Powerful Email Marketing Strategies and Tactics
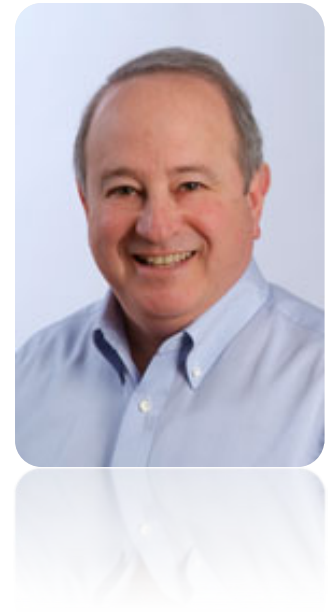
SoWINE 2

June 14, 2011

Agenda

- Introduction
- Industry Trends
- Key Email Considerations
  - Strategy
  - List Development
  - Content Development
  - Deployment
  - Program Analysis
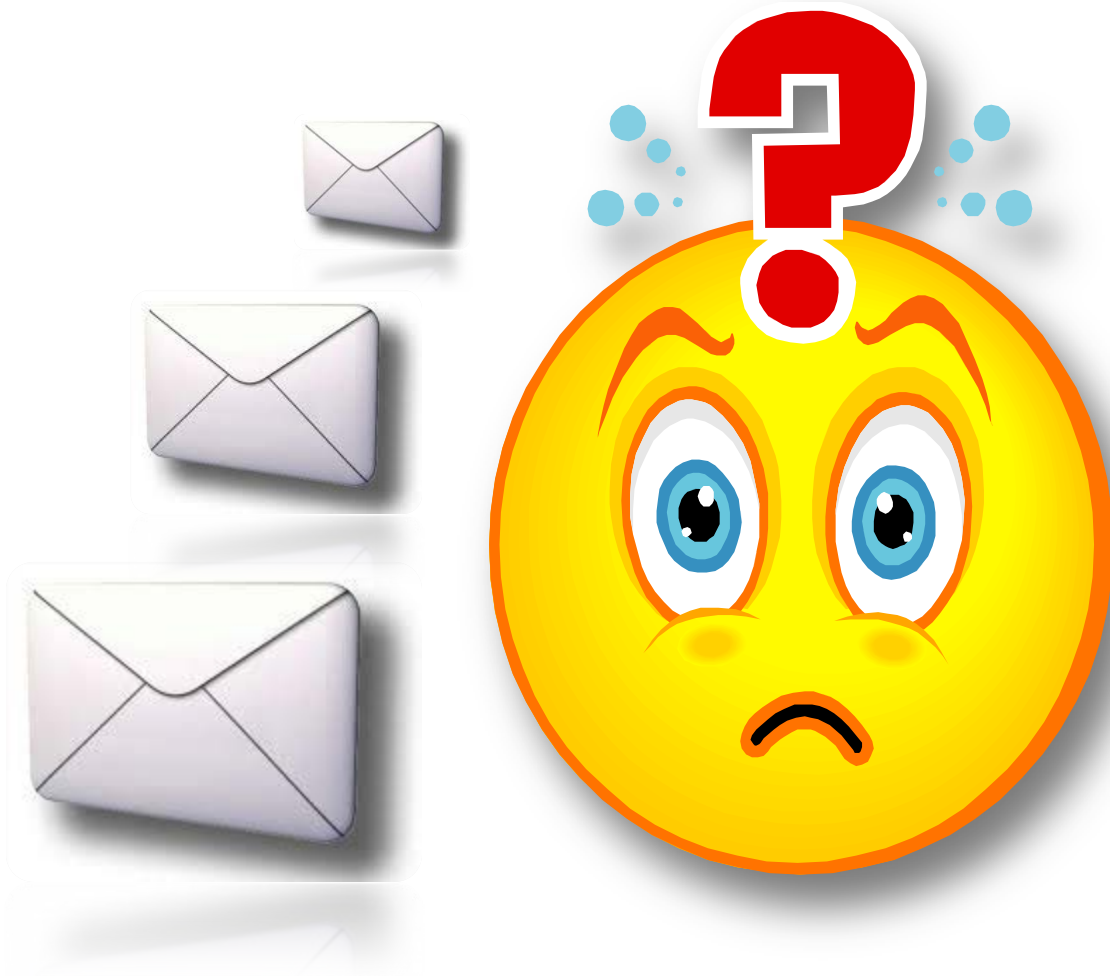 - Optimization
  - Deliverability
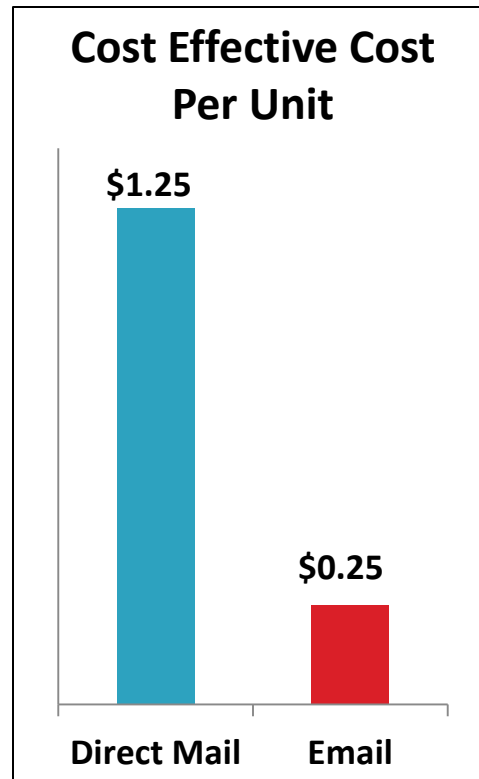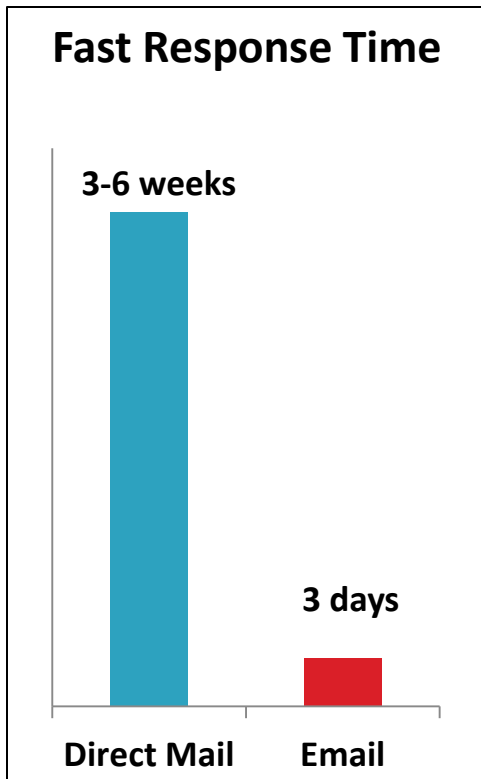 - CAN-SPAM Compliances
- Q&A

CRM Group Background

- Founded May '01
- Office in Redmond, WA
  - www.crmgroupusa.com
- 250+ email campaigns per year
  - Strategy
  - Content creation
  - Deployment
- Managing partner
  - Terry Miller
    - Founder and EVP – Mercata.com
      - Responsible for marketing, merchandising, site content & design, operations and customer service for this pioneering group buying site
    - VP of Sales – SuperCede, Asymetrix, SoftBank
    - Senior Direct Response Positions – Gupta, Broderbund
    - Founder and General Manager – Triton Products Company

Why Email?

