**Email is the #1 Marketing Tool for Small Businesses**

* Email Marketing:
  + Influence new clientele, contributors
  + Push positive business, encouragement
  + Develop leads and connections
  + Involve followers, supporters, capacity
* Make it seem like you!
  + Be reliable
  + Use images
  + Use regular speech
  + Make it attractive with visuals
  + 3 or fewer images for best results for click-throughs
* Make it mobile-friendly
  + prevent applying too much text.
  + strong and simple calls-to-action
  + Provide readable fonts
  + Apply images wisely
  + Expand your list
  + Provide “join my list” to your homepage
  + Insert an email signature
  + Generate a paper form

***Statistic***

80% of users delete email that doesn’t look good on mobile (Wolfe, 2016).

**When Creating a Catchy Subject Line**

* Subject lines can…
  + Get your emails opened based on first impression
  + Bring you more commerce and income
  + Build familiarity around your company or establishment
* 3 reasons emails are opened:
  + Predictable sender – who sent it?
  + Opportune scheduling – when was it received?
  + Convincing subject – worth knowing?
* Subject core comes from: 222 Principles
  + 2 seconds, 2 words, 2 (to)day
* Intrigue them by using “teaser” (preheader – embellishment of the subject line) text, modify the message.
  + Choose your words wisely by not using spam-like terms
  + Eg. “Refund, Fast, Act Now! Dollars, remove, click, free, income, urgent, purchase, guaranteed, fees, traffic, cash, credit home, order, rates… etc.” (Crawford, 2016).
* A good subject line can make the difference of having viewers read an email or not.
  + It’s a vessel for… deals, event attendees, fundraising achievement, individual contribution
* The Best Subject Lines are:
  + Concise and satisfying: 4-7 words max
  + Appealing bids: markdowns & offerings
  + Keep it orderly: mobile-friendly
  + Trademark individuality: integrate yours
  + Air of ambiguity: increase interest
  + Ask questions: have them ponder
  + Generate urgency: Don’t wait!
  + Amuse, caution, notify: reveal knowledge
  + Literary skills: Write like an expert
* Improve any subject line using “the top appeal”: Examples
  + “Top appeal – 7 must haves for Fall
  + Sense of urgency – only 12 seats left – get yours before midnight
  + Personal – what you need to know about your personal finances
  + Ask questions – how can we help your business grow?
  + Exclusive appeal – an exclusive offer just for you!
  + Stay “in the know” – 13 sings you’re budgeting wrong” (Crawford, 2016).
* Literary techniques Eg’s
  + “Onomatopoeia – Boom! Crackle! Pop!
  + Allusions – We’re bringing crafty back
  + Alliteration – Seven Simple Solutions to Saving
  + Chunking – Lions, Tigers & the Springfield Bears, oh my!
  + Numbers – 13 ways you’re KILLING your credit score” (Crawford, 2016).
* Finding ideas
  + Investigate the news!
  + Magazine captions/titles
  + Look at what others are writing
  + Blog names
  + Tweets on Twitter with lots of likeability
* Mobile design best practices
  + Operate through mobile friendly or single column outlines
  + Put logo left or center, always containing the link.
  + Put on brand colors
  + minimum 12 pt font for body text & 22 pt for calls-to-action
* Preview pane – a way to read email on computers – provides a clip of your email. shows top ½ of your email.
* Preheader – is the 1st line of text above logo; best viewed on smartphones
* Size makes a difference. Keep it distinct, astute, and concise
  + 30-40 characters at the very most, normally shows on most mobile devices.
  + 6-11 words is ideal; 4-7 has best reaction
  + modify first 11-18 words (140 characters) of “preheader”
* Evaluate the accomplishment of your subject line in four easy steps…
  + Suggest 3 varieties
  + View on smartphone and computer and see what they look like.
  + Think about preview pane display & modify pre-header text
  + Check your growth and development.

***Statistics***

More than 1/3 of people open an email based on a subject line (Crawford, 2016).

53% of emails are opened on a mobile device. People check their phones 150x/day (Crawford, 2016).

76% of people read email on their phones

64% of key decision makers read emails on mobile (Crawford, 2016).

