Get Your E-Newsletter Fit, Fascinating and Fashionable

Nonprofit Communication Conference, Presented by Drury University
Friday, Oct. 16, 2015;
Track 2: Internal & External Communication (12:45 to 2 p.m.)

Most communications professionals spend lots of time and effort producing email newsletters. It's heartbreaking to learn your last email resulted in an alarming number of people who are unsubscribing to what may be the only contact you have with that customer, vendor, volunteer, donor, or employee.

Yes, an employee.

Bring this workbook to the session as we help you understand why someone unsubscribes from your e-newsletter and several ways to get your email fit, fascinating, and fashionable. The workbook also provides a place for you to record insights and changes you want to implement. (If you want to comment during the session, my Twitter handle is @jfmueller and the conference hashtag is #NPCOMMCON.)

Can't Make The Session But Still Want Information?

A link to the complete workbook with answers and slides will be posted at muellercommunications-stl.com later today. Or, send an email to joe@muellercommunications-stl.com and I will reply with documents attached.

Begin With Reviewing Your Strategy—Why Email?

- A Survey by Direct Marketing Association said **67%** of respondents say e-mail provides the best return on investment for marketing strategies.

- U.S. marketing executives believe email alone drives the same amount of revenue as their ***social media, website and display ads*** COMBINED

- 60% of global executives said they read an e-newsletter as one of their fist three ***daily news sources***—twice as high as news apps

- 91% said they would share ***work-related content*** via email if they deemed it valuable

- 61% say email is ***very important***, compared to 54% saying the Internet is very important

• 91% of all U.S. consumers use email _**daily.**_

The _**GOAL**_ of email and all communications should be to help your organization fulfill its _**mission**_ through improved communication, engagement, interaction and _**conversion**_.

Eight reasons for using e-mail:

1. Relatively _**inexpensive**_
2. Immediacy
3. Yields quick _**results**_
4. Reveals _**insights**_
5. Personalization
6. Segmentation (testing offers)
7. You _**OWN**_ your list. You are not at the mercy of a social media channel's algorithm (Your list is your most valuable marketing/communications asset.)
8. Research shows e-mail isn't dying or losing effectiveness to _**texting.**_

Fundamentals tactics for successful e-mail:

1. Mail regularly
2. Send what you _**promised**_ when they _**subscribed**_
3. Use images, links
4. Make it readable
5. Include a _**U.S. Mail**_ address and an _**unsubscribe**_ link
6. Use built-in _**SPAM**_ checking programs
7. Know the CAN-SPAM Act: http://1.usa.gov/1wftWeD
8. Build quality _**lists**_
9. Use an ESP (email service provider)

> _**My Action Plan:**_
>
> I will _**review**_ my e-mail strategy, share insights with _**associates/leaders**_ and schedule time to _**implement**_ changes.

Three steps to understanding why someone unsubscribes:

1. Know WHEN you've been dumped—check *analytics* after each sent email

2. Know WHY you've been dumped—evaluate *frequency*, time and *date* of email distribution

3. Know WHO dumped you—create and review *profiles* of your subscribers using analytics (Clean lists quarterly; use audits, surveys to manage your lists)

> *My Action Plan:*
> I will review my *unsubscribes* and attempt to understand why people unsubscribe.

Six steps to Fit, Fascinating and Fashionable E-mails

FIT: ....**1. Content is relevant, updated and accurate**
Know the four types of e-mail communication:

- E-newsletters
- E-blasts
- E-Letters
- E-Cards

Think: How will audience/recipients decide whether to *open* the email, *click* on a link, read the content and execute a *conversion*?

Subject lines: No CAPS, no punctuation, *50 to 60* characters

- TEST all links
- Review how email will render on a variety of email services

FIT......................**2. Segment your distribution lists**

- Do A/B testing
- Evaluate segmentation by type of relationship with subscriber, zip code, other demographic information

FASCINATING ....**3. Offer something special**

- Synchronize online/offline messages
- Drive *traffic* to your *website*

FASCINATING ....**4. Offer interaction**

- Offer to follow **_social media_** channels

- Provide an immediate response to questions, problems

- Get to know "who" your reader/customer is

- What's going on with the reader/customer in the moment they interact with the e-mail

FASHIONABLE ....5. Be visually appealing

- Select appropriate template for what you're trying to communicate

- Pay attention to content in preview area

- Must be **_MOBILE FRIENDLY!_**

FASHIONABLE ....6. Writing is tight

- Short paragraphs introducing link to additional information

- Length: 2 screens

My Action Plan:

I will spend 90 minutes reviewing and critiquing my e-mails on a **_monthly_** or **_quarterly_** basis using these six suggestions.

Thanks for joining me! Feedback and conversation are always welcome:

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