# EMAIL MARKETING

TOBY EBORNAND TONY PASSEY

DIGITAL STRATEGY

marketinghacknight

#### 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 donot-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 import. 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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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: Pomplamoose

901 A street suite C

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

Love,

Jack and Nataly

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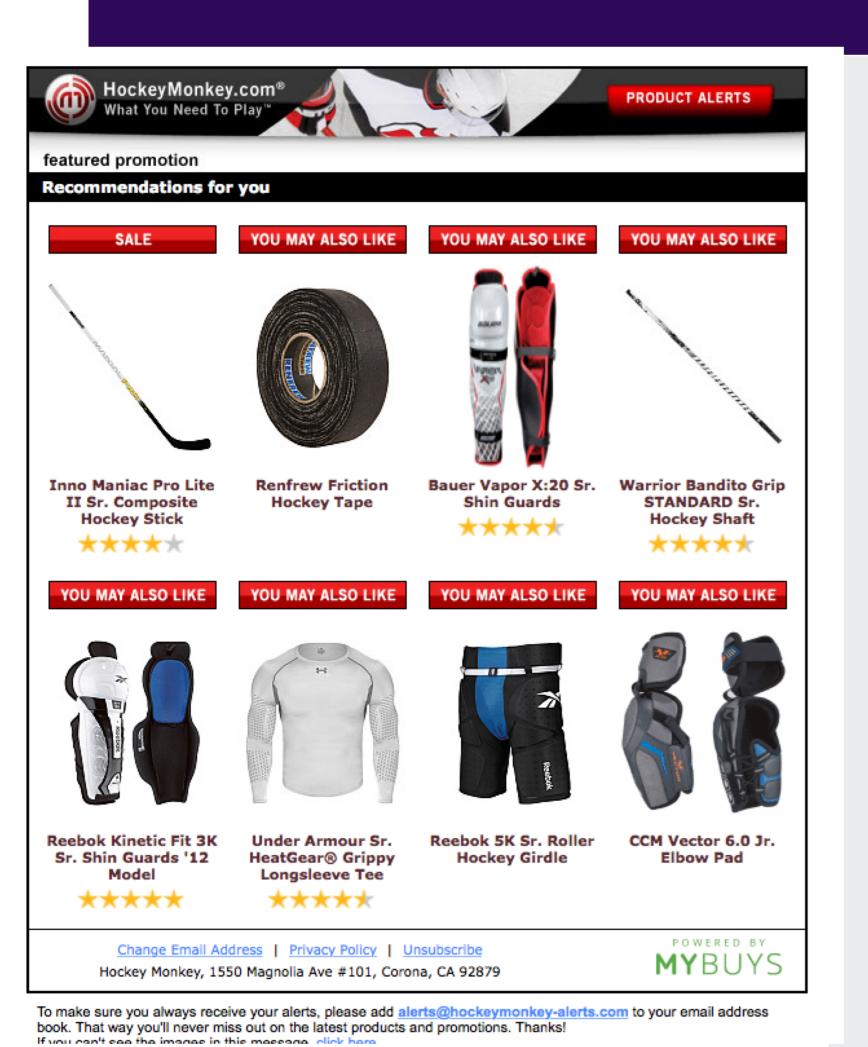


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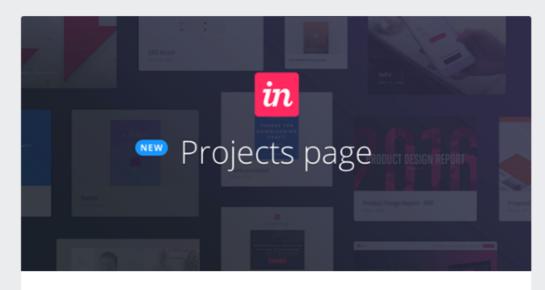




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On The Menu - Week Of 12/26 ——Omnivore Meals





#### WHAT TO KNOW IN THE FUTURE - SMB

- Cost of Platform
- Deliverability lps
- 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 lps
- Ability to building complex systems
- Outsourcing
- Facebook to Sendgrid



# Questions?