The Right Message, The Right People, The Right Time – Making the Most of E-mail Marketing

Allison Van Diest
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Agenda

- The Right Time
  - Why Email? Why Now?
  - And the best time is…?

- The Right People
  - Know Your List – Grow Your List
  - Segmentation

- The Right Message
  - SPAM
  - Testing
  - Evaluating Success
  - Building Great Content
Key Facts and Figures

- 15% to 20% of all corporate email is marked as spam
- 19% is the average open-rate for nonprofit emails
- 4% is the average conversion rate for nonprofit emails
- 40% of email clickthroughs are lost at the landing page
- 50% of people will open an email in the first 9 hours
- 75% of all email is spam
- 100% of you can get a copy of this presentation

Sources: MarketingSherpa, Nonprofit Times, ClickZ, Wired, Blackbaud
Why Email; Why Now? And If Now… Then When, Exactly?

THE RIGHT TIME
Why Has Email Become So Important?

- People are busy…they want to communicate/interact on their own time
- Email is inexpensive…or at least it seems that way
- Email provides virtually instant access to friends and supporters
- Email is a great equalizer
- Email is measurable
Today’s Supporter

- Reads email before snail mail
- More comfortable online
- Busy, satisfies interests on own schedule
- Expects information to be personalized
- Expects immediate feedback
- Demands information on progress/stewardship
- Wants a way to share experiences with others online
Millions of Messages

- Average exposure to advertising is 5000-7000 images per day
  - 25,000 new product introductions each year!

- Caller ID lets people choose who gets through

- Average household gets 180 pieces of mail per month
  - Over 300 for affluent households!

- Average household watches 7 hours of TV per day and spends 3.5 hours online
o You must be relevant!

o You must be meaningful!

o You must be personal!
Common Uses for Email

- Email should inform, educate, entertain, or enable

- Email falls into three major categories:

<table>
<thead>
<tr>
<th>Type</th>
<th>Direct Mail</th>
<th>Email</th>
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<tbody>
<tr>
<td>Acquisition</td>
<td>Mailing a letter or post card appeal</td>
<td>Sending an e-invitation to register for an event</td>
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<tr>
<td>Cultivation</td>
<td>Mailing a printed copy of your Annual Report</td>
<td>Sending an eNewsletter</td>
</tr>
<tr>
<td>Acknowledgement</td>
<td>Mailing a receipt or acknowledgement letter</td>
<td>Sending a confirmation email after registering for an event</td>
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Timing Isn’t Everything But…
What is the Best Day of the Week to Send Email?

- There is no magic formula... so test, test, and oh yes, TEST!
- But... the most popular days are Tuesday through Thursday
- Saturday is the lowest volume email day of the week
Is There Anybody Out There? Just Nod If You Can Hear Me…

THE RIGHT PEOPLE
Getting Started

- Think about how email marketing fits in with your overall goals
- Determine high-level goals for email
- Decide who to target and when
- Do your homework
- Get permission (or at least understand what it means to have it)
- Start small
KNOW YOUR LIST –
GROW YOUR LIST
No Email List? No Problem…

- Whether you have some contacts or are starting from scratch, anyone can grow a strong email list.

- The three most important factors in effective email list-building are:
  - Where and how you acquire the addresses.
  - How you welcome each new subscriber.
  - How you manage the relationship after the opt-in.
Grow Your List Online

- Feature an email sign-up form on each page of your site
- Make email a required field on all online forms and include an opt-in checkbox
- Encourage subscriptions through transactional emails
- Encourage readers to pass along your message to friends
Grow Your List Online

- Direct staff and other close supporters (board, volunteers, etc.) to include subscription links in email signatures
- Use Search Engine Optimization/Marketing to increase traffic and subscriptions
- Investigate alliances or partnerships with similar or complementary organizations to reach common supporters
- Advertise your newsletter/services/cause through a 3rd party list
Making the Most of Email Marketing

The Right People

Opportunity International
GIVING THE POOR A WORKING CHANCE

Opportunity International is dedicated to the needs and well-being of the poorest of the working poor – that’s what Opportunity International is all about. We provide small loans – sometimes as little as $50 – as well as banking, insurance and other financial services that allow poor entrepreneurs to start or expand a business, develop a steady income, provide nutritious meals and education for their children and create jobs for their neighbors. Learn more about how you can support Opportunity’s commitment to help 100 million poor people work their way out of poverty by the year 2015.

