Prof. Alex Edsel
Email Marketing
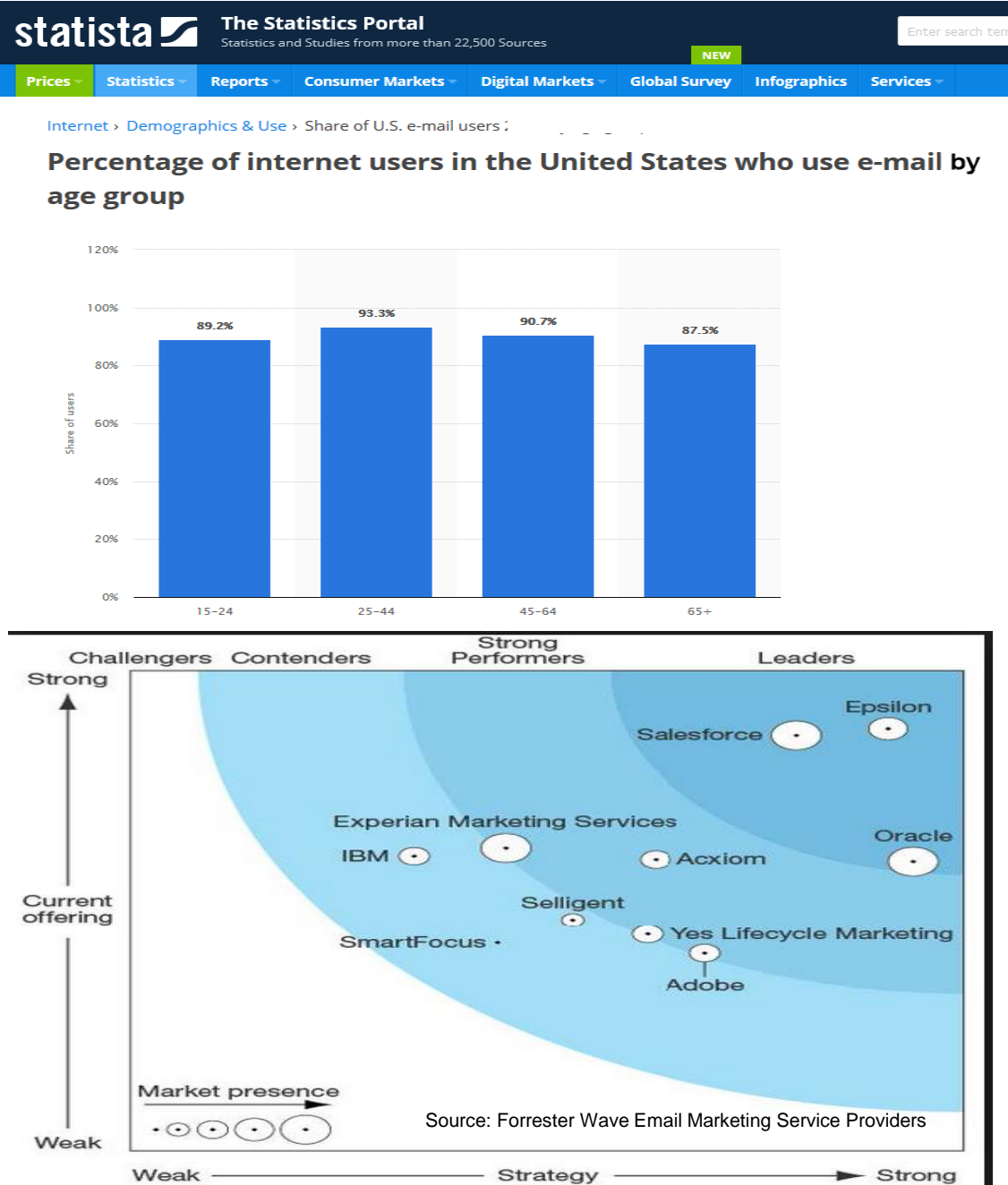# Module 2 Part C

FYI
For Your Information
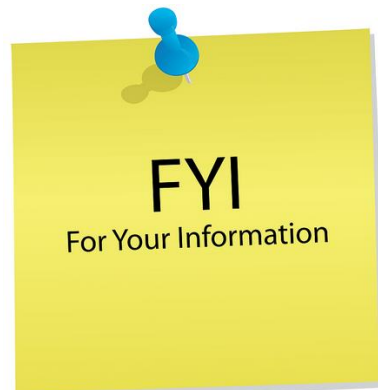
if a slide has this post it note-then it is not on the exam/quiz

e-Mail

- Decline in B-C (especially with frequency of use with those <16 yrs.) Higher usage in B-B.

- However, email still a key component of digital marketing--especially with customers but great for prospecting if opted in

- Forrester's wave identifies top email vendors based on current features, functionality and strategy e.g. leveraging other platforms like CRM, etc.

