

How to Win with Email Marketing



**Why email?
Because it works.**



80% of professionals say email marketing drives customer acquisition & retention

For every \$1 spent on email marketing, there is a **\$36 average (ROI)**

Sources: WBR Digital and emarsys, "Adapting to the pace of omnichannel commerce," Litmus, the ROI of Email Marketing



People read it

99% of people
check their email daily

Mobile devices account for **60%**
of email opens



It's reliable

Email gets delivered
97% of the time

(Organic Facebook posts reach
just **2.2%** of fans)



DECEMBER RANCHER BOX WHAT'S INSIDE?

THIS MONTH:
BEEF, CHICKEN & PORK



ALWAYS:
100% PASTURE-RAISED MEAT
NO ADDED HORMONES OR ANTIBIOTICS EVER
SOURCED FROM LOCAL FARMS AND RANCHES
HIGHEST ANIMAL WELFARE RATING STANDARDS

Shop Now



What can it do for your business?

Create and increase awareness

"Email marketing is key in delivering our seasonal and evergreen campaign stories to our customers."

- Ansley, Farmhouse Delivery



FALL LOOKS



We've curated our best for you.



What can it do for *your* business?

Drive revenue and profit

"As a rule our online sales usually mirror when an email is sent. Emails and sharing information directly result in sales."

Julia Winters, Jewel Ya



What can it do for your business?



We are so excited for the first flower CSA pickup of the season today between 10:30 am and 6:00 pm! The first week's share will include a vase of specialty narcissus and a bonus extra mini vase of hyacinth.

Most of our earliest spring flowers are grown from bulbs that we plant in the fall each year. We've got many different varieties of specialty narcissus that will be ready to harvest and share with you over the next few weeks. The botanical genus *Narcissus* includes daffodils and jonquils, and this favorite spring flower includes so many different colors and shapes beyond just the familiar yellow trumpet daffodil.

If you need a reminder of any of the pickup information, see the details below.

Thank you!
Amy and Tatiana



Boost repeat business

"We announced our new subscription through email and sold out that same day - from just one email."

-Amy, Soluna Garden Farm

CSA Pickup Instructions

Share pickups are at our farm on Fridays between 10:30 am and 6:00 pm.



**You can harness the
power of the inbox.**
Are you ready?



Here's what we'll cover today:

- The reluctant small business owner
- 5 steps to email marketing success
- Ways you can get started





Tracey Lee Davis

ZingPop Social Media

Marketing Consultant
Constant Contact Certified Partner

zingpopsocial.com



@zingpopsocial



Let's get started...

- **The reluctant small business owner**
- 5 steps to email marketing success
- Ways you can get started





Meet Peter

"To me, I'm sending spam to these people, because if I was to get it, it's spam to me."

"I don't want to hear about your business. I really don't."



A guiding philosophy:

Focus on the people you're trying to reach.





The Concord Cheese Shop Newsletter

What's New for March, 2015

In This Issue

Goat Buttons
Homemade Pâtés & Friday Night
Dinner Club
New Chocolates
New Cheese Classes

Email from The Cheese Shop

We have posted sign-up sheets around the shop, and I am honored that so many of you have signed up to hear from The Cheese Shop. If you know anyone that may find it interesting, please feel free to forward it to them. If you do not want to receive future mailings, please accept my deepest apologies for the intrusion into your inbox. Select the "unsubscribe" button, and I will not interrupt you again.

Follow us on [twitter](#)

Find us on [Facebook](#)

Every day we post the daily lunch specials on Facebook and Twitter. I also post other items of interest, such as wine tastings and new cheese arrivals. I hope you become a fan. If you use Twitter, you can follow us @concordcheese. We continue to gain additional fans on Facebook, and

Dear Peter,

Well that was quite a winter wasn't it? (Shudders) I don't know about you, but record-beating or not, that was one of the most trying winters in memory. I'm grateful to say we only had to close one day and have experienced very little damage so far. Other than a bit of water near our basement door, The Cheese Shop has once again weathered the elements intact and in strong spirits. Despite the trials and travails such a relentless winter presents, I find myself grateful for the moments of connection and community it offers. Whether lamenting sore arms while bagging a baguette or considering the various melting merits of different alpine cheeses, it seems nothing bridges the counter quite like a rough bout (or bouts in our case) of cold and snow. It's been nice to have a quieter day or two to chat more freely with you all. Gratitude for a New England March is a strange sensation indeed, but I'm getting positively giddy as the prospect of longer days and warmer temps. It truly is one of the singular pleasures of calling this part of the country home: inevitably, Nature comes along with something new.