What’s New

Chicago Sun-Times article, 08/20/07
God is in the Change.

With Lord in mind and mini-loans, group helps neediest.

What could be the fastest growing lender in Chicago doesn’t loan to executives in high-rises, but to mothers in mud huts. Read more.>

World Relief, World Relief Canada and HOPE International partner with Opportunity International to open microfinance bank for Rwanda’s poor

Unveogo Opportunity Microfinance Bank first-ever bank merger in Rwanda; will offer savings accounts, financial services to poor. Read More.>

Presenter’s Name | Page 19 © 2008 Blackbaud
Making the Most of Email Marketing

The Right People

Opportunity International - Ebinger Family Challenge - Windows Internet Explorer

Ebinger Family Challenge - $50,000

To help spread the word about Opportunity International, the Ebingers are offering a $50,000 challenge.

How does it work? When you complete the form to subscribe to our bi-monthly eNewsletter below, the Ebinger family will donate $10 to Opportunity International. This $10 donation will then help Opportunity International move one person from a life of chronic poverty to a life of dignity and hope for the future.

How does $10 help move one person out of poverty?

- $76 supports one poor entrepreneur with a business loan, training, and other financial services
- This one loan improves the lives of 7.5 people
  - The poor entrepreneur
  - The poor entrepreneur's family
  - The poor entrepreneur's employee
  - The poor entrepreneur's employee's family
- $10 helps each of the 7.5 people touched by one loan - $76
- Thus, $10 helps one person move from a life of poverty to hope

Participate in the Ebinger Family Challenge and you will help Opportunity International move one person out of poverty.

You can help by:
- Simply subscribing to our bi-monthly eNewsletter by completing the form below.

First name:
Last name:
Email:

Subscribe
Grow Your List Offline

- Ask for email addresses at every touch point
- Instruct staff to capture email addresses over phone when appropriate
- Include your website address on all printed materials
- Offer an incentive to register (contest, raffle) to collect emails
Grow Your List Offline

- Offer “opt in” service to receive special offers or reminders via email
- Encourage subscription through postcards, letters, and other direct mail communication (save on postage)
- Promote your email/newsletter in articles, press releases, publications, etc.
- Promote your email/newsletter in industry directories or websites
- Purchase an Email Append service
Know Your List

- Organize and track your email file
- Keep your list clean
- Let your supporters do the work

Get …and keep… permission

- Opt In vs. Opt Out
- When including Opt In during registration…
  - Don’t ask for more information than you need (or will use).
  - Don’t pre-check the box.
  - Explain what they are subscribing to and link to your privacy policy.
  - Always provide confirmation of their subscription.
Now that I have permission…

- Hook them early, and keep them engaged over time
- Optimize the welcome message
- Send follow up message within a week (or less)
- After a few months of active email, survey lists to see if you are meeting expectations
SEGMENTATION, SEGMENTATION, SEGMENTATION...
Why Segmentation is Important

- Segmentation breaks your audience into manageable parts
- If the goal is building relationships, it helps to know who you are talking to
- Segmenting your list will lead to more targeted messages
- If you don’t segment, you are treating every one of your recipients like they are the exact same type of person
Segmentation Basics

- Most segments are based on three key factors:
  - Demographics and Lifestyle
  - Preference and Opinion
  - Behavior

- Segmentation is ongoing

- Be specific…the more specific your message, the greater the impact
Using Segmentation to Improve Response Rates

- Build your segments based on who/what you know today
  - When starting out, try to create a “BEST” segment (based on “best” offline segment).
  - Others include:
    - **New/Prospective** (introduce yourself, engage with prospective supporters)
    - **Current/High** (could also be “Best”; need to be thanked, kept happy)
    - **Current/Middle** (need to upgrade…move up ladder)
    - **Lapsed** (need to reengage or drop)
- When in doubt, segment your email list like you would for direct mail
SPAM VS. SPAM
SPAM – *noun*. A trademark of the Hormel Foods Corporation used for a canned meat product consisting primarily of chopped pork pressed into a loaf.