Why Marketers Use Email

Fast Response Time

3-6 weeks

3 days

Direct Mail   Email

Cost Effective Cost Per Unit

$1.25
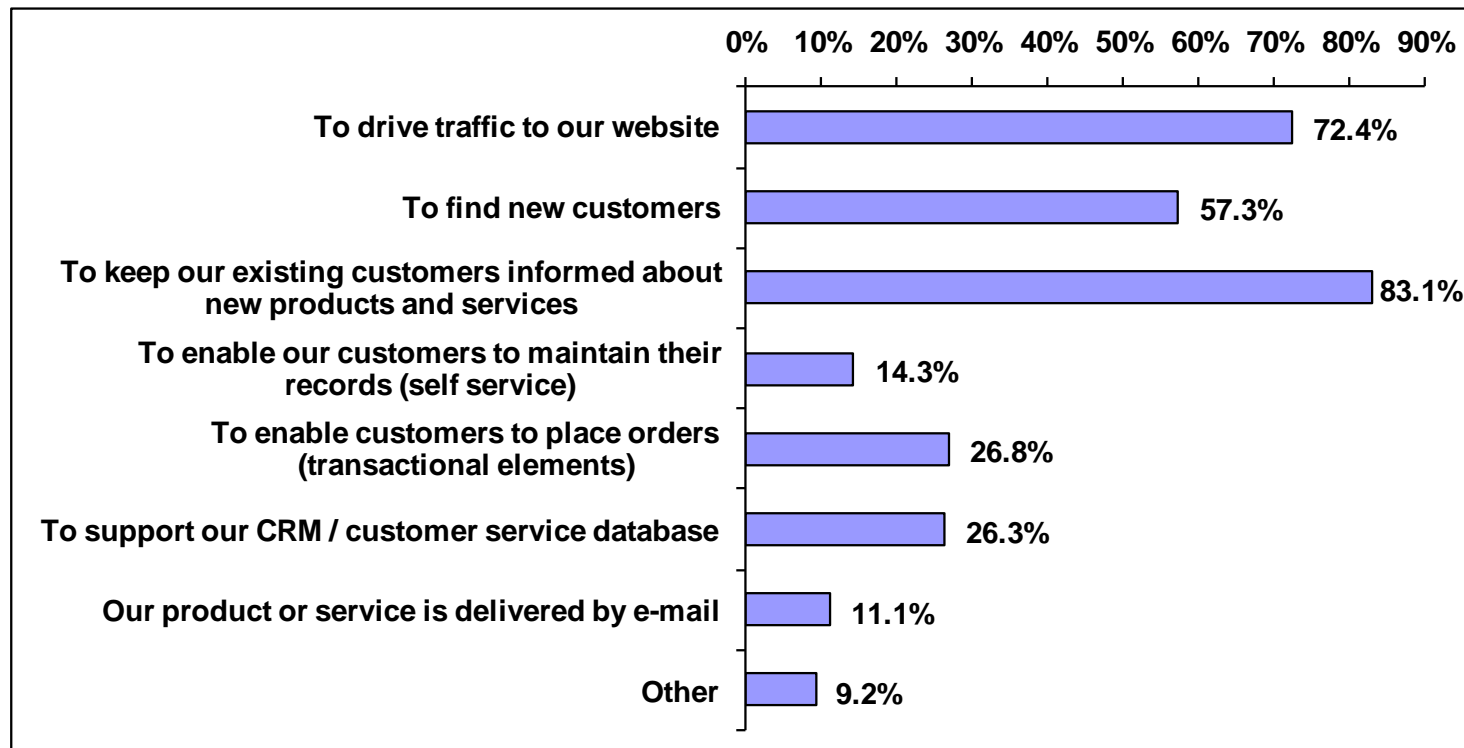
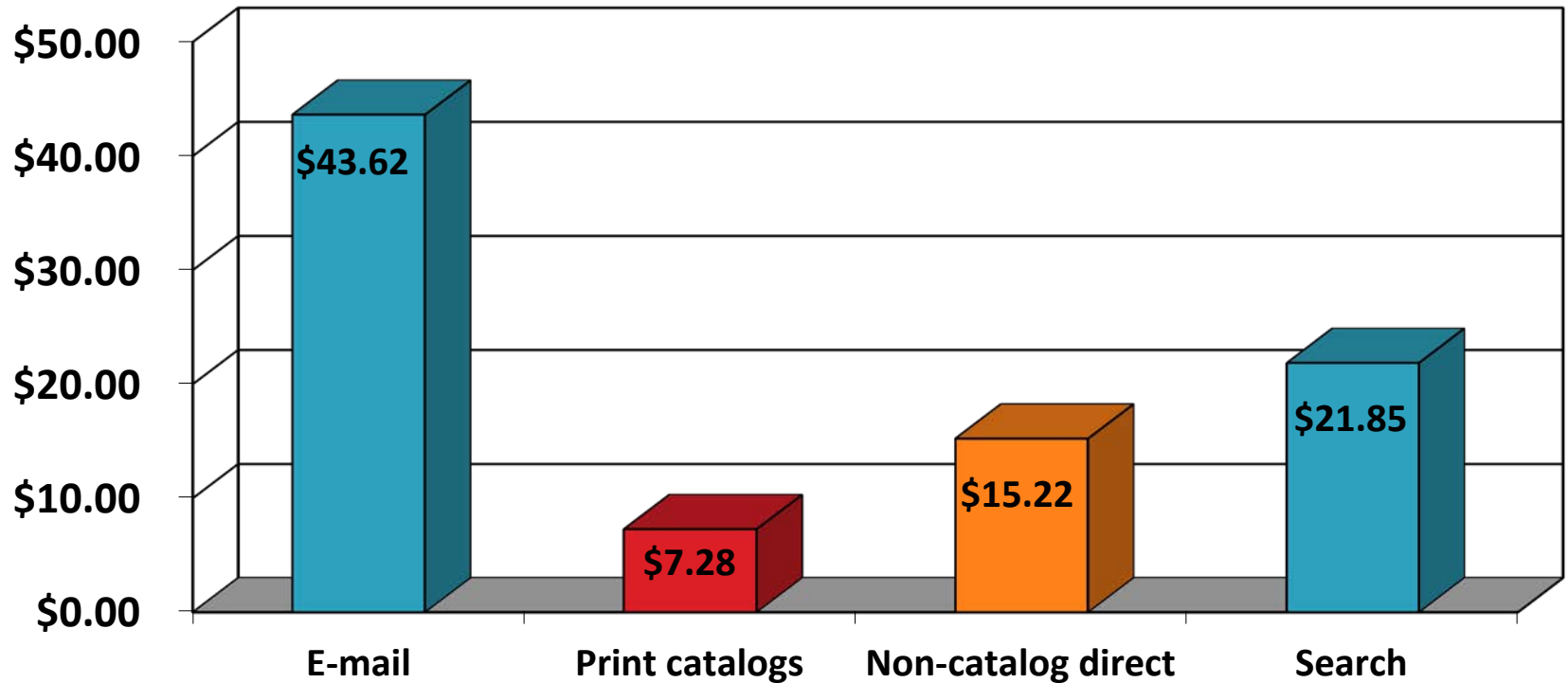**$0.25**

Direct Mail   Email

Highly Targeted Behavioral Data

Target based on:
- Opened
- Clicked
- Forwarded
- Transacted
- Opened but didn't transact

How Organizations Use Email Marketing

Use	Percentage
To drive traffic to our website	72.4%
To find new customers	57.3%
To keep our existing customers informed about new products and services	83.1%
To enable our customers to maintain their records (self service)	14.3%
To enable customers to place orders (transactional elements)	26.8%
To support our CRM / customer service database	26.3%
Our product or service is delivered by e-mail	11.1%
Other	9.2%

Source: MarketingProfs

ROI for Every Dollar Spent

|			
$50.00			
$40.00	$43.62		
$30.00			
$20.00			$21.85
$10.00		$15.22	
$0.00		$7.28	
	E-mail	Print catalogs	Non-catalog direct	Search

Source: DMA Power of Direct Marketing Study 2010

Some Email Industry Concerns

- Too much
  - Receive too many email offers and end up deleting them without reading them
- Spam
  - Eroding trust in email
- Deliverability
  - Filtering, particularly in the B2B space reduces delivery rates
- Delivering on the promise of relevance
- Opt-in willingness
- Lack of budget

Key Email Considerations

- **Strategy**
- List Development
- Content Development
- Deployment
- Program Analysis
- Optimization
- Deliverability
- CAN-SPAM compliance
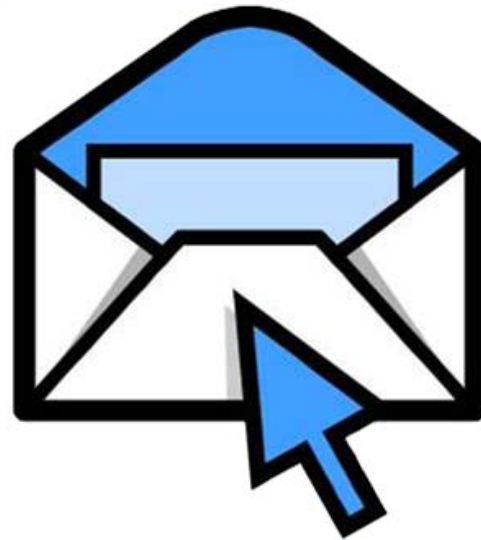
Email Marketing Strategy

