



# **Email Marketing for Business**

**Tracy Muir**

**Digital Spotlight Ltd**

The logo features a stylized globe with a grid of purple and blue lines, positioned to the left of the text.

# DIGITAL SPOTLIGHT

At its core, Email Marketing is a tool for customer relationship management (CRM).

**Its Purpose:** To build virtual relationships with existing and potential customers.

**Its Benefit:** Maximise the retention and value of these customers, which should ultimately lead to greater profitability.



## Why is it so Popular

Simply put, Email Marketing is a form of direct marketing that utilises electronic means to deliver commercial messages to an audience.

It is one of the oldest and yet still one of the most powerful of all eMarketing tactics. The power comes from the fact that it is:

Extremely cost effective

Targetable

Customisable

Completely Measurable

## Facts and Figures

Although spam mail has done a great deal to discredit the Email Marketing industry, the benefits are still apparent and substantiated by statistics.

There are nine times as many marketing emails sent each year as direct mail pieces delivered by the U.S. Postal Service. *(Mark the Marketer)*



66% of consumers have made a purchase online as a result of an e-mail marketing message. *(Mark the Marketer)*

Email subject lines matter. Really. 64% of people say they open an e-mail because of the subject line. *(Mark the Marketer)*

Personalized subject lines are 22.2% more likely to be opened.



For B2C emails, the words “Alert,” “New,” “News,” “Bulletin,” “Sale,” “Video,” “Daily,” or “Weekly” (though not “Monthly”) all increase open and click-through rates. *(Mark the Marketer)*

For B2B companies, subject lines that contained “money,” “revenue,” and “profit” performed the best. *(Mark the Marketer)*

Timing is important too. 76% of e-mail opens occur in the first two days after an e-mail is sent. E-mail open rates are noticeably lower on weekends than on weekdays. *(Mark the Marketer)*



Only 8% of companies and agencies have an e-mail marketing team. E-mail marketing responsibilities usually fall on one person as a part of his/her wider range of marketing responsibilities. *(Mark the Marketer)*

72% of B2B buyers are most likely to share useful content via e-mail.  
*(Mark the Marketer)*

Still, the average click-through rate for B2B marketing e-mails is just 1.7%.  
*(Mark the Marketer)*



# DIGITAL SPOTLIGHT

Emails with social sharing buttons increase click-through rates by 158%.

*(Social Fresh)*

64 percent of marketers say increasing email click-throughs and open rates is among their top priorities this year. *(Forbes)*

67 percent of marketers say that email is key for attracting and engaging prospects, and the best path to increase marketing ROI. *(Forbes)*

## Email Marketing - A Step By Step Guide

A successful email campaign requires careful attention - from planning to execution and evaluation of the campaign. There are certain best practices and steps to follow which will ensure the success of an email campaign:



## Strategic Planning

The first part of any email campaign should involve **planning around the goals** you want to achieve.

There are roughly 2 types of commercial emails you can send:

- **Promotional emails** are more direct and are geared at enticing the user to take **action** through purchase or sign up.
- **Retention based emails** usually take the form of a newsletter and may include promotional messages but ultimately should contain information of value to create a long term **relationship** with the reader

## Define your Audience

As with Blogs you need to start by defining your audience so your E-Shots can be designed to suit them.

If you already have subscribers on your list, their signup method can be used to help identify them.

For example:

If they subscribed during the checkout process on your online store, they're customers.

A collection of subscribers that found you through your website or at a public event (like fairs, trade shows, etc.), would be classified as more of a general audience.

If you don't have subscribers yet, think about who is your target audience. How will you find these people, and what do you envision they'll want to read in your emails?

# DIGITAL SPOTLIGHT

## How do I Target My Audience

The Magical World of Fingley

**Parents** – News on the latest book or product, Christmas marketing.

**Teachers** - Information about latest educational Research or activities available for schools.

**Children** – Short Storeys, activities such as pictures to print out and colour, recipes



## How often do I send Emails?

# Daily

We have deals for you **prime day** 15<sup>th</sup> July [Learn more](#)

amazon.co.uk [Your Amazon.co.uk](#) [Today's Deals](#) [See All Departments](#)

## Today's Deals

New Deal. Every Day.



**Roku 3 HD Streaming Player**

Enjoy 450+ channels of movies, TV shows, games, music, sports, and more

[Learn more](#)



**50% Off Philips HX8372/51 Sonicare Air Floss Pro...**

The latest power flosser from Philips Sonicare. AirFloss Pro has a triple burst technology, that allows you to deliver 1, 2 or 3 bursts between each tooth, for extra effective cleaning.

[Learn more](#)



**32% Off Silentnight 2-Drawer Miracoi Divan Bed**

Save at least 32% off the Silentnight 2-Drawer Stratus Miracoi Divan Bed, available in white and charcoal.

[Learn more](#)

Explore More Deals



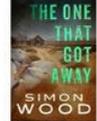
[Frozen Soundtrack for £5.99](#)



[Garmin nuvi 52LM 5" Sat Nav With UK and...](#)  
~~£99.99~~ £67.99 (32% off)



[Up to 70% off Chic selected jewellery](#)



[40 Kindle Books for £1 Each](#)

**WOWGO!**  
25th July 2015  
14:53

Email displayed incorrectly? [View in browser](#) if you wish to unsubscribe, [click here](#).

Sunday 19 July  
Today's Travel Deals

**4 or 6nt Rome & Venice Break, Flights & Vatican Tour** £149



From £140pp (from Weekender Breaks) for a 4nt Venice & Rome break with a Vatican City tour, breakfast, train transfers and flights, from £100pp for 6nts - save up to 20%

[Find out more >>](#)

wekenderbreaks+ Discount 31% Was ~~£216.52~~ **VIEW!**

**7nt Pontins Summer Holiday for 4 inc. School Holidays!** £199



From £199 (at Pontins) for a seven-night family summer holiday for up to four people - choose from four locations!

[Find out more >>](#)

Pontins Discount 31% Was ~~£286.52~~ **VIEW!**

**3 or 5nt All-Inclusive Costa Dorada & Flights** £99



From £99pp instead of up to £162.86pp (from Weekender Breaks) for a 3nt all-inclusive break to Costa Dorada including flights, from £150pp for 5nts - save up to 30%

[Find out more >>](#)

wekenderbreaks+ Discount 39% Was ~~£162.86~~ **VIEW!**

**3 or 4nt Cornwall Break for up to 4** £79



£79 instead of up to £165 (at Pentire Haven Holiday Park) for a 3-night (Fri-Sun) or 4-night (Mon-Thur) Bude break for up to 4 people - save up to 49%

[Find out more >>](#)

PENTIRE HAVEN Discount 49% Was ~~£155~~ **VIEW!**

**3 or 7nt All-Inclusive Mallorca Break & Flights** £99

Jobs Walkers Directory View Profile Account Menu

**dogwalkingnow**  
where dog owners & dog walkers meet

Follow us:  

Don't want this email? Go to [Email Settings](#) to opt out of future emails.