Spam – *verb*. To send unsolicited or undesired bulk electronic mail messages.
The Spam Epidemic

- 75% of all email is Spam
- 200 spammers comprise 80% of all Spam
- 12.4 billion Spam emails are sent daily
- The average person receives 2,200 Spam emails per year
- 16% of email address changes are due to Spam
- 15% to 20% of corporate email is marked as Spam
It’s the Law: CAN-SPAM 101


- CAN-SPAM stands for the “Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003”

- CAN-SPAM permits e-mail marketers to send unsolicited commercial e-mail as long as it contains all of these:
  - an opt-out mechanism;
  - a valid subject line and header (routing) information;
  - the legitimate physical address of the mailer; and
  - a label if the content is adult.

- CAN-SPAM requires the sender to stop spamming opt-outs within 10 days
How to be a Good Sender

- In your messages, always include:
  - The purpose; why you are sending it to the reader
  - A clear way to unsubscribe.
  - Consider offering alternative ways to receive emails, such as:
    - Receiving newsletters monthly vs. weekly
    - Change of address (home vs. business email)
    - Sign up via RSS
  - Link to your homepage
  - Privacy policy
  - Physical/street address of your organization

- Don’t get caught in honeypots, spamtraps, or tarpits
Should we be taking notes? Is this stuff going to be on the test?

THE RIGHT MESSAGE
It’s All Been Done Before

- New and improved…
- Limited time offer…
- Buy now and you also get…
- Your help is urgently needed…?
Start With A Strong Foundation

- What is given in exchange for support?
- Where/how do we let people participate?
- How do we reach out to people?
- What do we want from people?

Product
Place
Promotion
Price
STARTING ON THE RIGHT FOOT
Tips for Your “From” Address Lines

- The "From" line should reflect an identifiable organizational figure – or best of all, your organization.
- Avoid numbers or symbols in the “From” line — they may trigger spam filters.
- Use consistent “From” name and “Reply-To” addresses to build your sender reputation.

Example:

From: Van Wezel Foundation [info@wwfoundation.org]
To: Tambrea McMillan
Cc: 
Subject: Welcome to Van Wezel Foundation's Online Community

Welcome to the Van Wezel Foundation Online Community!
How Important is that Header?

- 80% of respondents decide whether to click on the "Report Spam" or "Junk" button without opening the actual message.
- 73% based that decision on the "From" name.
- 69% percent based the decision on the subject line.

Source: 2007 Email Sender and Provider Coalition (ESPC) study.
Some Tips & Tricks For Subject Lines

- Limit the subject line to 25-35 characters or risk it being cut off.

- Avoid using "$", "!" and ALL CAPS in the subject line.

- Some apparently innocent words can trigger Spam filters:
  - acceptance, accordingly, beneficiary, certified, dainty, deceased, degrees, deposit, diagnostics, dollars, dormant, and medication.

- Some commonly used business words also have a high probability of occurring in a spam email, including:
  - Free, loan, maintained, medium, organization, percent, perpetual, sincerely, somebody, statements, transaction, urgent, verify, warehouse.
Subject Line “Do’s”

- Personalize whenever possible
- Make it clear what is being delivered
- Colon Power: Use it to place the most important key word first
- Remember, “the best subject lines *tell* what is inside; the worst subject lines *sell* what is inside.”
POP QUIZ!
CALL-TO-ACTION
Creating a Compelling Call-to-Action

- In most cases, the whole point of sending an email is to inspire action
- Your call-to-action should compel your readers to do something
- Give readers a sense of excitement and urgency
- Use specific, action-oriented language
- Say it early and repeat often
TELL DHEC TO PUT ON THE BRAKES, THERE IS NO NEED TO HURRY

Don't issue a draft air permit for the proposed Santee Cooper coal plant until the Environmental Impact Statement is completed.

