Constant Contact

SBCN
Small Business Center Network
North Carolina Community College System

The Power of the Inbox: Email Marketing to Take Your Business to the Next Level in 2025

Why Email Marketing
What to Send
How to Grow Your Email List
How to Grow Your Business
Live Demo

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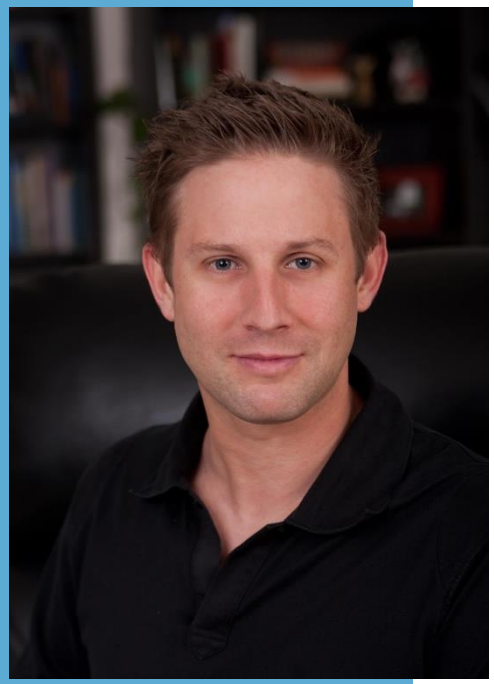
Your Expert



Aaron Wesley Means
CEO
ACTIVATE Business Solutions
aaron@activatebiz.com

Award Winning Marketing Services

Constant Contact®
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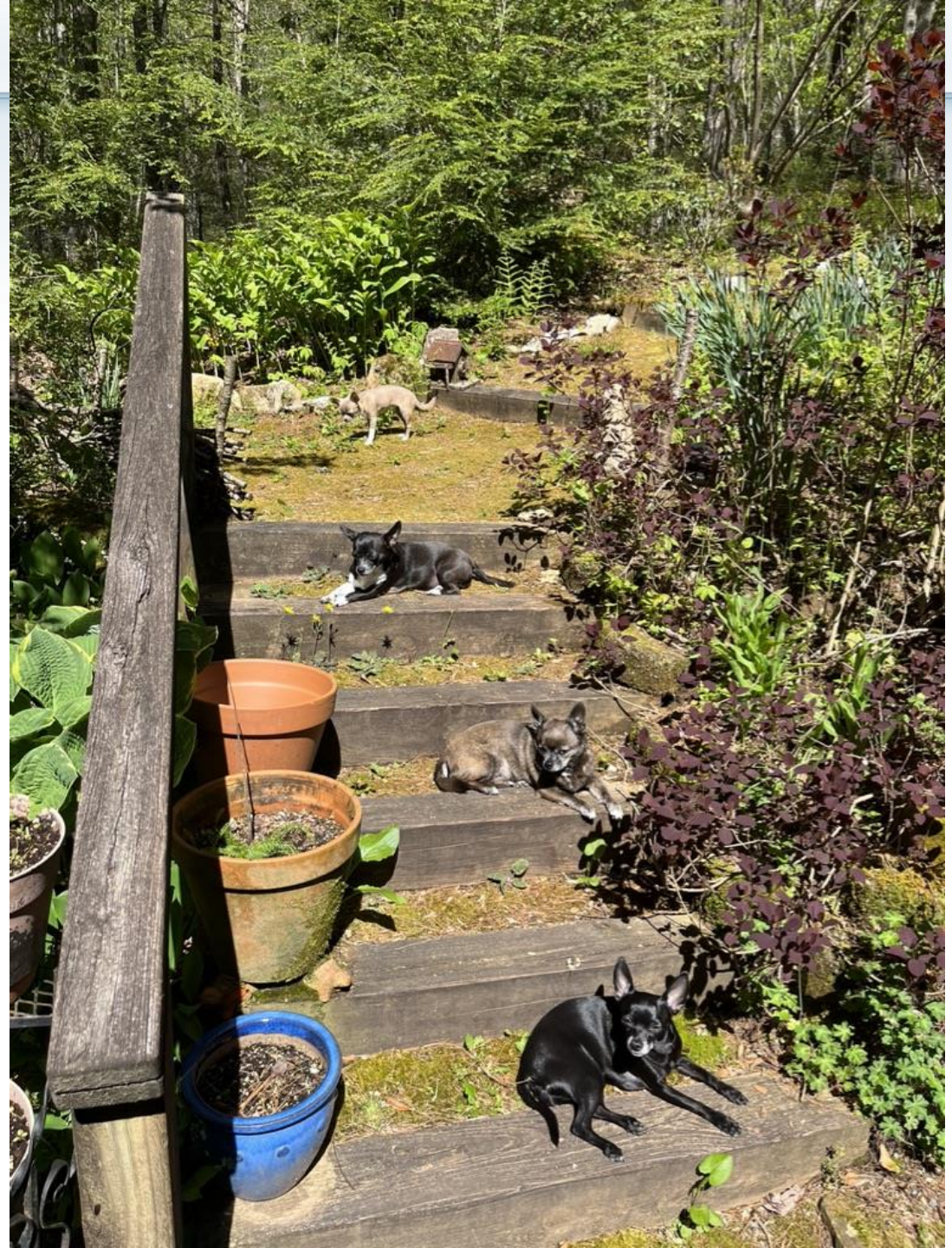

