



Marketing & Driving Demand Collaborative

Effective Email Campaigns

March 2011



- **Choose email service provider (ESP)**
 - A must for professional email campaigns
 - ESPs provide proper HTML formatting; manage opt-outs, make testing, results measurement and legal compliance easy, and more
- **Build your email list**
 - Start with list of current /past participants
 - Use all means: your website, events, social media, referrals
- **Strategy – build your email campaign mix**
 - Plan long-term email strategy as part of marketing plan
 - Deliver a variety of content at different intervals
- **Design your template**
- **Develop and refine process each mailing**
 1. Choose recipients – segment database
 2. Create email – technical and content
 3. Test and send
 4. Process responses, bounces and opt-outs
 5. Evaluate results and refine campaign

Legal Requirements Overview



- **CAN-SPAM:** The legal requirements for commercial emails apply to for-profits and non profits and are good policy and etiquette for any purpose
 - CAN-SPAM: <http://business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business>
 - CAN-SPAM for nonprofits: <http://www2.guidestar.org/rxa/news/articles/2005/staying-on-the-e-mail-up-and-up-can-spam.aspx?articleId=791>
- **Header Info:** “From” “To” and subject must be true and accurate.
- **Address:** Include physical company address; registered P.O. box is OK.
- **Unsubscribe:** Must provide easy and conspicuous way to unsubscribe with link in email or online. Must honor requests within 10 business days.
- **Ad Disclosure:** If you’re sending an commercial message (ad) to people who have not opted in, identify it as an advertisement.
- **Sharing:** Don’t share email address of those who have unsubscribed.
- **Harvesting:** Don’t randomly generate email addresses or collect email addresses from non-legitimate sources.
- **Monitor:** Check up on your email service provider to make sure they’re following your policies.

- **Why use an email service provider (ESP)?**
 - Professional HTML formatting and special ISPs – avoids spam & bulk filters
 - Legal compliance, testing, results reporting, managing opt-outs
 - Can serve dynamic content per reader location or interests
 - Can even include latest facebook comments in an email!
- **Considerations for choosing an ESP**
 - Shop around for service and pricing that fits your needs
 - Features to consider (see notes): storage space, private IP, customer support, reporting, A/B testing, list segmenting, free trial, infrastructure
- **Shop ESPs**
 - An excellent comparison of 10 ESPs (from July 2010):
<http://groundwire.org/resources/articles/email-service-provider-comparison-report-2010>
 - Other ESPs include: [AWeber](#), [Benchmark](#), [Constant Contact](#), [e-Dialog](#), [Epsilon Interactive](#), [Pinpointe](#), [Silverpop](#), [Topica](#), [Yesmail](#), and many more

- **Build opt-ins – “permission marketing”**
 - Start with list of current and past participants
 - Use all means to invite people to opt-in to your email list: website, events, every phone call/contact, social media, articles
 - Let them know what they get for signing up!
 - Referrals via ‘forward this email’ link in your emails
- **The sign-up process**
 - 1-step process – thank you/welcome
 - 2-step – ask for confirmation
 - (See notes for details)
- **Rented/purchased email lists**
 - Use for announcing program startups/new major initiatives.
 - Important to keep lists “clean” (clear out all bouncebacks promptly)
 - Make sure to code different lists and track and measure results



6 WAYS TO CHANGE THE WORLD

FREE EMAIL SERIES

You'll also receive updates when I post to the site every Monday and Thursday.

NAME: EMAIL:

SUBMIT

Your email address will never be shared, and you can opt-out at the touch of a button.


- **Define overall goals of e-communications**
 - Allow time to formulate messages that support goals
 - Don't rush email campaigns – make each message count
- **Define purpose of each email campaign**
 - How it fits into overall e-marketing strategy
 - Each message should build on the last
 - Different purposes may require different vehicles
- **Examples of goals**
 - Announce new program, drive traffic to your website, build awareness, build reputation and relationship, grow your email list, get them to consider an action, get them to TAKE an action, conduct a survey
- **A key goal of a single email campaign**
 - Get people to open the email and read the message!