## Today's Jobs for Tracy

Don't miss your chance to earn money doing what you love! Below are the jobs added in the past 24 hours. Go to [www.dogwalkingnow.co.uk/jobs](#) to view all 108 job vacancies, 20 jobs have no applications so far! And look how 1 New Dog for 1 hours walk compares to our subscription price! You really cannot afford to miss out on these jobs!

- Average income for 1 hour of walking = £10
- Weekly cost of your subscription (from) = £1

**Dog Sitter Wanted London (North)**

Location: Crouch End, London (North)  
Applicants: 0 - **Be the First!**  
Pay: £30/day  
Posted On: 16th July 2015  
[Apply Now >>](#)

Summary: I'm looking for someone to look after Freddie, a bouncy 7 year old Bernese Mountain dog for the occasional full day 8.30 - 6.00 and based at my home in Crouch End. This should be someone who...

**Dog Walker Wanted Surrey**

Location: Purley, Surrey  
Applicants: 1  
Pay: £10.00/visit/walk  
Posted On: 16th July 2015  
[Apply Now >>](#)

Summary: Dog walker required in Purley to walk my dog 2-3 lunchtimes per week, days flexible. Must have experience of walking large, strong breeds and be physically fit.

**Subscribe Now**  
To apply to all the Latest Jobs & start earning money from what you love doing!  
[Click here to Subscribe](#)

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**Earn Money**  
Receive £10 for everyone you recommend. Our top earner has made £90 so far!  
[Click here for more info](#)

**Did you Know?**

Dog Owners tend to pick a Walker/ Sitter who applied within 5 days of the job going live. So speed of applying really is essential for success.

# Weekly

**Crafter's Companion** 01388 663251  
www.crafterscompanion.co.uk

## Sheena Perfect Partners

by Sheena Douglass

**Four Day Deal on Create & Craft**  
Monday 20th - Thursday 23rd

We're excited to announce our newest launch from Sheena Douglass' Perfect Partners range. This festive collection of dies and co-ordinating stamps work perfectly together to produce fantastic designs. Launching this new collection on Monday 20th July on Create & Craft (S16 674, Freeview 36, Virgin Media 102) as a Four Day Deal, from 89p.

Keep scrolling to see all the designs in the new range, for inspiration from Sheena's Design Team. This collection is available 24 hours a day, 7 days a week on Create & Craft throughout the week.

## Decorative Metal Dies

**Festive Baubles** **Festive Ivy** **Hol**

**Argos**

THIS WEEK'S HOTTEST DEALS

SHOP ALL PRICE CUTS

SAVE UP TO £100 ON SELECTED TVS

**BUSH**

SAVE UP TO £80 ON SELECTED LARGE KITCHEN APPLIANCES

SAVE UP TO 1/2 PRICE ON SELECTED VACUUM CLEANERS

**VillaNova**  
Fabrics & Wallcoverings | Where to buy | Showrooms | Company | Contact us | Press

Nya kollektion - Januari 2012

**Indienne**  
Denna kollektion kombinerar traditionell handvävt textil med modern design för att skapa en unik och stilfull atmosfär. Ett utvald urval av möbler och textilier finns tillgängligt i denna kollektion.

**Provence**  
Denna kollektion väver ihop olika typer av möbler och textilier för att skapa en varm och inbjudande atmosfär. Ett utvald urval av möbler och textilier finns tillgängligt i denna kollektion.

**Avignon**  
Denna kollektion väver ihop olika typer av möbler och textilier för att skapa en varm och inbjudande atmosfär. Ett utvald urval av möbler och textilier finns tillgängligt i denna kollektion.

# Monthly

Come to Gainsborough's 4Networking meeting on 22nd July to hear Best Selling Author Stefan Thomas 4Sight talk on Networking skills are for life, not just for breakfast.

[View this email in your browser](#)



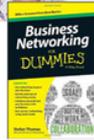
## Come to Gainsborough & get the best from your networking

Hello and thank you for committing to join us next Wednesday 22<sup>nd</sup> July at Gainsborough Golf club for another action-packed 2 hours.

It's a great opportunity to meet new contacts, a chance to share connections and discuss business opportunities, tips and offers. Network with the wide range of businesses attending from around our region – see whether you can offer help to others with contacts, referrals or even work together?

### 4Sight Speaker

We are very lucky to have Stef Thomas whose 4Sight is on **Networking skills are for life, not just for breakfast!**



Stef is well known for his Amazon Best Selling Book **Business Networking for Dummies** (yes I have my own copy!). He is also prolific speaker on the art of Networking whose clients including The Chartered Institute of Management Accountants and The City of Edinburgh Council to name just a few.

Don't miss out, join us at the **Gainsborough Golf Club, The Belt Road, Gainsborough DN21 1PZ** for amazing business opportunities, friendly banter and an Olympic size breakfast. Next Wednesday at 8am and don't forget to bring **£12 cash** to cover the venue costs.

If you haven't already confirmed your place it would be great if you could just let us know with a Yes or No response.

If you haven't joined us for breakfast before please don't pass up your chance to hear Stef speak.

You can **confirm by calling:**

**Sue Armstrong of Aurora Tax Planner on 07917 356356,**

**or**

**Tracy Muir of Digital Spotlight on 0791 391 0820**

Looking forward to seeing on the 22nd for another great 4Networking meeting.

La Vida Boutique (November Newsletter) Forward Tweet Like

La Vida Boutique in Horsham sent you this email as you are a valued customer or wanted our news & offers. Can't see this email? (view it on our website). Don't want our news, offers & updates? [please unsubscribe]

## La Vida

Hi Louise

You are cordially invited to our pre-Christmas Shopping Evening, where we will be launching our Christmas Collections...

Time: 5pm to 9pm  
Date: Thursday, 17th November 2011

- Enjoy 15% off for the evening
- Receive a FREE Christmas gift (when you spend over £30)
- Mulled wine, mince pies & gift wrapping
- New Collections, Accessories, Jewellery & Christmas Gift ideas
- Christmas carols sung by 'Voice from the Coalshed'

Why not tell your friends and make an evening of it? MedCafe are running a special offer of '2 Tapas & a Drink for £9.95' (5-9pm). You can call 01403 264330 to reserve a table.

Please RSVP: [info@lavidaboutique.co.uk](mailto:info@lavidaboutique.co.uk)

Read on for more news...

### The December Capsule Collection by...

'A Postcard From Brighton'

A Postcard From Brighton is an exciting brand making waves in the fashion industry. Its luxe jersey pieces are relaxed yet stylish, making it a wardrobe staple.

A Postcard From Brighton is definitely one to watch, and this season's collection is right on-trend with lots of lace and animal print (yes girls, it's back and it's looking good!)

We have lots of key pieces in the shop right now which we think you will love, including this mesh layer dress with ditsy animal print leggings (pictured right).

