Does CAN SPAM Apply?

- Governs all “commercial” (i.e., advertising) email messages
- Classification of email message type focuses on “Primary Purpose” of the message
 - The CAN SPAM act applies to *commercial*, not *functional* email
 - Most email newsletters are exempt
- Transactional or customer service messages (aka *functional* email) are exempt
 - Sign-up confirmations
 - Order confirmations
 - Shipping confirmations
 - Customer service and billing communications





CAN SPAM Requirements for All Commercial Email

1. A clear and conspicuous unsubscribe option within each email message
2. Unsubscribe must work, be internet based, and be processed within ten days of receipt
3. Include valid physical postal address of the sender (that's you!)
4. It should be clear that the email is an advertisement and subject line should be consistent with body of message
5. Use a valid, non-deceptive from line
6. Use a valid, non-deceptive subject line



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Getting Started Step 1: The List

- If prospecting, rent one through a list broker or owner
 - Suggested resources
 - Worldata (list broker specializing in email lists)
 - Yesmail (permission email network)
 - InfoUSA
- If building your own, acquire the email addresses of your site visitors, prospects, and customers





How to Acquire Visitor/ Customer Email Addresses?

- About 25% come from offline channels which are frequently overlooked as good sources for gathering email addresses
- The remaining 75% come from the online channel, namely opt-in pages on your Web site or a partner's site (coregistration)



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Don't Overlook Offline Ways to Build Your Email List

- Use offline opportunities to capture email addresses -- especially if you're a sole proprietor
- Every time you or an employee of your company has a conversation, they should ask for an email address and the permission to use it!
 - Inbound sales and customer service calls
 - Print advertisements
 - Outbound direct mail
 - Printed forms - add email address and opt-in box fields
 - Warranty and product registrations
 - Contests and sweeps
 - Point of Sale in retail environments
 - At check-out via sales associates
 - Don't forget bag-stuffers
 - In-person sales force, trade shows
 - Ensure all employee personal email signatures include an opportunity to subscribe
 - Speaking engagements and seminars



Small Biz Key Advantage!



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How Does Someone Get To Your Sign-Up Page?

- The more entry points on your site, the better
- Registration from your site's Home Page is a must
- Ideally, put a link to your email list sign-up on *every* page of your site
 - In the footer of each page
 - In navigation bars/menus at the top or side
 - In every form or embedded in every ordering opportunity on your site
- Don't forget your email marketing messages
 - Make sure all messages include a link to your email list sign-up page(s)
 - for sign-up to additional services
 - to accommodate new recipients who received messages forwarded from your current subscribers



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Don't Despair: Smaller Lists Work Better!

- Exact Target found in March 2006:
 - Open and click-through rates for email messages both decline steadily as list size increases
 - The study collected data from more than 4,000 organizations during 2005, including 230,000 email campaigns and 2.7 billion individual messages
 - Email campaigns sent to lists of 100 to 1,000 addresses achieved open rates of 42.1% and click-through rates of 6.8
 - Campaigns of 10,000 to 100,000 addresses saw 25.8% opens and 4.5% click-throughs
 - Lists of more than 100,000 addresses only achieved 18.2% opens and 3.6% click-throughs



Small Biz Key
Advantage!



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Getting Started Step 2: Permission

- Why is Permission So Important to Successful Email Marketing?
 - Consumers cite privacy as their foremost concern with the Internet
 - 52% of regular email users delete messages from **unrecognized senders** unopened
 - Another 21% will open unrecognized email but are annoyed by doing so
 - The email box is perceived as personal space -- intrude uninvited, and you may not be welcome back
 - Cost of receiving email is borne by the sender and the recipient.
 - “Clog my in-box, and it costs me time, money, and often much needed storage space”

Simple: Permission drives performance!



