A GUIDE TO

DIGITAL MARKETING AT ENCOMPASS PET GROUP

**ENCOMPASS**
PET GROUP

WHAT IS DIGITAL MARKETING?

Digital marketing refers to the use of digital channels, platforms, and technologies to promote and advertise products, services, or brands to a target audience. It encompasses a wide range of online tactics and strategies that businesses use to connect with potential customers, engage with current ones, and achieve specific marketing objectives. Digital marketing leverages the vast reach and capabilities of the internet to deliver targeted messages, drive traffic, and foster interactions with the aim of achieving measurable results.

Think to yourself:
1. What is the purpose?
2. Who is the audience?
3. What is the best channel?
4. Is the message clear and concise?
5. Is the tone appropriate?

Ways We Use Digital Marketing:

- Social Media
  - Influencers
  - Paid Social Advertising
    - Meta
- Website
  - Blogs
- Google Ads
- Emails
- SMS
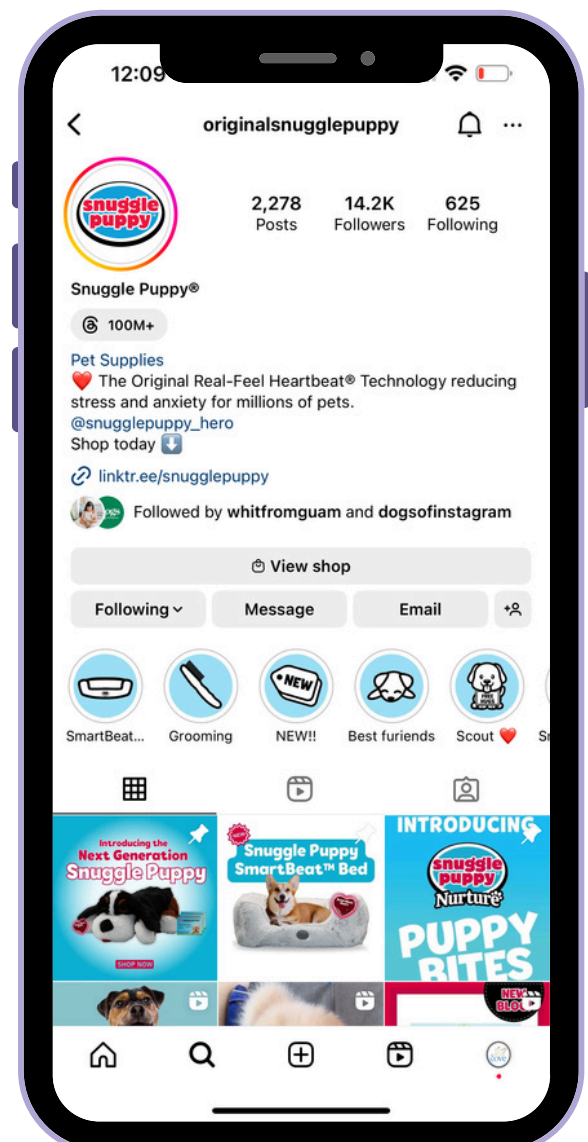
WHAT ARE OUR GOALS?

Email

Our email campaigns will be tailored to different segments of our audience. We'll deliver informative and educational content, such as tips, guides, and industry insights, to position ourselves as industry experts and provide value. Promotional emails will be strategically interspersed, showcasing our products' benefits and driving recipients to our website. Our email campaigns will focus on educating pet owners about the benefits of Encompass Pet Group. We'll share articles on puppy anxiety, separation distress, and the science behind the product's effectiveness. Promotional emails will highlight limited-time offers, new product releases, and customer success stories to drive engagement and sales.
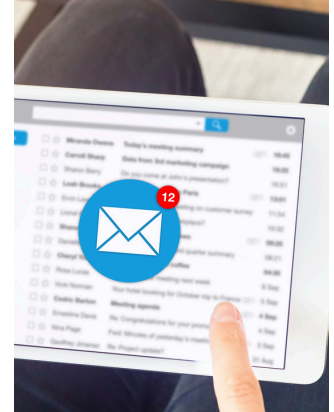
Website

Our website will serve as an information hub, with regularly updated blog posts, articles, and resources that address our audience's pain points and interests. We'll incorporate strong visuals and clear calls-to-action to guide visitors toward relevant product pages and encourage engagement.

