

# The Power of Email Marketing

*Connect. Inform. Grow.*

Corissa St. Laurent  
Regional Development Director  
Constant Contact

## Connect | Inform | Grow

- **Connecting** with people who care about you
- **Informing** with messages of value and interest
- **Growing** with targeted marketing outreach and action

# Email Marketing = Building Relationships



## Connect where they are!

Junk email

Unsolicited and unwanted email

**SPAM**

Email from an unknown sender

No obvious opt-out (if any)



- Delivering **professional** email communications
- To an **interested** audience who have asked to receive your emails
- Containing information **they** find valuable



BLA  
SHEEP  
ADVENTURES

Multisport vacations  
that leave the rest  
of the herd behind!



7:07 am April 9th  
Baja sunrise over the Sea of Cortez  
as seen from our hotel, Playa del Sol

### Black Sheep Adventures Newsletter

The Latest and Greatest News and Offers  
April 2006

#### Hola!

Our season is in full swing in Baja, and we're excited to be returning to Cape Cod, Holland and Death Valley in the coming months.

If you haven't made vacation plans for 2006 and you've been thinking of joining us, now is the time to book if you want to save hundreds. We have just a few days left in our **Spring Cleaning Sale**. Read on for more info on the sale and our other news.

#### In This Issue

- ◆ **Spring Cleaning Sale Ends in 2 Days**
- ◆ Holland in the Spotlight
- ◆ Support the AIDS/LifeCycle Fundraising Ride
- ◆ Parting Shot: Family Fun with Black Sheep

#### Holland in the Spotlight



Holland is a picturesque land of farms, canals, windmills & castles. Its extensive network of bike paths makes for enjoyable car-free pedaling amongst pastoral and cultural beauty.

Each day you'll have your choice of distance options to bike between distinctively Dutch cultural experiences.

Highlights include a visit to a working windmill, a leisurely

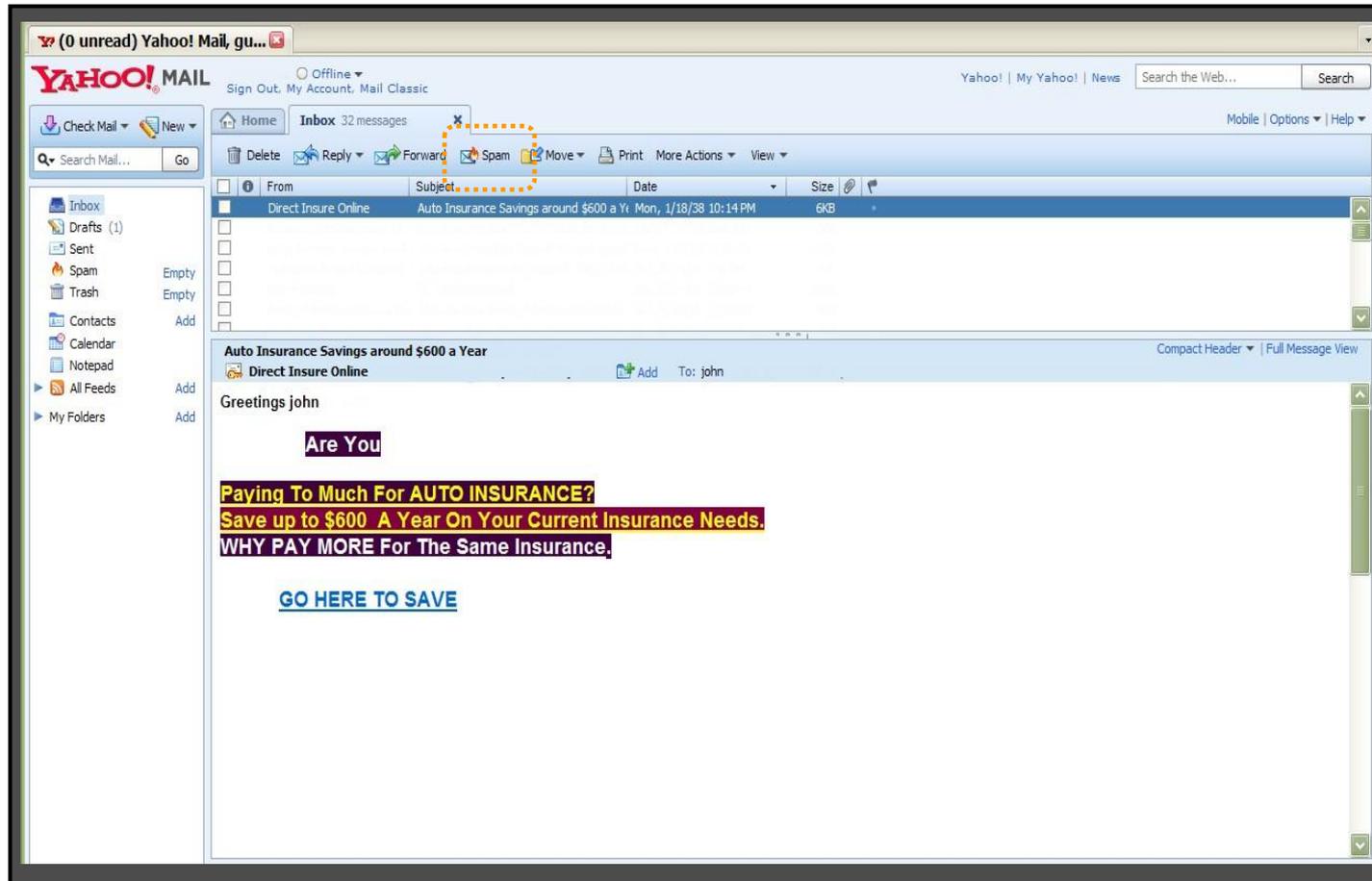
#### Spring Cleaning Sale Ends in 2 Days



