

# EMAIL MARKETING



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*Czech Yourself Marketing*

# **IS EMAIL MARKETING DEAD?**

**Email marketing is still a powerful tool to drive sales if it's done right.**

To stand one step ahead of your competitors and ensure your subscribers will love your email campaigns, think about their needs and stay on top of marketing trends.



# WHY BOTHER ABOUT EMAIL MARKETING IN 2020?

- While it seems difficult to cut through the noise with email marketing, 59% of marketers still see **the most ROI from email**.
- Why? The numbers speak for themselves:
  - **61%** of customers want brands to provide them with information via email
  - **59%** of consumers claim that marketing emails influence their purchase decisions
  - **49%** of users say that they want to receive promotional emails from their favorite brands on a weekly basis

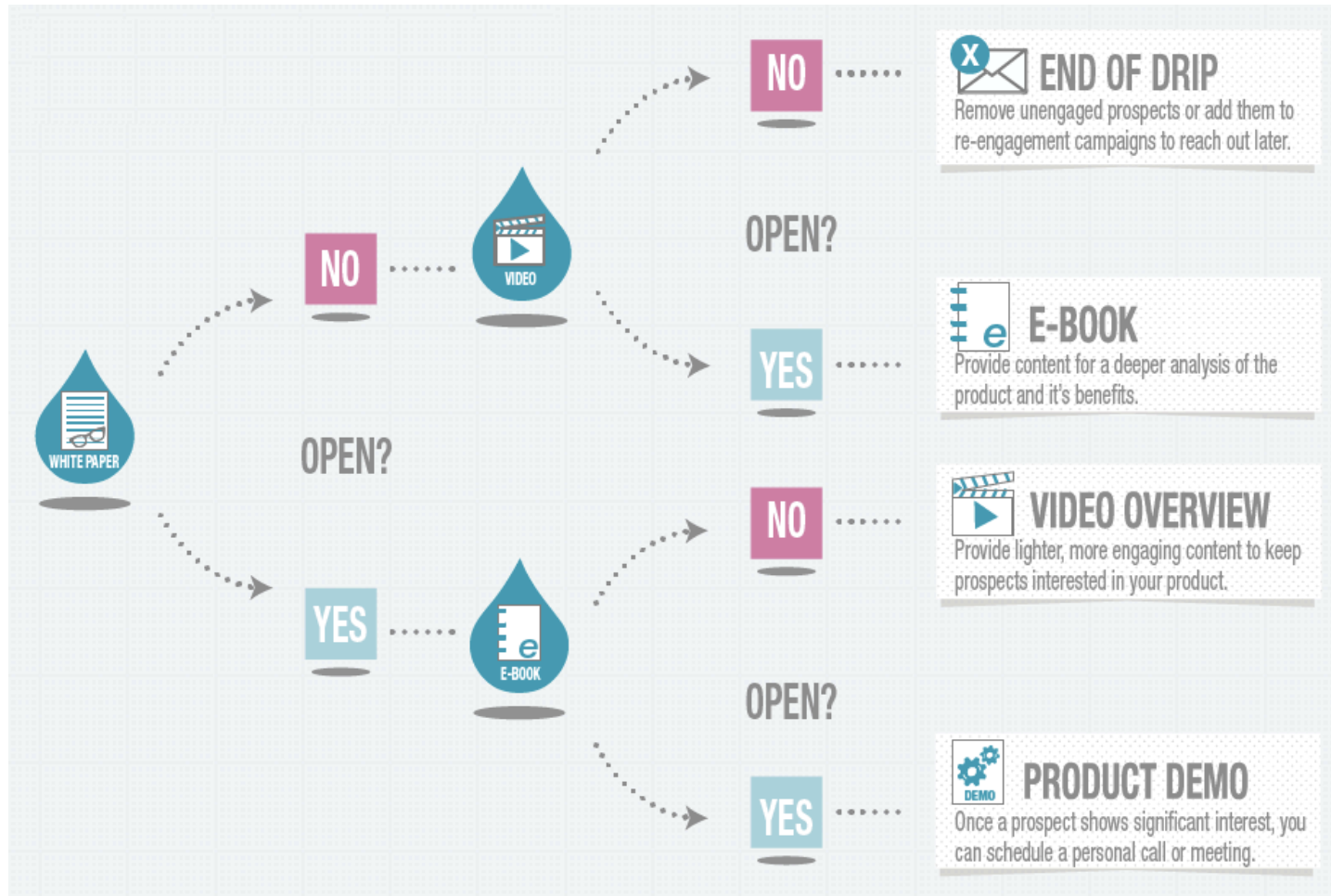


# TRENDS IN 2020

- User-generated content

- Accessibility

- Automation



# BEST PRACTICES

- Minimalist email design
- Hyper-personalized automated campaigns
- Mobile-first optimization
- Social media integration
- Video content
- Brand storytelling

## BEET THE WEEKDAY BLUES

Looking for a way to turn up the beat this week? Our new seasonal Brilliant Beet Toast is sure to put some pep in your step. We start with whole grain artisan toast and top it with beet hummus, fresh avocado, pickled onions, diced red beets, lemon dressed arugula and herbed goat cheese. And when you bring in this offer Monday – Friday, you'll receive \$2 off your next entrée. Go ahead and get groovin'.

Available for a limited time.