Source: Forrester Wave Email Marketing Service Providers

EMAIL MARKETING LANDSCAPE

ACQUISITION

Fluent
DMi partners
CONVERSANT
criteo
RED VENTURES
permission data
Opt Intelligence
prospectiv
where brands and buyers click

DATA SERVICES

Experian
Data Quality
FreshAddress
THE EMAIL ADDRESS EXPERTS
towerd@ta
]webbula[
STRIKEIRON
BriteVerify

EMAIL ANALYTICS

Email Acid
eDataSource
Return Path
litmus
250ok
Message Received
RIVAL EXPLORER
email copilot

MTAS

port25
amazon webservices
message systems
proofpoint
SendGrid

EMAIL AGENCIES

inboxgroup
Trendline Interactive
EMAIL APTITUDE
Javelin
AlchemyWorx
BRIGHTWAVE
The Relevancy Group
RedPillEmail
MERKLE
DEG
display block
eROI
ClickMail
SellUP
LazBro
response media

ESPs

Experian
Marketing Services
dotmailer
INBOX MARKETER
SILVERPOP
An IBM Company
WHATCOUNTS
Zeta interactive
STRONGVIEW
ORACLE
MARKETING CLOUD
MAROPOST
salesforce marketing cloud
EPSILON
SAILTHRU
yesmail INTERACTIVE
Adobe
Constant Contact
acxiom
adestra
LISTRAK
Bronto
PostUp
Campaign Monitor

PREDICTIVE & T

AGILONE
Customer Portfolios
Building Best Customers
SeeWhy
custora
Baynote
CERTONA
MYBUYS
fresh relevance
retention science
richrelevance

CONTEXTUAL

monetate
Movable Ink
Kickdynamic
RealTime Email
by LIVECLICKER

IN-EMAIL ADVERTISING

LiveIntent
powerinbox

EMERGING

Skymosity
VIDEOEMAIL
by LIVECLICKER
rebelmail
[PERSADO]
@pay
scratch-it
AudiencePoint
Cordial
AVARI
phrasee
REVTRAX
BLUECORE
SimpleRelevance

Image source: http://www.fluentco.com/
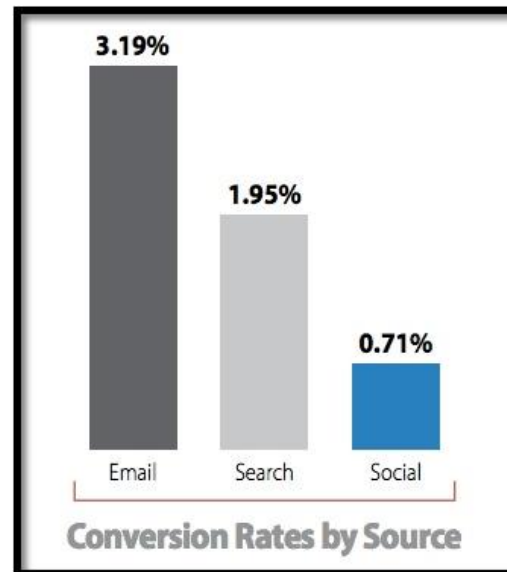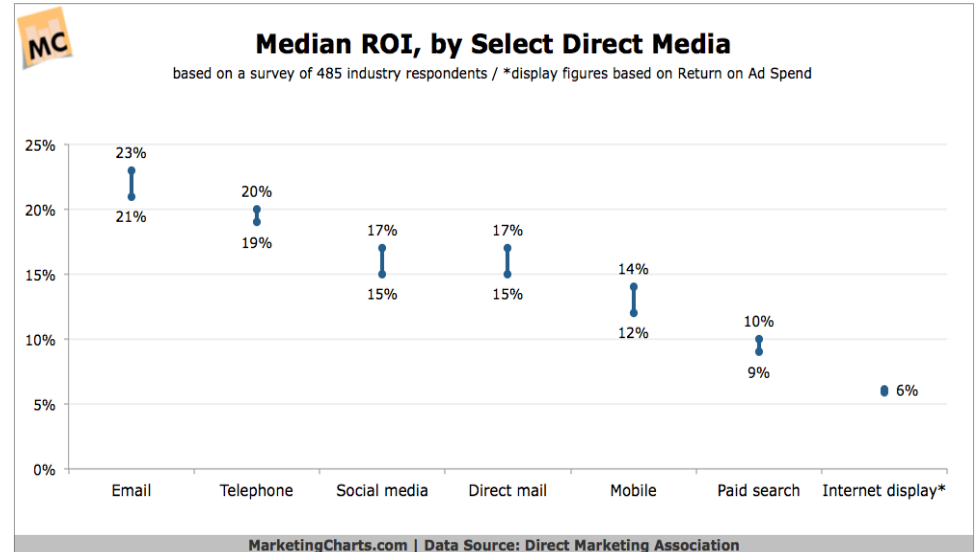
Benefits email

- E-mail marketing - Tool for customer relationship management--One of the best performing digital options

- Advantages of e-mail marketing:
  - Extremely cost effective due to a low cost per contact
  - Highly targeted
  - Customizable on a mass scale
  - Completely measurable

Median ROI, by Select Direct Media
based on a survey of 485 industry respondents / *display figures based on Return on Ad Spend

MarketingCharts.com | Data Source: Direct Marketing Association

Conversion Rates by Source

Monetate.com has ecommerce quarterly analyzes >500 million shopping experiences,

Marketing automation

- Marketing automation software allows marketers to create workflows based on triggers and/or behaviors.