April 15th may be tax day, but it's also a deadline for a happier topic - our Spring Cleaning Sale. **Save up to \$200 each** off the list prices for our six-day adventure tours.

The April 15th deadline is just a few days away, but never fear. All you need to do is call us by Saturday, tell us where you want to go, when you want to go and place your deposit. Your tour can be to any of our destinations and can be for anytime in 2006 or

# STEP 1: Build Your List with Permission



# Collect Where You Connect

Incoming or  
Outgoing Calls



Events  
and Meetings



Email  
Signature

**Kelly Flint**  
Regional Development Director  
Los Angeles  
Constant Contact

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[Click here to subscribe to Kelly's Free Newsletter](#)

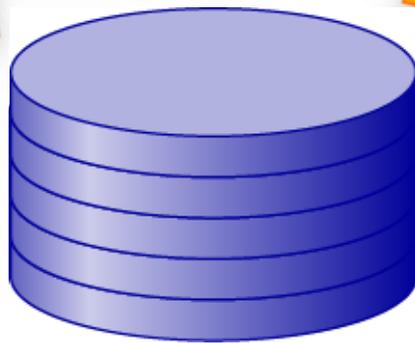
Place of Business  
Guest Book



Online  
Presence

**Join Our Email List**

Email:



Customer & Prospect Database

57% of consumers will fill out a card to receive email alerts when asked to by a clerk at a local small business.

Source: Transact Media Group

# STEP 2: Create Content That's Opened & Read



## Furry Family Living

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### Getting Acquainted

*What You Need to Know Now About New Puppies and Young Kids*

Whether you're planning to bring a new puppy home to the family or you are already a proud puppy parent, your puppy isn't the only one who needs some basic training to make sure you can all play well together.

Puppies are prone to play biting, tugging, jumping, digging, chewing, and stealing your child's toys. One of the best ways to get started with introductions is to create a special area in your home for puppy time...

[Read More on Our Website](#)

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### Links to Puppy Resources

Follow these links to find helpful information on everything from finding a new puppy to advanced puppy training.

- [Puppy Adoption Resources](#)
- [Puppy Housetraining](#)
- [Naming Your Puppy](#)
- [Puppies and Other Pets](#)
- [Correcting Bad Puppy Behavior](#)
- [Keeping your New Puppy Safe in Your Home](#)

Subscribe Now!

