

Introduction to Email Marketing

Objectives

Students will learn the basics about email marketing:

- Email's place as a marketing method
- How to set up an email campaign
- How to find your target audience
- What kinds of messages you can send with email marketing
- How to evaluate your campaign
- The best practices of email marketing
- Ways to make your campaign more effective

Prerequisites

Students should be familiar with general marketing terms and concepts. They should also have a basic understanding of Search Engine Optimization (SEO), Pay-Per-Click advertising (PPC) and social media sites.

Materials

Download:

- Handout 1: How to Build Your Email List
- Handout 2: What Kinds of Marketing Emails Can You Send?
- Handout 3: Key Email Marketing Terms & Definitions

Lesson Description

This 90 – minute lesson gives marketing students an overview of why email is a prevalent marketing method and how an email marketing campaign functions.

It can also be broken into 2 separate lessons of approximately 45 minutes by stopping either before or after section D (types of marketing messages) depending on the progress of your class.

Potential homework assignment: have students sign up to a business' mailing list, then write and/or present a brief explanation/critique of the experience and what they would do in order to improve that experience in order to increase subscribers' engagement and conversions. Critiques could focus on the subscription process and/or email messages received after signing up.

(Note: as not all businesses begin sending emails to new subscribers immediately, some students may not be able to critique the emails of the business they have selected, and would need to either focus on the subscription process or select another business to analyze.)

Lesson Outline

A. Email's Place As A Marketing Method	8 minutes
<ul style="list-style-type: none">• What is email marketing?• Why is it different from other marketing methods?	
B. Setting the Stage: Key Issues	20 minutes
1. Legal Considerations	
<ul style="list-style-type: none">• CAN-SPAM• EU Privacy and Electronic Communications Directive• Canadian Email Laws: Bill C-27	
2. Best Practices:	
<ul style="list-style-type: none">• Permission• Spam• Privacy	
3. Deliverability	
<ul style="list-style-type: none">• Definition• Keeping it high	
C. Building a List of Email Subscribers	18 – 20 minutes
<ul style="list-style-type: none">• Do: <i>Use Handout 1 Here</i>• Don't: purchase lists• Proceed with caution: renting lists	
D. Types of Marketing Emails	10 – 12 minutes
<ul style="list-style-type: none">• Formats: <i>Use Handout 2 Here</i>• <i>Promotion vs. relationship-building</i>	
E. Evaluate and Revise Your Campaign Based on Performance Stats	8 – 10 minutes
<ul style="list-style-type: none">• open rate• click-through rate• unsubscribes• spam reports	
F. Ways to Make Your Campaign More Effective	20 – 30 minutes
<ul style="list-style-type: none">• Personalization• Segmenting• Analyzing your Results• Feedback: getting and using it	

Lesson Plan In Detail

A. Email's Place As A Marketing Method

1. What is email marketing? (Sending marketing messages through email)
2. Why is it different from other marketing methods?
 - It lets businesses target people who are already interested in their products
 - It automates the sales follow-up process
 - Assembly requires minimal time and effort
 - Conversion can be a long-term process. Email is there before, at and after the sale.
 - Its conversational, 2-way nature allows for relationship-building
 - It has the highest ROI of any marketing method
 - Statistics that show the effectiveness of marketing through email:
<http://www.email-marketing-reports.com/basics/why.htm>

B. Setting the Stage: Key Issues

1. Legal Considerations
 - CAN-SPAM (US)
The Federal Trade Commission's breakdown of the Act:
<http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtm>
 - EU Privacy and Electronic Communications Directive (Europe)
The official directive as per the European Parliament: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32002L0058:EN:NOT>
 - Bill-C27 (Canada)
A discussion of the bill and its implications:
<http://www.internet-security.ca/internet-security-news-018/bill-c-27-id-theft-law.html>
2. Best Practices:
 - Permission-based email marketing
Sending emails only to those who have voluntarily subscribed
A detailed explanation of what constitutes permission:
<http://help.godaddy.com/topic/543/article/580>
 - SPAM
Any unsolicited, bulk email
An easy-to-read explanation of spam:
<http://spam.abuse.net/overview/whatisspam.shtml>

- Privacy
Refusing to compromise or share subscriber information
Four threats to privacy marketers must protect against:
<http://www.emailprivacy.info>

3. Deliverability

- Definition:
The ability of your emails to be delivered as intended
A beginner's guide to deliverability:
<http://www.email-marketing-reports.com/deliverability/introduction.htm>
- Keeping it high:

Send relevant, useful messages that subscribers want
How subscriber engagement affects deliverability:
<http://www.clickz.com/clickz/column/1697627/the-new-rule-deliverability-engagement>

Use an email service provider to manage it for you
What email service providers handle: http://www.emailtracer.com/content/email-providers/basic_information_on_email_account_providers/what_is_an_email_service_provider.html

C. Building a List of Subscribers

1. Do: Grow your list organically, using the strategies in Handout 1
2. Don't: Purchase pre-assembled lists of email addresses

An explanation of the consequences: <http://www.twowriters.net/spam.htm>

3. Proceed with caution: When it comes to renting lists

The pros and cons of renting:
<http://www.email-marketing-reports.com/basics/bulk-email-lists.htm>

D. Types of Marketing Emails

1. Formats: each serves a different purpose, as described in Handout 2
2. Promotion vs. Relationship-Building
Why building relationships leads to successful promotions:
<http://www.aweber.com/blog/email-marketing/new-email-marketing-approach.htm>

E. Evaluate and Revise Your Campaign Based on Performance Stats

- Open rate
Measures the percentage of recipients who open each email

- Click-through rates
Measure the percentage of recipients who click on each link in an email
- Unsubscribe rate
Measures the percentage of recipients who unsubscribe after each email
- Spam complaint rate
Measures the percentage of recipients who report each email as spam

F. Ways to make your campaign more effective

- Personalization: Using automated fields to fill in information specific to each subscriber

A summary of common ways to personalize marketing emails: <http://www.email-marketing-software-resource.com/rc/email-marketing-personalization.html>

- Segmenting: Dividing your list into groups to target each with the most appropriate messages

11 things a business might segment by: <http://emailuniverse.com/ezine-tips/?id=1323>

- Scheduling and timing your emails: Setting up emails to arrive at the most appropriate times

An explanation of how a business could increase response with scheduled sends:

<http://www.aweber.com/blog/email-marketing/send-windows-restaurant-example.htm>

- Analyzing Your Results

Programs like Google Analytics can help you keep track of the traffic and sales generated by your emails.

How to use Google Analytics: <http://www.google.com/analytics/features.html>

- Feedback

Soliciting subscribers' reactions helps you cater to their preferences

How to ask for feedback (and what to do with it afterward):

<http://www.aweber.com/blog/email-marketing/how-to-collect-testimonials.htm>

Handout: How to Build Your Email List

To market through email, businesses first need to gather email addresses of people who will receive their messages. These are their **subscribers**.

By growing an email list, businesses assemble a group of people who are interested in their information, as well as the means to directly contact them whenever they have something to say. The more people on the list, the farther their message will spread and the larger their base of customers and prospects will grow.

The subscribers could be current customers or new prospects, and there are many ways to find them.

Finding Subscribers Online

Web Forms

Web forms are a popular way to collect email subscribers. Once a subscriber submits the form, their information is automatically added to the business' email list.



Newsletter Signup

Sign-up

Be the first to know about our upcoming events at M Waterfront Grille.

Sign up for our newsletter and be the first to be invited to our VIP Vinter Dinners, Wine Tastings, Cooking Demo's and other special events.

First Name:

Last Name:

Your Email:

Please enter the code below exactly as it appears.

L91C

Post-Purchase

Companies who enable customers to make purchases on their websites often automatically add those customers to their email lists after a purchase.

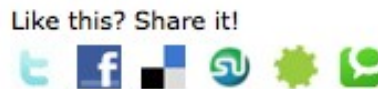
Forward Requests

By asking readers to forward marketing emails to friends who would be interested, companies grow their list temporarily. By including a link to subscribe in the email, they can retain some of that growth.



Share-With-Your-Network Buttons

These buttons give subscribers a way to post an email on their social networks with one click. If their contacts are interested, they can sign up themselves via a link in the email.



Pay-Per-Click and Search Engine Optimization

By paying search engines to display them prominently in search results or applying SEO tactics, marketers can increase web traffic to their sign-up pages.

Finding Subscribers Offline

In-Store Kiosks

A sign-up sheet or a fishbowl for business cards can attract subscribers, especially with a contest or coupon as an incentive to sign up.

On Print Materials

If a company uses order forms or other paper mailings, they can include a place to write in an email address and subscribe.

Checkout Requests

Customers can be asked if they'd like to subscribe at checkout, as part of the process of ringing them up for their purchase.


Businesses can use paper and pen or marketing automation software that syncs with their point of sale system to automatically add the addresses to their email list.

Handout: What Kinds of Emails Can You Send?