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ACTIVATE

What are my online Marketing Options?

Believe it or not, the **whole** internet boils down into only three buckets!

Websites

1

Social

2

E-mail

3

© Constant Contact 2015

What do people visit online **most frequently**?

- Websites
- Social
- Email

© Constant Contact 2015

When they visit these channels, will they see **your** content?

- Website – **N/A**
- Social Media – **not likely**
- Inbox – **high probability**

© Constant Contact 2015

Q: What is the #1 app on smartphones?

A: Email

More than half of all emails are opened on a mobile device

Source: Litmus

People read it

91% of people check their email daily

88% regularly check email on their smartphones

Source/s: Litmus; Direct Marketing Association; Pew Research Center, 2015; Forrester Research, 2014; Forbes.com; SalesForce.com Constant Contact Small Business Growth Survey

It's reliable

Email gets delivered
90+% of the time

(Facebook posts reach just 2-5% of fans)

Source/s: Litmus; Direct Marketing Association; Pew Research Center, 2015; Forrester Research, 2014; Forbes.com; SalesForce.com Constant Contact Small Business Growth Survey

90% of email gets delivered to the inbox.

2-5% of your Facebook fans see you in their News Feed.

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Why Email?

Because it works everywhere.

Email marketing has

3x the conversion

rate as social media

For every $1 spent on email marketing, there is a

$44.25 average ROI

Source/s: Litmus; Direct Marketing Association; Pew Research Center, 2015; Forrester Research, 2014; Forbes.com; SalesForce.com Constant Contact Small Business Growth Survey

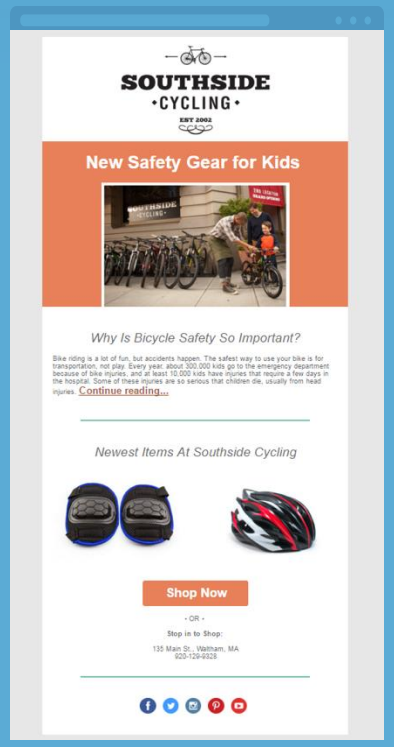
What can it do for *your* business? Drive revenue and profit.