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Permission Email: A Definition

Permission email marketing is an advertising medium which facilitates interaction between organizations and individuals who have *given their permission* to receive promotional messages and other information via email



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The Fundamentals of Permission

- 1) A person agrees to receive email communications
- 2) The person *consciously* does so
- 3) The person may unsubscribe at any time
- 4) The sender of each communication is clearly and honestly identified
- 5) The communication is not intentionally misleading

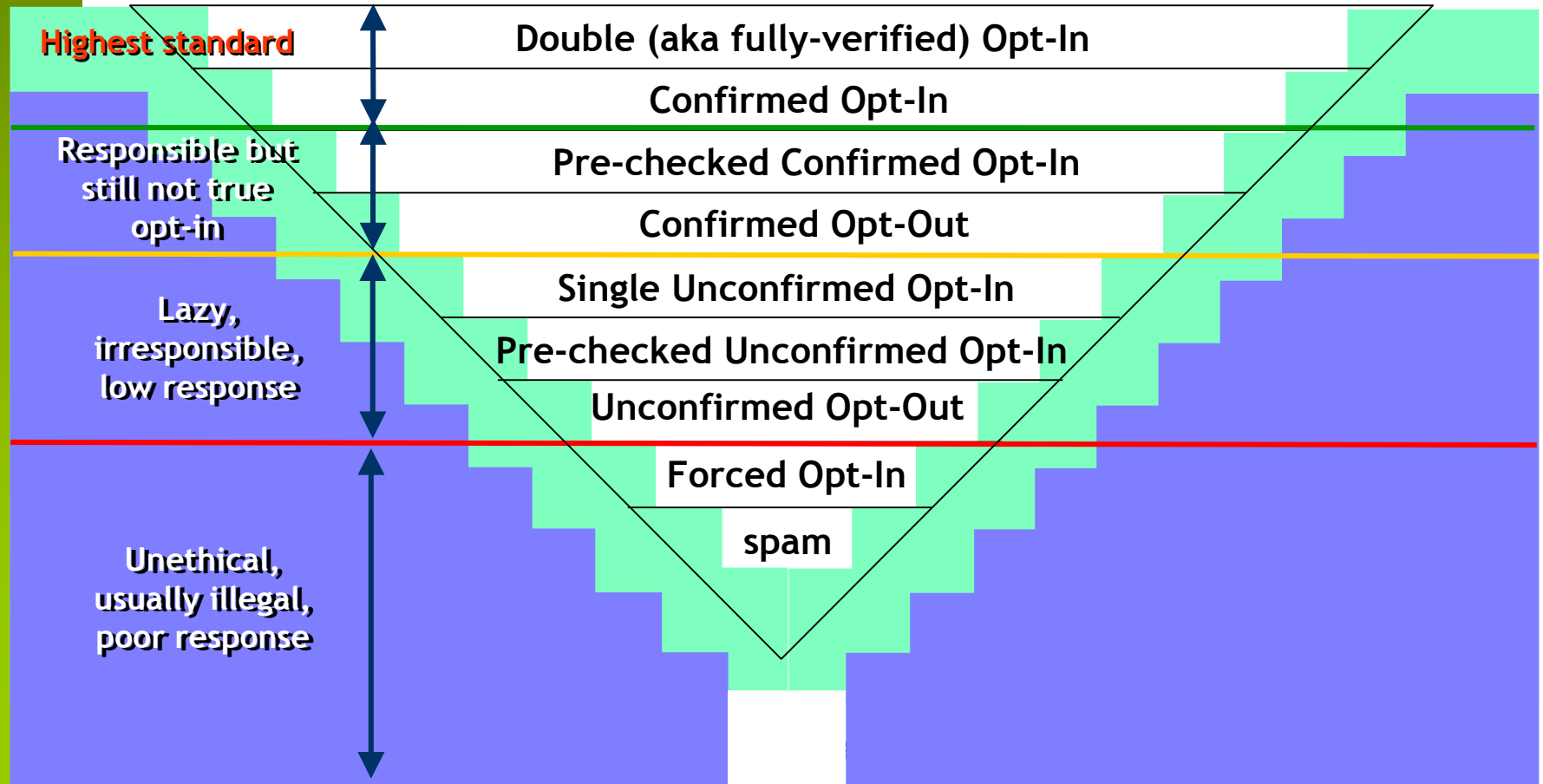


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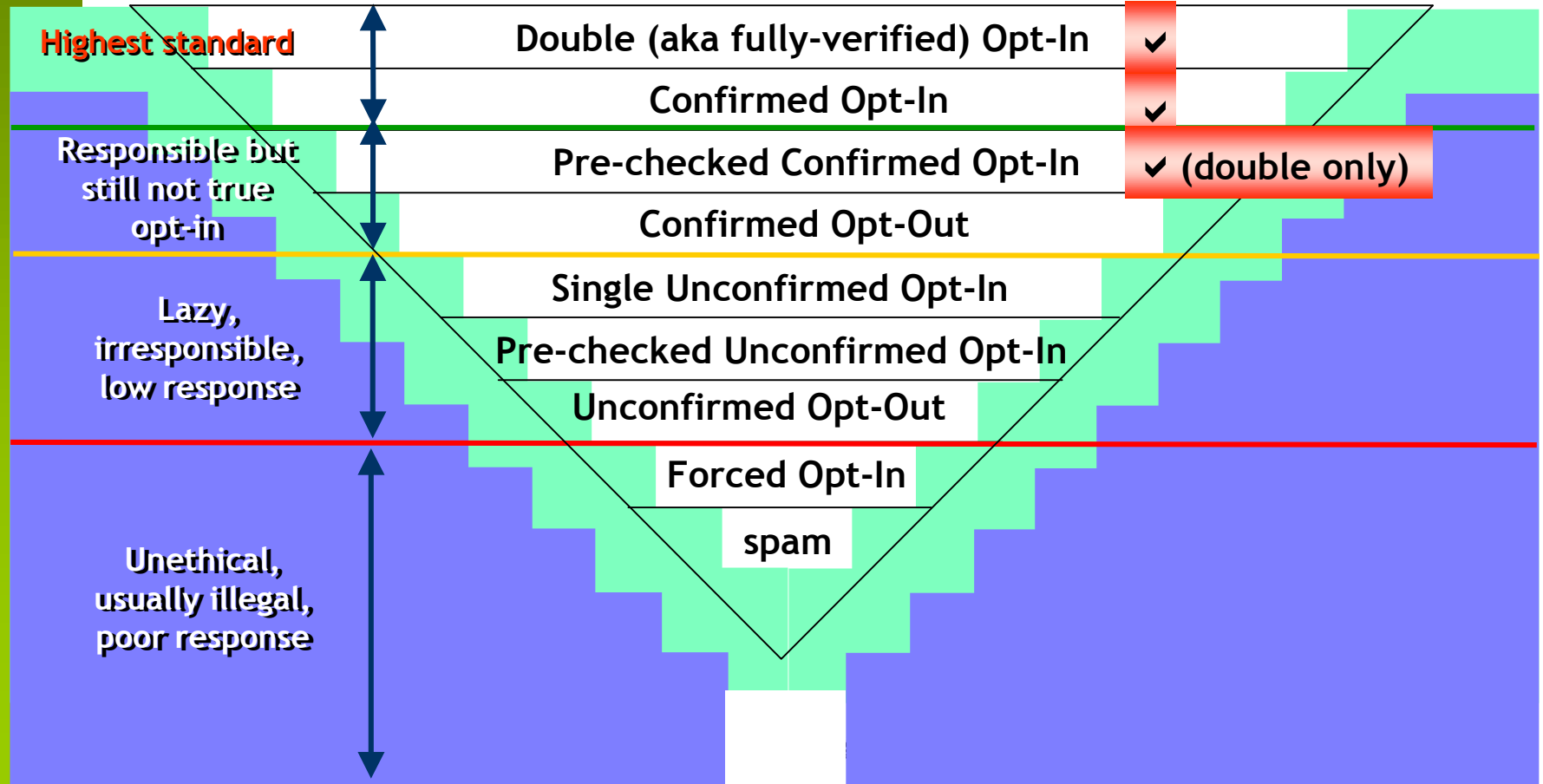
Not All Permission Is The Same

The “Permission Pyramid” of Email Marketing



The Moral of the Pyramid: Strive for Affirmative Consent

✓ = constitutes Affirmative Consent





Getting Started Step 3: Clear, Defined Objectives

- General Questions to Help You Narrow Objectives
 - What will email do for you? What can it do better than other channels?
 - What can you do with email that you otherwise can't do at all?
 - What news, information, or content do you have to communicate or distribute that is both valuable and relevant to your audience?