Social Media

The content strategy will be underpinned by data-driven insights. Our campaigns will be geared towards reaching pet owners directly, showcasing the product's benefits, and driving conversions. By crafting compelling ad creatives and deploying targeted campaigns on social media platforms, we aim to boost brand awareness, engagement, and ultimately, sales.
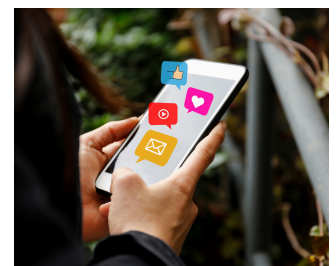
WHAT IS AN EMAIL?

An email is a method of exchanging digital messages over the Internet. It allows individuals and organizations to send written messages, files, images, and other types of data to one or more recipients in a quick and convenient manner. Emails are an integral part of modern communication and have largely replaced traditional physical mail for many types of correspondence.

Think to yourself:
1. What is the purpose?
2. Who is the audience?
3. Is the message clear and concise?
4. Is the tone appropriate?

Ways We Use Emails:

- Welcome & Onboarding Emails
- Abandoned Cart Recovery
- Product Recommendations and Upsells
- Promotions and Special Offers
- Informational
- Post Purchase Feedback & Reviews
- Appointment Reminders
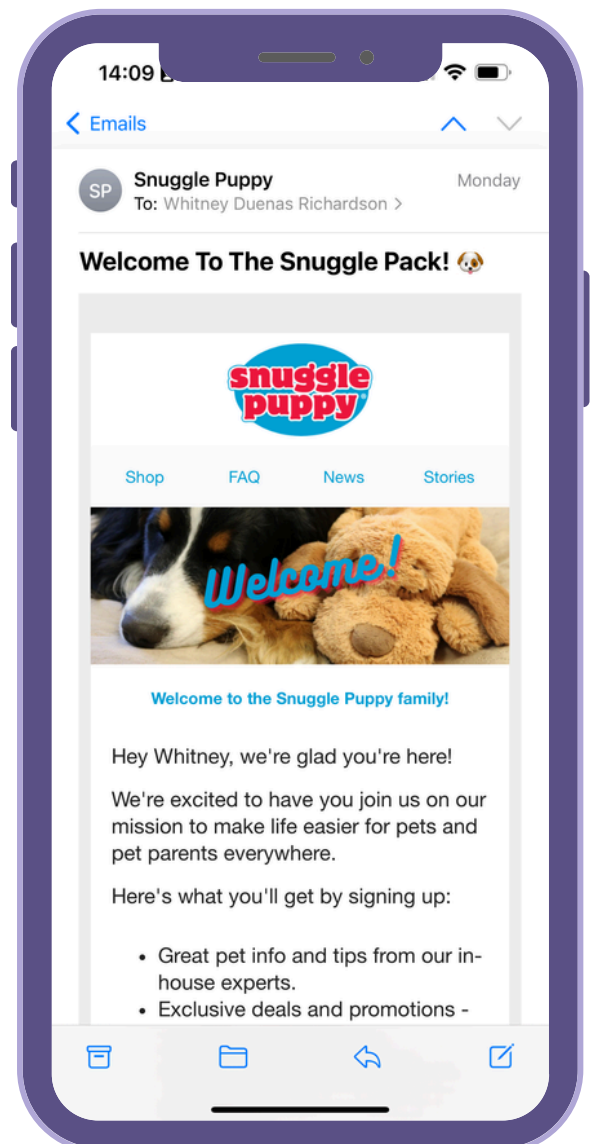
WHAT ARE OUR GOALS?

Personalized Engagement

The email program will focus on delivering personalized content that speaks directly to each subscriber's interests and needs. By segmenting the subscriber list based on factors such as pet type, breed, and previous purchase history, Encompass Pet Group can send targeted content that provides valuable information. This might include pet care tips, training techniques, the first year of a puppy, and advice on solving common pet-related challenges. Personalized engagement will establish a stronger emotional connection with subscribers, fostering brand loyalty and encouraging them to look forward to Encompass Pet Group's emails.