Follow Up Series

Follow up series (sometimes known by other terms like *drip* campaign or *autoresponder campaign*) consist of a sequence of emails that are sent automatically after a prospect signs up to an email list. The content of these messages depends on the business that is sending them, however it should relate back to the initial request for information.

The first email in a follow up series is often called a *welcome email*, because it serves to welcome new subscribers, thank them for signing up, and set expectations about what sort of emails will follow. An example of a welcome email appears below.



RENTTHERUNWAY
love. wear. return.

RESERVE NOW ►

Hi *Rebecca*,

Welcome to Rent the Runway! Rent the Runway gives you access to your dream wardrobe for all of life's special occasions. Browse from over 100 of the hottest designer brands for your next wedding, black tie benefit, date or night on the town.

Here's how it works:

Find the dress or accessory you love
Dress rentals start at just \$50 and accessory rentals start at \$10. Need advice on fit or how to best style your look? Call our stylists at 1.800.509.0842.

Reserve for your special event
You can reserve your favorites up to 6 months in advance. Remember to select a backup size for free!

Return your dress or accessory to RTR
Simply drop it in the mail in our prepaid envelope by noon on the last day of your rental. We will even take care of the dry cleaning.

We built this company so that every woman can have her very own fashion moment. Try a new brand, a new trend or a bold color, and remember that every day is an occasion to look and feel your best.

Rent the Runway

START RENTING TODAY ►

To ensure delivery to your inbox, please add rtr@renttherunway.com to your address book. If you would like to unsubscribe from this mailing, please [click here](#). 2010 RENT THE RUNWAY. All Rights Reserved.

Newsletters

Email newsletters offer an informative and/or promotional compilation of articles, suggestions, requests, offers or advertisements that relate back to a prospect's initial request for information.

Here you can see an example of an email newsletter for the online chat software Campfire.

You're receiving this email because you signed up for a [Campfire](#) account. If this email looks weird, [view it in your browser](#). If you don't want to receive this newsletter anymore, you can [unsubscribe](#).

37signals

Campfire Newsletter

Share your ideas quickly with Draft for the iPad

Draft is the fastest way we know to get an idea out of our heads and into a drawing that can be shared in Campfire with our entire team.


 **Draft**
\$9.99 in the App Store

Sketch diagrams in white, red, or a combination of both on Draft's black canvas. Each drawing you make is automatically saved in an easy-to-access library.




Sharing Draft sketches in Campfire is easy.

Just click on the "Share" button for the sketch you want to share. Send it via email or to any Campfire room.




See that? There is your Draft sketch in Campfire. That only took a few seconds. Now your team can discuss your great idea.





Over 5 million people use our web-based products to get things done.

 **Basecamp**
Collaborate on projects

 **Backpack**
Organize your business

Transactional Messages

Transactional emails focus on an event that has recently happened. It could be receipt of a purchase, a subscription request or reservation. They sum up completed transactions and potentially promote additional sales.



Your order was successful!

Your order has been processed. An email will be sent to you when your order ships. Feel free to print this page for your records.

- Your order number is: **#79875424**
- You can check the status of your order by visiting the [My Account](#) page and then clicking on the order status link

1 Billing Information:

- Your order was billed as follows:

Rebecca Swayze

- Credit card information:

2 Shipping Information:

- Your order will be shipped to the following location:


Rebecca Swayze

3 Order Summary:

Catalog #	Product Name	Shipping	Quantity	Total Price
11402896	Hemstitch 400 Thread Count Solid Cotton Duvet Set	Ground	1	\$39.99
11408029	Egyptian Cotton 650 Thread Count Duvet Cover Set	Ground	1	\$66.99
11708768	Flat-weave Zebra Print Flora Rug (7'9 x 10'6)	Ground	1	\$206.99
Subtotal:				\$313.97
Shipping:				\$2.95
Total:				\$316.92

Digests

Sent to subscribers on a regular basis, a digest is like a campaign's Sunday's New York Times. It lists everything subscribers might want to know and links to a company's recent articles, blog posts and other relevant online activity.



Urban Outfitters and Filter Magazine want to send you to see M.I.A. on her US Fall 2010 Tour.