Goat Buttons

And one of the surest signs of Spring's imminent arrival is the return of our beloved goat buttons. Armine makes these little beauties with fresh chevré from local Crystal Brook Farm in Sterling, MA. Ann and Eric Starbard's herd of goats have been unusually barn bound this year due to aforementioned mountains of snow, but the birthing season has begun! Sixty-five kids so far and all moms and babies are doing splendidly. Milking (and thus cheese-making from that milk) is put on hold while these mamas are pregnant, but now that the kids have arrived and are running amok in their newly plowed yard (what awesome parents Ann and Eric are), Crystal Brook's award-winning cheese is back in stock. And may I offer hearty congratulations to The Starbard's for winning Best Cheese Booth at the Boston Beer and Cheese Fest on Feb. 28th. We are so proud and



Email marketing
becomes
unsuccessful
when you don't
have a plan.



Up next:

- The reluctant small business owner
- **5 steps to email marketing success**
- Ways you can get started



Let's take a poll



5 steps to email marketing success

1

Plan for
success



2

Design for
today's
audience



3

Create
emails to
drive
action



4

Measure
business
impact



5

Grow your
list to grow
your
business



January

New Year's Eve

Inventory clear-out

February

Valentine's Day

March

Saint Patrick's Day

Mom & Pop Business Owners Day

April

Inventory clear-out: Spring Cleaning

Plan for important events/dates for the year

1. Write down major holidays
2. Include events specific to your business
3. Identify lesser known holidays to market for



Plot what & when to send

Campaigns Contacts Reporting Sign-up Forms Websites & Stores Social ... Contact Us Help Stephanie ▾

Campaigns ▾ Status ▾ Today < > January 2022 ▾

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31 New Year's Day (observed) New Year's Eve	Jan 1 New Year's Day
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 Martin Luther King Jr. Day	18	19	20	21	22
23	24	25	26	27	28	29

Feedback



Use a 3-email series for time-sensitive promotions/events

Email 1 Announcement

Half Moon
YOGA STUDIO



**Spring
into fitness!**

**Buy one get one
50% off!**

*Spring into health and
happiness with our
new yoga class packages.*

*Buy a class package for a friend,
receive 50% off a package for yourself!*

Buy Now!

Offer ends April 30th at midnight! Limitations apply.

Half Moon Yoga
123 Main Street
Waltham, MA 02451

651-222-2222 | jill@halfmoonyoga.com | halfmoonyoga.com



Email 2 Reminder

Half Moon
YOGA STUDIO



**Don't forget,
spring into fitness!**

**Buy one get one
50% off!**

*Spring into health and
happiness with our
new yoga class packages.*

*Buy a class package for a friend,
receive 50% off a package for yourself!*

Buy Now!

Offer ends April 30th at midnight! Limitations apply.

Half Moon Yoga
123 Main Street
Waltham, MA 02451

651-222-2222 | jill@halfmoonyoga.com | halfmoonyoga.com



Email 3 Last chance

Half Moon
YOGA STUDIO



Don't forget! Offer ends today!

Buy one get one 50% off!

*Spring into health and happiness
with our new yoga class packages.*

*Buy a class package for a friend,
receive 50% off a package for yourself!*

Buy Now!

Offer ends April 30th at midnight! Limitations apply.

Plot what & when to send

The screenshot shows a marketing calendar interface with a navigation bar at the top containing: Campaigns (selected), Contacts, Reporting, Sign-up Forms, Websites & Stores, Social, Contact Us, Help, and a user profile for Stephanie. The calendar grid displays dates from Sunday 26 to Saturday 29. Key events include New Year's Day (observed) and New Year's Eve on Friday 31, Martin Luther King Jr. Day on Monday 17, and three draft campaigns: '1. Announce offer4' on Wednesday 5, '2. Reminder email' on Wednesday 12, and '3. Last-chance remi... all' on Wednesday 19. A large orange box on Friday 21 reads 'New Year sale ends'. A vertical 'Feedback' button is on the right side.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31 New Year's Day (observed) New Year's Eve	Jan 1 New Year's Day
2	3	4	5 Draft 1. Announce offer4	6	7	8
9	10	11	12 Draft 2. Reminder email	13	14	15
16	17 Martin Luther King Jr. Day	18	19 Draft 3. Last-chance remi... all	20	21 New Year sale ends	22
23	24	25	26	27	28	29



5 steps to email marketing success

1

Plan for
success



2

Design for
today's
audience



3

Create
emails to
drive
action



4

Measure
business
impact



5

Grow your
list to grow
your
business





Resolve to become a better cyclist! Join the Cycling Club!

If you love cycling as much as we do, you'll want to check out the Cycling Club. Each week, you'll join other club members for a local trail ride. You'll improve your skills and gain new friends as you cycle all over the countryside!

Not only that, but you'll get exclusive access to try out new cycling gear that we get at the shop. We hope you'll join us on our weekly adventure. Click the link below to find out more and receive additional information on the Cycling Club.

[Find out more!](#)

Southside Cycling
123 Main Street
Washington, MA 02160

www.southsidecycling.com

Store Hours:
Monday - Thursday: 11 am - 8 pm
Weekends: 8 am - 6 pm

866.289.2101

Email design for today's audiences



7 Elements of Email Design

- 1 Header
- 2 Preheader
- 3 Logo & colors
- 4 Image
- 5 Message body
- 6 Call to action
- 7 Footer

From: Southside Cycling <bikes@southsidecycling.com>
Reply: bikes@southsidecycling.com
Subject: **Look what just arrived!**
Preheader: **New season, new bike. Get out and ride!**





Spring Models Have Arrived!