**Digital Trends**

* E-marketing Crazes of 2017
* Marketing Automation
* Content Marketing
* Video Marketing
* Mobile Marketing
* Big Data (Henchar, 2017)
* Make emails customized
  + “Targeting + Segmentation = Personalization”
* Start requesting for material to divide your contacts (East/West coast, Midwest, etc.)
  + Find places to systemize your marketing around those segments (Introductory email, special promotion)
  + Create personalized messages for each sector
  + Content marketing is a calculated marketing method determined to providing and allocating prized, pertinent, and consistent material to appeal and recall a clearly-delineated audience – and eventually, to push lucrative customer response.
* Video Marketing is platform-specific
  + Long lasting videos (Youtube)
  + Sharable time-sensitive videos (Facebook)
  + Limited time videos (Snapchat)
  + Facebook Live
    - Doesn’t involve proofreading or rehearsals
    - Constructs truthfulness for your brand
    - Adds discernibility via repeated notifications

***Statistics***

Narrative ads will account 63% of mobile ad revenue; Mobile narrative ads drive up to 60% more engagement (Henchar, 2017)

Videos add value… and it doesn’t have to go viral; 74% all international traffic in 2017

Using the word “video” in your email subject line will encourage

19% more opens

65% more website visitors

26% fewer unsubscribes

People are more prone to reading:

Blog Posts 51%; ENewsletters or online magazines 43%; Inforgraphics 37%; Own community or forum 21%; Competitions and Quizzes 18%

**Increase Open Rates**

Download images – counts as opening

Clicking the links – counts as opening

* Provide clickable and downloadable images
* Take note of who the email is coming from prior to opening.
* Keep name constant from email to email.
* Incorporate numbers
* Be familiar with your demographic based on your open report. How frequently you send influences open rate

**Email & Social Design**

* 7 Don’ts of Email Design:
  + Don’t overlook your labeling
  + Don’t use hard-to-read typefaces/letterings
  + Don’t incorporate the incorrect colors
  + Don’t be incoherent
  + Don’t fail to recall pictures
  + Don’t disregard to make it shareable
  + Don’t discount smartphone use
* Branding
  + Be reliable with symbol/design & branding colors
  + Apply images of your organization, merchandises & individuals
  + Implement coherent language
* Make emails engaging with videos
  + Video in subject line, keep videos 90 seconds maximum. Great for merchandise presentations, recommendations & advertising

*Statistics*

Color increases brand recognition by 80%

40% of people in the world say blue is their favorite color (Girasole & Salvas, 2016)

82% of people pay more attention to emails with pictures (Girasole & Salvas, 2016)

Emails with social sharing buttons increase click-through rates by 158% (Girasole & Salvas, 2016)

**Using Reports as Evaluations**

**Email**

|  |  |
| --- | --- |
| **Low enrollment, high turnout** | **High enrollment, low turnout** |
| Low enrollment  Enhance it by:   * Confirm time, date & location * Fix enrollment form to make it easy & concise * Endorse the occasion, but don’t urge it | High enrollment  Construct it even finer:   * Endorse occasions through multiple means * Incorporate multimedia advertisings * Provide past attendees initial enrollment |
| High turnout  Construct it even finer:   * Stick with usual time, date & location * Gauge to discover what’s functioning effectively * Convey cue/notices & incorporate multimedia | Low turnout  Enhance it by:   * Choose beneficial time, date & location * Offer enticements * Convey cue/notices |

**Social Media**

|  |  |
| --- | --- |
| **High engagement, low click-rate** | **Low engagement, high click-rate** |
| High Engagement  Construct it even finer:   * Display themes that attract them * Share forms they appreciate (text, photo, video) * Adjust times and dates that work | Low engagement  Enhance it by:   * Providing beneficial, compelling material * Announce when your followers are online * Bring in multimedia |
| Low click-rate  Enhance it by:   * Provide motives to click links * Keep posts graphically stimulating * Post frequently, but not too much | High click-rate  Construct it even finer:   * Repeat successful calls to action * Post content that the audience clicks * Offer exclusive content on social network |

**Event**

|  |  |
| --- | --- |
| **Low enrollment, high turnout** | **High enrollment, low turnout** |
| Low enrollment  Enhance it by:   * Confirm time, date & location * Fix enrollment form to make it easy & concise * Endorse the occasion, but don’t urge it | High enrollment  Construct it even finer:   * Endorse occasions through multiple means * Incorporate multimedia advertisings * Provide past attendees initial enrollment |
| High turnout  Construct it even finer:   * Stick with usual time, date & location * Gauge to discover what’s functioning effectively * Convey cue/notices & incorporate multimedia | Low turnout  Enhance it by:   * Choose beneficial time, date & location * Offer enticements * Convey cue/notices |

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