DHEC Bureau of Air Quality will soon decide if they will issue a draft air permit to Santee Cooper for their proposed coal plant in southern Florence County. There is no need for DHEC to make this decision now, before Santee Cooper completes an Environmental Impact Statement (EIS). The EIS will provide the information DHEC needs to make an informed permitting decision. Issuing a draft air permit now will undermine the EIS process and could force a review of the permits at a later date.

The health and safety of South Carolina citizens demands a comprehensive process that assures
WELCOME TO THE PKD FOUNDATION ONLINE COMMUNITY

Thank you, Allison Van Diest, for joining the PKD Foundation Online Community. Below you will find your username, password and reminder phrase. Please keep this information in a secure place, and do not share your password with anyone.

Username:  
Password:  
Reminder:  

As a member of our community, you will receive exclusive benefits, such as personalized content and communications from us. We hope that you enjoy your experience online; this Web site was built with you in mind. Please visit often for current news and exciting events.

If you have questions or comments regarding the use of our site – or ideas for how to make it better – please contact us at webmaster@pkdcure.org. We will be happy to assist you!

Thank you again for visiting our site, and have a great day!

Best wishes,
Use Landing Pages to Increase Conversions

- So I got them to click...now what?
- Landing pages are a natural extension of email, regardless of message.
- The goal of most landing pages is to persuade a visitor to complete a transaction.
- Landing page effectiveness is measured by conversion rate.
- You should test landing page elements like you would test email or direct mail.
Use Landing Pages to Increase Conversions

- Keeps email content more concise
- Lets visitors learn more before they are asked to take action
- Easier to track series of “actions” taken by reader (and when they drop out)
- Creates a consistent message and “level playing field” for all marketing vehicles
From: The Basilica of Saint Mary [mkimball@mary.org]  
To: Allison Van Diest  
Sent: Thu 09/11/2008 9:02 AM  

Subject: Basilica News and Events: September 11, 2008  

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**Basilica News & Events**

*On this day, we direct our thoughts and prayers to those affected by the tragic events on September 11, 2001.*

**Tiny Tim and Friends Presentation**
Saturday, September 13  
8:30 pm  
Hear Dr. Tim Meade speak about treating HIV positive children in Zambia, and learn how you can get involved at The Basilica.

**All Parish Picnic**
Sunday, September 14  
After the 9:30 and 11:30am Masses  
Food, fun and fellowship - all free. See you there!

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And There's More...  

**SCC Registration**  
Sept 13-14 & 20-21  
All Masses  
Prepare for this fall's election by participating in our Small Christian Communities on Faithful Citizenship.

**Rectory Dedication**  
Saturday, September 20  
After the 5:00pm Mass  
We'll officially dedicate the rectory in honor of Msgr. Reardon. Learn more here.
Social

DEDICATION OF THE MSGR. REARDON RECTORY
Saturday, September 20, after the 5:00pm Mass

Following Mass, we will proceed to the rectory for its official dedication, named in honor of Msgr. James Michael Reardon, pastor of The Basilica from 1921-1963. A plaque and photo of Msgr. Reardon will be unveiled, as well as an exhibit on his life.

BASILICA NIGHT AT THE MINNESOTA TWINS
Thursday, September 25
The Metrodome

We’ll start with a BBQ on the Plaza with hamburgers, brats and beverages. Then we’ll head into the Dome to watch the Twins take on the Chicago White Sox in one of the last home games of the season. Ticket purchasers can register for a chance to sing “Take Me Out to the Ballgame” from the Dugout Box during the 7th inning stretch.

5:15pm Basilica BBQ on the Plaza
6:45pm Fr. Bauer Throws the First Pitch
7:10pm Minnesota Twins vs. Chicago White Sox

RSVP by Sept 4. Purchase tickets now through MyBasilica. All proceeds benefit Basilica education programs. For more information, contact Kevin Gustafson at 612.317.3420.