We've stocked the store with state-of-the-art bicycle models including Giant, GT, Cannondale, and many more!
If you've been thinking of getting a new bike, there's no better time than now. You can even trade your old bike for store credit. Come in for a test drive!

[View New Models](#)

Southside Cycling
123 Main Street
Washington, MA 02160
www.southsidecycling.com

Store Hours:
M-Th: 11am - 8pm
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866.289.2101





5 steps to email marketing success

1

Plan for success



2

Design for today's audience



3

Create emails to drive action



4

Measure business impact

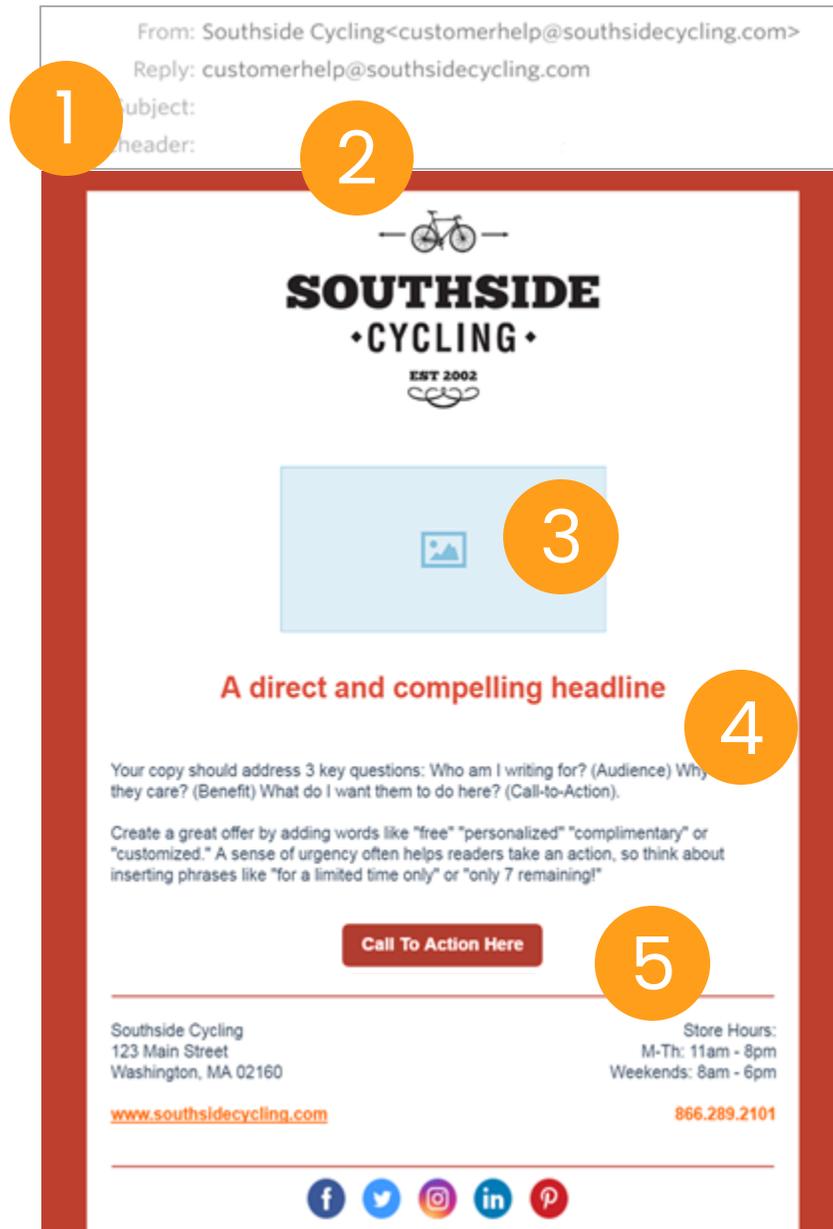


5

Grow your list to grow your business



The email content cluster



- 1 Subject Line (4-7 words)
- 2 Preheader Text (6-11 words)
- 3 Image (Support message)
- 4 Text (Headline & Body)
- 5 Call-to-action (Benefit driven)



What to say and how to say it: **For profit**

French Consulting



Does your website stack up?

Greetings!

Technology is always changing. Your website's last update was 5/24/2015.

There are several benefits to streamlining your website to be more efficient. Furthermore, becoming informed about what is available could be a great use of your time.

That's why we've designed the Website Auditor! Just go to the tool on our website and add your website's URL. We'll scan your website against all of the security protocols and best practices. Then we'll provide a report of the findings.

Scan my website!

1234 Main Street
Loveland, CO 80538

frenchconsulting.com

866-289-2101
Monday - Friday, 9 am - 5 pm



Headline:

- What are you offering?