- Used mainly B-B but also in B-C markets if larger order sizes and/or renewals involved (e.g., college, insurance)

- These workflows allow you to automate and deliver pre-determined messages and communications so they are time sensitive, 24/7/365 and trackable

Event Trigger	Behavior
x number of days before a contract or policy expires	Downloaded a white paper
Failure to submit required documents	Completed a form
Significant demographic changes: Birthdays, death, married, children born, moved	Visited certain web pages
	Shopping cart abandonment
	Shared on social media

Problems with email

- Spam and clutter-over 30% of incoming emails spam-blocking

- Images in email often blocked

- Poor content-poorly written, no benefits just features

- Poor contact strategy-i.e. several emails per week
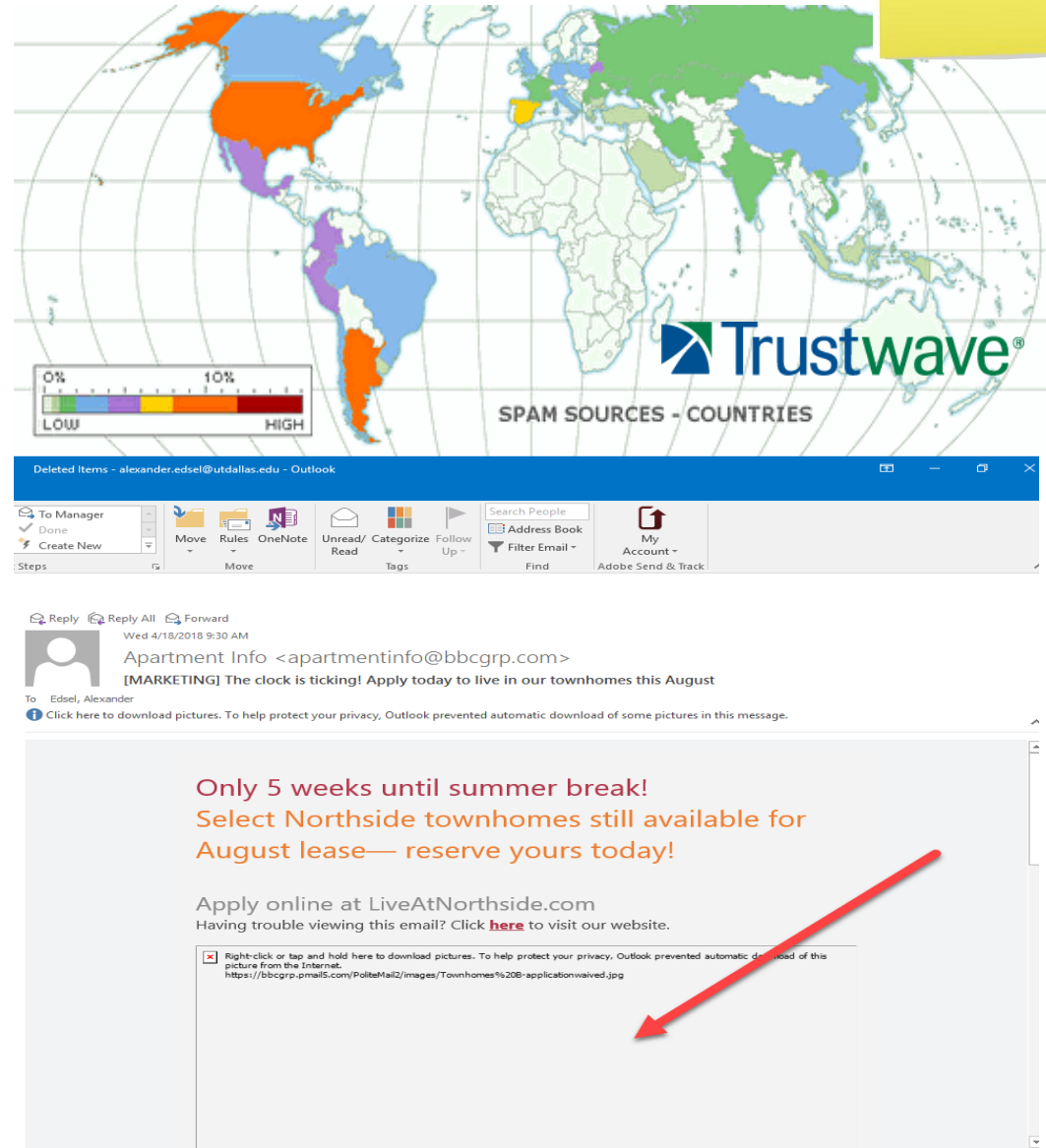
Contact strategy-need to determine your optimal point by experimenting with different frequencies

Number of emails per week

Conversion rate

3.0%
2.5%
2.0%
1.0%
1.0%

Email Categories:

1. Transactional (e.g., order confirmation or shipped)

2. Newsletters-informational

3. Commercial-e.g., reminder to renew, offers

- Two types or sub categories of commercial e-mails:

   a. Promotional e-mails
   b. Retention-based e-mail

7 Components of an E-mail

From field is important-company domain

Subject lines are very important

Deleted Items		Filter ⌄
Recover deleted items		
Brio Tuscan Grille	Choose Brio Pans To-Go for Your Next Event! • Receive 10% off now through June 15th. © Bravo Brio Restaurant G	1:33 PM
Goodyear Auto Service	**Save $10 on alignment services** • Double your savings when you open a Goodyear Credit Card. Find tires. Troubl	10:41 AM
CarParts.com	**Relax, save & stay ahead with this 5% OFF deal** • Begin your journey. Shop Now!	View Online	Unsubscribe. A	10:32 AM
Brian Tracy	**[Sale Closing] 24 hours left for 75% off...** • An opportunity missed is an opportunity lost... Hi, aedsel, For the pas	10:19 AM
American Airlines AAdvantage Program	Last chance: Earn up to 3,000 AAdvantage miles • Sign up by April 30 View on the web Hello Alexander, AAdvan	10:10 AM
Boyd's Coffee	**10% Off Any Order!** • Save 10% on your order! View this email in your browser CLICK image to shop NOW! Faceb	10:03 AM
Hilton Honors	**New! Alex, Earn 60,000 Bonus Points!** • Enjo	9:11 AM