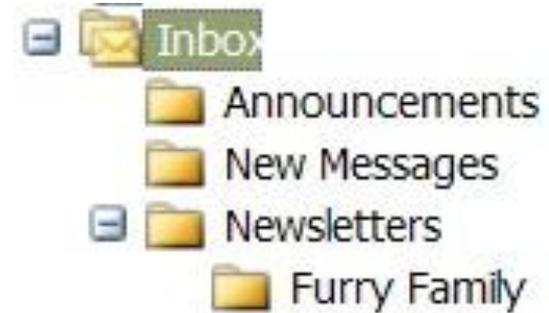


Subscribe to  
**Furry Family Magazine**

Visit Jane's Blog



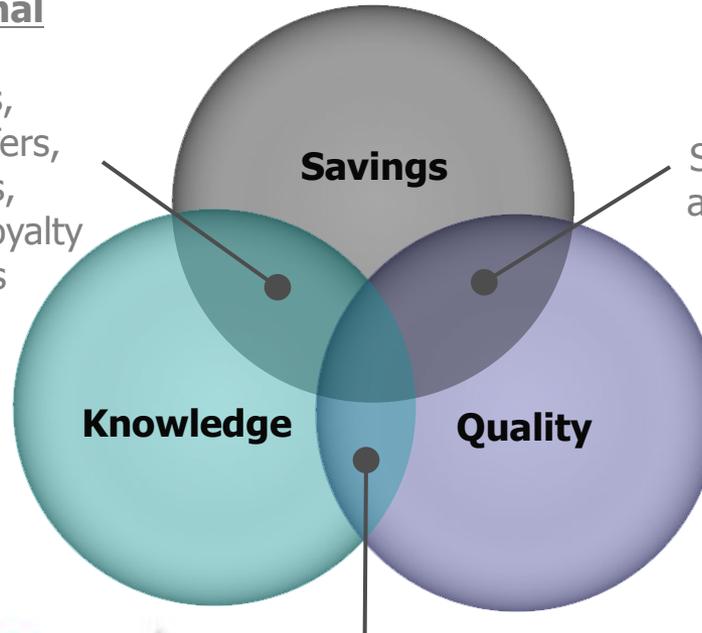
Jane shares literally hundreds of furry family tips on the furry family website. [Visit the Archive](#)



# Content Has to Have Value to Your Audience



**Promotional Email**  
Discounts, coupons, offers, incentives, referral and loyalty programs



**Relational Email**  
Special privileges, acknowledgement



**Informative Email**  
Advice, articles, research, facts, opinions, tips, announcements

# Keep Email Content Concise

## Host large bodies of content...

- On your website
- In a PDF document
- In a longer archived version

## Email only essential information

- Use bullets or summaries
- Link directly to the information
- Give instructions if necessary

### Colorado Rafting Trip



Our Sunset Travel Adventure Group is gearing up for the second annual river rafting trip. It is scheduled for August 23 - August 27th, starting at the base of Glen Canyon Dam in beautiful Colorado. There are still six spaces left for anyone interested in joining the group.

Complete packages start at \$399 with flights from New York and Boston.

[Read on...](#)

Check out this Cruise vacation for the kids and for you! This four family includes two babysitters/chaperones to help out with the kids.

# Call Your Audience to Action

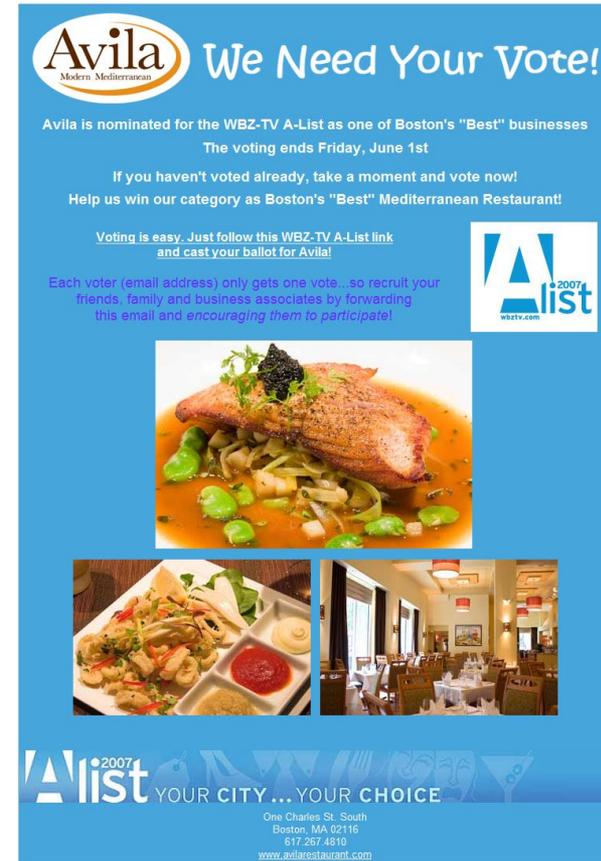
## Calls to Action Include...