[Forward this email to a friend]

Hello Lisa, Woodie & Morris in Haslemere sent you this newsletter as you subscribed to our news & offers. View this on our website. If you no longer wish to receive our exclusive offers and news - Unsubscribe.

## Woodie & Morris

FASHION . FOOTWEAR . ACCESSORIES

### Hello Lisa

A big thank you to all those who braved the torrential rain to attend our 1st Pamper Evening last Monday. It was lovely to see so many of you cleansed, polished, buffed and beautified by our coterie of experts. I am now a total convert to foundation primer! (Our Paul & Joe moisturising primer was voted Elle magazine's 'Best Beauty Buy')

We will be having another pamper evening closer to Christmas, with a focus on party make-up and skincare for the festive season. Look out for dates in our next newsletter and book early!

Read on to see just some of our new delights for the Autumn season, and to get 10% off Mais Ou Est Il Le Soleil with this month's exclusive voucher....

*Mel*  
Woodie & Morris. Tel: 01428 844 001  
Forward to a friend | Unsubscribe

Calling late night shoppers!  
We are open until 8pm  
EVERY Tuesday.

### A New Season...

Brings new delights to W&M.

- 1. Ruby Brown**  
Check out these knitted slippers from Holland. Truly original and sublimely comfortable, these hand-knitted ballet-pump style slippers are now available at W&M in two colour ways. I immediately bagged myself a pair in navy blue! £29.95
- 2. Boots from Ravel - £100**  
Over the knee or under the knee, whatever takes your fancy! These leather boots from Ravel are absolutely on-trend and have just been featured in Grazia magazine. A great investment for Autumn/Winter....
- 3. Red Dog - £69.95**  
A leather clutch bag that doubles as a handbag organiser! Who would have thought of something quite so clever? This little clutch has just been awarded 'Highly Commended' in 3 categories of the prestigious 'Gift of the Year' Awards. An excellent buy for yourself or a disorganized friend!
- 4. International Jewellery - from £3**  
We have fabulous new jewellery from all corners of the globe. From France, the legendary Lucky Team Collection features removable silver charms on a range of stretchy Liberty fabric and bead bracelets, a perfect small gift from £11.00.

Your personalised alert with properties in your chosen area!  
Ensure you keep receiving your alerts - add [alerts@zoopla.co.uk](mailto:alerts@zoopla.co.uk) to your address list.  
If you'd rather not receive future emails of this kind from [Zoopla.co.uk](http://Zoopla.co.uk) then please [unsubscribe](#).

[Sign into MyZoopla »](#)

# Zoopla

We have **1** new property matching your search criteria. [View all matching properties.](#)

## Your matching properties



**£325,000**

[3 bed bungalow for sale](#)

48 Rasen Road, Tealby LN8

We are delighted to offer for sale this impressive detached bungalow within the sought after village of Tealby, having spacious accommodation to include: Entrance hall, lounge, ... [View more details](#)

[Full details and 14 photos](#) | [More like this](#)

 Perkins George Mawer & Co.

Perkins George  
Mawer & Co, LN8  
01672 595048  
(local rate)

[Contact agent »](#)

Don't miss any properties matching your requirements. [View all matching properties.](#)

### Update Tealby, Lincolnshire

Currently, you receive a property alert

- Houses for sale within 1 mile of Tealby
- Between 2 and 4 bedrooms
- Between £90,000 and £350,000
- Pre-owned property only

If your requirements have changed, [edit your search criteria](#) or [disable your alert](#).

We're happy to help, so please feel free to [contact us](#) with any questions or feedback.

## List Building and Management

Running a successful email campaign requires that your business has a genuine opt-in database. This means that you need to have the user's permission to communicate with them or you risk having your mail regarded as spam or unsolicited (bulk) email.

Emails regarded as spam can have dire consequences for your organisation as not only will your reputation be in jeopardy, but legal action may be pursued in many parts of the world.

## List Building and Management

An effective, best practice Email Marketing campaign requires an in-house list cultivated over time.

This list should contain people who are prospects, customers or potential evangelists of your business, who have explicitly given their permission to hear from you.

You can use the website and subscription campaigns as well as the newsletter itself (e.g. send to a friend function) to build lists.

An equally important feature is the function. A reader needs to know how they can easily opt-out of your email communication should they need to.

## How to Build Your List

There are absolutely loads of ways to build up great quality email marketing lists organically, and some are really quick and easy:

- Give an incentive for signing up to newsletters (i.e. a 10% discount code)
- Keep subscription forms short and sweet – however, you can also test engagement levels by asking new subscribers to activate their subscription via email
- Gather data at real-world events like trade shows, exhibitions and marketing events  
publish white papers and how-to guides (great for b2b email marketing) that require email sign-up to download

## How to Build Your List

- Publish white papers and how-to guides (great for b2b email marketing) that require email sign-up to download
- Start a blog and invite website visitors to register for updates

**Richard Stringer**

5 **Ring of Steel**  
**Alexander Watson**

After reading through the night, one of our booksellers shares their thoughts on the *To Kill a Mockingbird* sequel

With the publication of *Go Set a Watchman*, we've picked a selection of the greatest American novels.



**Booksellers' picks**  
Booksellers of our London Piccadilly bookshop make an earnest, impassioned rally for their favourite new books.



**Books by vloggers**  
Make way for the new power generation. Vloggers, many with fans numbering in the millions, are the voice of a generation like no other.



**An evening with Judy Blume**  
Iconic author Judy Blume joins us in a rare visit from the States for the *In the Unlikely Event* UK Tour.

<p><b>SHOPPING WITH US</b></p> <ul style="list-style-type: none"> <li>Delivery</li> <li>Returns</li> <li>Click &amp; Collect</li> <li>Gift cards</li> <li>Café W</li> </ul>	<p><b>CUSTOMER SERVICES</b></p> <ul style="list-style-type: none"> <li>Contact us</li> <li>Loyalty Card</li> <li>Privacy &amp; Cookie Policy</li> <li>Accessibility</li> <li>Terms &amp; Conditions</li> </ul>	<p><b>ABOUT WATERSTONES</b></p> <ul style="list-style-type: none"> <li>About us</li> <li>Careers</li> <li>Affiliates</li> <li>Marketplace</li> <li>Independent Publishers</li> <li>Hatchards</li> <li>Author Index</li> <li>The Waterstones Children's Laureate</li> </ul>	<p><b>SIGN UP FOR BOOK NEWS</b></p> <p>Email <input type="text"/></p> <p>First name <input type="text"/></p> <p>Last name <input type="text"/></p> <p><b>SIGN UP</b></p>	<p><b>FOLLOW US</b></p> <ul style="list-style-type: none"> <li> Twitter</li> <li> Facebook</li> <li> Pinterest</li> <li> Instagram</li> <li> Google+</li> <li> YouTube</li> </ul>
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**LIMITED NUMBER  
EARLY BIRD TICKETS**

**ONLY £3.00**

**DON'T MISS OUT CLICK HERE TO BUY NOW!**

**WWW.GREATCREATE.CO.UK**

**CLICK HERE**  
TO SIGN UP  
TO OUR  
NEWSLETTER

KEEP UP TO DATE  
WITH ALL OUR  
NEWS AND EVENTS

**FOLLOW US ON  
SOCIAL MEDIA!  
LINKS BELOW!**



## Bought In Mailing Lists

“Generating a mailing list takes time, but buying one can save you the hassle.”  
There are organisations offering mail lists for most business sectors.