Message body:

- How will it help the reader?

Call to action button:

- What should they do next?



What to say and how to say it: **Nonprofit**

GIVING TREE
HELP CENTER

CAN YOU VOLUNTEER?

We need help to collect & deliver holiday meals to those in need!

Over 1,000 families in our community get help from our help center.

On December 1st we will begin boxing non-perishable food items that will be delivered throughout the month.

We need help boxing items and delivering them to our families around the community. Please sign up to volunteer below. You can choose as many days and times as you want. Our goal is to be completed by December 22.

Thank you for helping everyone in our community to have a happy holiday season.

Sign up to volunteer!

1234 Main Street, Loveland, CO | (970) 123-4567 | [Email Us](#) | [Website](#)

CONNECT WITH US

[f](#) [t](#) [i](#)

Want to Donate?

Headline:

- What are you trying to accomplish?

Message body:

- Why should the reader care?

Call to action button:

- How can the reader get involved?



5 steps to email marketing success

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2

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5

Grow your list to grow your business



54.1%
Open Rate

50%
Average Open Rate

How do I compare?
Select an industry

20 Items Opened Unique Opens

<input type="checkbox"/>	Email Address	First Name	Last Name	Date/Time	
<input type="checkbox"/>	rboes@constantcontact.com	Rosanne	Boes	Tue, May 11, 2021 at 11:38 AM MDT	...
<input type="checkbox"/>	jsmith@constantcontact.com	Jessica	Smith	Wed, Apr 14, 2021 at 7:32 AM MDT	...
<input type="checkbox"/>	jboyer@constantcontact.com	Joletta	Boyer	Fri, Apr 9, 2021 at 12:08 PM MDT	...
<input type="checkbox"/>	tstarr@constantcontact.com	Trev	S	Fri, Apr 9, 2021 at 11:24 AM MDT	...
<input type="checkbox"/>	jsquires@constantcontact.com	Jena		Fri, Apr 9, 2021 at 7:59 AM MDT	...
<input type="checkbox"/>	kinelson@constantcontact.com	Kira		Fri, Apr 9, 2021 at 7:59 AM MDT	...
<input type="checkbox"/>	jmrobinson@constantcontact.com	Jill	Robinson	Fri, Apr 9, 2021 at 7:32 AM MDT	...
<input type="checkbox"/>	hdiel@constantcontact.com	Heidi	D	Fri, Apr 9, 2021 at 7:27 AM MDT	...
<input type="checkbox"/>	tmaxwell@constantcontact.com	Tom		Fri, Apr 9, 2021 at 7:07 AM MDT	...
<input type="checkbox"/>	aparagona@constantcontact.com	Andrea	Paragona	Fri, Apr 9, 2021 at 7:00 AM MDT	...
<input type="checkbox"/>	dsbibicki@constantcontact.com	Dave	Skibicki	Fri, Apr 9, 2021 at 6:33 AM MDT	...
<input type="checkbox"/>	ktthompson@constantcontact.com	Kaitlin	Thompson	Fri, Apr 9, 2021 at 6:25 AM MDT	...
<input type="checkbox"/>	clinkous@constantcontact.com	Candi	Linkous	Fri, Apr 9, 2021 at 12:41 AM MDT	...
<input type="checkbox"/>	kyliejm@yahoo.com			Thu, Apr 8, 2021 at 10:17 PM MDT	...

Opens

- Gauge interest
- Determine best day/time
- **Opens may not be accurate**



Industry averages: **17 – 32%**



Clicks

← Back to Reporting

Brisket Promo 2021 (DO NOT DELETE)

Sent Tue, Aug 24, 2021 Export Contacts

6.5% Click Rate	3% Average Click Rate	0.71% Industry Average
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7 Items Clicked ▾