Promotional Campaigns

To drive sales and revenue growth, the email program will feature well-timed promotional campaigns. These campaigns will highlight new product launches, seasonal sales, and exclusive discounts. The key is to create a sense of urgency and exclusivity, enticing subscribers to make purchases. Clear and compelling call-to-action buttons will direct subscribers to the online store, making the purchasing process seamless. By combining promotional offers with engaging content, Encompass Pet Group can effectively convert subscriber interest into actual sales.

Data Drive Optimization

The content strategy will be underpinned by data-driven insights. Through thorough analysis of key metrics like open rates, click-through rates, and conversion rates, the email program will identify what types of content resonate most with subscribers. A/B testing will be conducted to experiment with different subject lines, content formats, and visuals to determine the most effective combinations. Regular reviews of performance data will allow for iterative improvements, ensuring that the content strategy is continuously refined to achieve optimal results.

WHAT ARE OUR GOALS?

Storytelling & Emotional Connection

The content strategy will incorporate storytelling to create an emotional connection with subscribers. By sharing heartwarming pet stories, user-generated content, and success stories from customers, Snuggle Puppy can evoke positive emotions and reinforce the brand's values. Subscribers are more likely to engage with and share content that resonates emotionally, thus extending the reach of the email program through word-of-mouth and social sharing.

Interactive Content & Feedback

The email program will occasionally feature interactive content such as quizzes, surveys, and polls. This not only keeps subscribers engaged but also provides valuable insights into their preferences and needs. Feedback obtained through interactive content will inform future content creation and product offerings, ensuring that the email program remains relevant and valuable.
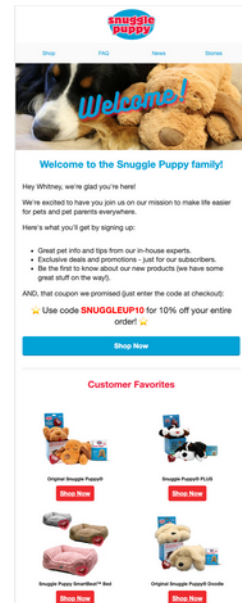
EMAIL FLOWS

Welcome & Onboarding Emails

Use onboarding emails to introduce them to your brand, showcase your products, and provide any necessary information about how to navigate your website and make the most of their shopping experience.

Examples of Promotional Emails:
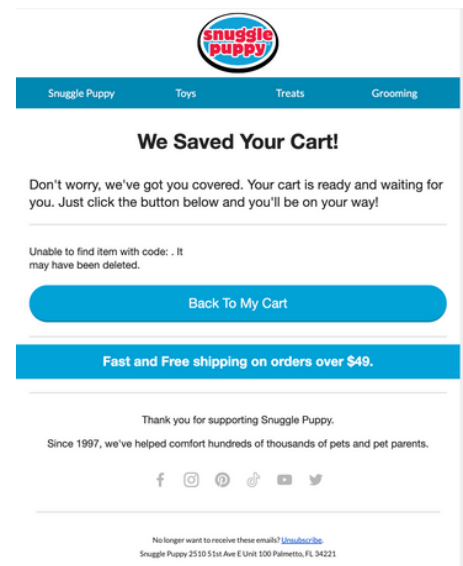- Black Friday/Cyber Monday
- Anniversary Sales

Abandoned Cart

Send automated emails to customers who have added items to their cart but didn't complete the purchase. Remind them about the items they left behind and offer incentives such as discounts or free shipping to encourage them to finalize their purchase.