Marketing Plan	Focus	Email Plan Development	Optimization
- Not just tactical - Integrate with overall marketing strategy	- Acquisition - Retention - Sales - Traffic generation	- Audience(s) - Budget - Forecasts - Vehicles - Messaging - Offers/CTAs - Testing - Schedule	- Track achievement - Adjust as needed

Key Email Considerations

- Strategy
- **List Development**
- Content Development
- Deployment
- Program Analysis
- Optimization
- Deliverability
- CAN-SPAM compliance

List Development - Sources

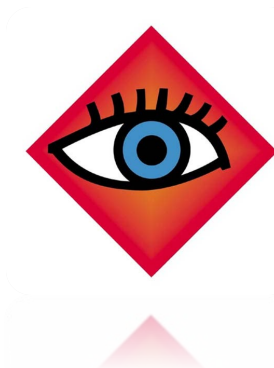| Source	Percentage
Web site registration	61%
Newsletter registration	57%
Online order confirmation	33%
Client e-mails to customer service	33%
Client calls to customer service	30%
Sweepstakes offer	22%
Off-line source	14%
List rental	13%
Product warranty registration	7%

0%   20%   40%   60%   80%   100%
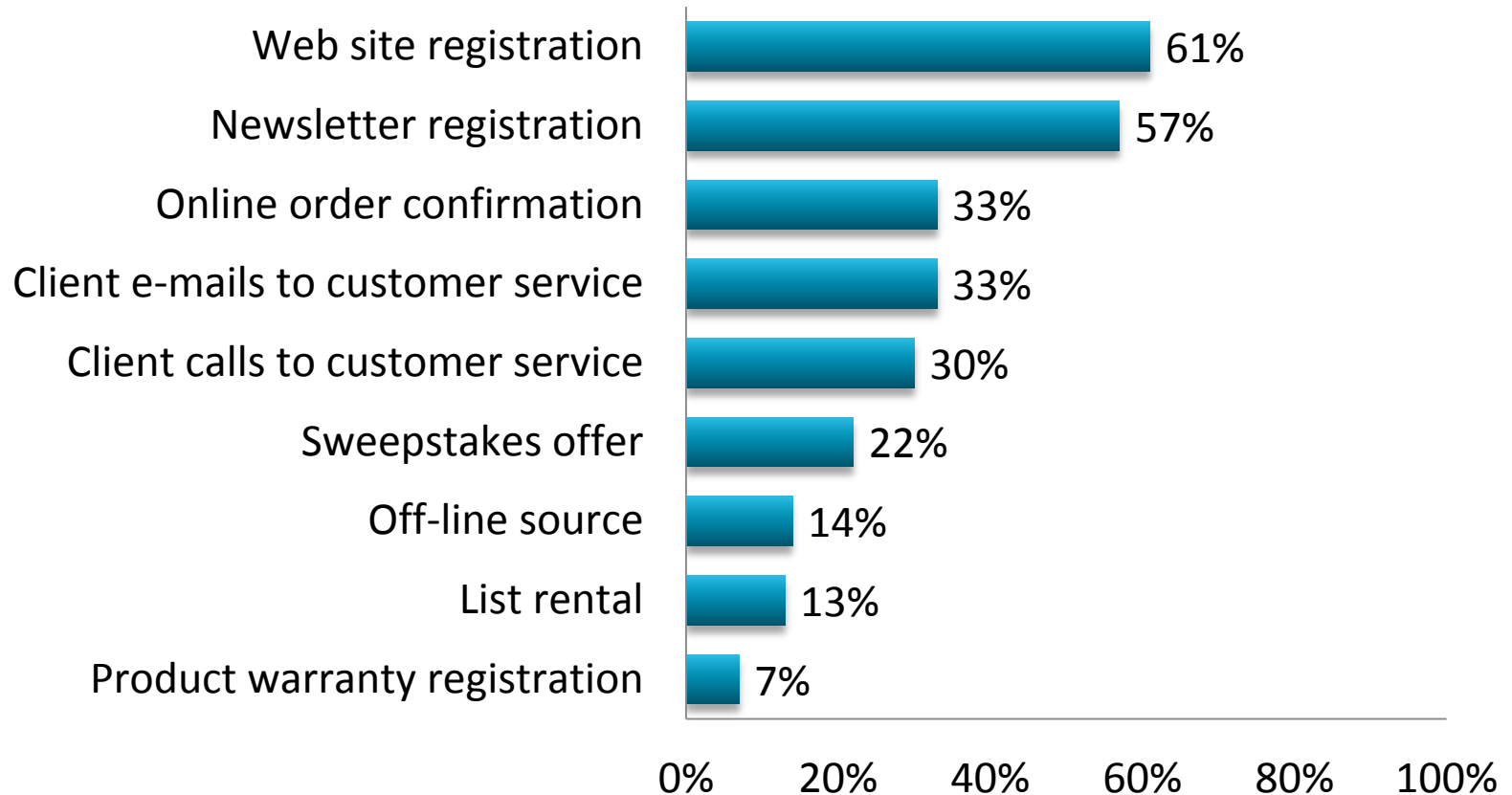
Source: Jupiter Research Executive survey
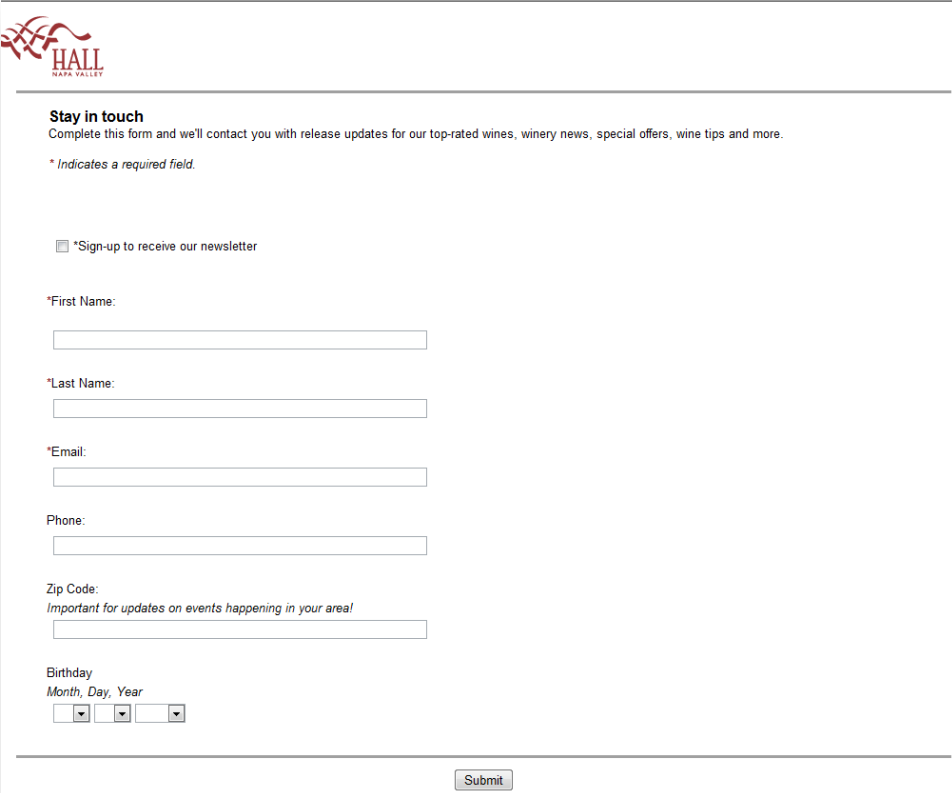
Website Options

- **70%** of website visitors gave their address voluntarily to receive information from that company via email
- **49%** of website visitors gave their address to access content they value great location

Newsletter Promotion

- Reinforce benefits
- Keep bar relatively low
- Birthday presents marketing options

Key Email Considerations

- Strategy
- List Development
- **Content Development**
- Deployment
- Program Analysis
- Optimization
- Deliverability
- CAN-SPAM compliance

