



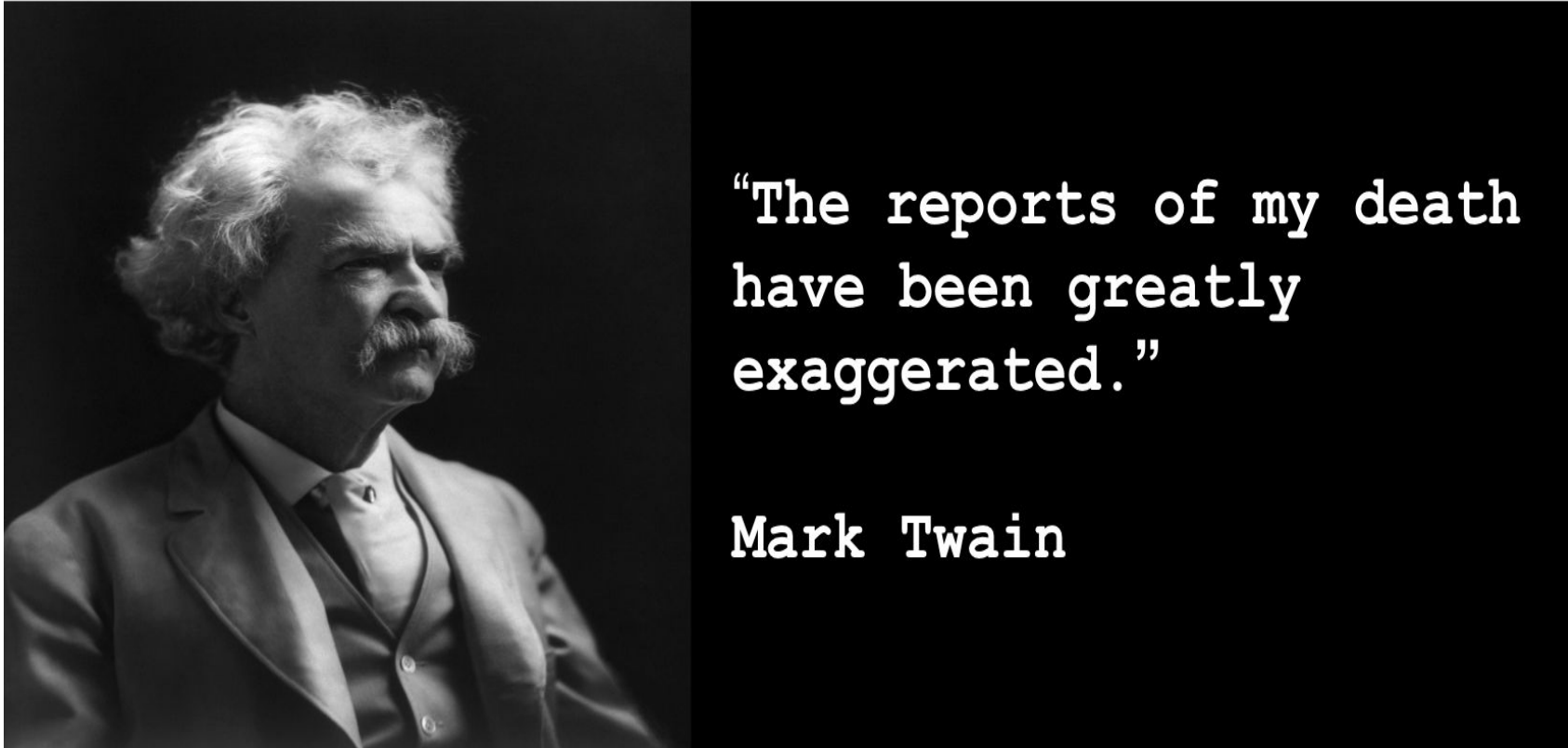
Email Marketing Like a Boss

MWV Economic Council Marketing Boot Camp

Presented by Kathy Bennett

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Is Email Marketing Dead?



Is Email Marketing Dead?

NO

Is Email Marketing Worth It?