Examples of New Product Emails::
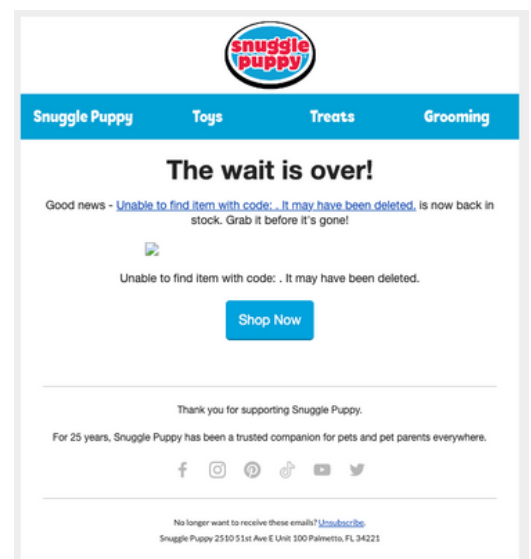- Teaser
- Product Announcement

Back In Stock

When sending emails to your subscribers to promote your blog content, it's important to provide value and engage your audience.

Examples of Blog Emails::
- Best-of Compilation
- Education Series
- Case Studies
- Newsletter
- Interactive Quiz/Poll

Browse Abandonment

Use onboarding emails to introduce them to your brand, showcase your products, and provide any necessary information about how to navigate your website and make the most of their shopping experience.

Examples of Promotional Emails:
- Black Friday/Cyber Monday
- Anniversary Sales

Thank You

Send automated emails to customers who have added items to their cart but didn't complete the purchase. Remind them about the items they left behind and offer incentives such as discounts or free shipping to encourage them to finalize their purchase.
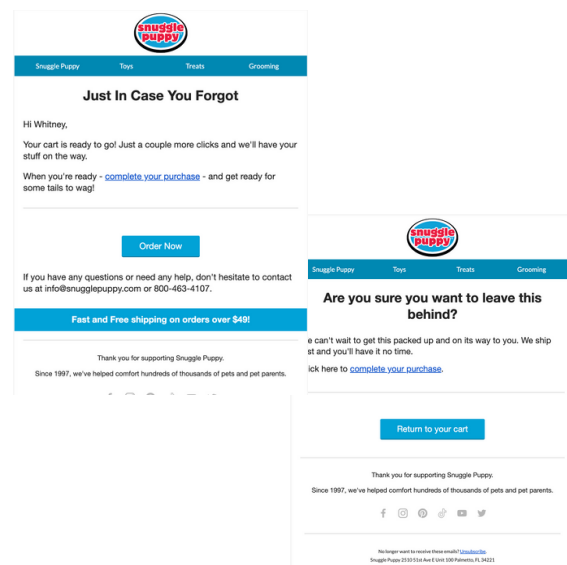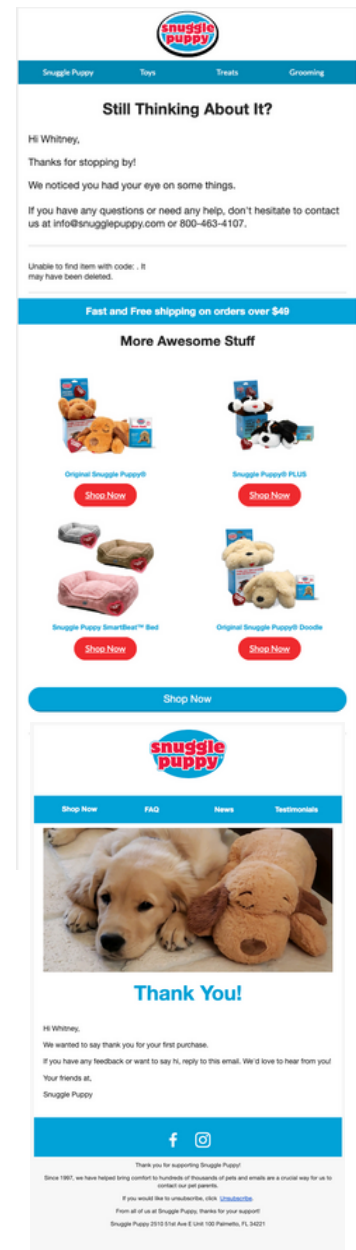
Examples of New Product Emails::
- Teaser
- Product Announcement

Abandoned Checkout

When sending emails to your subscribers to promote your blog content, it's important to provide value and engage your audience.

Examples of Blog Emails::
- Best-of Compilation
- Education Series
- Case Studies
- Newsletter
- Interactive Quiz/Poll

HOW DO WE CHOOSE A CONTENT PILLAR?