- Links to click on
- Information to print out
- Phone numbers to call
- Instructions for reading the email
- Instructions for saving the email

## Describe the Immediate Benefits...

- What's in it for your audience?
- Why should they do it now?

Create immediate demand  
and desire for your emails



**Avila**  
Modern Mediterranean

## We Need Your Vote!

Avila is nominated for the WBZ-TV A-List as one of Boston's "Best" businesses  
The voting ends Friday, June 1st

If you haven't voted already, take a moment and vote now!  
Help us win our category as Boston's "Best" Mediterranean Restaurant!

Voting is easy. Just follow this WBZ-TV A-List link  
and cast your ballot for Avila!

Each voter (email address) only gets one vote... so recruit your  
friends, family and business associates by forwarding  
this email and encouraging them to participate!



**Alist**<sup>2007</sup> YOUR CITY... YOUR CHOICE

One Charles St., South  
Boston, MA 02116  
617.267.4810  
www.avilarrestaurant.com

## How often to send

- Create a master schedule
- Include frequency in online sign-up, e.g. "Monthly Newsletter"
- Keep content relevant to planned frequency

## When to send

- When is your audience most likely to read it?
  - Day of week (Tuesday & Wednesday)
  - Time of day (10am to 3pm)
- Test for timing
  - Divide your list into equal parts
  - Send at different times and compare results

**Maximum impact with minimum intrusion**



## The "From" line – Do I know you?

### Use a name your audience recognizes

- Include your organization name or brand
- Refer to your business in the same way your audience does
- Be consistent



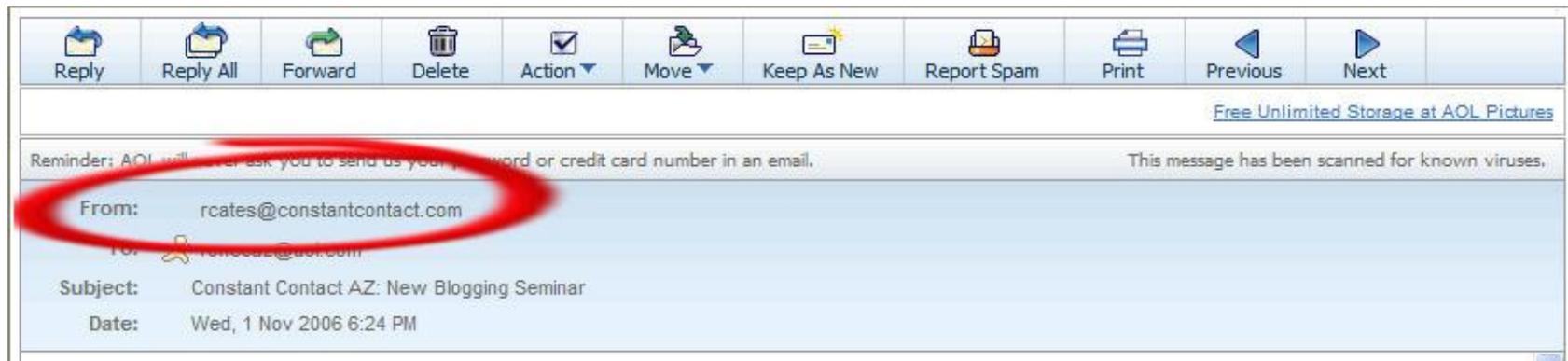
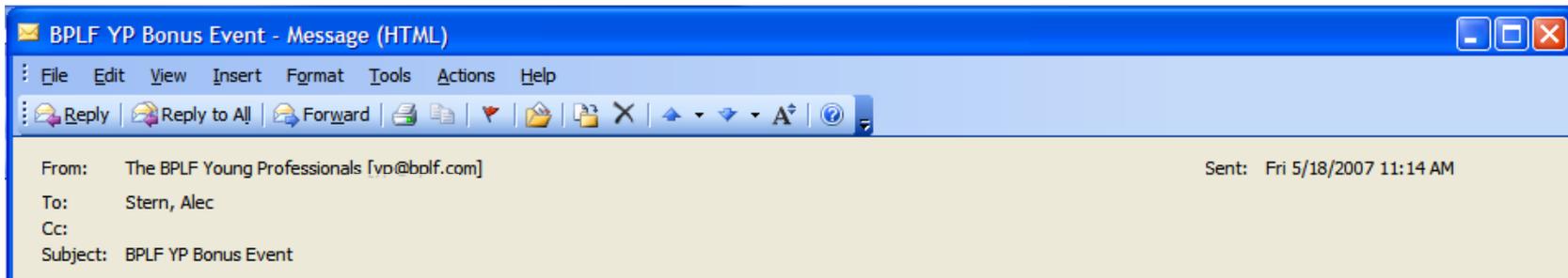
Mailbox		From	Subject
		John Evans	Re: speaker notes
		Nancy Hyde	RE: what's up?
		Eduardo Chavez	RE: presentation attached
Date: Wednesday			
		Pratt, Stephen	RE: management training
		Warren, Dhakir	Constant Contact Cares4Kids'