BOTTOM TEN

Subscription	-28%
Early Bird	-29%
Industry	-30%
Report	-32%
Intelligence	-35%
Learn	-36%
Whitepaper	-40%
Training	-47%
Forecast	-47%
Journal	-50%

Bottom-10 performing words across billions of emails
Source: Adestra

Components 1 & 2: The "From" & Subject Line are probably the most important components, as this will determine if they open or click on your email

According to Hubspot (marketing automation vendor) "33% of email recipients open email based on subject line alone"

Subject lines-- get ideas from vendors with studies and benchmark then conduct a split A/B test

164 Best Email Subject Lines to Boost Your Email Open Rates *by* Mary Fernandez *optinmonster.com*

- Fear of Missing Out Subject Lines
- Curiosity Subject Lines
- Funny Subject Lines
- Vanity Subject Lines
- Greed Subject Lines
- Sloth Subject Lines
- Pain Point Subject Lines
- Retargeting Subject Lines
- Personal Subject Lines
- Straightforward Subject Lines
- Top Subject Line Keywords
- Conclusion: Some Final Tips for Crafting Irresistible Subject Lines

Sample subject lines for emails that use the **fear of missing out**…

Warby Parker: **"Uh-oh, your prescription is expiring"**

Digital Marketer: **"[URGENT] You've got ONE DAY to watch this…"**

Guess: **"Tonight only: A denim lover's dream"**

Components continued

3. Header
4. Personalized greeting
5. Body
6. Footer
7. Unsubscribe link

Best Practices in email marketing

Steps to Executing an E-mail Campaign

Pre-campaign:

Step 1: Strategic planning around the goals you want to achieve (e.g. grow home delivery business)

Step 2: Identify email list of those subscribers who have agreed to allow you to send them e-mails with marketing messages (permission based marketing)

Step 3: Creative execution--E-mails can be created and viewed as HTML or as text e-mails

Step 4: Integration of campaign with other channels-i.e. Video, Blog, podcast,

Step 5 personalized/dynamic content

Email Creation

Set Customer Preferences

Customer	Customer Email	Region
Chad Burk	chad@yahoo.com	North
Jen Olsen	jen@aol.com	South
Tara Ewer	tara@iquest.net	West