Content Development

Objectives   Audience   Vehicle

Offer   Frequency

Email Objectives

Newsletter Campaigns

- Content is key
  - Brand supportive
  - Less is more
  - Have fun

Newsletter Case Study

▸ Success factors
- Highly qualified audience
- Compelling content

B-to-C Newsletter Open Rates chart

B-to-C Newsletter Click Rates chart
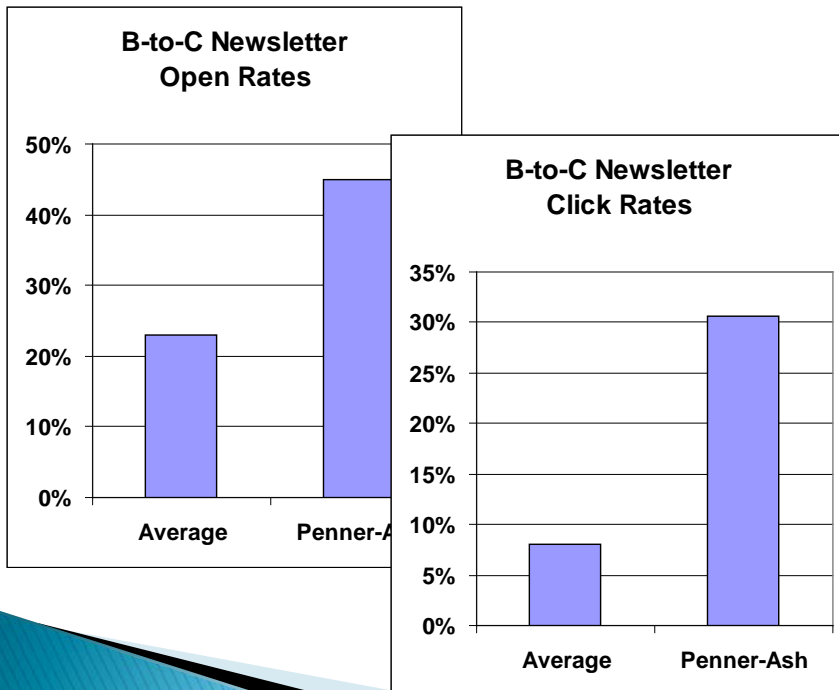
Penner-Ash Wine Cellars newsletter — News from the Vine, Fall 2008

Promotional Emails

- Prominent offer
  - Viewable from the preview window
  - Doesn't require scrolling
  - Multiple calls-to-action

Event Emails

▸ Promote event
- Include all the pertinent information
- Easy to RSVP

Event Emails

Pre-Memorial Day Open House

Dear Terry,

We invite you to join us for our annual **Pre-Memorial Day Open House**. We host this special event each year for our mailing list customers and their guests. This year we will be pouring our current releases, new releases including the 2009 Viognier and our amazing 2009 Barrel Samples (be the first to try these wines)! Apps will be provided by Feastworks.

Date: Saturday, May 22, 2010

Time: 10:00 a.m. - 4:00 p.m.

Entry fee: $10 per person

Location: Penner-Ash Wine Cellars
15771 NE Ribbon Ridge Rd.
Newberg, OR 97132
503-554-5545
View map

Click here to RSVP

RSVP to receive your Pre-Memorial Day Open House entry ticket, good for up to four people (including yourself), which will entitle you to a 10% discount on all wine purchased on the day of the event. **Click here to RSVP.**

Please note that this email alone will not qualify for the 10% discount.

If you can't make it to the Pre-Memorial Day Open House, come see us over Memorial Day weekend, May 29 & 30 from 10:00 a.m. - 4:00 p.m. Entry fees will apply.

Cheers,

Ron and Lynn Penner-Ash

Pre-Memorial Day Open House

We would like to attend the Pre-Memorial Day Open House at Penner-Ash Wine Cellars on Saturday, May 22, 2010.

Name:
Terry Miller

Number of Guests attending including yourself:
1

Submit RSVP

Pre-Memorial Day Open House

This ticket entitles Terry Miller and 1 guest(s) (including yourself) to a 10% discount on all wine purchased at the Harvest Celebration Open House at Penner-Ash Wine Cellars.

Date: Saturday, May 22, 2010

Time: 10:00 a.m. - 4:00 p.m.

Entry fee: $10 per person

Location: Penner-Ash Wine Cellars
15771 NE Ribbon Ridge Rd.
Newberg, OR 97132
503-554-5545
View map

Please print out this email ticket and bring it with you to the Open House as it is required to receive the 10% discount on wine purchases made at the winery on the day of the event. Ticket is only valid on May 22, 2010, is non-transferrable and may only be used/printed once.

PennerAsh.com | Buy Our Wines |
COPYRIGHT © 2010 PENNER-ASH
15771 NE Ribbon Ridge Road, New

Email	First	Last	Number	Date
saltermatt@yahoo.com	Shirley	Altermatt	4	11/9/2009 22:05
kalvstad@hotmail.com	K	Alvstad	4	11/9/2009 15:41
klkapter@comcast.net	Kathy	Apter	2	11/16/2009 18:45
parchie@perkinscoie.com	Peter	Archie	1	11/9/2009 10:05
aashley358@yahoo.com	Andrea	Ashley	4	11/17/2009 9:23
redweaver@comcast.net	Rona	Aspholm	2	11/13/2009 15:18
rdausten@yahoo.com	Ron	Austen	4	11/15/2009 14:41
kayres@verizon.net	Kathleen	Ayres	4	11/10/2009 10:31
ayres9230@comcast.net	Bill	Ayres	4	11/13/2009 10:30

Content Tips

- Keep subject lines less than 50 characters and mention benefits
- Include a sense of urgency with your offer
- Create a specific landing page
- Reinforce your brand
- Personalize
- Add site navigation
- QA for main email clients

Subject Lines

Subject: September Newsletter

Subject: Let there be Spring

Subject: Poplar Grove Newsletter

Subject: Hot events and Sweet new site at Hestia

Subject: Spring Release Weekend is Here!

Subject: Seriously Sensuous Syrah this Red Wine & Chocolate 2010

Subject: 2009 Penner-Ash Shea Vineyard Offering

Preheaders

What's Hot right now - ChefShop.com

newsletter@chefshop.com

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Sent: Sun 2/20/2011 9:33 AM
To: Terry Miller

What's Hot Right Now - chefshop.com/enews

Can't read this email? Don't miss the great pictures & graphics. Click here to read online.

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
ChefShop.com - eat simply! live well! - enews

EXCLUSIVE SUBSCRIBER 5% OFF CODE

Right-click here to do...

hot

Recipes | Chef's Pantries | Shop for Food & Ingredients | Food Blog

In this issue:

Categorically

Right-click here to download pictures. To help protect your privacy, Outlook automatic download of this picture from the Internet.
shop now for healthy eating

Monumental Savings You've Got To See!

Office Depot [specials@email.officedepot.com]

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Sent: Fri 2/18/2011 5:33 AM
To: Terry Miller

Plus, Take A Look At The 2/20 Store Ad & Preview Our Presidents' Day Super Sale
Can't view images? View on Mobile Device | View as a Webpage

Join Worklife Rewards®

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the

Store Locator
Order by Catalog
Weekly Deals

Right-click here to download pictures. To help protect your...

Right-click here to
Right-click here to
Right-click here to
Right-click here to

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this

Alt-Tags

Do's and Don'ts

▸ Stay away from incorporating copy into images

Do's and Don'ts

▸ Design for the preview pane

▸ Create buttons as HTML, not an image
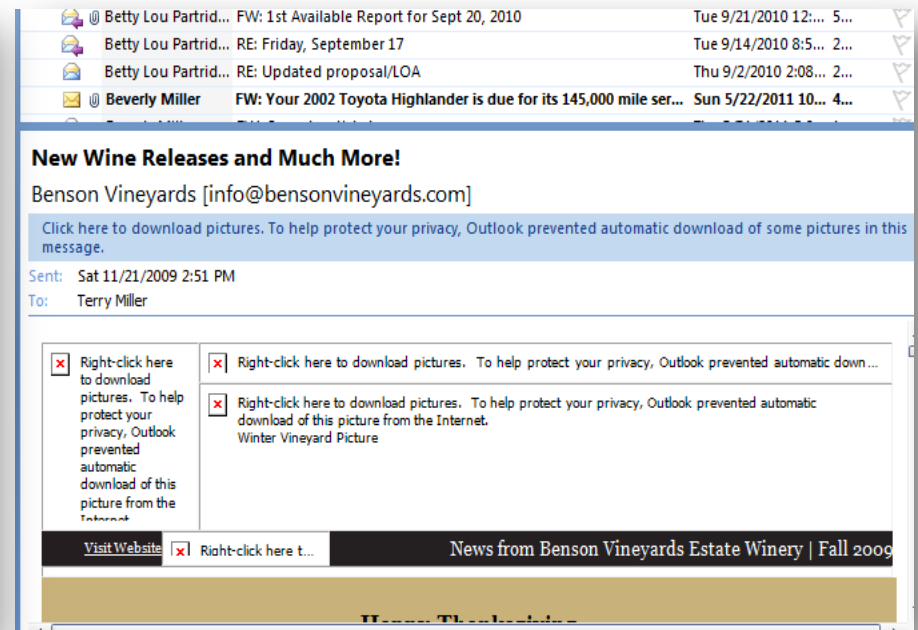
Key Email Considerations