ENTER HERE BY 8/16

Live Picks

JULY

- 7/27 **Ariel Pink, Magic Kids, Pearl Harbor** @ Johnny Brenda's
- 7/27 **Chromeo, Holy Ghost!** @ Trocadero Theatre
- 7/27 **Horse Feathers, John Byrne** @ Eagleview Town Square
- 7/28 **"Lilith" featuring Zee Avi and more** @ Susquehanna Bank
- 7/29 **The Gaslight Anthem** @ The Great Plaza At Penn's Landing
- 7/29 **The Low Anthem** @ House Concert
- 7/30 **The Black Keys, The Morning Benders** @ The Great Plaza At Penn's Landing
- 7/30 **Chairlift** @ Johnny Brenda's
- 7/30 **Cold Cave** @ Voyeur


AUGUST

- 8/2 **Arcade Fire** @ Mann Center For Performing Arts
- 8/2 **Hey Marseilles** @ North Star Bar
- 8/3 **Hot Buttered Rum** @ World Cafe Live - Upstairs
- 8/4 **Rufus Wainwright** @ Mann Center For Performing Arts
- 8/4 **Ben Kweller** @ Susquehanna Bank Center
- 8/4 **Russian Circles** @ Starlight Ballroom
- 8/5 **Kings Of Leon, Built To Spill, The Stills** @ Susquehanna Bank Center
- 8/6 **Local Natives** @ First Unitarian Church
- 8/7 **Keane** @ Mann Center For Performing Arts
- 8/7 **"Bethlehem Musikfest" featuring Norah Jones** @ Sands Riverplace
- 8/9 **Here We Go Magic, Beach Fossils** @ Johnny Brenda's
- 8/11 **"Sundown Music Series" featuring Horse Feathers** @ Robert Norcross Memorial Dell
- 8/13 **mewithoutYou, Murder By Death, Buried Beds** @ Theatre Of The Living Arts
- 8/14 **Maps & Atlases, Cults** @ Kung Fu Necktie
- 8/14 **VV Brown** @ Susquehanna Bank
- 8/14 **STS9, Lotus, The Album Leaf** @ Festival Pier At Penn's Landing
- 8/14 **Dragonette, Shy Child** @ Johnny Brenda's
- 8/15 **MGMT** @ Mann Center For Performing Arts
- 8/15 **Deerhunter** @ Flying W
- 8/15 **Miniature Tigers** @ North Star Bar


Promotional Postcards

Usually promotional in content, email postcards consist of one large image with accompanying text, making them quick and to the point to read. Note the simple messaging and focus on the offer in this postcard email from Loft.

[Find your favorite fit \\$20 off denim + Free shipping](#)[View on a mobile device or web browser](#)

FORWARD TO A FRIEND /  FIND US ON FACEBOOK

NEW ARRIVALS LOOKS WE LOVE ACCESSORIES PETITES MATERNITY **SALE** **LOFT**



FIND YOUR
favorite
FIT

\$20^{OFF} DENIM

SELECT FULL-PRICE STYLES ONLY.

PLUS *free shipping*

ON ALL ORDERS OF \$125 OR MORE.
NO CODE NEEDED.**

SHOP NOW >

STORE LOCATOR CUSTOMER SERVICE EMAIL US LOFT CARD PRIVACY UNSUBSCRIBE

LOFT DIRECT MARKETING, 7 TIMES SQUARE, NEW YORK, NY 10036

Catalogs

Catalogs are purely promotional. Unlike postcards, they're made up of a list of products, usually represented by small pictures, a name and a few details such as price.



Oh, the satisfaction of sipping chocolate cold. Hot weather does not stymie the need for a chocolate fix but the reality of melting can be a problem. Solution? Take your chocolate cold, through a straw. Try Iced Parisienne Couture Cocoa alongside breakfast. Savor a lavender and lemon myrtle white chocolate Bianca Breeze on your back deck while you watch the fireflies. Toy with your taste buds by treating them a cold Aztec Elixir. The temperature will cool you while the ancho y chipotle chillies warm.

[Shop All Drinking Chocolates Here](#)



La Parisienne Cocoa, \$15

A Parisian style drinking chocolate, intended to be savored in tiny sips.

Voted #1 by Rachael Ray.

[Order Here](#)



Aztec Elixir Cocoa, \$15

Ancho and chipotle chillies with Ceylon cinnamon and dark chocolate. Blend with ice for a spicy-hot, cold sip.

[Order Here](#)



Bianca Cocoa, \$17

Calm, cool and relaxing. This lavender, lemon myrtle and white chocolate combination has no caffeine - perfect for evenings!

[Order Here](#)



Couture Cocoa Sampler, \$19.50

Make yourself a full flight of all three Couture Cocos. Start with white chocolate, move to dark and then spicy.

[Order Here](#)



Couture Cocos Gift Box, \$55

Our signature line of Couture Cocos, packaged in a purple gift box and tied with a grosgrain ribbon.