## But are they the money?

Recipients will think you're a spammer and won't open your emails. If your emails aren't relevant, recipients won't open them and could even mark them as spam.

As well as causing trouble for your company with email service providers, this can damage your brand reputation with potential customers.

Your company could end up blacklisted by email service providers. Using paid lists tends to result in higher undelivered rates. When this is combined with recipients marking you as a spammer, it gets flags up a warning with email service providers.

They could end up blacklisting you, meaning that none of your emails will get through at all.



## **The data is likely to be poor quality, out of date and inaccurate.**

This is partly because the data won't be targeted to your business and its ideal customers, but also because the quality of email data degrades practically by the hour.

In fact, research has found that email marketing databases degrade by over 22% every year, as people leave jobs, abandon email address and opt out of your campaigns.

If you buy a list, you have no guarantee that it's up-to-date, which can lead to bounce backs and problems with your email deliverability.



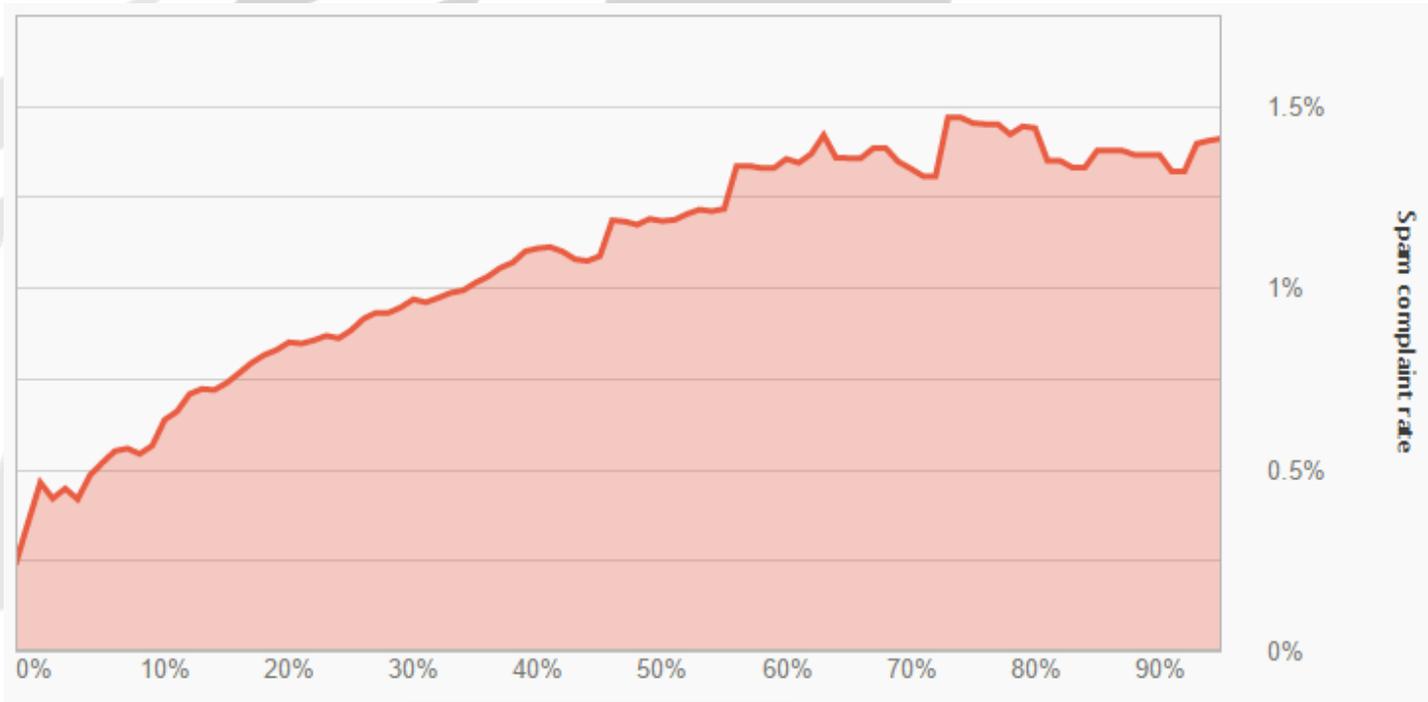
## You won't be the first to buy the list

Mail lists get sold time and time again.

Meaning that the issues with incorrectly targeted mail and list degradation are compounded even more by recipients receipting large volumes of mail.

The more a list correlates with lists available for purchase online, the higher its spam complaint rate.

In other words, a purchased list is a dead list.



## Creative Execution

*Email Content* that your readers will value is vital to ensuring the success of an Email Marketing campaign.

Valuable content is informative and progressive and should address the problems and needs of readers.

It's all about what they want to hear more than what you want to say to them.

The reader determines what value your content provides, not the publisher.



### Come to Gainsborough & get the best from your networking

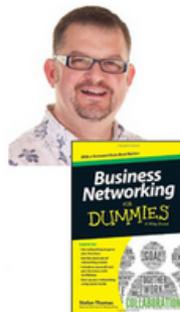
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# DIGITAL SPOTLIGHT

## Design

The design of a mailer is sometimes an area that has the least amount of thought put into it. This is usually due to the lack of experience and time.

The common problems are the:

Length of the email

Disorganised structure of information

Readability of text

Imagery

Lack of Responsive Design



## Layout

The Layout must allow people to scan and navigate the email without too much complication.

**Length** of paragraphs

Emphasis through **bolding** and **colours**

**Bullets** and **borders** to section sections

All contribute to a well structured email.

## E-Shot Newsletter Components

Within every newsletter, there are a number of components that will aid the reader to orientate and better accept and react to your newsletter over time.

Consistency is key in some areas while others can be refreshed although remaining within the style and tone of the communication. The most prevalent components are as follows:

# Subject Lines

Are essential!

They aid the reader in identifying the newsletter and enticing them to open it.

It is important to avoid promotional words like "free", "win" and "buy now" due to these being flagged as potential spam by email spam filters.

Using the name and edition of the newsletter in the subject line aids in maintaining consistency and also helps readers filter them from their inbox.

Your title has to be engaging, it has to make the reader want to see and read more.

To avoid going straight to the trash folder you must avoid using sales words.

Just tell it as it is.

Some people like to use a question in the title, others like to see numbers (7 ways to...) where possible, but sometimes a simple title works like 'Autumn Newsletter'.