- **Email Newsletters**
 - Long-term relationship and reputation builder
 - Provides information of value (news, tips,)
 - Start slowly (e.g., bi-monthly) - deadlines roll around fast!
- **Blog-style educational message**
 - 1-2 topics that go into some detail – include links
 - Personalized 1 on 1 tone
- **Announcements**
 - Program launches, program updates, white papers
 - Send as needed - but consider no more than 1-2x/month
- **Surveys**
 - Host survey online - provide link in email

- **Clarify the objective – focus each message**
 - Each email in the series should have one key objective, (e.g., introduce program; build relationship by providing useful info; call to action).
- **Know your audience**
 - Only send information relevant to them
- **Build your reputation over time**
 - Plan series of emails as part of overall strategy
 - Provide content of value and interest in every email
 - The goal is to have a conversation and build the relationship over time
- **Email frequency: build trust, don't be annoying**
 - Set expectations for content and frequency and stick to it
 - Depends on purpose – 1x/week max; 1-2x/month
- **Maximize your email open rates with strong subject lines**
 - Also – send emails on Tuesday, Wednesday or Thursday for best open rates

Content “Musts”

- **All email campaigns/newsletters should include:**
 - Both HTML and plain text version
 - Link to an online version of your newsletter – right at top of email
 - **Having trouble viewing this email? [Click here](#)**
 - Links to your social sites     
 - Footer: Home page and contact information including address
 - Unsubscribe link and link to privacy policy
 - Also helpful – link for subscribers to update their information

- **Footer Example:**

This email was sent to estuart@lbl.gov by jsmith@abc.org | [Forward this email](#)
[Update profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#)
Company ABC | 123 Main Street, Suite 1 | Boston, MA 01234 | [Home](#)

When graphics don't display

MEEA Minute - February 2011 Inbox | X

★ **Midwest Energy Efficiency Alliance** to me show details 12:33 PM (2 hours ago) Reply

Images are not displayed.
Display images below - Always display images from anavolio@mwalliance.org

[MEEA header](#)
MEEA Minute — February 2011

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Articles

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MEEA is announcing Building Operator Certification (BOC) courses open for registration across the Mid visit www.boccentral.org or contact Christina Pagnusat at cpagnusat@mwalliance.org for more information on the training schedule.

Illinois
Chicago – March 9th and 10th
Champaign – Canceled

Kansas
Parsons - April
Topeka – June & July

Michigan
Okemos – April


Michigan
Bemidji - March

Ohio
Pepper Pike - April

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- **Subject line is KEY factor in open rates**
 - Decision to open email is heavily based on subject and “from” line
 - Email marketers recommend spending 1/2 of your time writing the subject and intro and 1/2 on content and design
- **Make subject line short and specific**
 - About 45-55 characters maximum
 - Make it accurate and specific as to topic, benefit or value offer
 - Good: “10 energy-saving tips for homeowners”
 - Good: “ABC.Org March Newsletter”
 - Not good: “Free Webinar Thursday!” (not specific)
- **Sender “From” line – keep it personal**
 - Use a person, e.g., From: jsmith@abc.com
- **More tips:**
 - <http://www.pinpointe.com/blog/webinar-18-writing-tips-to-improve-email-results>

- **The introduction – “Above the fold”**
 - The first 3 lines are generally what shows in the email preview pane – use this space well to engage interest/encapsulate point of the email
 - Layout should allow recipient to immediately see important text
 - Use personalized salutation: Dear [name]
- **The main body**
 - Width – maximum 600-800 pixels
 - Effective length depends on purpose of email
 - Newsletters – 1-2 pages, list topics at top with links
 - Announcements/calls to action – short, with links to site
 - Educational blog-type can be a bit longer, with links

Email Template Examples

Back to Inbox Archive Report spam Delete Move to Labels More actions

News from Southwest Energy Efficiency Project

Southwest Energy Efficiency Project to me show details Feb 25 (3 days ago) Reply

You're receiving this email because of your relationship with Southwest Energy Efficiency Project. Please [unsubscribe](#) if you no longer wish to receive our emails.

SWEEP's Takes

Southwest Energy Efficiency Project Newsletter - Winter 2011

SWEEP's Takes

Major Progress on Energy Efficiency Policies in Arizona

by Jeff Scheibel

The Arizona Corporation Commission made major progress in advancing energy efficiency policies in 2010. And SWEEP was there every step of the way.

Over a 12 month period, under the leadership of Chairperson Kris Mays and with the support and involvement of the other four Commissioners, the Commission approved a "quad-fecta" of ambitious energy efficiency policies:

- Electric Energy Efficiency Standard requiring 22% energy

SWEEP recently moved our Boulder headquarters to a new office downtown.