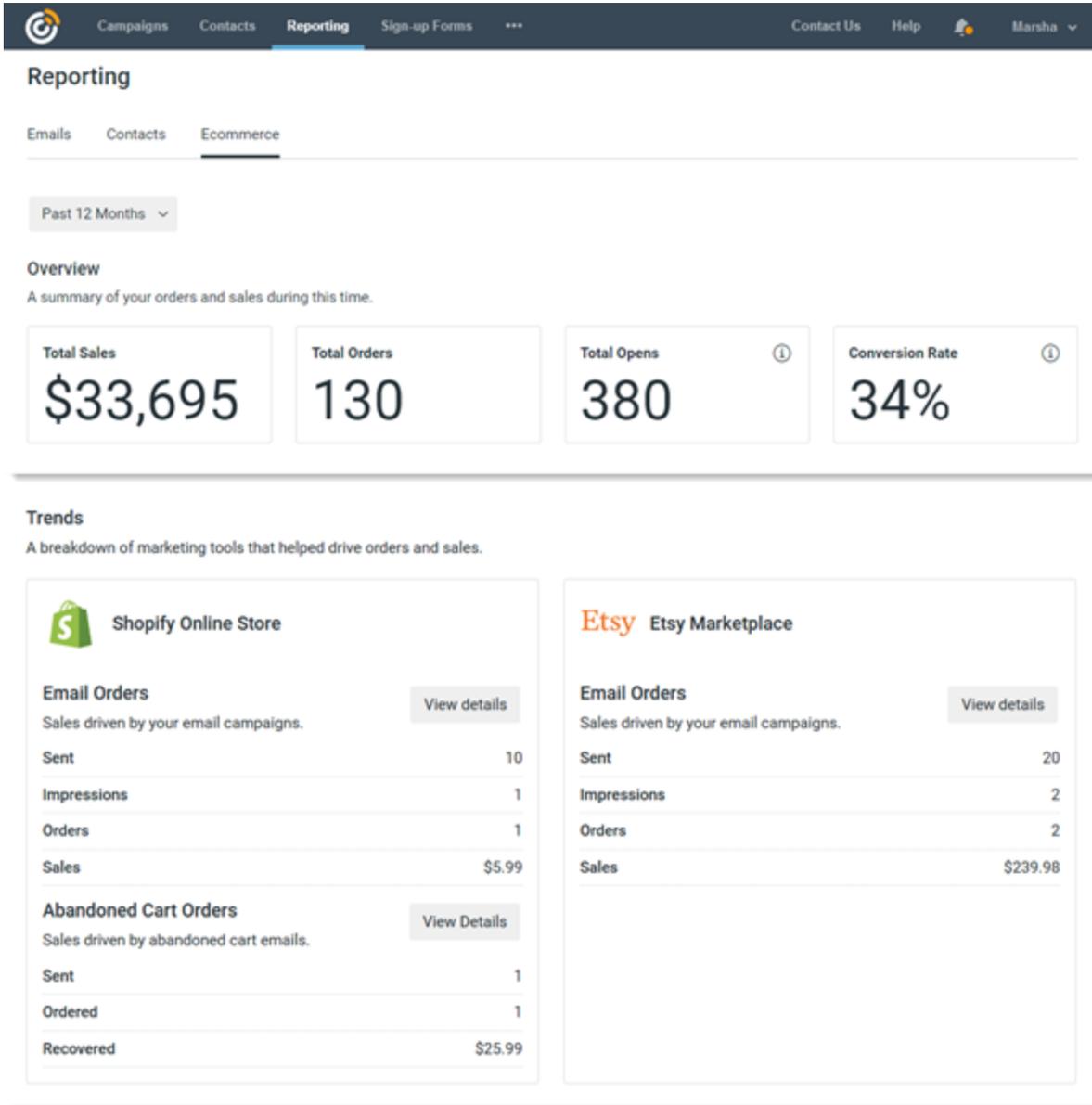
<input type="checkbox"/>	Email Address	First Name	Last Name	Link	Date/Time	
<input type="checkbox"/>	sarah.woodruff@endurance.com	Sarah	Woodruff	https://www.facebook.com/profile.php?id=100042936326213	Tue, Aug 24, 2021 at 2:07 PM MDT	⋮
<input type="checkbox"/>	sarah.woodruff@endurance.com	Sarah	Woodruff	http://www.jacksbackyardbbq.com/contact	Tue, Aug 24, 2021 at 2:06 PM MDT	⋮
<input type="checkbox"/>	kyle.obrien@constantcontact.com	Kyle	O'Brien	http://www.jacksbackyardbbq.com/contact	Tue, Aug 24, 2021 at 2:02 PM MDT	⋮
<input type="checkbox"/>	kyle.obrien@constantcontact.com	Kyle	O'Brien	https://twitter.com/jacksbybbq	Tue, Aug 24, 2021 at 2:01 PM MDT	⋮
<input type="checkbox"/>	kyle.obrien@constantcontact.com	Kyle	O'Brien	https://www.facebook.com/profile.php?id=100042936326213	Tue, Aug 24, 2021 at 2:01 PM MDT	⋮
<input type="checkbox"/>	kyle.obrien@constantcontact.com	Kyle	O'Brien	http://www.jacksbackyardbbq.com/	Tue, Aug 24, 2021 at 2:01 PM MDT	⋮
<input type="checkbox"/>	kyle.obrien@constantcontact.com	Kyle	O'Brien	http://www.jacksbackyardbbq.com/contact	Tue, Aug 24, 2021 at 2:01 PM MDT	⋮

Show 50 ▾ Page 1 of 1

- Measure success
- Identify engaged readers

 Industry averages: **.5-1.8%**





Go beyond opens & clicks to get a real understanding of your email results

Look at:

- Conversion rate
- List growth rate
- Overall ROI



5 steps to email marketing success

1

Plan for
success



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today's
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Measure
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impact