Think about the recipient and give it the best title you can.

Inbox - tracy@digital-spotligh... THE GREAT CREATE EXTR... x

Get Messages | Write | Chat | Address Book | Tag | Quick Filter Search... <Ctrl+K>

From: Craftwork Cards <info@craftworkcards.com> ☆  
Subject: **THE GREAT CREATE EXTRAVAGANZA**  
To: Me <tracy@digital-spotlight.co.uk> ☆

ORGANISED BY  
  
CRAFTWORK CARDS

THE GREAT NORTHERN  
**gnpe**  
PAPERCRAFTS  
EXTRAVAGANZA

IS NOW CALLED

FRI 2ND &  
SAT 3RD  
OCT 2015

*the* GREAT  
**CREATE**  
EXTRAVAGANZA

Show

# Content for the reader, not for you

There is always a tendency to write what you want to say rather than give people what they want.

Think about your audience and write content that will help them.

Keep the length of copy down by linking to other articles or blog posts you have written.

Be true to your audience, if your intention is to sell to them then do it, but if you are sending an informative e-newsletter you should never sell.

Prepare your text as if you are talking to one person, and make it look great.

Use a well designed template, a good looking font, and a few relevant images, but do not overcook it.

## Your Daily Baby Digest

3rd Trimester  $\hat{A}$  30 Weeks  $\hat{A}$  2 Days

Your Due Date: September 15, 2015

Don't forget to...

 Today's Article

[Use the medications look-up](#)



### Insomnia

Many women have difficulty sleeping comfortably and sufficiently during pregnancy, particularly during the third trimester. Over 80% of women experience some sleeping difficulty over the course of their pregnancy. [Read more...](#)

 Baby Tidbit

Babies at this time are known to hiccup, so watch out!

 Today's Tip



### Cutie of the Day

Baby loves it when Daddy carries her around!

## A Quick Question

Have you noticed an increase in saliva?

## *The right content and design*

It seems obvious, but the quality of the design and content of your e-shot is paramount.

The old adage – a picture paints a thousand words- has never been more poignant.

Text heavy e-shots are a real turn off; try to limit our e-shots to one simple clear message that is then backed up by excellent images of our work.

To expect that the recipient is going to actually read everything you have written is either naïve or arrogant.



# DIGITAL SPOTLIGHT

Crafter's Companion

01388 663251  
www.crafterscompanion.co.uk

# Sheena

by Sheena Douglass

## Perfect Partners Festive Fancies

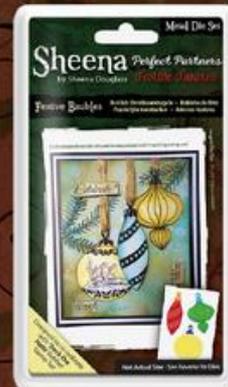


Four Day Deal on Create & Craft  
Monday 20th - Thursday 23rd July

We're excited to announce our newest launch from **Sheena Douglass' Perfect Partners range - Festive Fancies!** This festive collection of dies and co-ordinating stamps work perfectly together to produce fantastic results. Sheena will be launching this new collection on **Monday 20th July** on Create & Craft (Sky 674, Freeview 36, Virgin 748 and Freesat 813) as a Four Day Deal, from 8am.

Keep scrolling to see all the designs in the new range, for **inspiration** from Sheena's Design Team, and for all live show times on Create & Craft throughout the week.

## Decorative Metal Dies



Festive Baubles



Festive Ivy



Holly and Berries

 **Natalie from DogBuddy** <natalie@dogbuddy.mail.intercom.io> [Unsubscribe](#)  
to me ▾

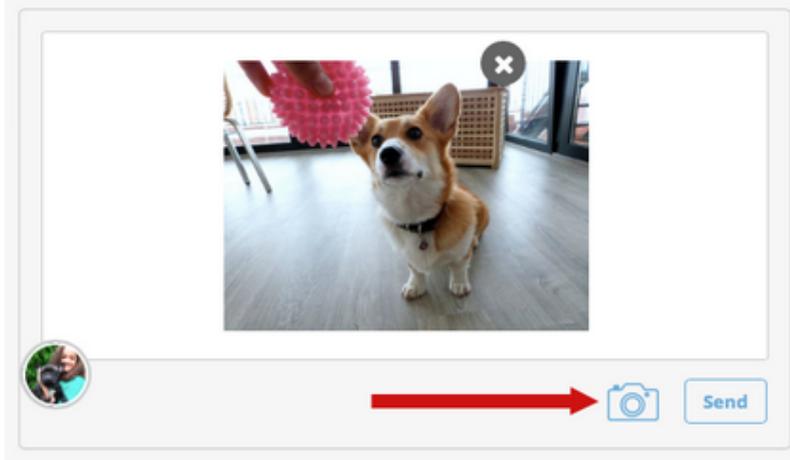
Hi Tracy,

Great news: we've brought back your ability to send out **photo messages** to owners.

This is the ultimate way to keep owners updated and show them what a great time dogs have with you. Plus, you also get more photos to add to your listing, so start capturing those fun moments and watch the bookings roll in.

Next time you have a booking in progress, make sure you send photo updates to the owner:

## Conversation With Anna



In the booking conversation, click on the small camera icon to attach/send a photo.

And remember, a picture is worth a thousand barks :)

Best,  
Natalie



## "To", "from" and "reply" fields

These provide opportunities to build the relationship through creating a perception of familiarity.

In other words, the reader needs to perceive that the newsletter is somewhat unique for them and sent personally by the publisher.

Using a personalised company email address, i.e. [tracy@digital-spotlight.co.uk](mailto:tracy@digital-spotlight.co.uk), for the "reply" field creates familiarity and builds trust with the reader.

The "from" address should also include the organisation's name.

A meaningless "from" address which the reader cannot identify only serves to confuse the origin of the newsletter and make it look like spam.

## Personalisation

Some companies still start their newsletters with a greeting like "Dear Valued Guest".

This can be acceptable as a default greeting; however, using the recipient's name or surname can create a perception of a more personal email.