**60%** of consumers say the "from" line most often determines whether they open an email or delete it.

Source: DoubleClick

# Match "From" Line and "From" Email Address

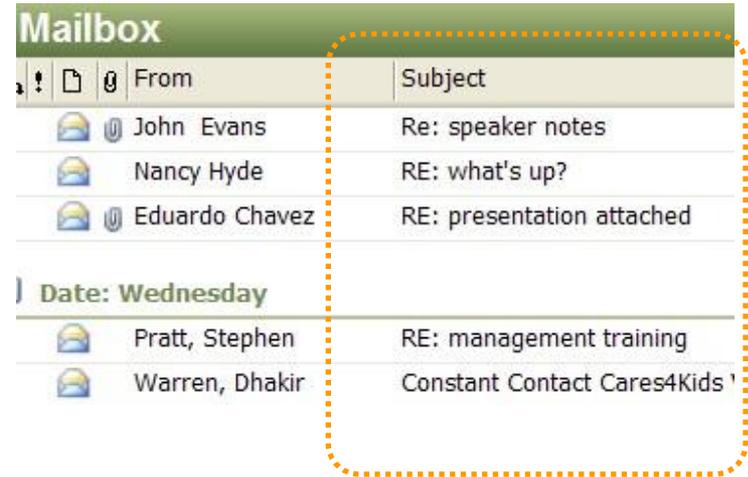
The "From" line – use a familiar email address



# Create a Great Subject Line

## The “Subject” Line – Do I care?

- Keep it short and simple
- 30-40 characters including spaces (5-8 words)
- Incorporate the immediate benefit of opening the email
- Write it last



Mailbox	
From	Subject
John Evans	Re: speaker notes
Nancy Hyde	RE: what's up?
Eduardo Chavez	RE: presentation attached
Date: Wednesday	
Pratt, Stephen	RE: management training
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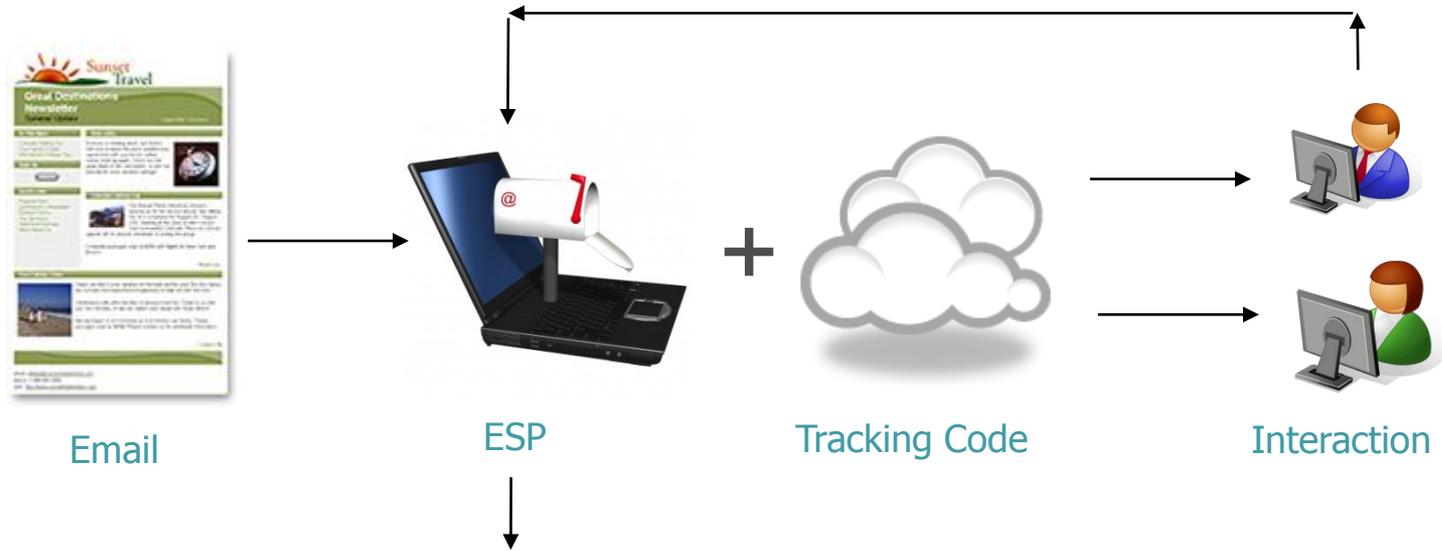
Emails with shorter subject lines significantly outperformed emails with longer subject lines.