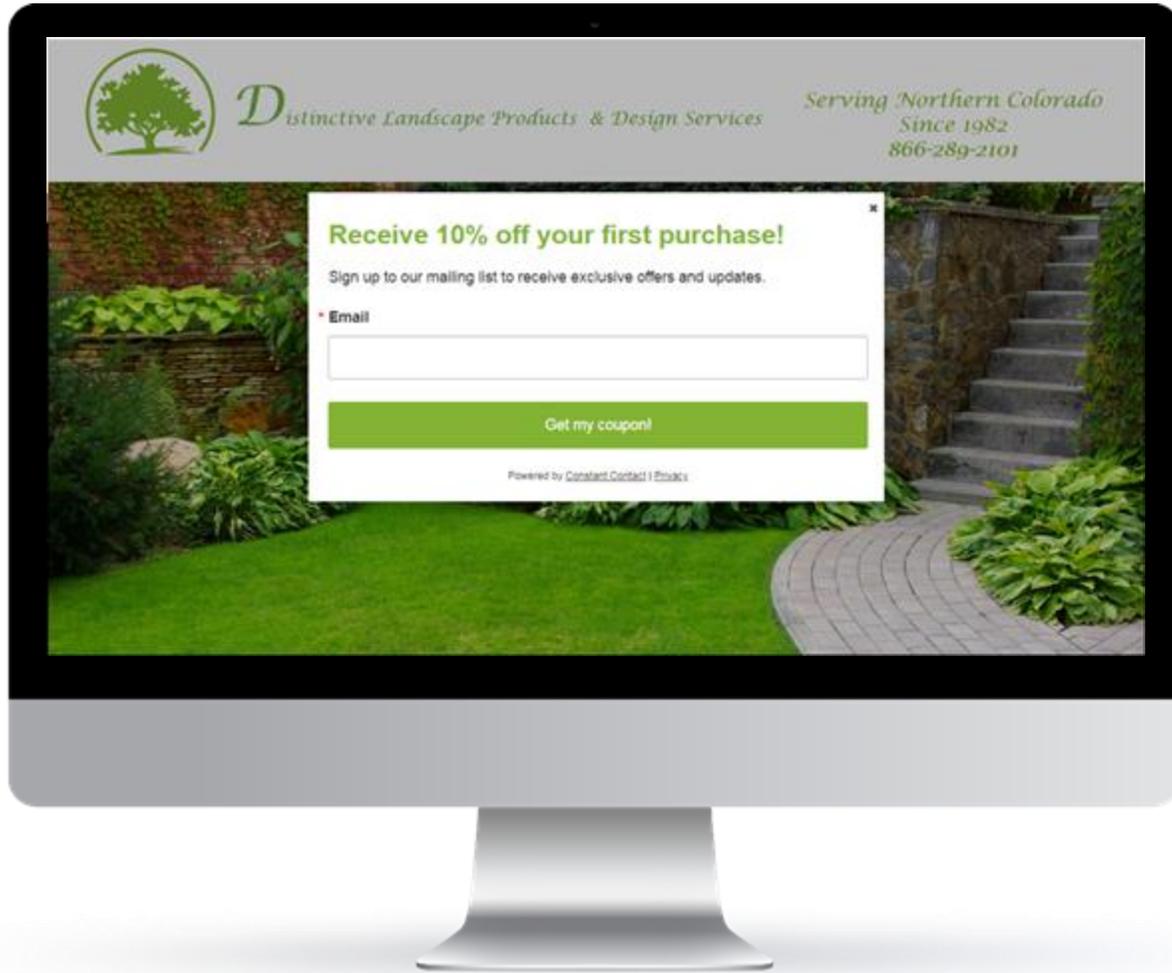


5

Grow your
list to grow
your
business



Ways to grow your email list



- In person
- Print
- Online
- **DON'T buy email lists!**



Don't just ask them to *"join your list"*

3 reasons people subscribe



To receive promotions and discounts



To receive exclusive content