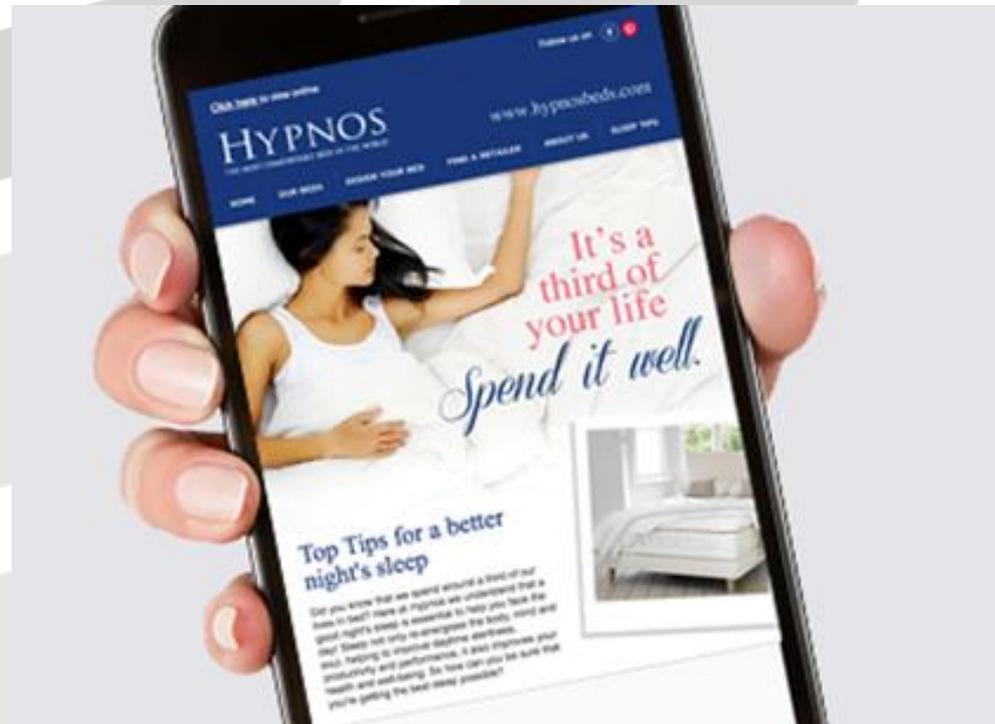
This can be taken further if the customers give you a preference regarding the content they like the most.

The text and images in the email can be tailored to match preferences and interests upon delivery.

## Mobile Friendly

**53% of total email opens occurred on a mobile phone or tablet in Q3 2014.** This is an increase from the 48% percent seen in Q2 2014. – *Experian “Quarterly email benchmark report” (Q3 2014)*

It is essential that emails have responsive design to ensure that they can be easily read across platforms.



# Links and Calls to Action

Calls to action can be a huge driver for email - often it may be the email's only purpose, to get readers to perform a task.

A good call to action should be persuasive and compelling. It should also be more descriptive than “click here”; use command verbs to make it clear just what clicking a link or button will lead to:

Read More on The Blog

Download the App

Buy Now

Order Yours

Compare Prices

It's also necessary to give readers a reason why they should complete your call to action. To that end, make sure that the content that's directly related to the button or link is sufficiently explanatory and clearly shows the benefit of taking the action.

Giving a call to action a sense of urgency can also help, though it's a fine line between a sense of urgency and coming off as pushy - remember that not everything is as pressing to your readers as it is to you.

# Buttons

Buttons should be used for primary actions in an email.

They're the best way to define an item that requires reader action. They're attention-grabbing and prominent:

Buttons are difficult to miss even at a quick glance. You should exercise caution, however; you don't want to litter your email with buttons. A button should be considered your ace-in-the-hole.

Links are best for non-crucial actions. For example, if your event email is pushing users to register, a bright "Register Now" button will perform much better than a link.

But buttons aren't always the best choice for a call to action, and in certain situations links can be just as effective:



The screenshot shows the Amazon.co.uk website interface. At the top, the Amazon logo and navigation links are visible. Below the header, a personalized greeting "Hello T Muir," is followed by a recommendation: "Are you looking for something in our Office Suites store? If so, you might be interested in these items." The "Office Suites" section displays four product listings, each with a product image, title, price, and two buttons: "Learn more" and "Add to Wish List".

Product Name	Price	Buttons
Microsoft Office Home and Student 2013, License Card, 1 User (PC) by Microsoft Software	£94.50	Learn more, Add to Wish List
Microsoft Office Home and Student 2010 (3 Users, PC) by Microsoft Software	£155.99	Learn more, Add to Wish List
Microsoft Office 365 University, Licence Card, 1 User, 2 Computers... by Microsoft Software	£49.98	Learn more, Add to Wish List
Microsoft Office 2007 Home and Student Edition (3 User Licence) (PC) by Microsoft Software	£179.99	Learn more, Add to Wish List

# Links

It's easier to include links within the copy of your email so that, unlike buttons, they don't cause the reader to come to an abrupt halt.

On the other hand, that makes links easy to miss or forget unless they're properly set apart from the rest of the email's copy.

An easy way to do that is to lengthen the number of words that a link covers.

Instead of linking only the word 'donate' in a sentence, link an entire action or thought like 'you can donate on our website'.



## This week's top-watched items



Mobility, Disability & Medical  
Black LCD Digital Alcohol Breath  
Analyzer Teste...

**Buy it Now: £5.99** Free Postage  
Watching: 2,144

color-pro | Seller has 99% positive feedback

[View item](#)



Women's Shoes  
Womens ladies block heel flat buckle  
summer ret...

**Buy it Now: £6.99** Free Postage  
Watching: 1,497

footcandyuk | Seller has 99% positive feedback

[View item](#)



Garden Lighting  
22 Led Solar Power Rechargeable Pir  
Motion Sens...

**Buy it Now: £29.99**  
Watching: 1,460

thinkprice | Seller has 100% positive feedback

# Shareable Content



**These icons encourage recipients to share the email with their friend**



Hello fashionistas,

The countdown is on, [Rihanna for River Island](#) arrives in store on Tuesday 5<sup>th</sup> March.

Excitement has been building about [Rihanna](#)'s new collection for [River Island](#) which launched at [London Fashion Week](#) this month. If you'd like to [see the collection](#), you'll find all the pictures [here](#).

[Rihanna for River Island](#) will be [launching in-store at Bullring](#) at 9am on Tuesday 5<sup>th</sup> March, when you'll be able to shop the [full clothing range](#). [Click here](#) to find out everything you need to know.

See you there,

*Emma*

Bullring insider

# Best Time to Send

## ***The Black Hole (10pm to 9am)***

Total waste of time.

## ***Consumer Time (9am to 10am)***

The second highest opening time is at the beginning of the working day. People can be distracted by personal offers on clothes, live events, restaurants and consumer goods.

## ***Not now, I'm busy (10am to Noon)***

This is when the average consumer chooses to focus on work.

## ***Lunchtime News (Noon to 2pm)***

I used to think that this would be a good time, but consumers are not likely to open email marketing campaigns during their lunch, instead choosing news and magazine articles.

## ***Back to Work (2pm to 3pm)***

Right after lunch consumers remain focussed on work, responding mainly to email offers relating to financial services.

### ***Change my Life in the Afternoon (3pm to 5pm)***

People get tired of work in the afternoon and start thinking about their personal issues. As a result, more emails relating to property and financial services are opened between 3pm and 5pm than any other type of promotion.

### ***Working Late (5pm to 7pm)***

There is a dramatic rise in recipients opening holiday promotions during this period.

### ***Last Chance (7pm to 10pm)***

Recipients are more likely to respond to consumer promotions in their own time.

### **The best day of the week**

Generally B2B is Tuesday or Wednesday, and B2C is Thursday, Friday and maybe Saturday. Of course it all depends on your audience, your market, and your products and services.