And finally

- What's in it for your audience to get your email? (WIIFM)



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Getting Started Step 3: Clear, Defined Objectives

- Specific Questions to Help You Narrow Objectives
 - Acquisition or Retention?
 - E-commerce or non-commerce goals?
 - Internal resources available?
 - Have or can develop content?
 - Offline tactics that would benefit from migration to online?





Getting Started Step 4: The UVP

- Your Unique Value Proposition (or unique selling proposition)
 - Do you have one?
 - What is it?
 - Can you articulate it in email
 - Can you create easy to act on offers around it?
 - Can you fulfill it?





Putting It Together Step 1: Create A Look

- (Assuming it's good) build your email design from your existing creative
 - Ideally your Web site
- Include recognizable aspects of your business identity
 - Logo, colors, taglines, slogans, caricatures
- Think template
 - Especially for newsletters
- Keep it consistent, yet flexible enough for testing
- Keep it simple (think postcard, not four-color brochure)



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Example

Independent Rep Customer Newsletter

- Mary Kay Beaut-e-News
 - Monthly newsletter sent to registered users
 - Interactivity
 - Value-added content: not just product promotions, also includes useful tips and words of wisdom from the founder
- Personalized from local rep


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From: Mary Kay Beaut-e-News [amartin25@marykay.com]
To: ktalavera@adelphia.net
Cc:
Subject: Beaut-e-News™; Let flawless skin begin.

MARY KAY[®] captivating color. powerhouse skin care.™
Beaut-e-News™ / March 2006

WHAT'S NEW E-CATALOG SKIN CARE COLOR SPA & BODY FRAGRANCE

beauty – it's in the mix

For the ultimate fresh, flawless look, it's essential to mix premier skin care with equally fabulous color. Whether you want a sun-kissed glow or smooth-as-porcelain skin, it's easy once you find your own winning beauty combination.

what's in your **mix?**

the perfect pucker

Get step-by-step instructions for luscious lips full of glossy color. Check out these lip tricks to find out how to achieve the pucker you've always wanted.

[apply within.](#)

hot picks

See what Mary Kay® products caught the eyes of beauty editors in the top fashion magazines.

[shop the latest beauty must-haves.](#)

vow to be beautiful.

The big day is upon you! As the countdown begins, find out how to keep that wedding day glow long after he carries you over the threshold.

[here comes the bride.](#)

shopping that fits your schedule.

Shop for your Mary Kay must-haves whenever the urge strikes. You can shop *The Look* online 24/7.

[shop the look online now!](#)

mary kay ash on appearance

"Of all the lessons I've learned in the cosmetics business, one of the most universal is that women like to be told that they're beautiful. And why not? There's no nicer compliment. It's only natural that we feel better about ourselves when others offer their praise, support and approval. But did you ever stop to consider that the better you like yourself, the more beautiful you appear? It's a perpetual cycle: Once you begin feeling your best — and believing that you are — you'll project that image to the world!"

Anita
(772) 220-1531
amartin25@marykay.com
Visit my Web site at <http://www.marykay.com/amartin25>.

This e-mail is being sent to you by me, your Mary Kay Independent Beauty Consultant. If you prefer not to receive future e-mail updates from me, please [click here](#) or send an e-mail with only the word "remove" in the subject line to unsubscribe@marykayinc.com. [Click here](#) to view the Mary Kay Privacy Pledge. My address is 2100 SW Panther Trce., Stuart, FL 34997-4855.