Content pillars are the main themes or categories that form the foundation of your email marketing strategy. For a product like the Snuggle Puppy or a service like DOGPerfect, which are both designed to comfort puppies, you can create engaging email content around various pillars that resonate with your target audience (pet owners, dog lovers, etc.). Here are some content pillar ideas for your Encompass Pet Group campaign:

	Obtain Customers		Brand Awareness		Drive Traffic	
Email Brand Position	THE SAFE FEELING OF HOME					
Platform Content Strategy	Tailored and engaging messages that deliver valuable information, drive action, and foster meaningful connections.					
Content Objectives	**Reach** *Grab the audience's attention*		**Deepen** *Provide insight and clarity*		**Magnify** *Ensure our capabilities and prove our expertise*	
Main Audience	ALL Consumer & Wholesale		Consumer		Wholesale Retail & Breeders	
Desire Emotions	**Understood**		**Informed**		**Confident**	
Content Pillars	PROMO	NEW PRODUCTS	CORE PRODUCTS	EDUCATIONAL	EXPERT ADVICE	TESTIMONIALS/ UGC

CONTENT PILLARS

Promotional

Promotional emails notify your subscribers about ongoing sales, discounts, and special offers via email. Create a sense of urgency by setting a limited-time period for these promotions. These emails can also provide exclusive discounts to your email subscribers as a way to reward their loyalty and encourage them to continue shopping.

Examples of Promotional Emails:
- Black Friday/Cyber Monday
- Anniversary Sales

New Products

Using email to showcase new products can be an effective way to generate interest and drive sales.

Examples of New Product Emails::
- Teaser
- Product Announcement
- Product Highlights
- Limited-Time Offer
- UGC/Testimonials

Blogs

When sending emails to your subscribers to promote your blog content, it's important to provide value and engage your audience.

Examples of Blog Emails::
- Best-of Compilation
- Education Series
- Case Studies
- Newsletter
- Interactive Quiz/Poll

CONTENT PILLARS

Expert Advice

Collaborate with veterinarians, dog trainers, or behavior experts to provide insights on how Encompass Pet Group fits into a broader approach to puppy well-being.

Examples of Expert Advice:
- Q&A
- Behavioral Insights
- Animal Behaviorists Feature

Core Products

A powerful way to highlight main product offerings and drive interest and sales.

Examples of Core Product Emails::
- Product Benefits
- Product Variations
- Product Comparison
- Product Updates & Enhancements
- How-to Guides

UGC

A way to build authenticity and trust in your email marketing strategy for Encompass Pet Group. UGC involves showcasing content created by your customers, such as photos, videos, testimonials, and reviews.

Examples of UGC Emails::
- Customer Stories
- Photo Galleries
- Before & After
- Pet Parent Chronicles

DELIVERABILITY

Improving email deliverability is crucial for ensuring that your emails reach recipients' inboxes rather than being marked as spam or getting lost in the void.

Maintain Best Email Practices *By:*

- Build a quality email list

- Segment email lists

- Continuously challenge through new tests

- Avoid Spam Triggers

- Optimize for Mobile

Test Results

A test is only proven to be successful if it reaches statistically significance and we use click through rate or open rate to calculate this.

If a test was not statistically significant, we will recommend that it should be retested. It is recommended to at least test once more and if the test is still not statistically significant, move on to a new testing scenario. If a test is statistically significant, it is best practice to retest every six months to one year to confirm that this change is positively impacting the audience.

Click Through Rate (CTR)

Click through rate is a simple metric for understanding how prospects engage with you. Sometimes, the open rate looks strong, but prospects don't interact with your email content.

The CTR equals the number of unique link clicks in an email, divided by the total number of delivered emails. Unsubscribe link and email preferences page clicks do not count toward link clicks.

Open Rate

Open rate is a measurement of how many people open an email.

It's calculated by dividing the number of opens by the number of successful sends (sends minus any bounces). However, we factor out Apple Mail devices when testing open rate for accurate reporting purposes.

Engagement Rate

Engagement rate measures the level of interaction and engagement your social media content receives from your audience. It typically includes likes, comments, shares, and other forms of interaction.

