

EMAIL MARKETING

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DIGITAL STRATEGY

marketing hacknight

OVERVIEW OF TOPICS

- Rules for Emailing
 - Laws and regulations
 - Standards for deployment
- Developing a list
- Developing creative
- Code concerns
- Tracking Email
 - Pixel Tracking

RULES FOR EMAILING

- The CAN-SPAM Act of 2003, signed into law by
- President George W. Bush
- on December 16, 2003, establishes the United States' first national standards for the sending of commercial e-mail and requires the Federal Trade Commission (FTC) to enforce its provisions.

CANSPAM EXPLAINED

- Highlights
- Required proof of opt-in for emails
- Opt out or unsubscribe must be present
- Content and subject needs to be relevant

FTC RESPONSE TO CANSPAM

- CAN-SPAM allows the FTC to implement a national do-not-email list similar to the FTC's popular National Do Not Call Registry against telemarketing, or to report back to Congress why the creation of such a list is not currently feasible. **The FTC soundly rejected this proposal, and such a list will not be implemented.** The FTC concluded that the lack of authentication of email would undermine the list, and it could raise security concerns.

RESULTS

- Email is highly unregulated
- Email providers and servers are left to monitor spam
- Larger service providers like Microsoft and Google drive a lot of the regulations

HOW OFTEN SHOULD WE EMAIL?

- Frequency is based on many factors
 - Quality of content
 - Industry and demographic
- What is the purpose of your email?
- Are there any brands that you favor less now that digital advertising is so common?
- Over emailing?

TIPS AND TRICKS TO CREATING EMAIL

- Subject lines = Open Rate
 - Test a few variations of subject lines
- Creative = Click Through Rate
 - Above the fold is very important. Every pixel counts up top.
 - Design should be tailored to your end goals.
 - Ask for the click visually and with text

GOALS IN A LEAD GEN CAMPAIGN

- With lead gen your goals are:
 - Deliverability
 - Open Rate
 - Click through rate
- You may need to scrub your email list to find bad emails
- Fake or expired emails will hurt your campaigns
- Complaints will shut you down

LOYAL CUSTOMER CAMPAIGN

- Goal is to keep people interested
 - Open Rate
 - Click Through Rate
 - Minimize unsubscribes

People will define your brand by what you email
Don't send unless it is checked and double-checked

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Pomplamoose is going on TOUR, and you can [get your tickets HERE!](#)

We've also launched a [Patreon Page](#) (it's kind of like Kickstarter), so if you'd like to help make *Pomplamoose Season 2* happen, you can go there to check out our rewards!

Oh and if you've missed out on our last few videos, you can watch those on [our new website](#) too (but only *after* you get tickets to a show!)

We can't wait to see all of you on tour!

Love,

Jack and Nataly

Designing Your Email

Creating an elegant email is simple

Now that you've selected a template to work with, drag in content blocks to define the structure of your message. Don't worry, you can always delete or rearrange blocks as needed. Then click "Design" to define fonts, colors, and styles.

Need inspiration for your design? [Here's what other MailChimp users are doing.](#)

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You're receiving this because you signed up on either the Pomplamoose, Jack Conte or Nataly Dawn website.

Our mailing address is:
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We can't wait to see all of you on tour!

Love,

Jack and Nataly

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YOU MAY ALSO LIKE	YOU MAY ALSO LIKE	YOU MAY ALSO LIKE	YOU MAY ALSO LIKE
			
Reebok Kinetic Fit 3K Sr. Shin Guards '12 Model ★★★★★	Under Armour Sr. HeatGear® Grippy Longsleeve Tee ★★★★★	Reebok 5K Sr. Roller Hockey Girdle	CCM Vector 6.0 Jr. Elbow Pad

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in This Week at InVision DEC. 5 - DEC. 9, 2016

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Better manage your projects with the new Projects page

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WINDER FARMS

Introducing **Prepped!**
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— On The Menu - Week Of 12/26 —

Omnivore Meals

	
Turkey Sloppy Joes	Chicken Cacciatore with Brown Rice

WHAT TO KNOW IN THE FUTURE - SMB

- Cost of Platform
- Deliverability – Ips
- Strength of Reporting
- Automation
- drip campaigns
- auto responders
- Scalability

WHAT TO KNOW IN THE FUTURE - ENTERPRISE

- Email rules are evolving
- Spam filters are always changing
- Warming and cycling Ips
- Ability to building complex systems
- Outsourcing
- Facebook to Sendgrid



Questions?

3/11/21

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