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Email Message Design Best Practices

- Keep the subject line short (ideally 40 characters or less) and direct
- Think “in the box” when designing email
 - Minimize number of screens and scrolling
- Place the offer where it will have maximum impact
 - Ideally, in the subject line as well as body copy of message
 - Remember the eye travels from left to right
 - Link early and often
- Use animation minimally and strategically
 - Animated gifs add uniqueness to your message, draw attention to calls to action
- Make images and logos links
 - If you including a company logo in the message, standard practice is to make it link to the company (or brand)’s homepage





Putting It Together Step 2: Develop Content & Calls to Action

- Content consists of
 - Images
 - Logos, photos, illustrations, design elements
 - Copy
 - News, offers, information, tips, Q&A, lists, testimonials, articles, contests, banner ads, partner promotions
 - Possibly audio, video
- Calls to Action
 - Read, click, visit site, call, make an appointment, subscribe, try, buy



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The Call To Action

- Think **Attention**
 - *Interest*
 - Desire
 - » **Action!**
- Your subject line and lead need to grab attention
- Your lead should encapsulate your **unique selling proposition** and your body copy should interest recipients in continuing to read
- Focus on one of the seven traditional human motivators to create desire and position yourself as the one company that can satisfy them:
 - need, greed, guilt, fear, exclusivity, relief, and flattery
 - take a problem/solution approach
- Getting to “yes”: position yourself as a solution through price, value, quality, status or uniqueness to create action



Example: Promote an Event

From: Susan.Belanger@korhotelgroup.com

Sent: Wed 11/23/2005 6:15 PM

If you are having difficulties viewing this email, copy and paste this link into a web browser:
http://www.tidessouthbeach.com/email_images/brunch/eblast.html

TIDES SOUTH BEACH
THE DIVA OF OCEAN DRIVE

TIDESOUTHBEACH.COM



Top 15 Beach Hotels

- Departures Readers' Favorites Survey

Slip into Sunday with the new flavors of brunch at our acclaimed 1220 at the Tides restaurant. Our brunch features a variety of breakfast pastries, fresh baked mini muffins, mangos, berries, dragon fruit and fresh-made omelets. Indulge in savory mussels in shallot wine butter sauce, grilled angus NY strip and eggs benedict with your choice of smoked salmon, tomato or spinach. Enjoy one of our delightful martinis with a twist - a popsicle on a cinnamon stick submerged in your favorite martini. Expanded Popsicle Martini Menu includes White Chocolate, Pumpkin Spice & Apple Cider Martinis.

EVENT DETAILS

MARTINI BRUNCH WITH A TWIST

1220 at the Tides
10:30am - 2:30 pm
Every Sunday
\$35/\$45 with popsicle martini

Tides South Beach 1220 Ocean Drive Miami Beach Florida 33139 t 305 604 5070



Putting It Together Step 3: Determine Frequency, Timing

- How often will you send and why?
 - Some types of email have a built-in logical frequency, like newsletters or expiration date reminders
- When within your chosen interval will you mail?
 - Beginning of month? mid-week?
 - Know your audience's email habits
- Inbox positioning
 - Don't send after hours, you'll be in the overnight build-up




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Putting It Together Step 4: Deploy

- Two Choices
 - Send from your own email software (not recommended)
 - No tracking stats
 - Use a low-cost, entry level do-it-yourself solution like one of these
 - Constant Contact www.constantcontact.com offers free 2-month trial
 - IntelliContact www.intellicontact.com
 - SubscriberMail www.subscribermail.com
 - Emma Email Marketing www.myemma.com
 - Campaigner www.campaigner.com



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Finishing Touches

- Test before deployment
- Track & Measure
 - Opens
 - Clicks
 - Site Activity
 - Phone Calls
 - Conversions
 - Completed Sales
 - Average Order/Average Customer Value



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Best Places to Keep Current on Email Marketing

- The Email Experience Council
www.emailexperience.org
- Marketing Sherpa
<https://www.marketingsherpa.com/email-marketing-category.html>
- eMarketer
www.emarketer.com
- Email Sender and Provider Coalition
<http://www.espcalition.org>



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There's Much More to Learn

- Attend a DMA Email Seminar www.the-dma.org
- Schedule your Customized In-House Email Marketing Seminar with Karen
- Contact Karen at 561-964-7237
karen@synchronicitymarketing.com

or

Visit www.synchronicitymarketing.com/resources.html
for free learning aids and our monthly newsletter



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