Tracking engagement rate helps you gauge how well your content resonates with your audience. A high engagement rate indicates that your content is compelling and that your audience is actively participating with your brand.

Click Through Rate (CTR)

CTR measures the effectiveness of your call-to-action (CTA) and the relevance of your content in driving users to your website or landing page. It is especially important for campaigns with the goal of traffic generation.

A high CTR indicates that your content and CTA are effective in driving traffic to your desired destination, which could be a product page, blog post, or signup form.

Open Rate

Conversion rate measures the percentage of users who take a specific desired action after clicking on your social media campaign, such as making a purchase, signing up for a newsletter, or filling out a form.

Tracking conversion rate helps you assess how well your social media campaigns are driving valuable actions and ultimately impacting your business goals, such as sales or lead generation.
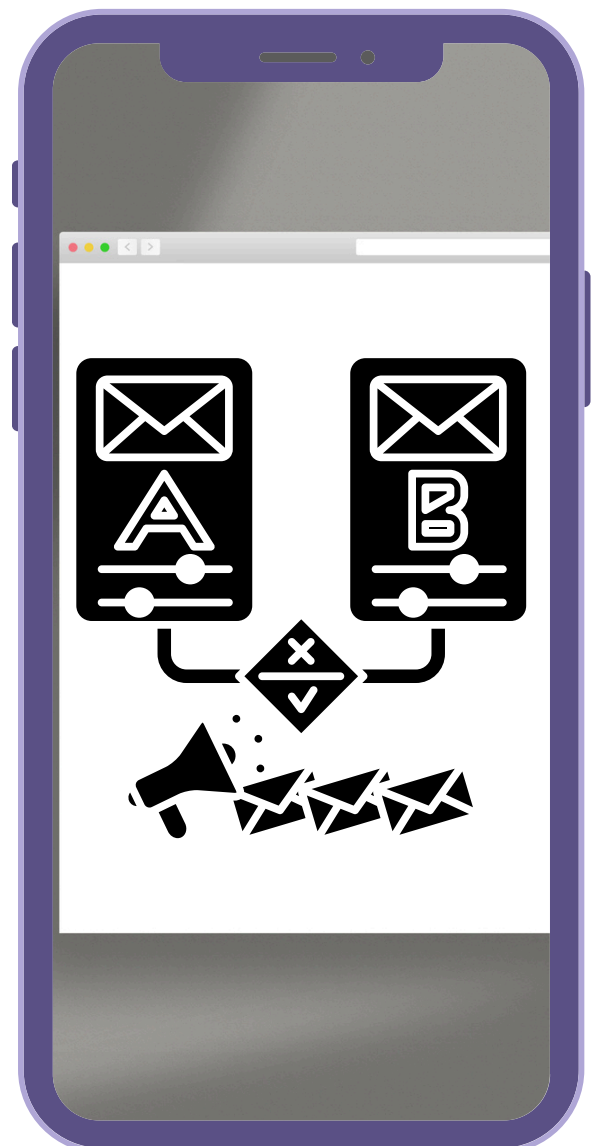
WHAT IS AN A/B TEST?

A/B tests, by definition, are a user experience research method in which you send two versions of your communication to two test audiences from your subscriber list. A/B tests consist of a randomized experiment with two variants, A and B. It includes application of statistical hypothesis testing or "two-sample hypothesis testing" as used in the field of statistics. Your Email Marketing and Automation Team will track which version receives the highest unique open rate or highest click through rate (CTR) and send that version to all remaining subscribers.