MARK YOUR CALENDAR...
December 10, 2008: Handels' Messiah Dinner and Concert at The Basilica
May 16, 2009: Second Annual Masquerade Ball at The Deco

BASILICA ANNUAL PARISH PICNIC
Basilica Annual Parish Picnic goers enjoy great music, food and games. – Photo by Michael Lessen (Felix)

BASILICA BLOCK PARTY
POP QUIZ!
WE MISSED YOU!
WE'RE SORRY WE MISSED YOU AT OUR
LOVE YOUR BODY™ MEMBER'S EVENT

As a valued Love Your Body™ member we don't
want you to miss out on these exclusive offers:

- **Enjoy 20% off** all purchases online.
  shop now
- **Sneak preview and purchase** 5 new products
  before they launch.
  shop sneak previews

**Nature’s Minerals™ Make-up**
New Nature’s Minerals™ make-up contains some of
nature’s finest minerals. Preservative free, fragrance
free and oil free. The range is now available.
CONTENT AND DESIGN
Email Content Basics

- Think about your audience
- Keep content short and to the point
- Use bulleted lists for improved scan-ability
- Use stories to engage readers
- Demonstrate a clear purpose and a clear call to action
- Use statistics, testimonials, case studies, and expert opinions to support your point
Proven Email Copywriting Ideas

○ The Top 10 list
○ The research subject line
○ The “news”
○ The future
○ The interview
○ The quiz
○ The personal message
Capitalize on Current Events

Instead of competing for reader’s attention, try integrating current news and events into your messages to capture greater interest.

- News
- Current Events
- Holidays/Seasonal
- Industry Studies
- National/Regional Statistics (Census, Graduation Rates, Employment Rates, etc.)
Email Copy: Worth the Investment

Still having trouble writing effective email content?

- Reuse and recycle
- Use 3rd party content
- Hire a professional email copywriter
- #1 Rule - Don’t skimp on email copy
Time to Design? Things to Keep in Mind…

- Design for the preview pane of email applications
- One giant image is not a good idea
- Never put important information (or the call to action) in an image
- Avoid large blocks of text — use headlines for increased “scan-ability”
- Provide a link to a web-based version of your email (at the top)
- Align content to the left to accommodate narrow preview panes
- Test your HTML emails in multiple browsers before sending
Think About the Preview Pane

- 65% of users utilize a preview pane
  - 84% of 18-34 year olds
  - 68% of 36-54 year olds
  - 58% of 55 and older

Source: Spectrobrain
POP QUIZ!
Say hello to iPhone. Today.

Find an Apple Store near you.
Designing for Mobile Devices

- Mobile readers are more likely to scan your email rather than reading.
- Include compelling call to action in the first 15-25 characters of your subject line.
- Avoid “top heavy” images in the design.
- Use “alt-tags” on images.
- In addition to testing email browsers, test messages in handheld devices.
Encouraging Mobile Readers

- Reading on the road will mark message as “read” in their inbox; ask reader to “flag” message for later review.

- You may want to eventually offer separate subscription/preference for mobile delivery and provide a shorter, text-only version.
TEST, TEST AND OH YES, TEST!
Email Testing

- Testing makes you smarter over time
- Testing can help keep you out of spam filters
- Testing ensures you get the most “bang for your buck” (or at least the most predictable response)
- Testing allows you to develop a “proven package” online before spending $$ offline
Getting Started

- Determine which elements you want to test
- Determine which segments you want to test
- Determine how large your sample size will be (# vs. % of list)
- Determine how you will keep track of results over time
- Determine method of testing you want to use
What to Test

- **Metrics**
  - Open rates
  - Clickthroughs
  - Conversion

- **Elements**
  - Header
  - Message
  - Timing

Source: Email Marketing by the NUMBERS
Methods of Testing – A/B Testing

- Testing one variable at a time against another sample (all other variables should stay the same).
- Identifies which single variable is most effective in increasing response.

Idea for testing:
- With price vs. without price
- Benefit A vs. benefit B
- With incentive vs. without incentive
- 10% discount vs. 15% discount
- Long copy vs. short copy
- Blue vs. red as main color
Methods of Testing – Multivariate Testing

- Testing multiple variables within the email
- Sometimes easier when starting out so you can get a better idea of overall direction; refine with A/B testing.