- Strategy
- List Development
- Content Development
- **Deployment**
- Program Analysis
- Optimization
- Deliverability
- CAN-SPAM compliance

Email Deployment

- Import lists
- Bounce and unsubscribe management

Build Lists

Create and Deploy Campaigns

- Text and HTML
- Preview and test features
- Delivery

- Real time analysis
- Opens, clicks, bounces, unsubscribes

Track Results

Key Email Considerations

- Strategy
- List Development
- Content Development
- Deployment
- **Program Analysis**
- Optimization
- Deliverability
- CAN-SPAM compliance

Program Analysis

- Track:
  - Sent
  - Delivered
  - Opens
  - Clicks
  - Bounces
  - Opt-outs
  - More

Campaign Details

List: ChefShop.com News	**Template:** 2009-05-13 - News		**Sent:** 05/13/09 10:26 AM
Segmentation: ChefShop: New sub or active	**Subject:** The Herbs in Herbs de Prove		**Active:** 5 days 6 hours 31 minutes
Alias:	**Format:** Multipart MIME		**Tracking:** opens, links
View Content: HTML Plain-Text	**View URL:** Flex/Friendly URLs Archive Links		**ID:** 739109

Overview | Click-Throughs | Bounces | Top Domains | Comparison

16,260 messages sent

16,243 delivered

0 messages sent through API

5,326 messages opened, 3,803 unique (23)%

1,225 click-throughs (7.54)%

0 display message feature

17 hard bounces (0.1)%

831 soft bounces (5.11)%

6 abuse bounces (0.04)%

19 opt-outs (0.12)%

5 Forwards-to-a-friend (FTAF)

0 Invalid Email Addresses

Click Rate
7.54%

Open Rate
23%

Text View | Chart View

Industry Benchmarks

Open Rates

Click Rates
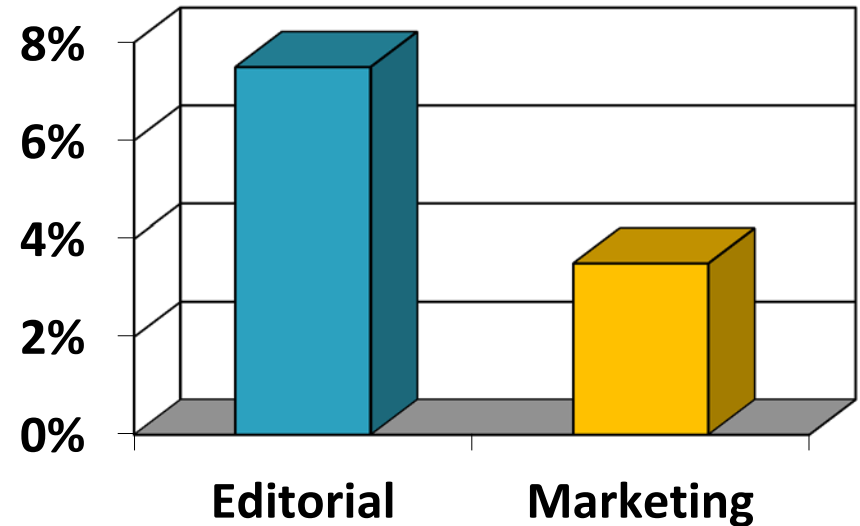
Source: Epsilon Q1 2011 Benchmark Report

Conversion

Free Offers
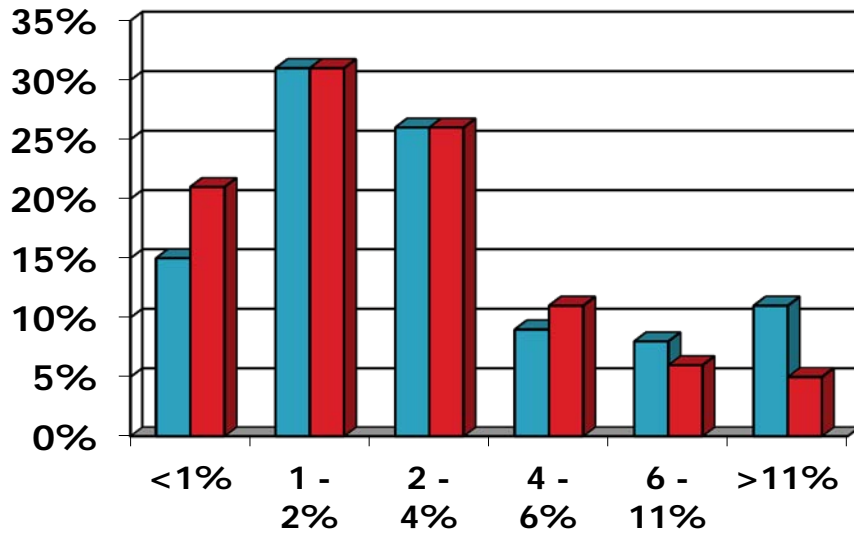
Sales Offers
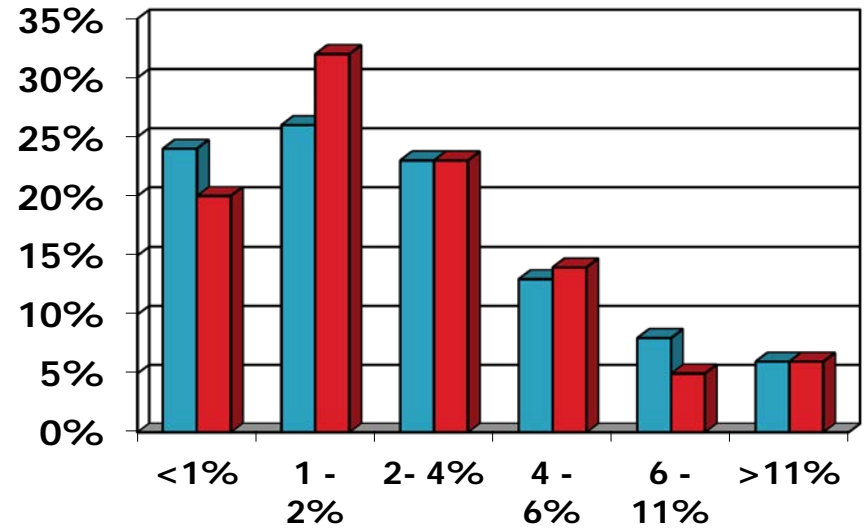
Source: Marketing Sherpa, Sept 2008