Think to yourself:
1. What is your goal?
2. What is your hypothesis?
3. What is your sample size?
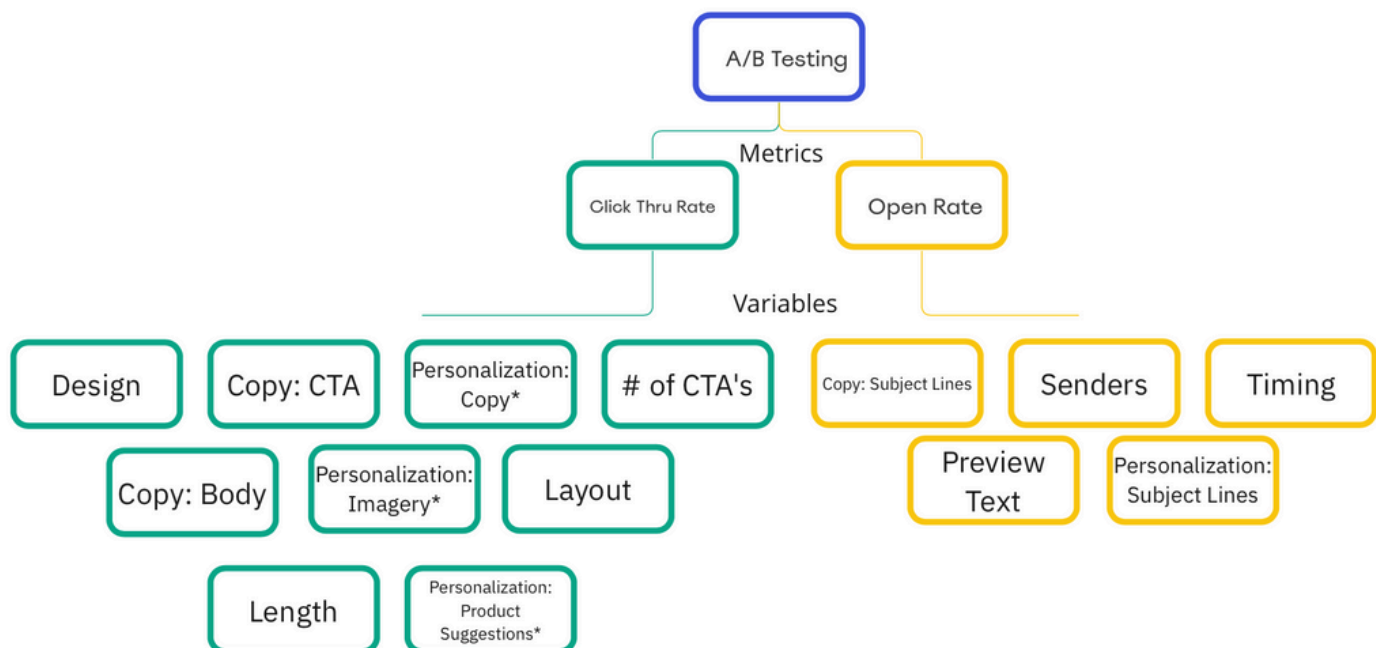4. What is the time window?

Ways We Use A/B Tests:

- Subject Lines
- Length
- Design
- Copy
- Personalization
- Call-To-Action (CTA)
- Sender
- Preview Text
- Timing

We are willing to bet that you have encountered an A/B test from first-hand experience before without even knowing it. Did you know that 93% of US companies do A/B testing on their email marketing campaigns?

Let's dive deeper into the types of A/B tests:

A/B Testing

Metrics

Click Thru Rate | Open Rate

Variables

| Design | Copy: CTA | Personalization: Copy* | # of CTA's | Copy: Subject Lines | Senders | Timing |

| Copy: Body | Personalization: Imagery* | Layout | Preview Text | Personalization: Subject Lines |

| Length | Personalization: Product Suggestions* |

*This A/B Test is not available as of FY23

A/B TESTING TYPES

Subject Lines

The campaign subject line is highly visible in email inboxes and can influence whether or not a recipient opens your email.

Examples of Subject Lines A/B Tests:
- Question vs. Statement
- Emoji vs. No Emoji
- Exclamation Point vs. No Exclamation Point
- Word Length
- Tone
- Personalized vs. Generic

Length

In addition to the design of an email, you can play around with the length of the message. Here are a few questions to ask yourself:
- Do subscribers want more content and context in the message, or just enough to pique their interest?
- What length is ideal for different types of email? Or different devices?
- Do all segments prefer the same length of email?