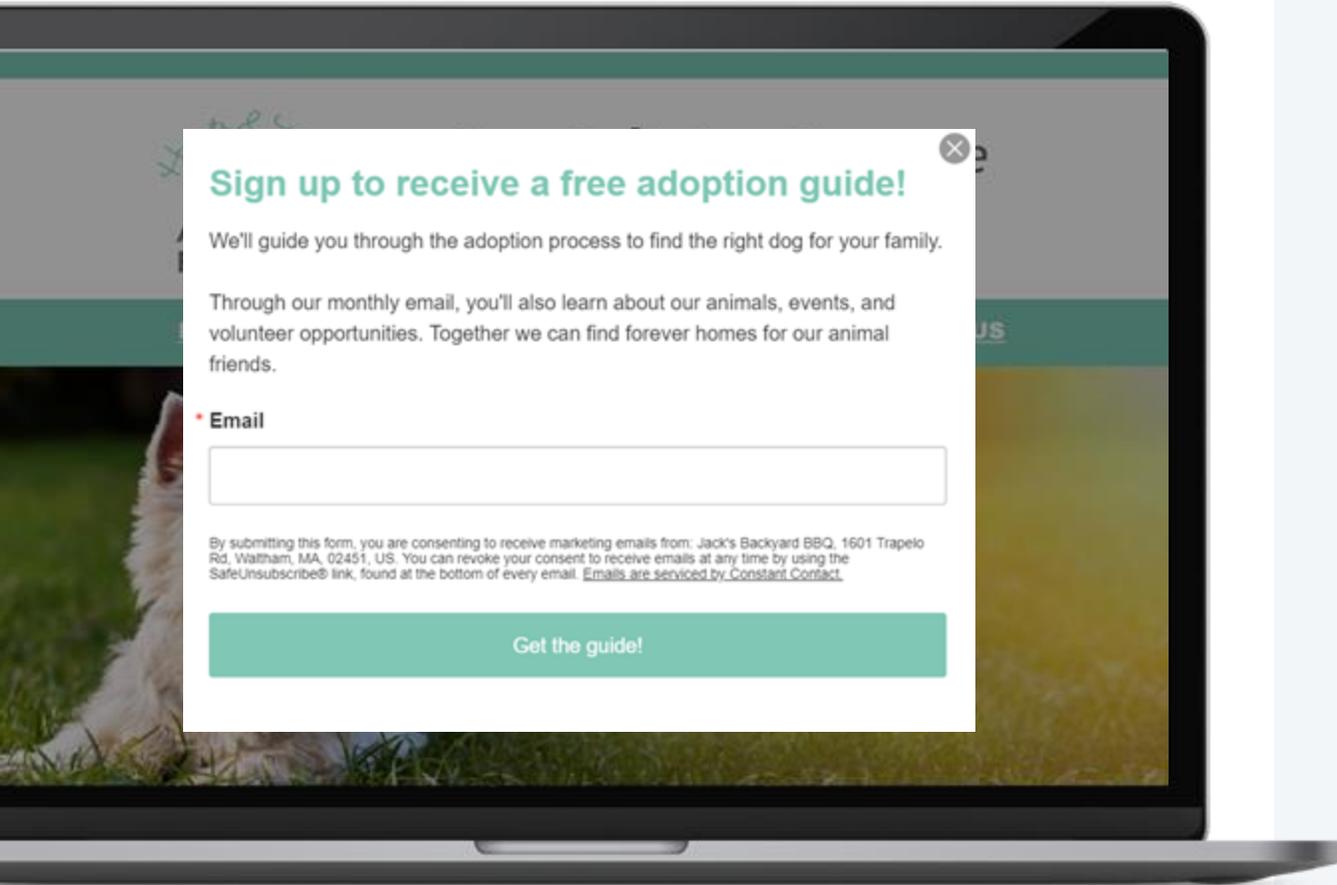
To show continued support for an organization



How to ask for their email

Remove the perceived risk to subscribe:

- Entice them
- Address their objections
- Make it easy
- Set expectations



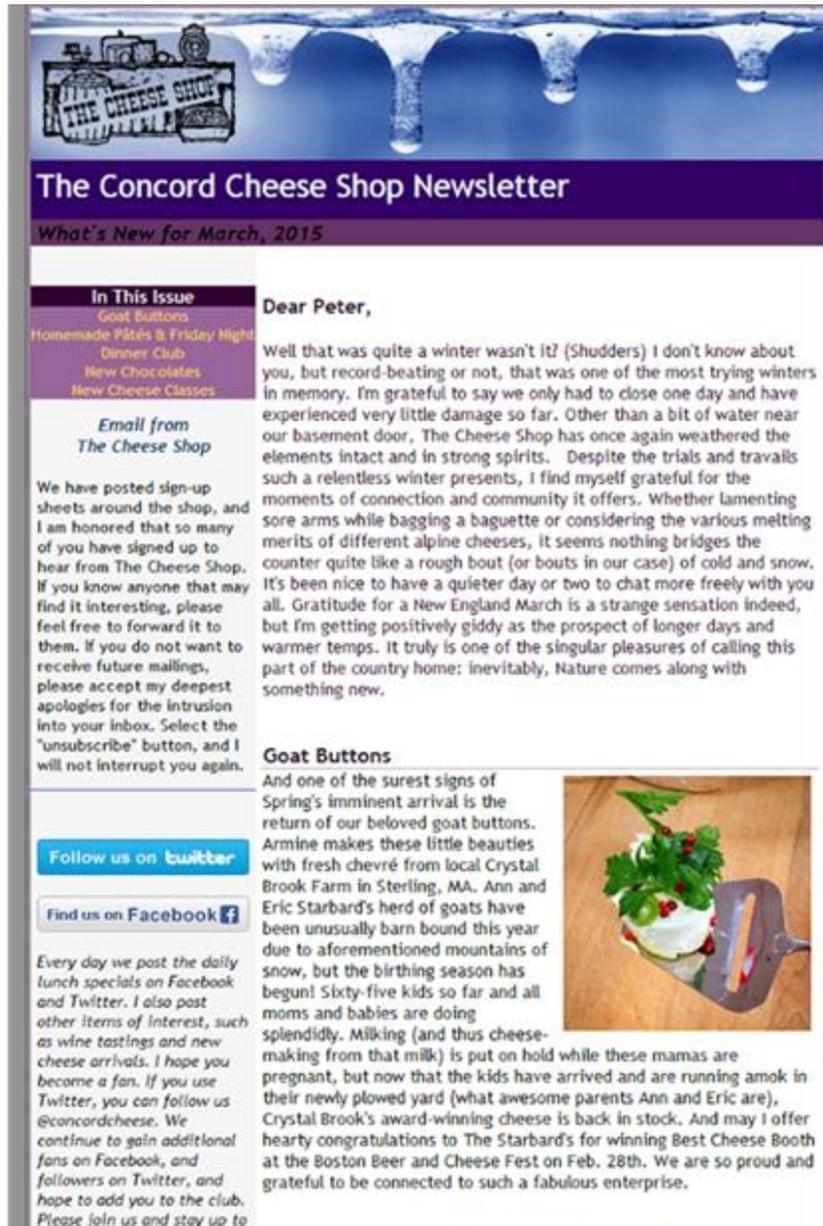
Remember the 5 steps for successful email marketing:

1. Plan for consistency & success
2. Design for today's audiences
3. Create to encourage action
4. Measure the impact on your business
5. Grow your list to grow your business



The evolution of Peter's email

Before



The screenshot shows an email newsletter titled "The Concord Cheese Shop Newsletter" with the subtitle "What's New for March, 2015". The header features a logo for "THE CHEESE SHOP" and a background image of icicles hanging from a ledge. The main content includes a "Dear Peter," salutation, a paragraph about winter weather, a section titled "Goat Buttons" with a small image of a goat, and a sidebar with "In This Issue" and "Email from The Cheese Shop" sections. The footer contains social media links for Twitter and Facebook.

The Concord Cheese Shop Newsletter
What's New for March, 2015

In This Issue
Goat Buttons
Homemade Pâtés & Friday Night Dinner Club
New Chocolates
New Cheese Classes

Email from The Cheese Shop

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Dear Peter,

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Goat Buttons

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Follow us on [Twitter](#)

Find us on [Facebook](#)

Every day we post the daily lunch specials on Facebook and Twitter. I also post other items of interest, such as wine tastings and new cheese arrivals. I hope you become a fan. If you use Twitter, you can follow us @concordcheese. We continue to gain additional fans on Facebook, and followers on Twitter, and hope to add you to the club. Please join us and stay up to

After



The screenshot shows a new email newsletter titled "NEW from The Cheese Shop: Monthly Cheese Lovers Club". The header features a logo for "THE CHEESE SHOP" and a background image of a cheese platter. The main content includes a "Dear Peter," salutation, a paragraph about winter weather, a section titled "Goat Buttons" with a small image of a goat, and a sidebar with "In This Issue" and "Email from The Cheese Shop" sections. The footer contains social media links for Twitter and Facebook.

Join our Cheese Lovers Club and discover something new every month!



NEW from The Cheese Shop: Monthly Cheese Lovers Club

Curious about new cheeses? Looking for a gift for a special food lover?

Then join The Club!

The Cheese Shop's new Monthly Cheese Lovers Club will feature our selections of three cheeses and accompaniments that reflect the character of a particular season, region, or set of flavor profiles. Club packages will be available for local pickup at The Cheese Shop or shipment anywhere in the continental U.S. on the second Friday of each month. Every package will include approximately 1 1/2 pounds of cheese, artisan crackers, and an accompaniment from our selection of gourmet foods, with notes about the cheeses and pairing suggestions. Monthly selections may include themes such as A Taste of Massachusetts, A Tour of Normandy, Traditional Cheeses of Europe, and more!

Available in 3, 6 and 12 month subscriptions, with inaugural shipments in March, 2016. Prices start at \$225 for a 3-month local subscription.

Call or visit The Cheese Shop to join today! Orders placed by the end of February will receive our first monthly selection with a special gift on Friday, March 11.

The Cheese Shop of Concord, 29 Walden Street, Concord, Mass 01742
(978) 369-5778 www.concordcheeseshop.com

Open 10:00 am - 5:30 pm, Tuesday through Friday
9:00 am - 5:30 pm on Saturday

Follow us on [Twitter](#)

Find us on [Facebook](#)

Every day we post the daily lunch specials on Facebook and Twitter. I also post other items of interest, such as wine tastings and new cheese arrivals. I hope you become a fan. If you use Twitter, you can follow us @concordcheese. We continue to gain additional fans on Facebook, and followers on Twitter, and hope to add you to the club. Please join us and stay up to



Take it to the next level – 3 stages of email marketing

Where you start

Learn what works with basic emails



Take the next step

Send more relevant messages to get better results
(Segment your list)



Optimize your email marketing

Use data to further segment, treat contacts as individuals





I Can Help!

traceylee@zingpopsocial.com