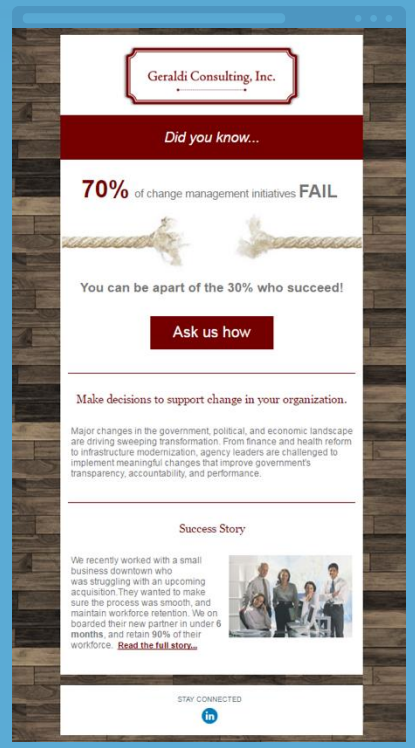
"Every time I send out an email, I get a sale in 15 minutes. Overall, I get up to four times as many sales with these newsletters than I did with my old ones, and they've gone from about $50 per order to $100."

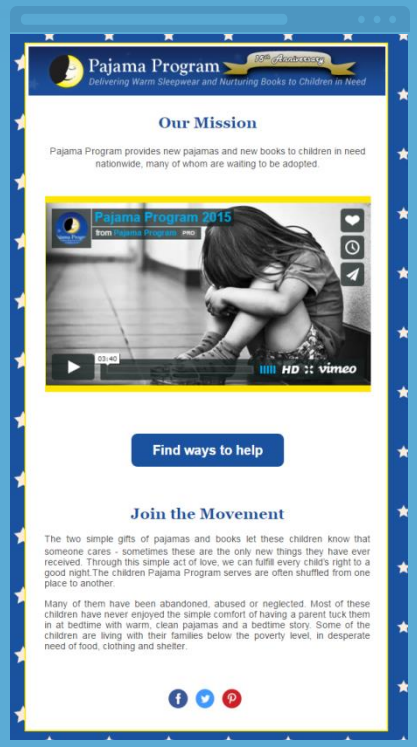
- Irene Schmoller, founder Cotton Clouds

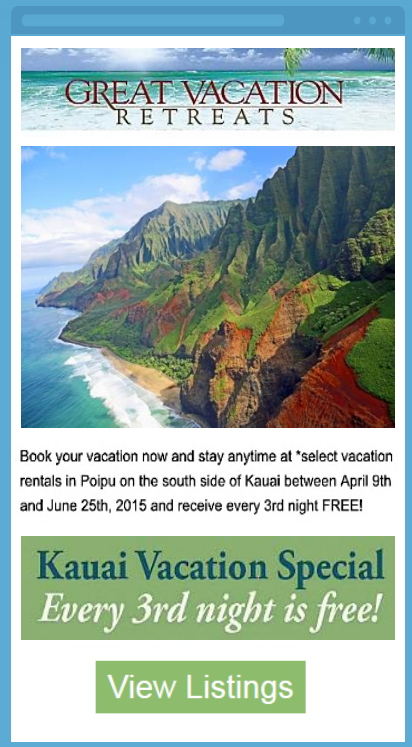
What is email marketing?

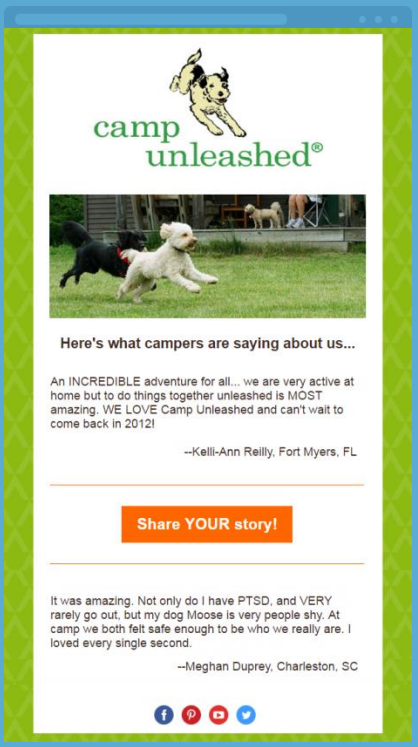
What is email marketing?











Delivering **professional** email communications to an **interested** audience containing information the recipient finds **valuable** that **looks great** in any inbox!

First impressions
matter.

The difference between...