- MailerMailer (2008)

30% of consumers say the “subject” line most often determines whether they open an email or delete it.

Source: DoubleClick

# STEP 3: Review Your Campaigns & Take Action



Emails

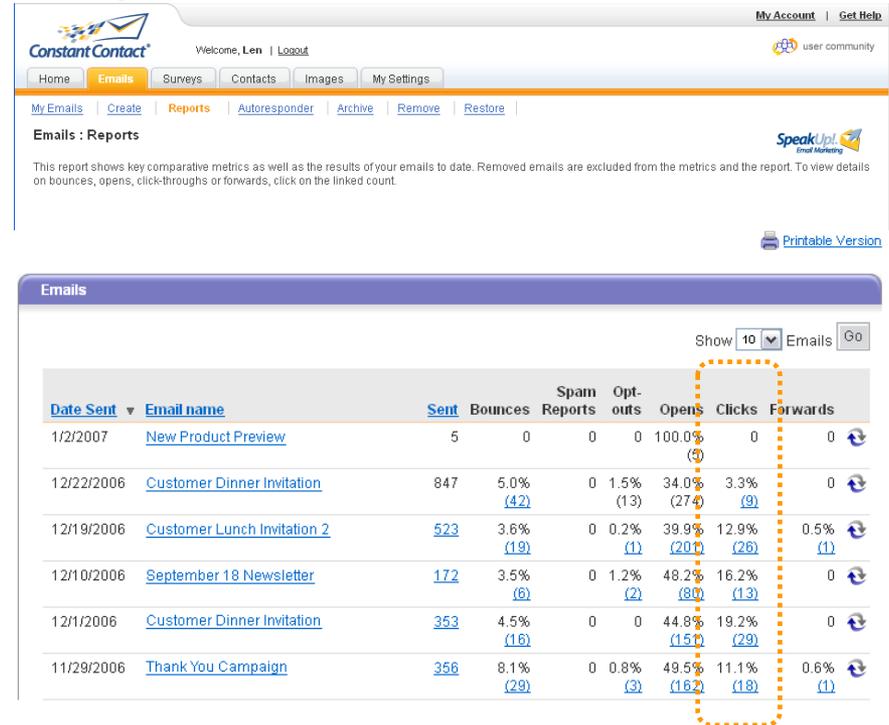
Show  Emails

<a href="#">Date Sent</a> ▼	<a href="#">Email name</a>	<a href="#">Sent</a>	<a href="#">Bounces</a>	<a href="#">Spam Reports</a>	<a href="#">Opt-outs</a>	<a href="#">Opens</a>	<a href="#">Clicks</a>	<a href="#">Forwards</a>
1/3/2007	<a href="#">Marie Olen Event</a>	<a href="#">36</a>	27.8% <a href="#">(10)</a>	0	0	61.5% <a href="#">(16)</a>	81.2% <a href="#">(13)</a>	31.2% <a href="#">(5)</a>

# Capitalize on Click-Throughs

Use click tracking to determine

- Audience interests
  - Clicks tell you what topics were interesting
  - Save clickers in an interest list for targeted follow up
- Goal achievement
  - Use links to drive traffic toward conversion
  - Compare clicks to conversions and improve



Constant Contact®

Welcome, Len | Logout

My Account | Get Help

user community

Home | **Emails** | Surveys | Contacts | Images | My Settings

My Emails | Create | Reports | Autoresponder | Archive | Remove | Restore

Emails : Reports

SpeakUp! Email Marketing

This report shows key comparative metrics as well as the results of your emails to date. Removed emails are excluded from the metrics and the report. To view details on bounces, opens, click-throughs or forwards, click on the linked count.