Examples of Length A/B Tests:
- Overall content long vs. short
- Copy length long vs. short
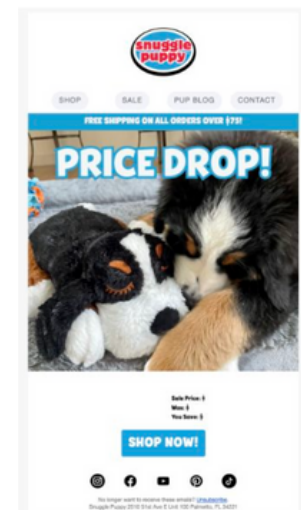
Design

Once an email is opened, the body of the email takes over. Email design and content can impact whether a recipient reads to the bottom of your email or clicks through to your website.

Examples of Design A/B Tests:
- Below Header CTAs vs. No Header CTA
- Taller Hero vs. Shorter Hero
- Gifs vs. Statics
- Image vs. Text Heavy

A/B TESTING TYPES

Copy

The tone and positioning of your email copy impact whether the message catches a reader's interest or not. A/B testing in the "copy" category covers a ton of elements in your email.

Examples of Copy A/B Tests:
- Body copy
- Headlines
- Button copy

Sender

One of the elements that informs subscribers about an email (from the outside) is the from name. While you can experiment with this if you want, make sure it's always clear that it's from your company.

Examples of Sender A/B Tests:
- Generic email vs. personal email

CTA

The call-to-action within an email is how customers can browse the company website. By having convenient, clear CTAs that entice users to click thru, you can increase email engagement metrics (CTR).

Examples of CTA A/B Tests:
- Button vs. text
- Linked imagery vs. no linked imagery
- 1 CTA vs. 2+ CTA
- Button color, shape, size, location

Preview Text

While the subject line arguably leads the charge in enticing a subscriber to open an email, it isn't the only option you have. Three ways to get someone to open your email—the from name, subject line, and preview text.

Examples of Preview Text A/B Tests:
- Short vs. long preview text
- Emojis vs. no emojis
- Preview vs. no preview text

Timing

Most email A/B testing focuses on what goes in an email, but you can also test when to send it. When an email hits a subscriber's inbox can affect whether or not they open and engage with the email. For example, you could adjust how long after a person abandons their cart before you send them a reminder. Another A/B testing method to try is how many emails in a triggered sequence you send.

Examples of Timing A/B Tests:
- Day of the Week
- Time of Day

DELIVERABILITY
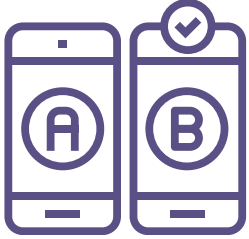
A/B Testing deliverability is defined as successfully being delivered to a recipient's browser or mobile device. These tests allow companies to create more diversified email content. When a company sends numerous emails that are similar, it can alarm spam filters. Anything that we can do to diversify the content of an email campaign will serve in favor of good deliverability.

Maintain Best A/B Testing Practices *By:*

- Repeating tests every 6 months to 1 year

- Bringing any ideas to your email strategist

- Continuously challenge through new tests

- Let the test run for two weeks before reporting

- Test one element at a time; the rest of the email should be exactly the same

Test Results

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REPORTING

Reporting is key to measuring the success of A/B testing. The success of A/B testing is based on the following metrics:
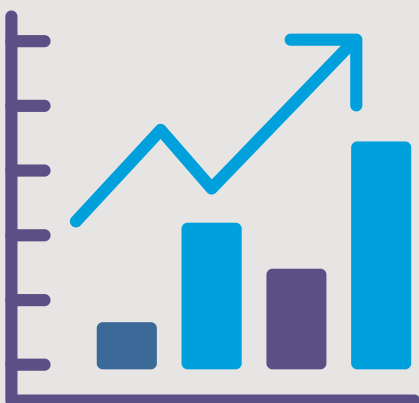
Click Through Rate
- This is the number of clicks divided by how many times your message was delivered.

Open Rate
- This is the number of how many people open an email.

Additional Supporting Metrics:
- Sent
- Delivered
- Opens
- Unique Opens
- Open Rate
- Clicks
- Unique Clicks
- CTOR
- New Clicks %
- Existing Clicks %
- Unsubscribes
- Unsubscribe Rate

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