Dynamic Content Is Merged on Delivery

If Region = South

If Region = North

If Region = West

Dynamic Content Creation

Email Delivery and Results Tracking

© TeeMailer
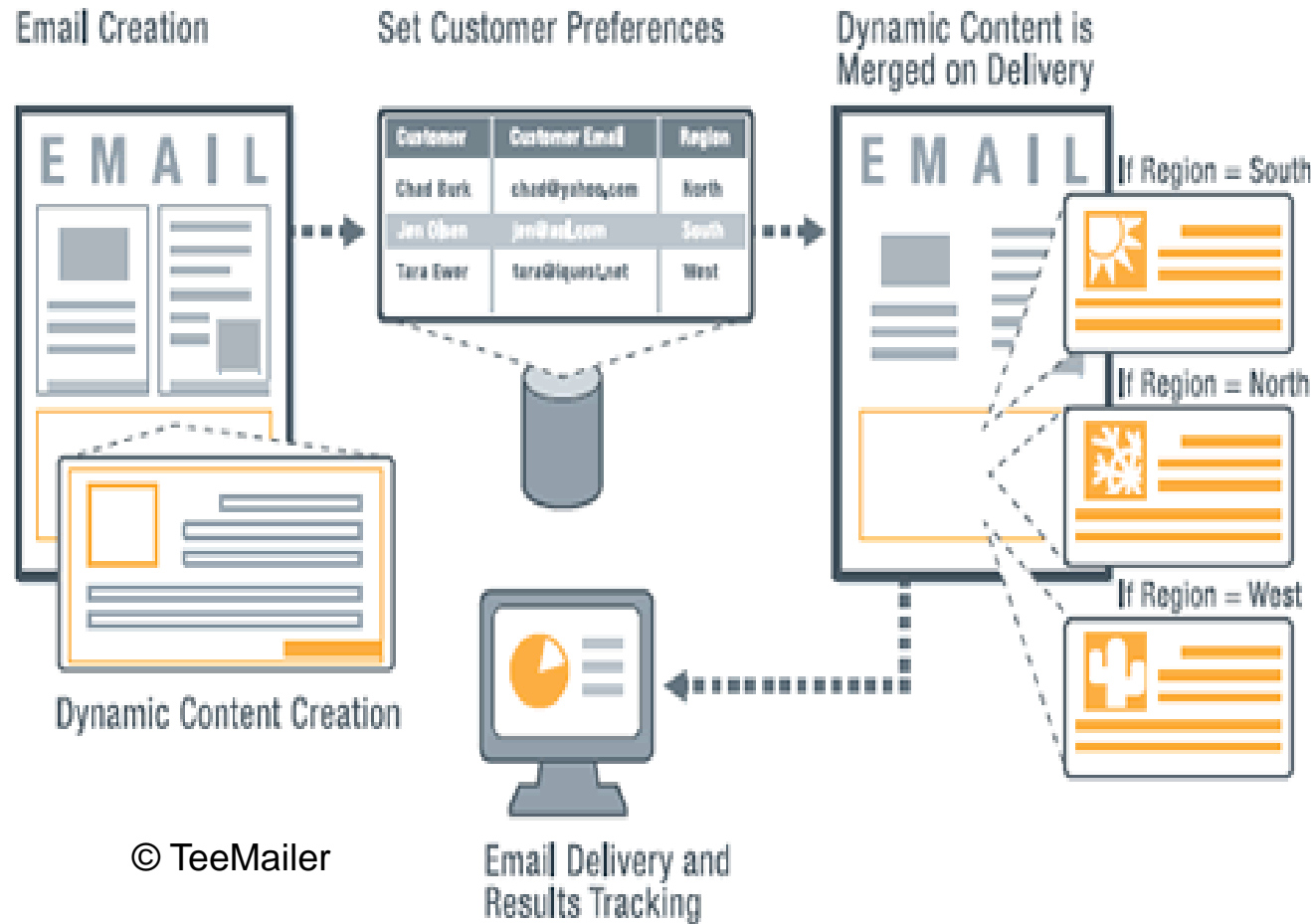
- Customer opts in

- Then fills out profile page of what they are interested in, variables such as zip code, gender, age, preferences

- Company then sends them customized content

- Personalization vs. dynamic content

Email Personalization

comparing emails with personalized subject lines to non-personalized emails

- With personalization
- No personalization

Promotional open rates
- 19.5% (With personalization)
- 15.1% (No personalization)

Triggered open rates
- 29.2% (With personalization)
- 23.3% (No personalization)

Promotional click rates
- 3.2% (With personalization)
- 2.3% (No personalization)

Triggered click rates
- 6.7% (With personalization)
- 4.4% (No personalization)

MARKETINGCHARTS.COM

Source: Experian Marketing Services

create *your* future

UTD

www.utdallas.edu

Step 6: Deployment-e-mail marketers

- Create valuable content and consistency with landing page

- Test the e-mail for display and deliverability issues, spam scores

- Establishing the correct contact frequency

EMAIL ECHO

Ensuring consistency between products featured in email and on a landing page is key to increasing relevance and improving your customers' likelihood to convert.

Use similar creative and messaging on your landing page and throughout the user experience.

HOMEPAGE   PRODUCT DETAIL PAGE   CHECKOUT PAGE
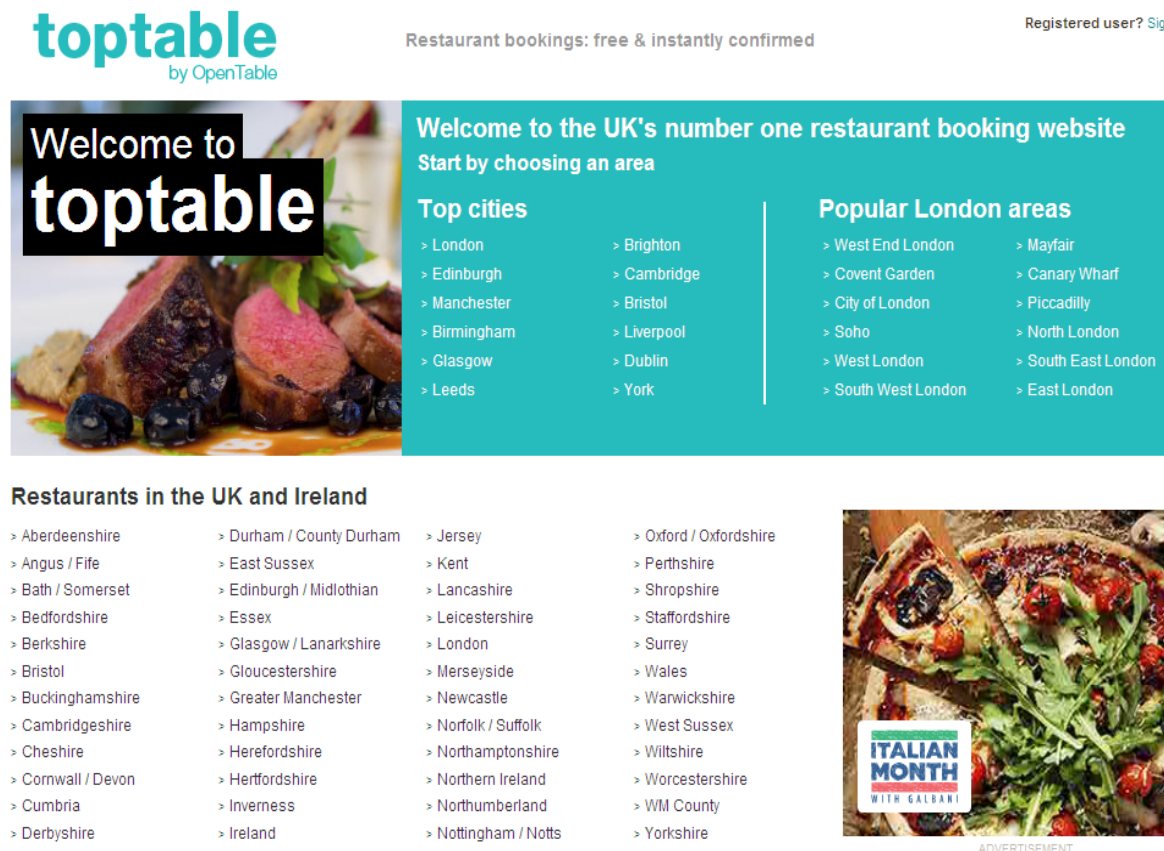
Maintain the "scent trail," regardless of the inbound marketing channel (e.g., pay-per-click, display, email, affiliate, social media), for total experience optimization.

