Email Marketing
Foundations for Success

By Nicole Delma
Email Marketing - Intro

Email Marketing has been a remarkably powerful lever for marketers since the early days of batch and blast sends.

Aware of its power to drive revenue and response, marketers must define and architect the channel to serve key priorities. Conversions, customer service, branding, mission-building and visual storytelling are just a few of the core functions email supports.

With over 450 email marketing vendors to choose from -- each with its own naming conventions, the email marketing landscape is as vast as it is complex.

If you are not deep on the inside of email marketing day to day, it can feel like overwhelming.
The Nature of Email

Email is one of the most talked about and least understood channels in digital marketing. At its core, it is about statistics, common sense and psychology.

➔ Email Can Make or Break
Three decades in, email is still the channel that drives the most revenue and handles the bulk of customer service.

➔ Email is Prime for Critique
Expect an abundance of internal and external feedback about your email programs. Testing and data can help you steer the course.

➔ Email is Emotional
Consumers and brands have powerful reactions to emails they receive and will love or reject a brand based on the emails it sends.

➔ Email is Delicate
General best practices abound but the nuances of segmentation, relevance and delivery require special attention. There is low tolerance for technical or strategic oversights.
Pragmatic Email Marketing

Be honest about what you want from email, how you expect it to serve you and serve your customers and build from there.

The most common mistakes I see are:

1. Over or underinvesting in the channel
2. Trying to scale without the key foundations
Email Foundations

1. Platform and Infrastructure
2. Creative Efficiency
3. KPIs (Key Performance Indicators)
4. Skills to Consider
5. Data Hygiene

Tip:
Success in email comes down to rigorous prioritization and efficient analysis.
Quickly determine what your audience wants/needs and ensure you have the tools, skills and bandwidth to deliver that consistently.
Platform Infrastructure

ESP = Email Service Provider

Choose a platform based on what you need in the next 365 days and with the team you have in place in mind.

While migration is an investment of time, it has never been easier.

Tip:

Don’t expect immediate results from a new platform. Migration of ESPs often leads to an initial downturn before engagement improves. Establishing new IPs and user adoption are contributing factors.
Platform Infrastructure

Ten Considerations to Prioritize:

- Reporting
- Culture
- Support
- Pricing
- Templates
- Flexibility
- Integrations
- Documentation
- Clients/Case Studies
- Services
In 20 years, I have never once seen a template dramatically improve email ROI.

Every time you run an A/B test email content, 46% of your audience loses.

**Tip:**
The best emails are honest, straightforward and speak in a relatable human voice.

Test into the psychology of how your customer responds with the goal of learning more about her so she can be segmented.
Be specific

Be yourself

Be helpful
Great Subject lines...

1. Tell, don’t tease
2. Test your theory
3. Follow patterns
## Creative Efficiency

<table>
<thead>
<tr>
<th>Conifer</th>
<th>NEW Reversible Gathered Tops - 06fb3c7db3 NEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conifer</td>
<td>NEW Bright, Graphic Scarves + Cozy Sweatshirts -</td>
</tr>
<tr>
<td>Conifer</td>
<td>NEW Leather Bags by Neva Opet - 06fb3c7db3) Conifer</td>
</tr>
<tr>
<td>Conifer</td>
<td>Fall News! + New Arrivals - The Conifer Lounge Party</td>
</tr>
<tr>
<td>Conifer</td>
<td>New Mar Mar Candles + end of sample sale - 06fb3c7db3</td>
</tr>
<tr>
<td>Conifer</td>
<td>Garmentory's Biggest Sale! - 06fb3c7db3) Conifer</td>
</tr>
<tr>
<td>Conifer</td>
<td>New to S A L E ! - 06fb3c7db3) Conifer. 769 Center St.</td>
</tr>
<tr>
<td>Conifer</td>
<td>Summer Blowout Sale! - 06fb3c7db3) Conifer. 769 Center St.</td>
</tr>
<tr>
<td>Conifer</td>
<td>Conifer Sample Sale! Part 2 - 06fb3c7db3) Conifer</td>
</tr>
<tr>
<td>Conifer</td>
<td>Conifer Sample Sale! - 06fb3c7db3) Conifer. 769 Center St.</td>
</tr>
<tr>
<td>Conifer</td>
<td>NEW Skincare; Earth Tu Face + Bridges Herbal - Skincare, Self Care</td>
</tr>
<tr>
<td>Conifer</td>
<td>New Arrivals from Ilana Kohn, Kid's Masks, Jewelry - Jewelry, Accessories</td>
</tr>
</tbody>
</table>
KPI Consensus

Are you aligned internally on the metrics that matter most to your brand?

Tip:
Open rates are tremendously misleading and can leave to faulty business decisions. Openers are often not converters and data quality corrupts results.
Email opens are increasingly disconnected from meaningful response that can help your business the most. Aim to attract conversions.

<table>
<thead>
<tr>
<th>Subject Line</th>
<th>Open Rate</th>
<th>Click Rate</th>
<th>Conversions As % of clicks</th>
<th>Revenue $100 Sweater</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Sale is Here!</td>
<td>30%</td>
<td>2%</td>
<td>10% 6</td>
<td>$600</td>
</tr>
<tr>
<td>Fall Sale is Here!</td>
<td>30%</td>
<td>2%</td>
<td>10% 6</td>
<td></td>
</tr>
<tr>
<td>Favorite Fall Sweaters on Sale.</td>
<td>20%</td>
<td>4%</td>
<td>20% 16</td>
<td>$1600</td>
</tr>
<tr>
<td>Favorite Fall Sweaters on Sale.</td>
<td>20%</td>
<td>4%</td>
<td>20% 16</td>
<td></td>
</tr>
<tr>
<td>Mary Jane Cardigans now 20% off.</td>
<td>10%</td>
<td>8%</td>
<td>30% 24</td>
<td>$2400</td>
</tr>
<tr>
<td>Mary Jane Cardigans now 20% off.</td>
<td>10%</td>
<td>8%</td>
<td>30% 24</td>
<td></td>
</tr>
</tbody>
</table>
Skills to Consider

What can you do yourself and what do you need help with?
Skills to Consider

Email Ownership Priorities:

➔ The person who ensures the emails go out the door accurately, legally and presentably.

➔ The person who analyzes and interprets the results.

➔ The person who can act on those findings and use them to support or pivot a vision.

➔ The person who will help you refine your business model, forecast, scale and sustain an email program that drives your business.
Data Hygiene

Quality wins over quantity, especially for small business.

Seek out people who look like your best customers.

Tip:
Email filters have never been more sophisticated.
Unresponsive emails will cause your good emails to go to junk.
Data Hygiene

➔ Become a bounce expert.

➔ Acquire customers, not transactions.

➔ Don’t hold on to old or unresponsive data.
Mind Offline Experience

➔ Launched during COVID

➔ Minimal Budget

➔ ¼ person resource
Mind Offline Experience

➔ Sent just 3 emails

➔ Small list of 120

➔ Offerings sell out
Thank you!

Use Code: TBHOLIDAY
20% off