The best time and day may well be the time when your competitors send, and it may be so busy with other email that the best time could in fact be the wrong time. Think about the recipient, experiment and test your data with split testing

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However it may be so busy with other email that the best time could in fact be the wrong time.

Think about the recipient, experiment and test your data with split testing

The logo features a stylized globe or grid pattern in shades of purple and blue, positioned to the left of the text.

# DIGITAL SPOTLIGHT

Delivering emails at correct and consistent times also contributes to the reader fostering a relationship with your organisation.

A good offline example of this relationship is the daily newspaper delivery which arrives at your door at the same time every day, week or month.



## Tracking and Reporting

It is crucial to determine the success of your email campaign on the short and long term basis.

For this you will need an email tracking system which produces statistics in a user friendly manner.

It is important that these statistics are used in a way which improves and refines the email campaign to boost your goals and return on investment (ROI).

The following measurable's contribute to your understanding of the performance of email campaigns:

# Click Through Rates and Conversion

This measures the effectiveness of your email via the links in them.

When a reader clicks through to a webpage, these can be easily measured as a percentage against number of delivered, opened or sent emails.

By analysing these statistics, the email marketer will be able to tell which content or promotion was the most enticing for the reader.

Measuring the click through's and conversion rates will ensure that you are able to track differences and trends the same way over time in order to improve the newsletter content and its impact.

# Feedback and Interaction Handling

The feedback from readers is probably the best way to gauge what impression your newsletter is making on them.

If you are receiving regular positive feedback, chances are that many of your readers are impressed with the style and content of the newsletter.

Evaluating what they are saying about you in other areas on the Internet will also help you get a better picture of the reputation of your brand online.

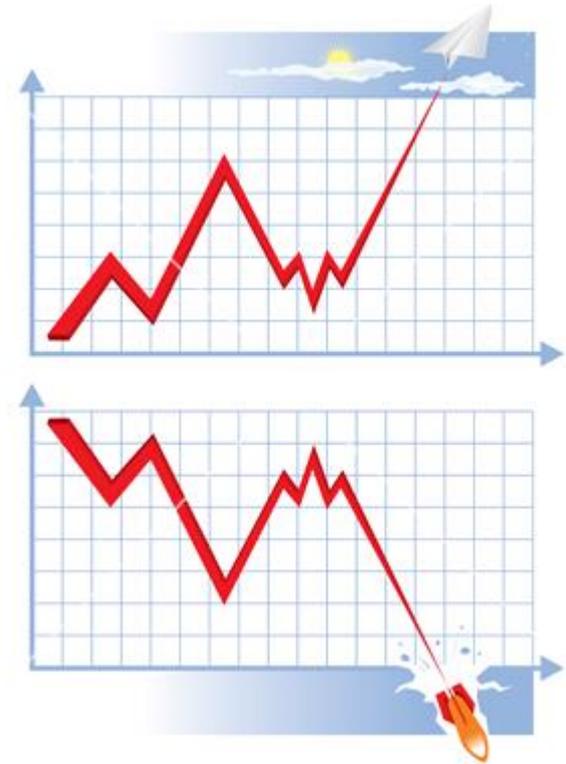


# Subscriber Growth vs. Decline

Tracking the growth or shrinkage of your database can help you analyse what is or what is not working in a newsletter.

A significant or consistent loss in subscribers is a key indication that you are not meeting the needs of your subscribers.

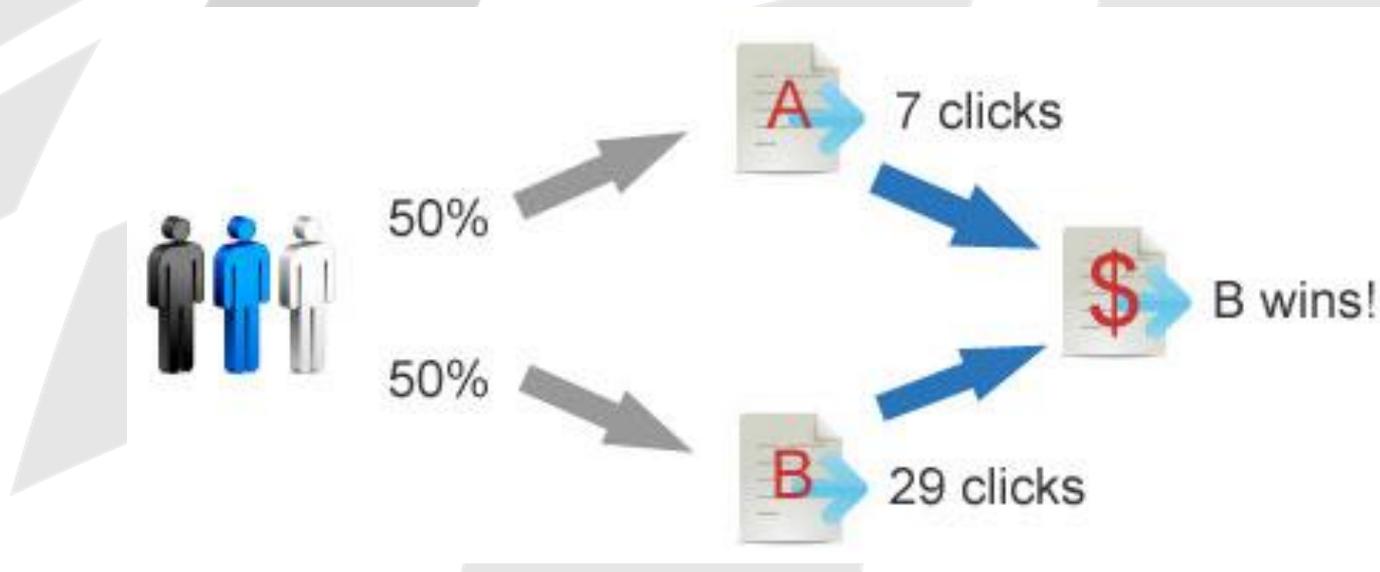
A high pass rate indicates that your list values the content enough to constantly share with others.



# Split Testing

Splitting list and sending 2 versions of the newsletter can help determine the cause of high unsubscribe rates.

The size of the list however, is not as important as the quality as a high percentage response from your existing newsletter recipients carries more impact than subscriber growth which may still yield low response rates.



# Split testing

This is one of the most important parts of an Email Marketing Campaign!

Split Test across a host of factors including:

Open Rates  
Subject lines,  
Days of the week  
Times of the day,  
Copy styles  
Email length,

Enables you to see what is working best for your campaign.

In short, there is no alternative to putting a lot of time and energy into testing and fine tuning your email marketing strategy

Your open rates will improve and the results are well worth it!