SOURCES: BRYAN & JEFFREY EISENBERG & ASSOCIATES I FORRESTER RESEARCH I MARKETINGSHERPA I RESPONSYS I RETURN PATH I MONETATE EQ

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Case Study: TopTable –contact strategy

- Two groups: test (1/week) & control (2/week)

- Conclusion: sending too many emails leads to long term damage: those receiving only one email a week had made **14% more bookings** than those receiving two emails over that three month test period!

Google™

	Primary		Promotions	
	Placement	Read Rate	Placement	Read Rate
Apparel	1%	18%	98%	17%
Automotive	3%	33%	98%	28%
Biotechnology	0%	0%	100%	6%
Business Services	1%	10%	87%	15%
Communications	2%	15%	98%	15%
Consumer Services	1%	8%	99%	22%
Education	2%	4%	99%	13%
Finance	3%	14%	97%	17%
Food & Beverage	2%	24%	98%	20%
Health and Beauty	3%	30%	89%	22%
Hospitality	2%	17%	96%	18%
Insurance	3%	36%	94%	30%
Media & Entertainment	1%	10%	96%	8%
Not For Profit	2%	13%	78%	13%
Publishing, Broadcast, Internet	2%	4%	92%	10%
Retail	2%	23%	69%	16%
Software & Internet	2%	0%	100%	12%
Technology	2%	13%	68%	17%
Travel, Recreation, and Leisure	2%	0%	99%	35%

Source: marketingland.com/study-email-deliverability-getting-easier-

create *your* future   UTD   www.utdallas.edu

Behaviors change as users get comfortable using>monitor

Do you currently use Gmail tabs to sort your email?

Yes	33.8%
No	66.3%

How often do you check your Promotions tab in Gmail?

Constantly	11.9%
At least 3-4 times a day	6.7%
At least one a day	26.5%
At least once a week	25.5%
Never	19.9%
n/a	9.5%

Source: Survey of 1,628 Gmail users by vendor Return Path's Inbox Monitor tool of 6 billion messages sent to Gmail users 6 years after tabs introduced

BEST KIND OF PROMOTION BY TIME OF DAY
(times are relative to time zone)

7PM-10PM: Last Orders
Recipients are more likely to respond to consumer promotions when they get off of work and are relaxing on their own time. 23% of emails classified as "consumer promotions" were opened during this period. Offers on clothing, special interests such as sports and gym promotions performed extremely well in this period.

10PM-6AM: The Dead Zone
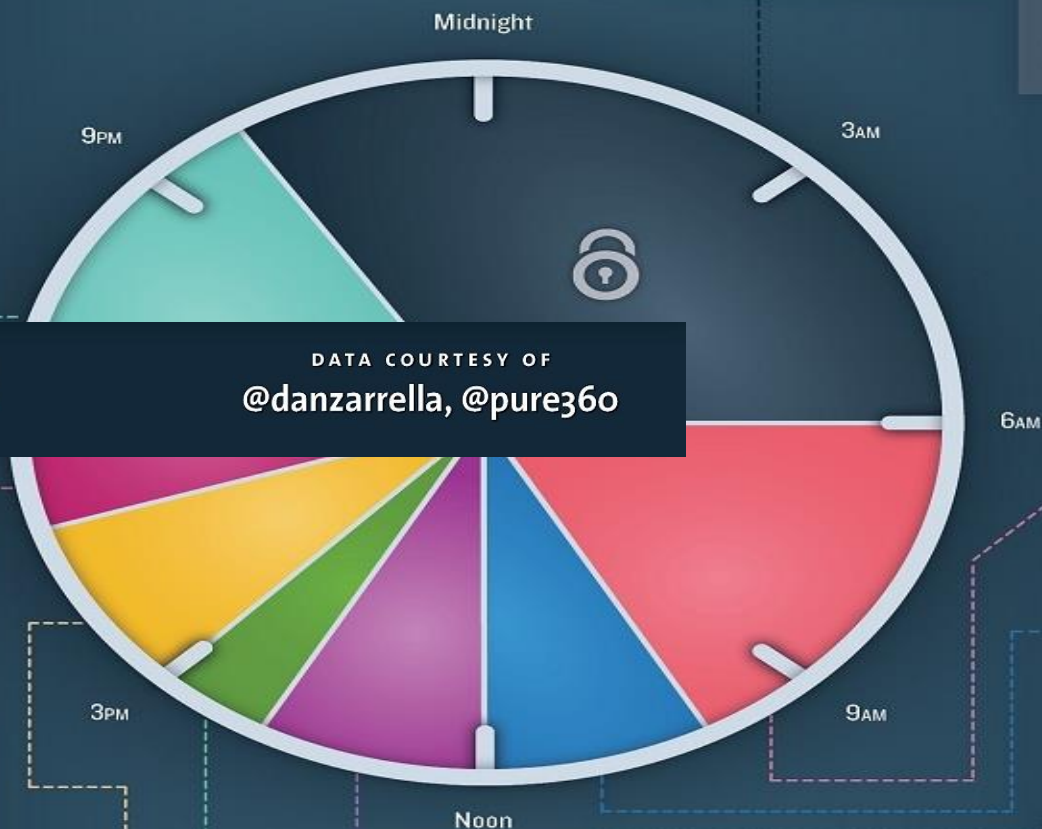A large fraction of emails sent during the dead zone are ineffective.