Printable Version

Shows 10 Emails

Date Sent	Email name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1/2/2007	<a href="#">New Product Preview</a>	5	0	0	0	100.0% (5)	0	0
12/22/2006	<a href="#">Customer Dinner Invitation</a>	847	5.0% (42)	0	1.5% (13)	34.0% (274)	3.3% (9)	0
12/19/2006	<a href="#">Customer Lunch Invitation 2</a>	523	3.6% (19)	0	0.2% (1)	39.9% (207)	12.9% (26)	0.5% (1)
12/10/2006	<a href="#">September 18 Newsletter</a>	172	3.5% (6)	0	1.2% (2)	48.2% (80)	16.2% (13)	0
12/1/2006	<a href="#">Customer Dinner Invitation</a>	353	4.5% (16)	0	0	44.8% (157)	19.2% (29)	0
11/29/2006	<a href="#">Thank You Campaign</a>	356	8.1% (29)	0	0.8% (3)	49.5% (162)	11.1% (18)	0.6% (1)

# Integrate Email & Social Channels



Allow readers to share email content with their social media networks



Make social media opt-in available in all emails

April 10th, 2009 [Forward to a Friend](#)

We're on...

- facebook
- myspace.com
- JitterGram
- twitter

EVENT LISTING

- The Producers**  
March 27 - April 11, 2009
- Loretta Laroche**  
April 18 & 19, 2009
- Comedian Bob Marley**  
April 25, 2009
- Family Fun Night with Steve Thomas**  
May 1, 2009
- New Hampshire Philharmonic Salute to Broadway**  
May 2, 2009
- Sweet Charity**  
May 8-May 23, 2009
- 2009 Spring Taste of Home Cooking School**  
Monday, May 11, 2009
- Willy Wonka, Jr. - Palace Youth Theatre**  
May 19 & 20, 2009
- 10th Annual Gala Event**  
May 14, 2009
- Jimmy Dunn's Comedy Allstars**

Palace Theatre Email Club Sponsored By...



## The Producers

**Last Performances...**  
Friday April 10, 2009 (7:30pm)  
Saturday April 11, 2009 (2:00pm)  
Saturday April 11, 2009 (7:30pm)



The outrageous Broadway smash by Mel Brooks. The Producers, has the crowds at the Palace Theatre rolling in the aisles! What happens when you set out to make a flop? That's exactly what the producers do in a crazy scheme to get rich quick. This flashy show has everything you would expect from a Mel Brooks comedy, showgirls, little old ladies, a Swedish bombshell, and pigeons that dance in rhythm! A hilarious show you won't want to miss!

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What's on your mind?

Attach:

Constant Contact New England - Corissa St. Laurent looking for stories to inspire your next newsletter? Read And Release <http://ht.ly/2g8kp>

Edit Page Promote with an Ad Suggest to Friends

As a relationship expert, I'm on email & marketing industry s

facebook [1](#) [3](#) Search

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Follow me CorissaCI

Make email list opt-in available on all social media sites

Enter your email address to join our mailing list:

Join List

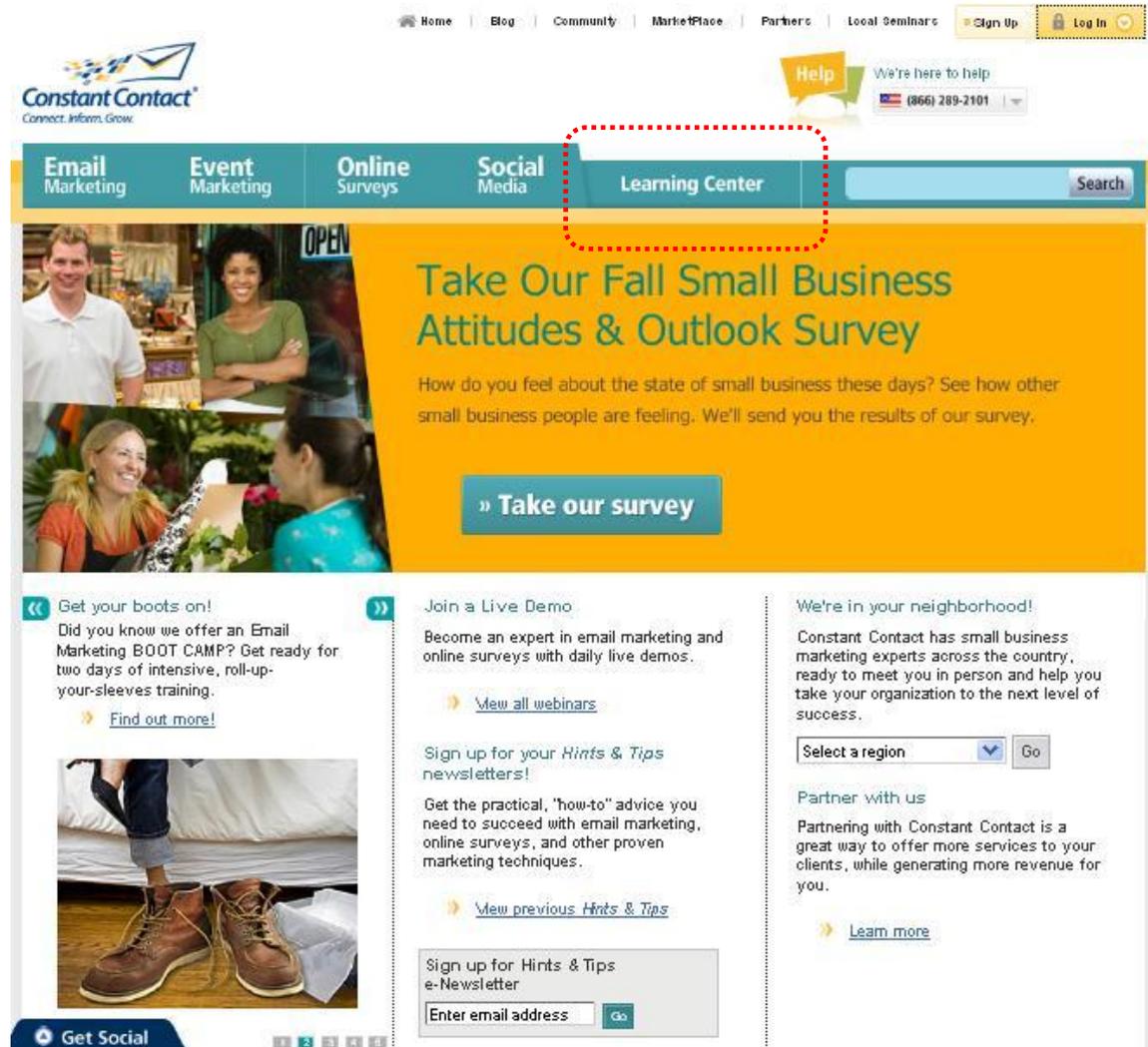
# What's next?

## Just getting started?

- Sign up for a free trial
- Start building your list
- Create and send your first email
- Create a Facebook business page and LinkedIn profile

## Ready to learn more?

- Visit our Learning Center for webinars, tutorials, podcasts and more
- Visit the Social Media section of our website
- Read *The Constant Contact Guide to Email Marketing*
- Sign up for NutshellMail



The screenshot shows the Constant Contact website homepage. At the top, there is a navigation bar with links for Home, Blog, Community, Marketplace, Partners, and Local Seminars. On the right, there are buttons for Sign Up and Log In. Below the navigation bar is a teal header with menu items: Email Marketing, Event Marketing, Online Surveys, Social Media, and Learning Center. The Learning Center item is highlighted with a red dashed box. To the right of the header is a search bar. Below the header is a large yellow banner for a survey titled "Take Our Fall Small Business Attitudes & Outlook Survey". The banner includes a photo of three people and a "Take our survey" button. Below the banner are three columns of content. The first column is titled "Get your boots on!" and promotes an Email Marketing BOOT CAMP. The second column is titled "Join a Live Demo" and promotes becoming an expert in email marketing. The third column is titled "We're in your neighborhood!" and promotes local marketing services. At the bottom of the page, there is a "Get Social" button and a social media sharing bar.

# Thank You!

twitter



@CorissaCTCT



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[cstlaurent@constantcontact.com](mailto:cstlaurent@constantcontact.com)