## MailChimp

Been around since 2001

8 million users

Sends 600 million emails a day

Pricing

Free - 2000 subscribers with upto 12000 emails per month



# Dashboard

Create Campaign



## Recently sent campaigns

July 22nd Meet

Sent to [42 subscribers](#)

List: [4N Gainsborough](#)

Delivered: 7/17/15 11:03AM

Subject: Come to Gainsborough 4N to get the best from your networking

19 Opens

47.5%

0 Clicks

0

List average

0.0%

List average

0.0%

Industry average (Professional Services)

15.3%

Industry average (Professional Services)

1.4%

View Report

## List growth

All Lists



Subscribes



Imports



Existing

10

8

6



## Templates

File Manager

Create Template



Folders ▾

Sort By

Edited Date ▾



Search saved templates



Main Template

Last edited on Jul 17, 2015 10:21 am by Tracy Muir

Drag and drop

Edit



Main Template

Last edited on Jul 17, 2015 09:57 am by Tracy Muir

Drag and drop

Edit





Use this area to offer a short preview of your email's content.

[View this email in your browser](#)



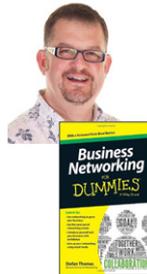
### Come to Gainsborough & get the best from your networking

Hello and thank you for committing to join us next Wednesday 22<sup>nd</sup> July at Gainsborough Golf club for another action-packed 2 hours.

It's a great opportunity to meet new contacts, a chance to share connections and discuss business opportunities, tips and offers. Network with the wide range of businesses attending from around our region - see whether you can offer help to others with contacts, referrals or even work together?

#### 4Sight Speaker

We are very lucky to have Stef Thomas whose 4Sight is on **Networking skills are for life, not just for breakfast!**



Stef is well known for his Amazon Best Selling Book **Business Networking for Dummies** (yes I have my own copy!). He is also prolific speaker on the art of Networking whose clients including The Chartered Institute of Management Accountants and The City of Edinburgh Council to name just a few.

Don't miss out, join us at the **Gainsborough Golf Club, The Belt Road, Gainsborough DN21 1PZ** for amazing business opportunities, friendly banter and an Olympic size breakfast. Next

Text

Content	Style	Settings
---------	-------	----------

B I U Clear Styles <>

Styles - Font - Size - Merge Tags -

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Don't miss out. join us at the **Gainsborough Golf**

Save & Close We'll autosave every 20 seconds



# July 22nd Meet

Switch Report

Overview Activity Links Social eCommerce360 Conversations Analytics360

## 42 Recipients

List: 4N Gainsborough

Delivered: Fri, Jul 17, 2015 11:03 am

Subject: Come to Gainsborough 4N to get the best from your networking

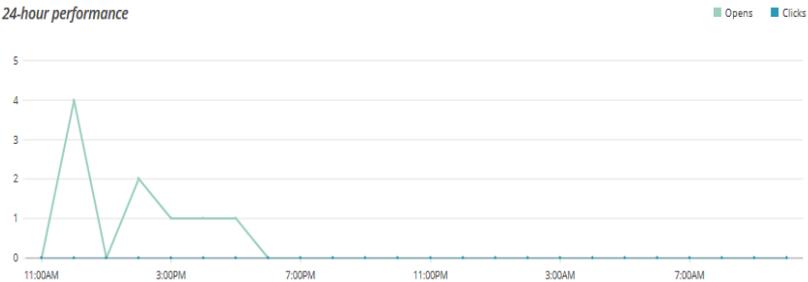
[View Email](#) - [Download](#) - [Print](#) - [Share](#)



19 Opened	0 Clicked	2 Bounced	0 Unsubscribed
--------------	--------------	--------------	-------------------

Successful deliveries	40	95.2%	Clicks per unique opens	0%
Total opens	37		Total clicks	0
Last opened	7/19/15	5:45PM	Last clicked	N/A
Forwarded	0		Abuse reports	0

## 24-hour performance





### Top links clicked

<a href="http://www.amazon.co.uk/Business-Networking-Dummies-Stefan-Thomas/dp/11188335X/ref=sr_1_1?e=UTF8&amp;qid=1437121926&amp;sr=8-1&amp;keywords=business+ne...">http://www.amazon.co.uk/Business-Networking-Dummies-Stefan-Thomas/dp/11188335X/ref=sr_1_1?e=UTF8&amp;qid=1437121926&amp;sr=8-1&amp;keywords=business+ne...</a>	0
<a href="http://www.amazon.co.uk/Business-Networking-Dummies-Stefan-Thomas/dp/11188335X/ref=sr_1_1?e=UTF8&amp;qid=1437121926&amp;sr=8-1&amp;keywords=business+ne...">http://www.amazon.co.uk/Business-Networking-Dummies-Stefan-Thomas/dp/11188335X/ref=sr_1_1?e=UTF8&amp;qid=1437121926&amp;sr=8-1&amp;keywords=business+ne...</a>	0

### Subscribers with most opens

barry@bdcma.co.uk	10
tracy@digital-spotlight.co.uk	6
skisby@just-cashflow.com	3
rob@mgadwinelectrical.co.uk	2
litzburton@buwclub.net	2

[View more](#)

### Social performance

0 Tweets	1 EepURL Click	0 Likes
-------------	-------------------	------------

### Top locations by opens

United Kingdom	30	83.3%
USA	6	16.7%



## 4N Gainsborough 42

Stats Manage subscribers Add subscribers Signup forms Settings Q

### View subscribers

Segments Subscribed

Export List Toggle Columns

1 - 25 of 42

	Email Address		First Name	Last Name	Member Rating	Last Changed	Date Added
<input type="checkbox"/>	Ben@bdcms.co.uk	>	Ben	Manning	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	angela@8@yahoo.co.uk	>	Angela	Jackson	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	barry@bdcms.co.uk	>	Barry	Dovey	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	caroline@fesprint.biz	>	Caroline	Andrew-Johnstone	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	hello@sizyxisdesign.com	>	Gareth	Morgan	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	johnthomson@thinkpositive...	>	John	Thomson	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	laurence.childs@jalapeno.is	>	Laurence	Childs	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	licburton@uwcclub.net	>	Liz	Burton	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	mark@coolglass.co.uk	>	Mark	Bleicher	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	mal@meldowning.com	>	Mal	Downing	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	michael.pace@andrew-sold...	>	Michael	Pace	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	ngsocialmedia@gmail.com	>	Naomi	Johnson	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	nwl@upbeatdesign.co.uk	>	Neil	Duckmanton	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	Paul.Stocks@obsonandhod...	>	Paul	Stocks	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	rdurant@rapitech.co.uk	>	Rick	Durant	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	rob.purle@purlehd.com	>	Rob	Purle	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	shena@Egtraining.com	>	Shena	Whyatt	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM
<input type="checkbox"/>	stef@noredbraces.co.uk	>	Stefan	Thomas	★★★★☆	7/16/15 4:56PM	7/16/15 4:56PM



# **Email Marketing for Business**

**Tracy Muir**

**Digital Spotlight Ltd**