[Order Here](#)



Molinillo Frothing Stick, \$21

To recreate an authentic sipping experience, froth our cocos with a hand-carved Mexican Molinillo.

[Order Here](#)

News Alerts

News alerts are brief. They're a tip, a quote, a bit of exciting news that answers the question, "What's going on?" Promotional content doesn't fit in here. Instead, alerts are meant to really keep subscribers up-to-date with initiatives they're interested in.

FRAGILE DAY WILDERLAND

Dear Aweber,

The unimaginable Gulf Oil Spill has left us all with an intense combination of emotions, from sadness to anger to helplessness. How could this happen? And now that the leak has been stopped, what can we do as individuals to help fix this horrific environmental disaster?

Musical duo Wilderland answers the call by releasing their new song "Fragile Day" with 100% of all proceeds benefiting the habitat affected by this tragedy.

- [Click here to watch the Fragile Day video and download the song](#)

Heralding from the mountains of Ashland, Oregon, Wilderland features singer-songwriters Scott Blum and Kat Sanchez. A veteran from the music industry, Blum (multimedia producer for Peter Dinklage, Soundgarden and many others) balances the exquisite vocal stylings of Sanchez who had been a member of a wide range of local bands most of her life.

After writing several original songs, the musicians began collaborating with renowned underground DJ and multi-instrumentalist Rara Avis (Desert Dwellers, Shaman's Dream) to realize their musical vision. It was during these studio sessions that the Gulf Oil Spill tragedy happened which deeply affected all involved in the project. Ironically, the song "Fragile Day" was being worked on at that very moment, and when explaining the song's lyrics to Avis, Blum realized that a powerful synchronicity was afoot. The song included the lyric *"Fish are dimming while they're swimming / Blackened ocean of foam"* which, although written nearly two years prior, was about fish dying because of an oil spill. Credit is given to Blum's wife Madisyn Taylor who suggested that "Fragile Day" be released immediately with all proceeds benefiting the habitat affected by the oil spill.

Also touched by the environmental tragedy, music industry superstars Toby Wright (Grammy award winning producer of Alice in Chains, Korn, 3 Doors Down, etc.) and Stephen Marcussen (mastering engineer for the Rolling Stones, Stevie Wonder, Seal, Cher, Paul McCartney, etc.) both contributed their expertise to this worthwhile project.

You can download two versions of "Fragile Day" by Wilderland with 100% of the proceeds donated to three important charities helping the habitat affected by the Gulf Oil Spill Tragedy. These organizations include The Gulf Restoration Network, EarthShare and the WILD Foundation.

Visit www.FragileDay.com to watch the emotionally powerful video and download the song to support this worthy cause.

- To Your Success,
Yee Shun-Jian
<http://RichGrad.com>
Personal Development for the Book Smart



Handout: Key Email Marketing Terms

CAN-SPAM: A federal law that regulates commercial email.

The law can be defined in four parts:

1. It bans false or misleading header information
2. It prohibits deceptive subject lines.
3. It requires that your email give recipients a way to opt out of receiving emails.
4. It requires that commercial email be identified as an advertisement and include the sender's valid physical postal address.

Confirmed Opt-in: a process by which a subscriber gives a company permission to email him/her at the email address used to join that company's email list, by confirming (responding to) a confirmation email asking the subscriber to click a link.

This process ensures that only the owner of the email address is signing that address up to an email list.

Deliverability: the ability of an email to be delivered to subscribers' inboxes as intended.

Email marketing: form of marketing that uses email to communicate commercial messages to an audience.

Personalization: Sending an email that contains the recipient's personal information, making it look as though the email was sent to only that recipient.

The most common use of personalization is to include the recipient's name; however, personalization can be used to include many other types of information about the recipient.

Return on Investment (ROI): The ratio of gain or loss on a particular investment. If you invest \$500 in a marketing campaign and earn \$750 on that campaign, your ROI is 150% ($750/500$).

Email marketing is recognized as a medium which on average yields extraordinarily high ROI compared to other marketing media.

Segmentation: A process of grouping your list into smaller subgroups based on certain criteria. An example of this would be email subscribers on your list who purchased a given product, but not those subscribers who have not yet purchased that product.

Spam: Unsolicited bulk email. Email experts occasionally disagree about the precise definition of spam, but in general they agree that it means any email sent in bulk to people who did not request that email and/or do not want to receive it.

Welcome Email: An initial email sent to new subscribers. It commonly thanks them for signing up and sets expectations about what sort of emails to expect.

Web Form: A form located on a web page making it possible for someone to join an email list by submitting his/her email address and possibly other information such as a name.