Legend: B2B, B2C

Transactional Emails

Open Rate		Click Rate		Emails Yearly	
47%		**20%**			**3,694**
	31%		**6%**	**87**	
Transactional	Commercial	Transactional	Commercial	Transactional	Commercial
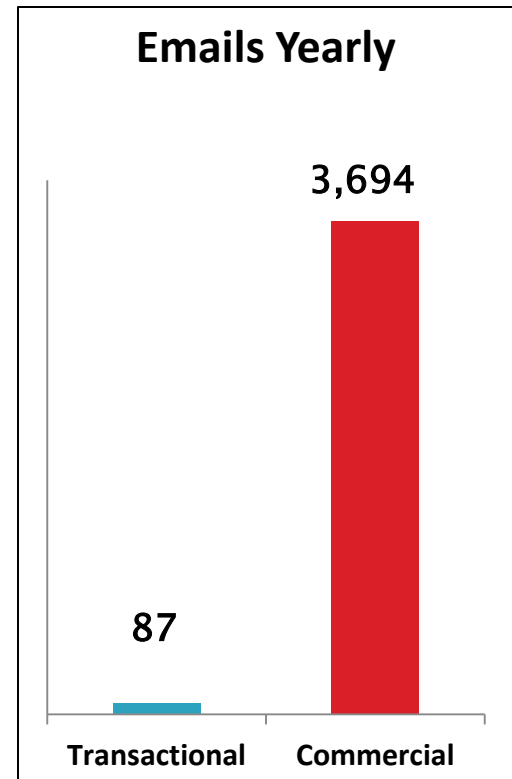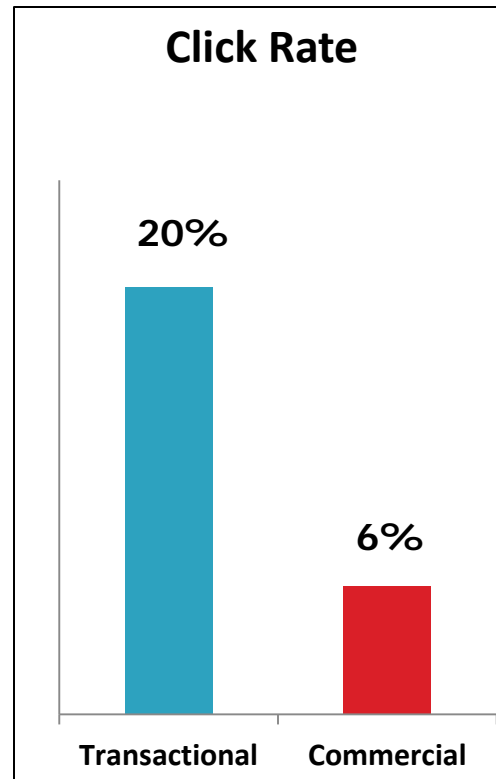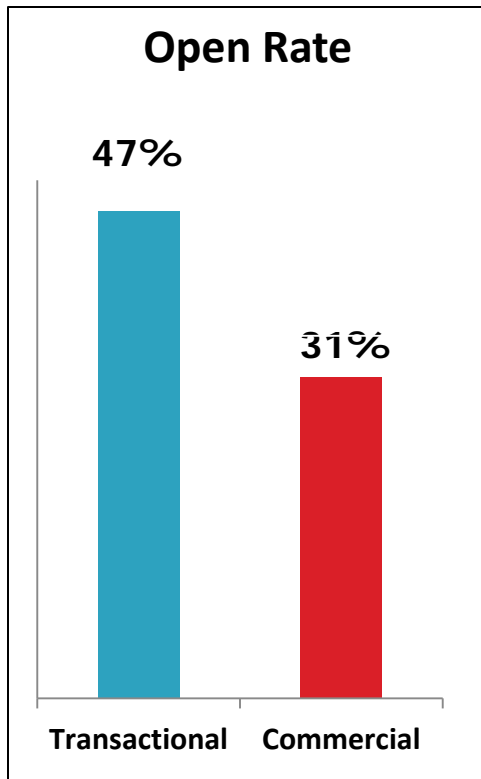
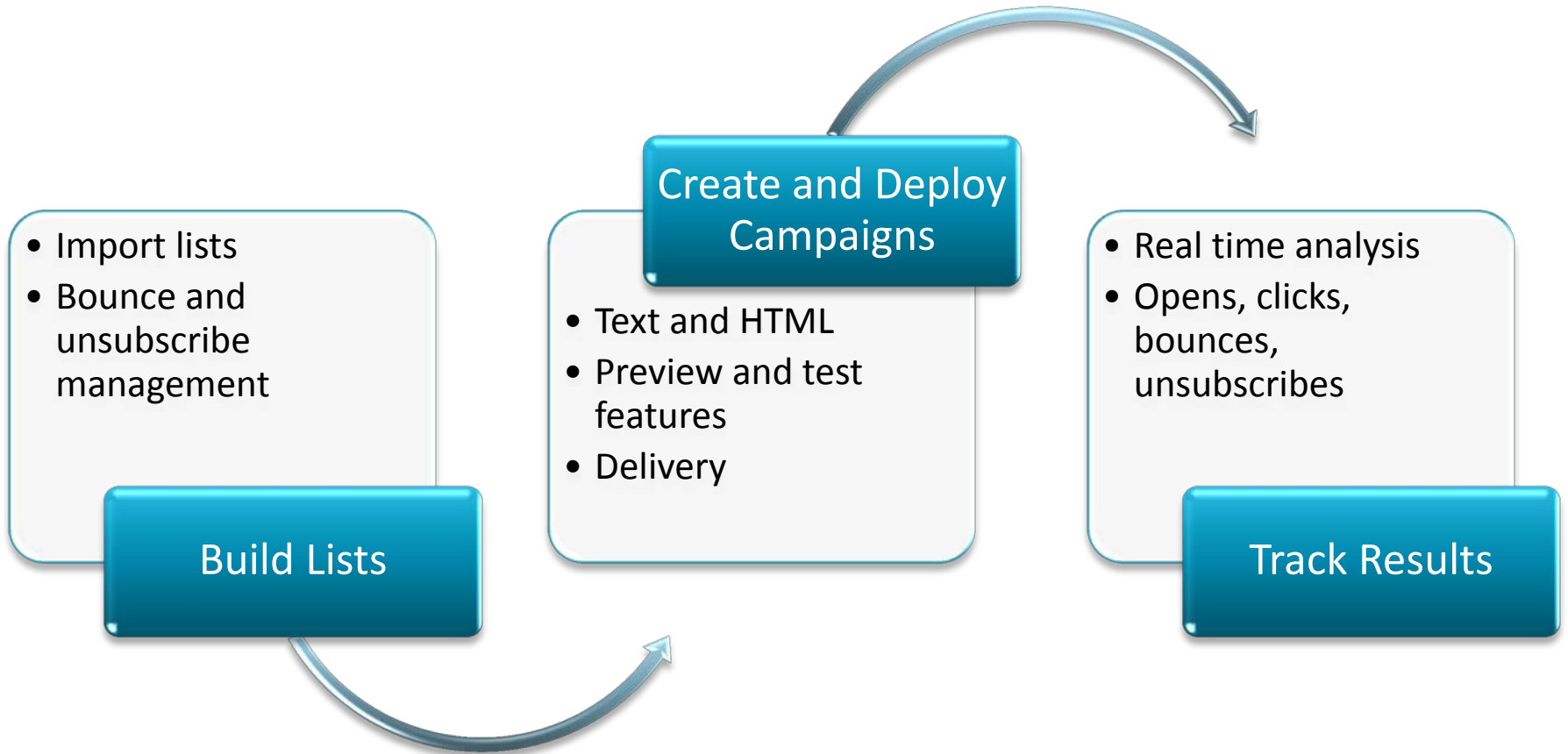Sources: Jupiter Research, Merkle, Harris Interactive, Forrester Research