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

From: Andy Shaw <andy@abugfreemind.com> Sent: Tue 4/28/2015 10:00 AM
To: Niehoff, Julie
Cc:
Subject: Having an unfair advantage...

Hi Julie,

Do you know that the easiest way to succeed in life of in business is ***with an unfair advantage...***

In the Bug Free Mind Process I go to great lengths to explain that *the only person you are competing with is yourself.*

That what others do doesn't matter, you just be the best you can be at 'whatever' you choose to do.

This is a structured way of thinking that ensures your focus is entirely in the right area... And avoid pain...

However, I did not explain what I'm about to show you today in a way that made it easy to understand what your competitors actually give you...

Email

and...

From: Dave Buckman on behalf of the Austin Chamber <communication@austinchamber.com> Sent: Tue 4/21/2015 10:51 AM
To: Niehoff, Julie
Cc:
Subject: Great news | Booths now available for Small Business Showcase

Austin Chamber

Celebrate the Success of Your Small Business

SMALL BUSINESS SHOWCASE JUNE 11, 2015

The Chamber will host its fourth annual Small Business Showcase on June 11, 2015 at Fair Market. This event provides small businesses the opportunity to showcase their business, present services, sample products, and network and build relationships with area businesses and consumers.

Admission into the showcase is free to the public (with a business card). Registration is not necessary to attend.

★ Reserve your booth ★

Email Marketing

…this or this?

Stay cool when it's hot!

Southside Cycling <southside@southside.com>
to Black, Robert; Black, S.; Braun, Adelle; Braxton, Carson, Thomas; Sherry; Cassey, Spenser; Chives, Daniel; Duggar, Rich; Downs, Tammy.; Dale, Mickey; Dickens, Kyle; Finnegan, Carry; Finestein, B.; Fish, Alex; Felder, M.: Grace, Kiley; Heldman, Samantha; Isaacson, Fiona; Jackson, Cheryl; Jackson, Bob; Jones, Robert; Johnson, Ben; Kale, Gretchen; Lindstrom, David; Lowes, David; Miles, Jackson; Minestrone, Chicory; Manolitsis, Rebecca

From: Southside Cycling [mailto:southside@constantcontact.com]
Sent: Thursday, June 11, 2015 3:37 PM
To: Black, Robert; Black, S.; Braun, Adelle; Braxton, Carson, Thomas; Sherry; Cassey, Spenser; Chives, Daniel;
Subject: Stay cool when it's hot!

Let us help you have the perfect cycling summer! Visit our shop for the latest trends on gear for the season…

Hi! Tanya,

Have you checked us out lately?

Our bike shop has all the latest the Summer season trends at discounted prices and we're looking to keep you "cool" in the heat! We appreciate your business and if you haven't stopped in recently, bike on over and you will find all the latest gear for your cycling needs. We want to be your partner on the road. Check out our new latest and greatest in helmets, shoes, glasses, gloves and other sports wear. In addition, we have some upcoming workshops that may interest you.

Our very own Brody will be instructing those of you who would like to learn the art of bike repair and tuneup, for a hands-on workshop this month. You will learn how to clean and restore older models for reuse and he will also educate you on what to look for when shopping for a new one. Workshops start June 21 and run for 3 weeks, from 7:00 pm - 9:30 pm. Please visit our website at www.southsidecycling.com to sign up! Bring a friend and receive a 15% discount on your next in-shop purchase!

Don't forget about our event at the end of the month! We put our best foot forward when we pedal for charity! Donations are accepted and you don't have to be a professional to participate. Be sure to visit our shop to gear up for that Summer trek to stay comfortable while you help to make someone else's life a little easier. Sign up now for this wonderful event on our website. Families are welcome!

Thank you for your continued customer loyalty and please stop in the shop and say hello to Brody and myself! We look forward to seeing you!

Stay cool!

Southside Cycling Team

SOUTHSIDE
•CYCLING•
EST 2002

New Safety Gear for Kids

Why Is Bicycle Safety So Important?

