



EMAIL MARKETING

Email allows your message to be delivered to your target on your timeframe.

RAVEN⁵
Unique as your customers.

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Introduction to Email Marketing

Email marketing is a commercial message sent to a group. In a broad sense every email sent to a customer or prospect can be considered email marketing.

Email marketing is one segment of Internet Marketing and generally is based upon solicitation, ads, business requests, sale opportunities and donation requests. Email marketing is a tool that can be utilized to deliver announcements and newsletters. Email is also regarded as a tool for developing brand awareness, trust and loyalty.

Email is your primary communication tool. Email allows marketers to deliver targeted messages, your message, on your timeframe, to your target. No other marketing tool is as direct or effective.



Email Opt-in List

An email opt-in is a term that refers to emails (promotional, informational and other) that have been requested by the user receiving them. Opt-in emails are targeted and often personalized.



An opt-in email list is also referred to as a permission based email list. The key factor for email best practice is that the user has granted permissions to a specific sender and often a very specific segment from that sender.

Without obtaining permission before sending email, the email is considered unsolicited bulk email, better known as spam.

Basics

Based on having a permission-based list, the following are some email tips to assist you:

- Permission, you have it or get it
- Clean your list, purge duplicates
- Segment your list, especially if you have a varied client base
- Continue to build your opt-in list via your website and email
- Respect Privacy and opt outs
- Provide good offers and incentives
- Design with the mailbox in mind, all about presentation
- Frequency, this is a trust exercise so take your time
- Test, test and test, there's lots here to talk about
- Personalize your emails, nothing sweeter than a person's name
- Add Social Media links, expands your opportunity
- Integrate into your marketing program
- Consistent, be consistent, always the case
- Include in your web analytics, allows you to measure
- Allocate budget for your service provider
- Follow up

Email marketing is continuing to grow, and has further expanded into mobile. Responsive emails are a must as mobile continues to grow at unprecedented rates. With responsive emails we can ensure that emails look and read well on all screen types and sizes.



Advantages and Disadvantages

Email marketing is popular and effective with marketers for several reasons:



Email Advantages

- Measureable
- Trackable
- Effective
- Affordable
- Fast deployment
- Substantial range
- Users check daily
- High response rates
- Personal and customizable
- Action Oriented



Email Disadvantages

- Deliverability
- List development
- List compliancy

Legal

Canada – Canada Anti Spam Law (CASL) requires explicitly or implicit opting in from users. Fines for non-compliance range from \$1 million to \$10 million. (<http://fightspam.gc.ca>)

European – European Union introduced the Directive on Privacy and Electronic Communications. It's been incorporated into law in the Privacy and Electronic Communications Regulations 2003. (<http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1420753057656&uri=CELEX:52006DC0688>)

United States – Can-Spam Act was passed in 2003. Fines in the act allow for a \$16,000 penalty per violation for spamming EACH recipient. The provisions of the act were updated in and put into effect in 2008. (<http://www.ftc.gov/tips-advice/business-center/can-spam-act-compliance-guide-business>)

If you plan on sending any emails in Canada, keep in mind it has some of the most strict and expensive spam laws in existence. CASL is being enforced by three agencies: the Canadian Radio-television and Telecommunications Commission (CRTC), the Competition Bureau, and the Office of the Privacy Commissioner



Email Stats

Average email users receive approx. 416 emails monthly.

ROI on email: \$1 spent to \$44.25 sales (4,300% Direct Marketing Association)

56% of businesses use email marketing.

3.9 billion email accounts worldwide.

95% of online users use email.

91% of consumers check their email once per day.

70% of users say they always open email from their favourites.

18% of users say they never open emails.

247 billion emails are sent daily.

44% of users made at least one purchase based on email.

90% of consumers prefer updates in email format.

60% of marketers indicate email is ROI positive.

72% of consumers sign up for emails for discounts.

48% of consumers cite email as preferred communication.

Email conversion rates are higher than with social media.

Email is 40 times better than social at acquiring new customers.

Consumers interact with up to 11 brands through email daily.

Email consumers spend 138% more than those who don't receive email.

Mobile

Ensuring that your emails work well and display correctly on mobile screens is of utmost importance!

- 75% of Gmail users open on mobile
- 53% of all emails are opened on mobile
- 55% and growing smartphone penetration in the US (56.4% in Canada)
- 1.4 billion mobile email users worldwide

Estimated that by the end of 2016:

4.3 billion email accounts worldwide

1.0 billion corporate email accounts worldwide

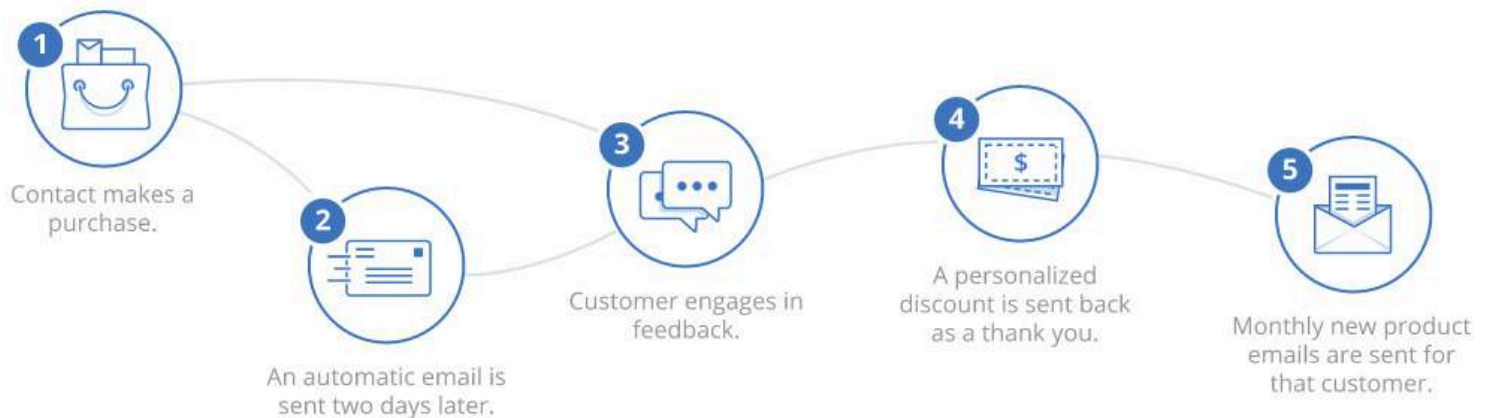
3.3 billion consumer email accounts worldwide

All stats from Campaign Monitor.



Automation

With email automation, you can automatically engage with your contacts. Building out a campaign workflow for a certain period of time allows you to “set it and forget it”. The platform will send emails to specific lists based on your criteria. You can build multiple workflows that follow up with your prospect when a certain task is completed (i.e. filled out a form and downloaded a white paper). Some other suggestions are welcome emails (someone joins a list), birthday emails (always nice), trigger campaigns (based on actions) and sales follow-ups.



There are many providers out there that provide email automation, it really comes down to the size of your list and how advanced your marketing workflow is going to be. Here are just a few:

HubSpot

Infusionsoft



Tips

It's important to keep in mind that email is still considered personal, but to many email is still a bit of a mystery. However, most users expect email, subscribe to email lists and rely on email as their primary form of communication with the world and your brand.

- Use concise and specific subject lines
- Single messages
- Keep your message simple
- One click emails perform best
- Be polite, please and thank you still work
- Create an email club
- Ask for feedback
- Personalize messages
- Supplement with social
- Consider conversions
- Include downloads
- Ask what do I do next? – Act like a subscriber
- Track referrals
- Use buttons
- Provide great offers
- Leverage your reputation
- Avoid spammy keywords and phrases

Many users have their own set of do's and don'ts and the same goes for companies. It's suggested that you will always be in a favourable light if you do two simple things:

- 1. Begin with the end in mind**
- 2. Put yourself in the recipient's shoes**



Glossary

Types of Email Lists:

Single Opt-in	Fill out a form to subscribe to an email list
Double Opt-in	Fill out a form to subscribe and then confirm via email
Third Party	Same as a rented or purchased list, a list built by others
Rented List	Also known as a sponsored list; pay a fee and you can send an email
Purchased List	Illegal in some countries due to spam and privacy laws

Once an email is sent:

Open	An email has been opened
Click	An email has received a click
Soft Bounces	A soft bounce can occur because of a full inbox or temporary ISP issue
Hard Bounces	A hard bounce can occur when an email doesn't exist or you're blocked
Complaint	A complaint can occur when someone alerts their ISP of potential spam email

Authentication:

SPF	Sender Policy Framework - Provides mail servers with sending authorization
DKIM	DomainKeys Identified Mail - Provides digital signatures to prevent spoofing

IP's or Domains:

Blacklisted – 3rd party

Blocked: ISP filtered (engagement, image to text ratio, spam, weighted works, complaints, bounces)

Whitelisted: ISP (Verizon)

Preferred Delivery (Yahoo)

* Responsible senders should never be removed from whitelists or preferred delivery.

Spam Types:

Sender Score (Return Path)

Spam traps (honeypots)

For more definitions:

<http://www.marketingsherpa.com/article/how-to/178-common-terms-defined>

<http://www.lsoft.com/resources/glossary.asp>

Considerations

Email has been, should be and will continue to be the marketer's primary communication tool. Marketers who are not using email marketing, not developing permission based email lists or not utilizing ecommerce websites with email drivers are severely out of touch with the current marketing and sales landscape.

Contest marketing programs that use email marketing, social media and a variety of other drivers are paramount to marketers. The list development and building, engagement, social sharing and brand awareness provided by contest marketing cannot be overlooked nor underestimated.

Email is a low cost and cost effective delivery opportunity for most marketers. When compared with the costs associated with other marketing tactics such as TV, radio, print ads (news or magazine) or direct mail it's basically no contest on the costing front.

Email is measurable and trackable, and as marketers we know what's going on. With all other medias and marketing initiatives measurement is a guess or estimate at best. With email we know almost immediately the impact of the message and of the offer.

Additionally, email provides "offline multiplier" effect, builds awareness, develops interest and creates impressions that lead to sales through other routes. All the behaviors that are attributed to TV or print apply to email as well.

**So, if this is you or your firm, get with it,
EMAIL IS KING OF COMMUNICATION**



Summary

Email partners well with contest marketing, social marketing, ecommerce activities and brand awareness activities. It's a multi-dimensional contributor to your marketing program.

Email is without a doubt, King of Communication. In a marketing and business world obsessed with data, customer intelligence and measurement, email deserves and will get more respect.

Ready to go?

sales@raven5.com or
1-855-543-8345 x 700



Unique as your customers.

RAVEN5 finds new prospects and engages existing customers via contest marketing programs that utilize social sharing technology.