Key Email Considerations

- Strategy
- List Development
- Content Development
- Deployment
- Program Analysis
- **Optimization**
- Deliverability
- CAN-SPAM compliance
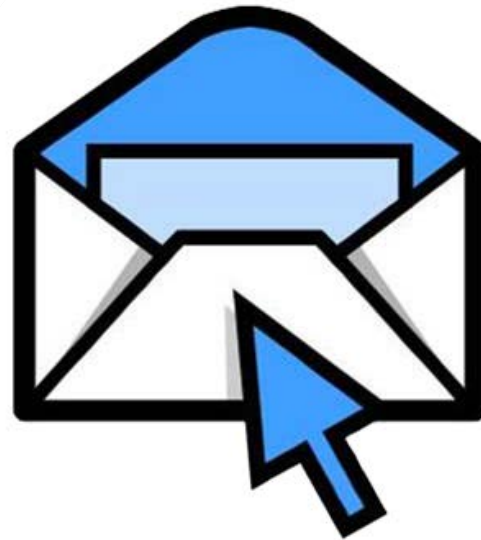
Optimization
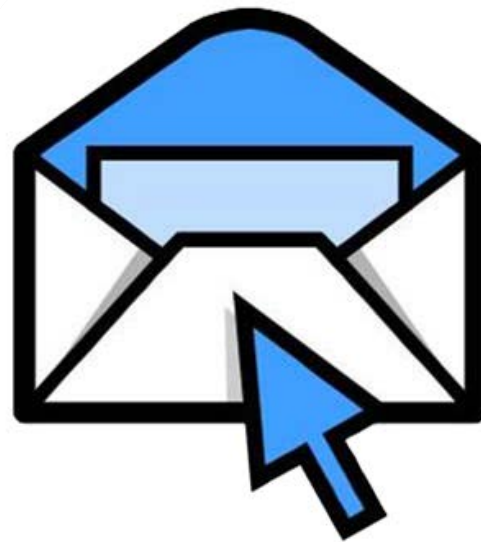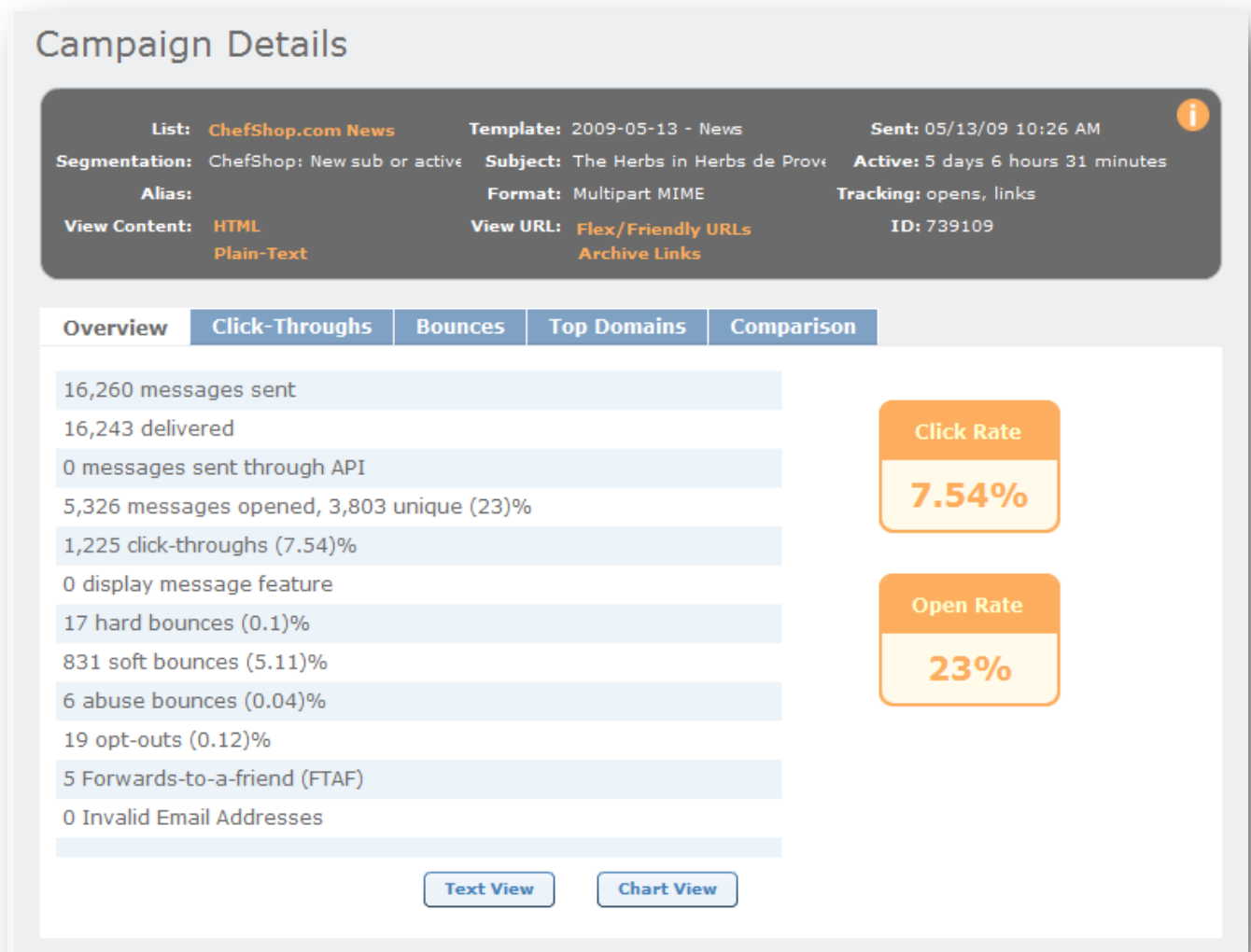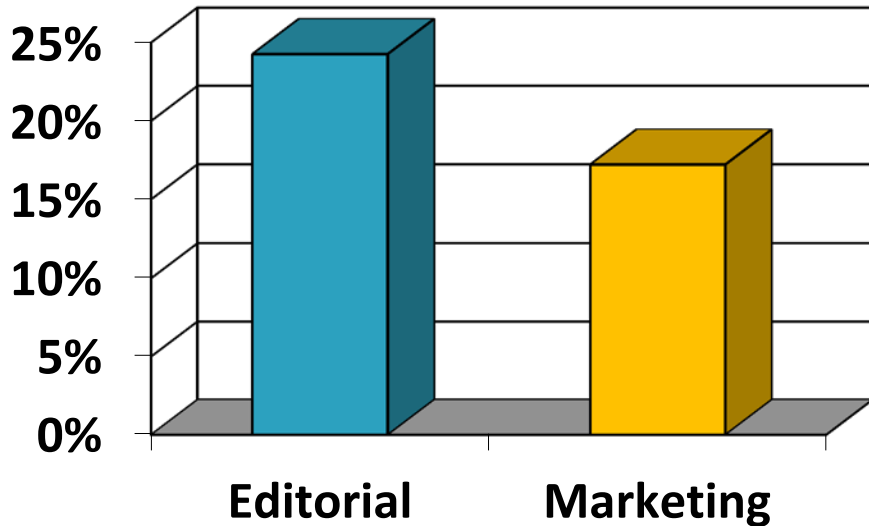
- Developing your testing strategy
  - Develop your control
  - Limit the amount of items you are testing
  - Choose the right test size to ensure valid results
    - o Size of test cells
    - o Size of universe

What to Test?

Test Variables

Variable	Percentage
Subject line	71%
Call to action placement	45%
Offer	43%
From line	35%
Landing page copy	25%
Image placement	22%
Type of image	21%
Landing page formatting	20%
Landing page image	19%
Other	5%

Source: Marketing Profs

Delivery Day

Day of the Week for Delivery
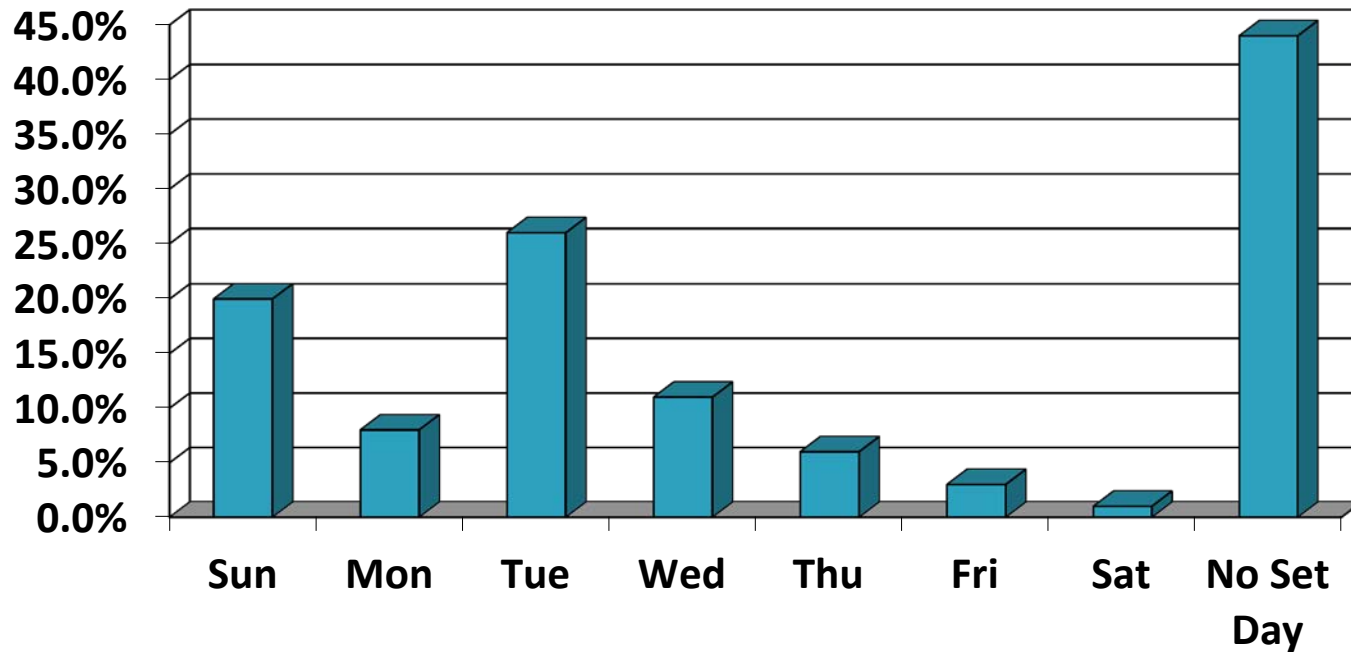
Source: Marketing Profs