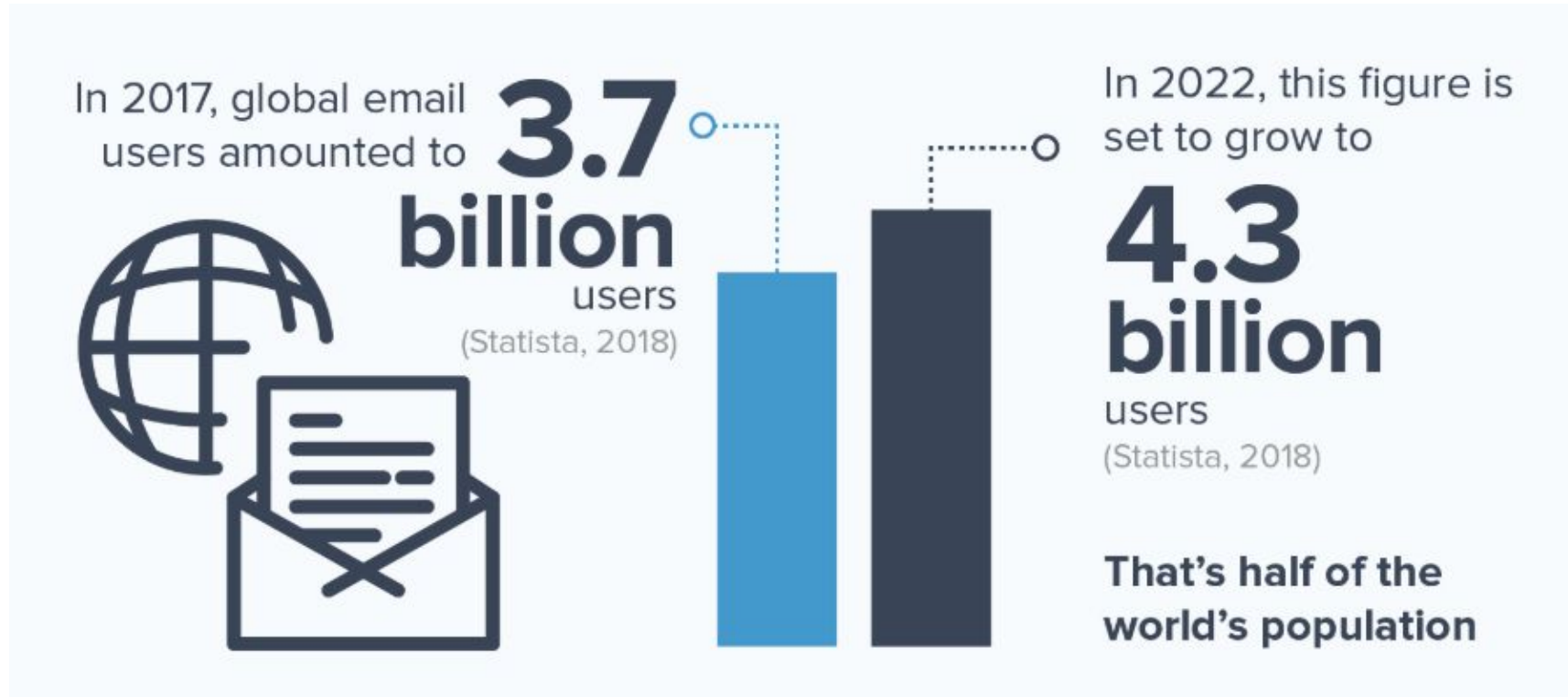
No matter how small your business is, you have the power to reach people through email marketing 24 hours a day, 365 days a year.

You can structure your email marketing strategy in a better way, and connect with your audience in an instant.

The numbers say it all when it comes to proving the credibility of email marketing.



Is Email Marketing Worth It?



Email marketing isn't going anywhere soon. In fact, it's growing.

Email Fun Facts

- ✓ Mobile opens accounted for 46 percent of all email opens.
- ✓ 73 percent of millennials prefer communications from businesses to come via email.
- ✓ More than 50 percent of U.S. respondents check their personal email account more than 10 times a day, and it is by far their preferred way to receive updates from brands.
- ✓ 99% of consumers check their email every day.
- ✓ 80% of business professionals believe that email marketing increases customer retention.

Source: Hubspot



Email Fun Facts

- ✓ 59% of respondents say marketing emails influence their purchase decisions.
- ✓ The most opened emails relate to hobbies, with an open rate of 27.35%
- ✓ 59% of marketers say email is their biggest source of ROI.
- ✓ 56% of brands using an emoji in their email subject line had a higher open rate than those that did not.
- ✓ Marketers who use segmented campaigns note as much as a 760% increase in revenue.

Source: Hubspot



Where to Start?

Picking an Email Service Provider

- There are many options.
- Need to pick best one for your needs based on
 - Use
 - Cost
 - Functionality

Top 10 Email Service Providers

HubSpot

Constant Contact

Campaign Monitor

iContact

MailChimp

AWeber

SendinBlue

Source: Hubspot



Paid Versus Free ESP Accounts

- Some charge based on number of email addresses.
- Some charge based on volume of email messages sent.
- Some have limited options on free accounts
(ie Free Constant Contact has no A/B testing, MailChimp requires their logo on emails from free accounts)

Source: Hubspot



Can't I Just Use Outlook?

Privacy

CAN SPAM Compliance

Black Listing

Bounces

The Dreaded "Reply All"

About CAN SPAM

In 2003, set up to protect consumers from unsolicited emails, regardless of bulk spam emails or commercial emails, from brands and businesses.

- ✓ Use only properly opted-in email lists.
- ✓ Include your physical address.
- ✓ Make it easy to unsubscribe.
- ✓ Keep your header honest.
- ✓ Be transparent.

Building Your Email List

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