6AM-10AM: The Consum...
The second most pre... opening time is at th... of the working day, w... consumers allowing... to be distracted by offers on clothes, live events, restaurants and consumer goods.

FYI
For Your Information

DATA COURTESY OF
@danzarrella, @pure360

KISSmetrics

10AM-NOON: Do Not Disturb
Consumers are not opening marketing emails, choosing instead to focus on work.

5PM-7PM: "Working Late"
There is a dramatic rise in recipients opening holiday promotions during this period (17.9% of all emails classified as "holiday promotions" were opened in these two hours). Counter-intuitively, this is also the timeframe when recipients are most likely to open B2B promotions (26.4%).

3PM-5PM: A Life-changing Afternoon
Job-related apathy sets in and consumers start thinking about their personal situation. As a result, more emails relating to property and financial services are opened between 3pm and 5pm than any other type of promotion.

2PM-3PM: In The Zone
In the immediate post-lunch period consumers remain focused on work, responding mostly to email offers relating to financial services.

NOON-2PM: The Lunchtime News
Counter-intuitively, consumers are also unlikely to open marketing emails during their lunch, choosing instead to spend time on news and magazine alerts.

Midnight

9PM

3AM

6AM

9AM

Noon

3PM

Post Campaign

Step 7: Generate reports with key metrics:
- a) Deliverability (e.g., disabled email address)-bounce back
- b) Open rate
- c) Click thru rates
- d) Conversion rate-buy something?
- e) Unsubscribe./opt out rate
- f) Pass-on rate-shared