Key Email Considerations

- Strategy
- List Development
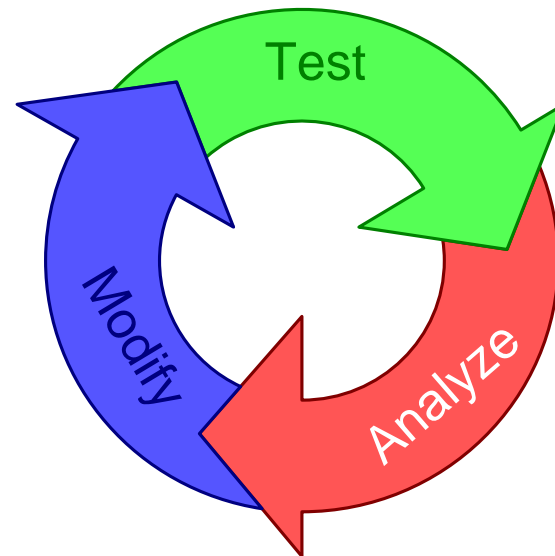- Content Development
- Deployment
- Program Analysis
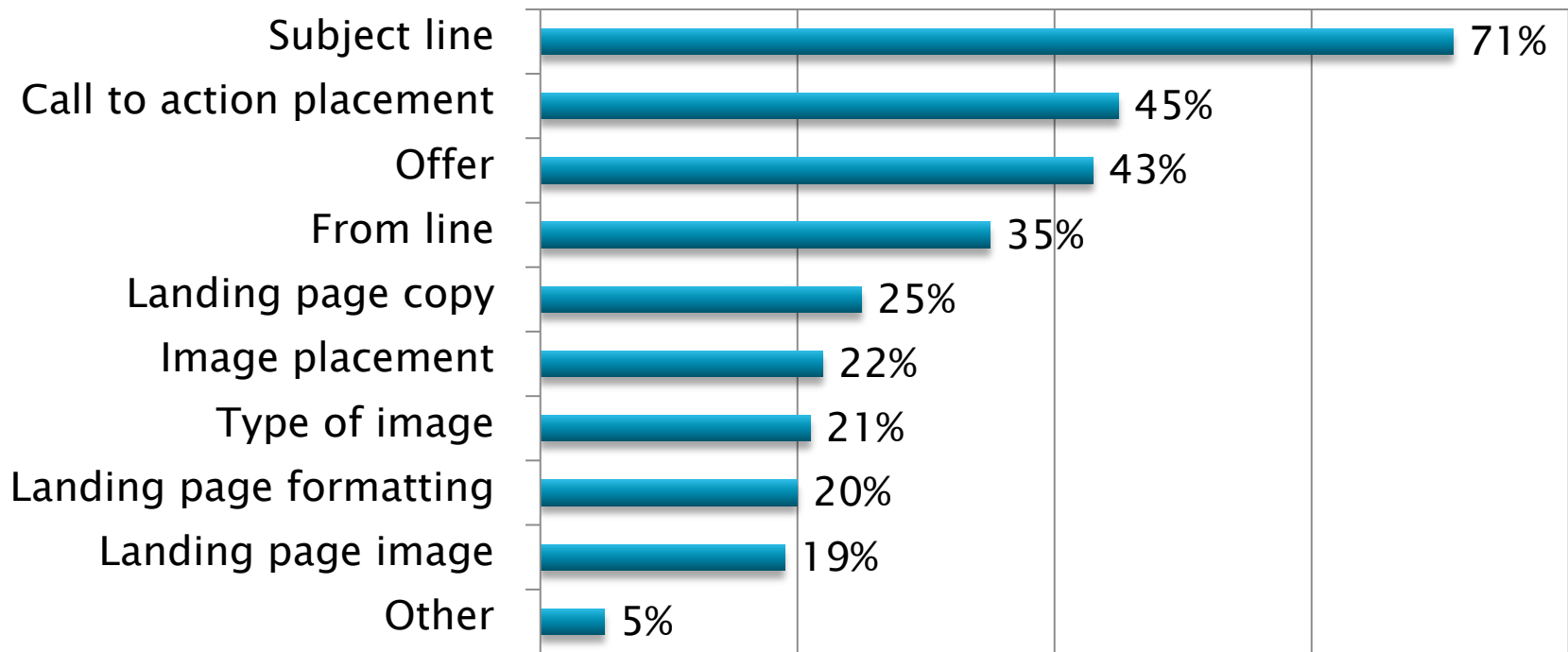- Optimization
- **Deliverability**
- CAN-SPAM compliance
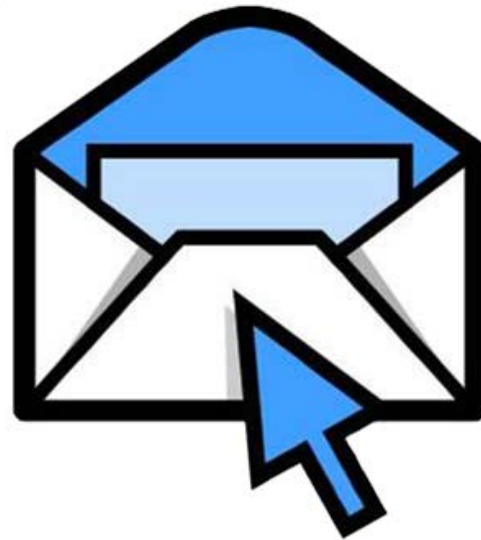
Deliverability Best Practices

- Unsubscribe opt-outs in a timely manner
- Automatically unsubscribe hard bounces
- Whitelist IP addresses with ISPs
- Regularly check potential blacklist status
- Subscribe to feedback loops
- Create SPF records and update DNS records of all domains used to send bulk email
- Check content against a SPAM filter prior to deployment

SPAM Filter Analysis

List: Concur 2006-07-27 Nurture 4
Template: Concur 2005-09-08 Nurture 4
Format: HTML
Result: WARNING: Analysis suggests that this content may be marked as SPAM by some filters.
Score: 5.8
Threshold: 5.0
Analysis: Content analysis details: (5.8 points, 5.0 required)

pts rule name description

0.9 NO_OBLIGATION BODY: There is no obligation
0.9 MAILTO_TO_REMOVE URI: Includes a 'remove' email address
1.1 HTML_50_60 BODY: Message is 50% to 60% HTML
0.0 HTML_MESSAGE BODY: HTML included in message
1.0 MAILTO_SUBJ_REMOVE RAW: mailto URI includes removal text
1.9 HTML_MISSING_CTYPE Message is HTML without HTML Content-Type

Header: From: "Concur Technologies" <webinars@concur.com>
To: terry@cmlgroupusa.com
Date: Wed, 23 Aug 2006 10:50:58 -0000
Subject: Terry, It's time to take a test drive

Preview:

concur
TECHNOLOGIES

We Invite You to Take Your
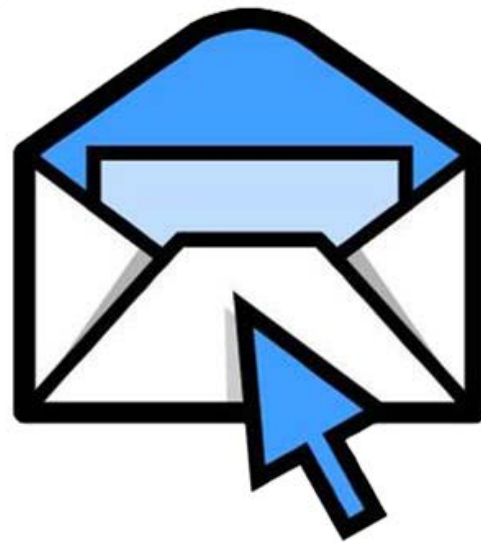Concur Expense Service Test Driv

Key Email Considerations

- Strategy
- List Development
- Content Development
- Deployment
- Program Analysis
- Optimization
- Deliverability
- **CAN-SPAM compliance**

CAN-SPAM Compliance

- Type of email
  - Commercial electronic
  - Relationship/transactional
- List Source
  - Permission-based
- Opt-out options
  - Automatic link
  - Email link
  - Mail option
- Deceptive "From address" or "Subject line"
- Physical address included

Q&A

CRM Group Email Clients

Powerful Email Marketing Strategies and Tactics

Thank you for your time.

Terry Miller
Managing Partner
CRM Group
terry@crmgroupusa.com
425.827.7526