**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 enrollmentEnhance it by:* Confirm time, date & location
* Fix enrollment form to make it easy & concise
* Endorse the occasion, but don’t urge it
 | High enrollmentConstruct it even finer:* Endorse occasions through multiple means
* Incorporate multimedia advertisings
* Provide past attendees initial enrollment
 |
| High turnoutConstruct it even finer:* Stick with usual time, date & location
* Gauge to discover what’s functioning effectively
* Convey cue/notices & incorporate multimedia
 | Low turnoutEnhance 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 EngagementConstruct it even finer:* Display themes that attract them
* Share forms they appreciate (text, photo, video)
* Adjust times and dates that work
 | Low engagementEnhance it by:* Providing beneficial, compelling material
* Announce when your followers are online
* Bring in multimedia
 |
| Low click-rateEnhance it by:* Provide motives to click links
* Keep posts graphically stimulating
* Post frequently, but not too much
 | High click-rateConstruct 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 enrollmentEnhance it by:* Confirm time, date & location
* Fix enrollment form to make it easy & concise
* Endorse the occasion, but don’t urge it
 | High enrollmentConstruct it even finer:* Endorse occasions through multiple means
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