Ideas for testing:

- Different call-to-action (name, description, timing), same creative
- Different incentive, discount, and call to action, but keep the creative treatments the same.
- Instead of just tweaking the color, develop a completely new creative treatment, with the same product/offer.

Source: ClickZ.com
We Have A Winner!

- Be sure to send all email at the same time
- Make clear notes about what you're testing and which group is getting the “control" version
- Wait at least 48 hours before declaring a winner
- Make sure test groups are of significant quantity
- The more you test, the more you'll learn – be sure to use what you learn!
MEASURING SUCCESS AND EXCESS
How Long Does it Take to Measure Results?

- 50% of people will open an email in the first 9 hours
- 75% of people will open an email in the first 28 hours
- The remaining 25% may take several days
- The average email campaign has its peak open rate in 14 days

Source: MarketingSherpa
Email Metrics

- Deliverability
- Open Rate
- Clickthrough Rate
- Unsubscribe Rate
- Conversion Rate

Source: ReturnPath
Email Metrics – Deliverability

- Deliverability measures the % emails successfully delivered or not

- This is an inexact number as not all ISPs report delivered email

Source: ReturnPath
**Email Metrics – Open Rate**

- Open Rate measures the % of opened emails that were delivered.
- Open Rate can only be tracked on HTML-based emails.
- Preview Panes can provide false-positive open rates.
- Roughly 50% of all email recipients can’t properly handle tracking images.
- The average open rate for known recipients is 19%.

Source: ReturnPath
Email Metrics – Clickthroughs

- CTR measures the % of links clicked by unique individuals in an email
- Be sure to look at both unique and per-individual CTRs in your metrics
- CTRs are highly dependent on the quality of the email segmentation, content, and design
Email Metrics – Unsubscribes

- Unsubscribe Rate measures % of opt-outs from the email
- Remember…to be CAN-SPAM compliant you must allow for opt-outs
- Allow people to remove themselves from certain email lists as well as all communication
Email Metrics – Conversion Rate

- Conversion Rate measures % of clickthroughs that resulted in an action
- Actions could be making a donation, registering for an event, taking a survey, renewing a membership, or some other trackable action
- Conversion Rate is the ultimate measure of the success of an email campaign
Email Metrics – Conversion Rate

Deliverability Rate

Open Rate

Clickthrough Rate

Conversion Rate

Unsubscribes
The Metrics that Matter

- **Deliverability** = \[
\frac{(\text{# Sent} - \text{Bounced})}{\text{# Sent}}
\]

- **Open Rate** = \[
\frac{\text{# Unique Opens}}{(\text{Sent} - \text{Bounced})}
\]

- **Clickthrough Rate** = \[
\frac{\text{# Unique Clicks}}{(\text{Sent} - \text{Bounced})}
\]

- **Unsubscribe Rate** = \[
\frac{\text{# Unsubscribes}}{(\text{Sent} - \text{Bounced})}
\]

- **Conversion Rate** = \[
\frac{\text{# Actions Completed}}{(\text{Sent} - \text{Bounced})}
\] or \[
\frac{\text{# Actions Completed}}{\text{Unique Responders (Clicks)}}
\]

*Source: Email Marketing by the NUM8ERS*
WHERE DO WE GO FROM HERE?
Five Things
You Can Do
Tomorrow
Five Things You Can Do Tomorrow

Audit one of your emails for the four Ps.

- Is your value proposition clear?
- How about Place and Price? (If you want someone to do something, you need these!)
Five Things You Can Do Tomorrow

Plan a single item to test in your next email.

- (Hint: The subject line is easy and sometimes has dramatic results!)
Five Things You Can Do Tomorrow

Run your next (or last) email through a free spam audit like spamcheck.sitesell.com

(bONUS: Check your next (or last) email in a different browser.)
Five Things You Can Do Tomorrow

Write (or rewrite) your welcome email.

- Does it offer something or motivate a next action?
Five Things You Can Do Tomorrow

Create a new segment to test in your next campaign.

- Try a completely unique message to people who have given their email address but never taken action.
Questions?
Thank you!

If you have questions or comments later, please let me know!

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