



Get Your E-Newsletter Fit, Fascinating and Fashionable

Community Service Public Relation's Council, Spectrum Conference
Tuesday, May 19, 2015; Session 4, 12:45 to 1:45 p.m.; Concourse C;
Renaissance St. Louis Airport Hotel

Most communications professionals spend lots of time and effort producing e-mail 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 look at three steps to understanding why someone unsubscribes from your e-newsletter and six 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, my Twitter handle is @jfmuller and use the hashtag #spectrum15.)

This workbook was used during the session. A link to the complete workbook and answers is posted at www.muellercommunications-stl.com. You're welcome to view or download the PDF as you begin to improve your e-mail communications and marketing. Or, send me an e-mail (joe@muellercommunications-stl.com) and I will reply with the document as an attachment.

Begin With Reviewing Your Strategy

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

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

Six 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 might be your most valuable marketing/communications asset.)

Research shows e-mail isn't dying and 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 (e-mail 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 send
2. Know WHY you've been dumped—evaluate **frequency**, time and **date** of e-mail distribution
3. Know WHO dumped you—create and review **profiles** of your subscribers, clean lists quarterly; use audits and surveys to manage your lists

My Action Plan:

I will review my **unsubscribers** 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 be audience/recipients decide whether to **open** the E-mail,

click on a link, read the content and execute a **conversion**?

Subject lines: DON'T USE ALL CAPS, no punctuation, **50 to 60** characters

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

FIT2. 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!