Step 8: Analysis & optimize results
- – Once the reports have been generated, analyze what the numbers are revealing and use this information to improve the next e-mail sent out
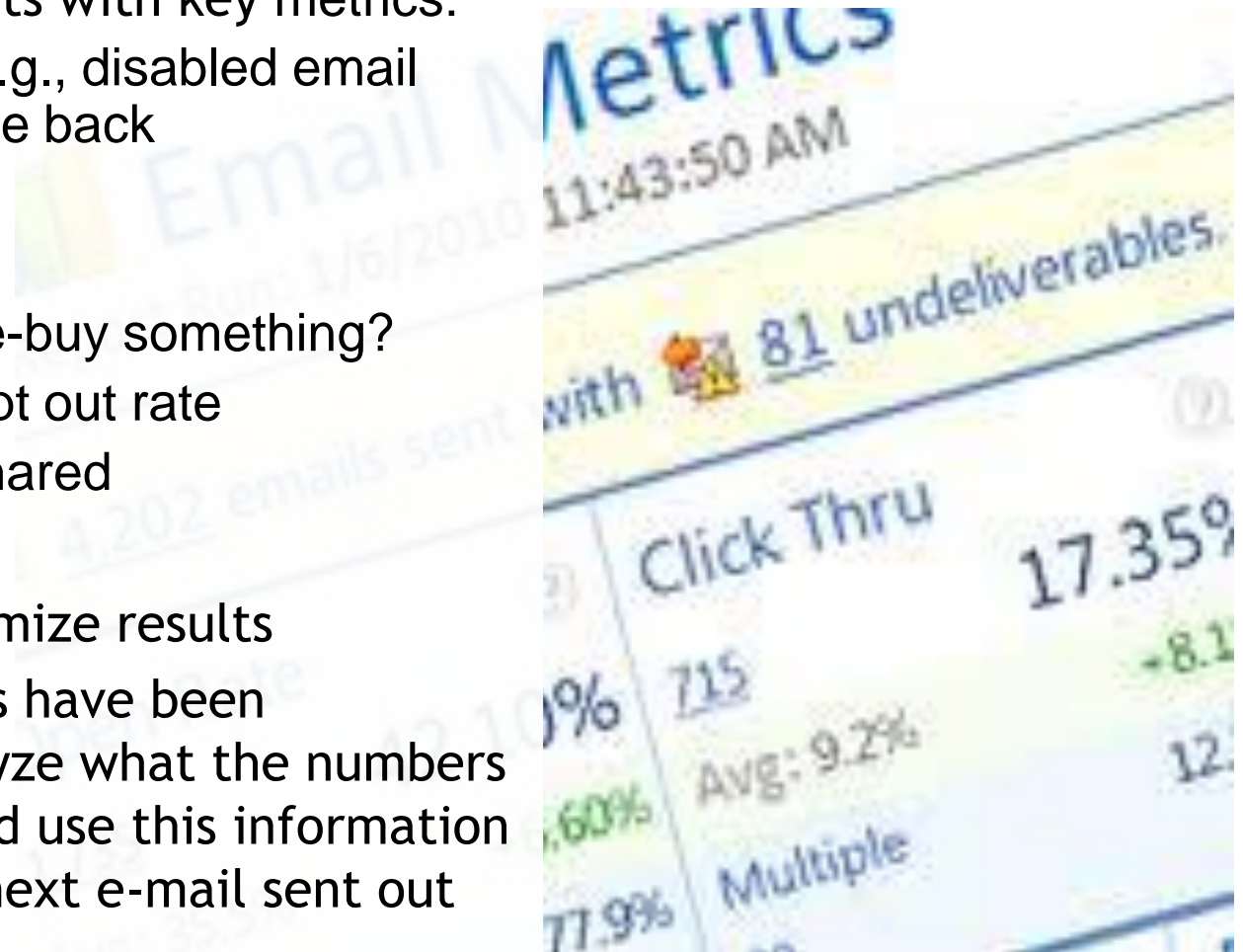
Business Type	Open Rate (Total)	Mobile Open Rate	Tablet Open Rate	Desktop Open Rate	Click-Through Rate	Bounce Rate	Unsubscribe Rate
Accommodations (ex. hotel, inn, B&B, camp grounds)	16.51%	63.94%	19.15%	47.68%	6.93%	7.84%	0.32%
Accountant	12.57%	53.87%	15.58%	68.72%	7.19%	8.65%	0.11%
Animal Services	16.29%	68.45%	16.07%	50.43%	9.79%	5.37%	0.25%
Art, Culture, Entertainment (ex. galleries, museums, musicians, theatre, film, crafts)	16.47%	56.62%	17.55%	54.32%	7.31%	6.59%	0.13%
Automotive Services	13.17%	67.15%	13.16%	50.69%	8.30%	7.95%	0.22%
Child Care Services	21.57%	89.15%	7.39%	33.67%	7.96%	6.67%	0.29%
Civic/Social Membership (ex. associations, chambers, clubs)	22.92%	62.02%	14.15%	79.25%	8.65%	9.13%	0.11%
Consultant, Training (ex. marketing, management)	13.48%	51.16%	8.95%	74.13%	7.21%	9.99%	0.11%
Education - Primary/Secondary (ex. elementary, middle, and high schools)	23.74%	73.93%	10.60%	63.40%	9.44%	6.95%	0.12%
Education - Higher Education (ex. colleges, universities, trade schools)	17.81%	63.92%	10.17%	56.02%	8.46%	7.52%	0.10%
Financial Advisor	18.07%	54.11%	14.11%	71.37%	8.32%	9.56%	0.20%
Fitness Center, Sports, Recreation (ex. yoga studio, bowling alley, gym)	15.70%	71.60%	13.53%	40.19%	6.48%	8.33%	0.19%
Fitness/Nutritional Services (ex. personal trainer, wellness coach)	13.76%	74.68%	12.60%	40.73%	9.29%	5.67%	0.22%
Government Agency or Services	21.56%	65.94%	14.43%	82.16%	9.39%	9.37%	0.10%
Health & Social Services (ex. hospital, elder care, adoption services)	19.66%	62.24%	16.36%	91.85%	9.33%	9.65%	0.19%
Health Professional (ex. physician, dentist, chiropractor)	16.99%	66.90%	15.05%	60.70%	6.16%	8.84%	0.26%
Home & Building Services (ex. construction, HVAC, landscaping, design)	20.68%	61.68%	14.41%	63.64%	5.73%	9.97%	0.40%
Insurance	14.35%	50.67%	10.20%	98.86%	7.68%	5.62%	0.16%
Legal Services	20.06%	56.61%	8.21%	83.22%	7.18%	11.37%	0.21%
Manufacturing and Distribution	15.14%	47.93%	11.04%	80.58%	8.77%	10.83%	0.19%
Marketing, Advertising, Public Relations	10.63%	53.52%	10.38%	55.78%	5.89%	7.71%	0.09%
Other	18.41%	53.52%	15.90%	49.76%	5.83%	6.49%	0.11%
Other - Non-profit	19.32%	63.55%	15.76%	71.37%	8.00%	8.60%	0.12%
Personal Services (ex. dry cleaning, photography, housekeeping)	17.55%	63.47%	14.00%	53.83%	7.26%	8.58%	0.25%
Professional Services	16.21%	57.98%	11.91%	70.39%	8.46%	9.28%	0.19%
Publishing	13.86%	51.69%	15.32%	60.14%	13.67%	7.97%	0.06%
Real Estate	15.80%	53.00%	9.72%	60.45%	6.71%	10.67%	0.14%
Religious Organization	24.77%	71.14%	20.70%	53.96%	7.67%	6.49%	0.07%
Restaurant, Bar, Cafe, Caterer	15.59%	62.63%	17.68%	45.49%	5.30%	9.13%	0.19%
Retail (ex. brick and mortar and online)	11.84%	59.86%	19.08%	40.07%	8.21%	5.90%	0.11%
Salon, Spa, Barber (ex. nails, tanning)	13.93%	74.33%	14.28%	32.82%	4.07%	12.08%	0.27%
Technology (ex. web developer)	12.21%	42.43%	6.41%	80.16%	6.12%	10.92%	0.16%
Transportation	17.35%	58.09%	11.68%	65.26%	12.46%	9.83%	0.15%
Travel and Tourism (ex. limo driver, tour guide, reservations)	15.46%	51.39%	20.08%	60.34%	7.02%	11.24%	0.15%
Unknown	14.48%	60.30%	14.68%	55.74%	7.77%	8.17%	0.02%

FYI
For Your Information

Monitor and benchmark your CTR, unsubscribe rates, etc. based on your industry

Constant Contact Average Email open and clickthrough rates by industry -

- When subscribing email list: Opt in vs. opt out (user has to "un check", not advisable)

- **Buying lists from 3ʳᵈ parties is a big risk!!!!**

  – Cannot know accuracy and if truly acquired by optins
  – Appears spammy
  – Brand reputation

- Spam vs. permission based marketing-CAN-SPAM legislation

commercial emails sent without optin (e.g., bought list) must be marked as [MARKETING] and have opt out link

- Email vendors usually have a spam check

- Spam filters look for suspicious IPs, length, attachments, certain keywords, etc.

- **Sender ID/Sender Policy Framework** (**SPF**) email validation (detecting spoofing), by verifying sender IP addresses.

- Risk of ISP block if you are frequently reported by people- "marking emails as spam"

End of Module 2 Part C