2254N. Brook Boulder, CO Phone: 303-445 Fax: 303-445 www.swEEP.org

Association of Energy Services Professionals to me show details Feb 23 (5 days ago) Reply

Latest News Brown Bag Webinars Conferences Training Courses RFPs Job Bank

A.E.S.P. What's New

ASSOCIATION OF ENERGY SERVICES PROFESSIONALS



February 23, 2011

Quick Links

- [AESP Home](#)
- [Job Bank](#)
- [Event Registration](#)
- [Join AESP](#)

Latest News

Want to know how to write a winning abstract for AESP's National Conference?


Attend AESP's BOB (BOB) CHARGE Brown Bag on Tuesday, March 8 to learn tips and techniques on how to write an effective abstract. Understand how abstracts are chosen, the critical information that must be included, what the Program Planning Committee looks for and more... This no charge AESP Brown Bag will help you craft the best possible abstract for submission.

Special Note: This is an educational webinar and participating in the Brown Bag does not guarantee that your abstract(s) will be accepted. Registration will open shortly on our events page.

Spring Conference

Can you smell the peach blossoms? AESP's Spring Conference - What's New in Marketing & Implementation - will be held at the Westin Buckhead in Atlanta on May 16 - 19. An exceptional program will be presented this year designed to help you tackle current marketing issues, learn about the latest implementation trends and network with industry leaders. The Expo Hall is sold out.

Elizabeth Stuart show details 2:42 PM (27 minutes ago) Reply



Summit Recap and Important Followups

Thank you for attending the summit meeting. Minutes from the meeting are available [here](#).

Two important takeaways from this meeting:

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Upcoming Chapter Events:

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Stay Connected:


- [Our facebook page](#)
- [Our blog](#)

WT Global Home - Rugby: New Zealand Won't Rush a Decision on Rugby World Cup - 4 hours ago

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Kansas

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Topeka - June & July

- **Spam filters assign ‘points’ to various words and phrases**
 - See how one program flags spam:
http://spamassassin.apache.org/tests_3_2_x.html
- **Avoid the following in your emails:**
 - Large graphics or heavy use of graphics with little text
 - Excessive or repeated punctuation (!!!***) or ALL CAPS
 - Words like “free,” “money,” “guarantee,” “credit card”
 - Bright **RED** or **GREEN** fonts
 - Don’t design in MS Word and export the code to HTML. Don’t attach documents; host them and provide a link in the email
- **Clean old addresses out of your list regularly**
 - You may get blocked if you send to too many non-existent addresses
- **Get “whitelisted”**
 - Use consistent “from” address
 - Ask subscribers to add you to their address book

Note:
★ To ensure e-mail delivery to your inbox, please add events@elist-ramtha.com and newsletter@elist-ramtha.com to your address book or your safe list ★

- **Create email using HTML or online editor**

- Don't overdesign - fancy graphics can be problematic
- Do create "multi-part version" – Text and HTML
- Run a spam checker and proofread!
- Preview email in various email clients
 - Gmail, Outlook, Yahoo, AOL, Hotmail

- **Sending and processing**

- Segment your list, write email for that segment
- Do a test run – possibly an **A/B split test**
- Schedule with ESP/send – Tues/Wed/Thurs best
- Process opt-outs and bounced emails promptly

- **Evaluate results**

- ESP can report open and click-thru rates and compare to other emails
- Talk to ESP about what they count as an 'open'

- **Recorded webinar with some technical tips:**

<http://www.pinpointe.com/blog/webinar-email-marketing-201-tips-to-improve-email-delivery-prospectdb>



- **Webinars and documents – general information**

- <http://www.pinpointe.com/resources>
- <http://www.pinpointe.com/blog>
 - <http://www.pinpointe.com/blog/webinar-email-marketing-201-tips-to-improve-email-delivery-prospectdb>
- <http://www.mailchimp.com/resources/>

- **Information on whitelisting**

- <http://aweber.com/blog/email-deliverability/how-to-get-whitelisted.htm>
- <http://www.blueskyfactory.com/support/whitelist/>
- Example instructions to subscribers for various email clients:
 - <http://www.firemailing.com/whitelist.html>
 - <http://www.aweber.com/faq/questions/283/How+Do+I+Whitelist+My+Address%3F>

- **Ideas for templates**

- <http://www.campaignmonitor.com/templates/>
- <http://www.jeffhendricksondesign.com/html-email-newsletter-templates/>
- <http://www.purple-dragonfly.com/html-email-newsletters.html>