• YEAH •

IT'S FRESH

**SAVE \$2<sup>OFF</sup>**

ANY BREAKFAST, BRUNCH OR LUNCH ENTRÉE

[CLICK HERE](#)

EXPIRES 2/21/20

[MENU](#) | [LOCATIONS](#) | [GIFT CARDS](#) | [BLOG](#)





# TIME TO VERIFY YOUR EMAIL (& BURRITO LOVE)

You've received this message because your email address has been registered with Chipotle. Verify yourself and confirm your email by clicking below.

[CLICK TO VERIFY](#)

If it wasn't you who submitted your email address in the first place, well then that's messed up and we're sorry. Simply ignore this email and don't click above. You will not receive any emails from us.

## DOUBLE OPT-IN

- Double vs Single Opt-In
- They signed up through my website. Now what?
- Be sure the “unsubscribe” and “update preferences” is at the bottom of every email!





# STRATEGY



# DESIGN & DETAILS

- Logo Placement
- Banner Image
- Subject Line
  - Where this referenced content should live?
- Social Link placement

# CONSISTENCY

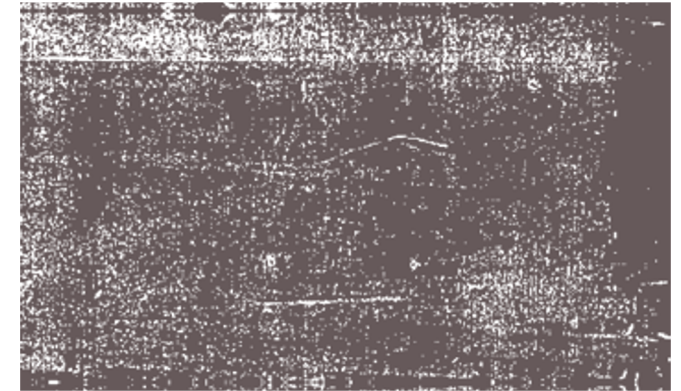
The UPS Store 



## What is the Right Size for your Business?

Expanding may equate to achievement for some, but for many small businesses, smaller is smarter. Use these guidelines to determine what size your company best operates at.

[Read More](#)



## Start Gathering the Crowd you Deserve

Custom flyers are a great way to promote your event or organization and our printing experts can help you get started.

[Find A Store >](#)

[Find A Store](#) [Make An Appointment](#) [Start Online Print Order](#) [Explore The Small Business Blog](#)



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# CONTENT

# CONSISTENCY

- What do your consumers like?
- What are their pain points in making a purchase/getting information from you?
- Exclusivity is a tool! Use it!
- Spotlight employees/industry all-stars/charitable organizations
- Tie in your latest social posts/blogs/podcasts to reshare this content



# AUDIENCE ACQUISITION

- Website Form Fill
- Event Sign Ups
- Social Media content
- Personal email requests
- Print Media
- WOM

✕

## JOIN OUR NEWSLETTER

Subscribe our newsletter to receive the latest news and exclusive offers every week. No spam.

**SUBSCRIBE**

NO THANKS





**ANALYTICS**



# ANALYTICS: *DEFINITIONS*

- Open Rate
  - Open Rate =  $\text{Number Emails OPENED} / \text{Number Emails SENT}$
- Click Thru Rate
  - Click through rate is the percentage of people who clicked a link or any linked image within an email.
- Unsubscribe rate
  - Unsubscribe Rate =  $\text{Number of UNSUBSCRIBES} / \text{Number Emails SENT}$
- Click-To-Open Rate (CTOR)
  - Compares the number of unique clicks and unique opens.
- Top Links Clicked
  - *Pay attention to this, use this to your advantage to guide audience through the newsletter.*



# ANALYTICS: *AVERAGE RATES*

- Your average **open rate** should be between **15-25%**.
- Your average **click-through rate** should be about **2.5%**.
- Your average **unsubscribe rate** should be between **0.5-1%**.





# BEST PLATFORMS

# TOP 3

## Constant Contact

- **60-day free trial** (*up to 100 contacts*)
- Offers users multiple customization and integrations options
- Simple and user-friendly

### Email Plan:

- 0-500 subscribers: \$20/mo
- 501-2,500 : \$45/mo
- 2,501-5,000 : \$65/mo
- 5,001-10,000 : \$95/mo

## MailChimp

- **FREE PLAN** plan allows you to have up to *2,000 subscribers* and send up to 10,000 emails per month.
- Simple to use email marketing tool for bloggers and smaller websites as it

### Email Plan

- **Essentials plan:** Plans start at \$9.99 /mo
- **Standard plan:** Plans start at \$14.99 / mo

## ConvertKit

- Easy it is to create email automation workflows
- A built-in landing page editor that's very useful, you can start email marketing and don't even need a website!

### Email Plan:

- 0-1K subscribers: \$29/mo
- 1K-3K subscribers: \$49/mo
- 3k-5k subscribers: \$79 /mo
- 5k+ subscribers: Custom pricing



# RESOURCES

- Newsletters to sign up for: *Daily Carnage, Hubspot, MailChimp*
- Follow via Social for tips: *Entrepreneur, Campaign Monitor*
- **Local** Email Marketing Resources: *The Social Brand, Alder&Co*
- DIY Graphic Design: *Canva, Crello*
- Free Stock: *Pexels, UnSplash, Canva*







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*Thank You*

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