Bike riding is a lot of fun, but accidents happen. The safest way to use your bike is for transportation, not play. Every year, about 300,000 kids go to the emergency department because of bike injuries, and at least 10,000 kids have injuries that require a few days in the hospital. Some of these injuries are so serious that children die, usually from head injuries. **Continue reading…**

Newest Items At Southside Cycling

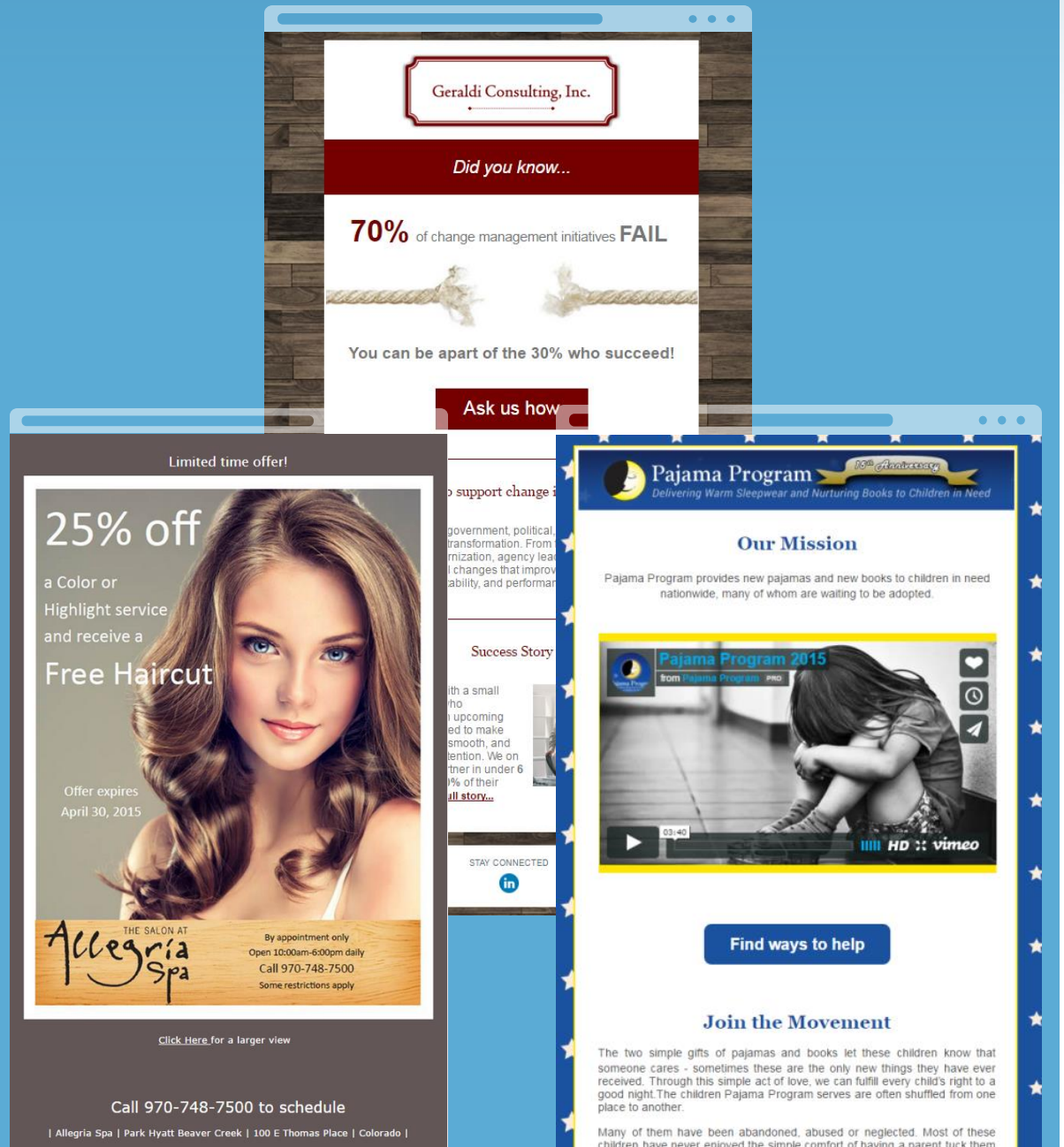
Shop Now

• OR •

Optimize for **mobile**

Ensure consistent **branding**

Look great – and recognizably *you* – in any inbox!



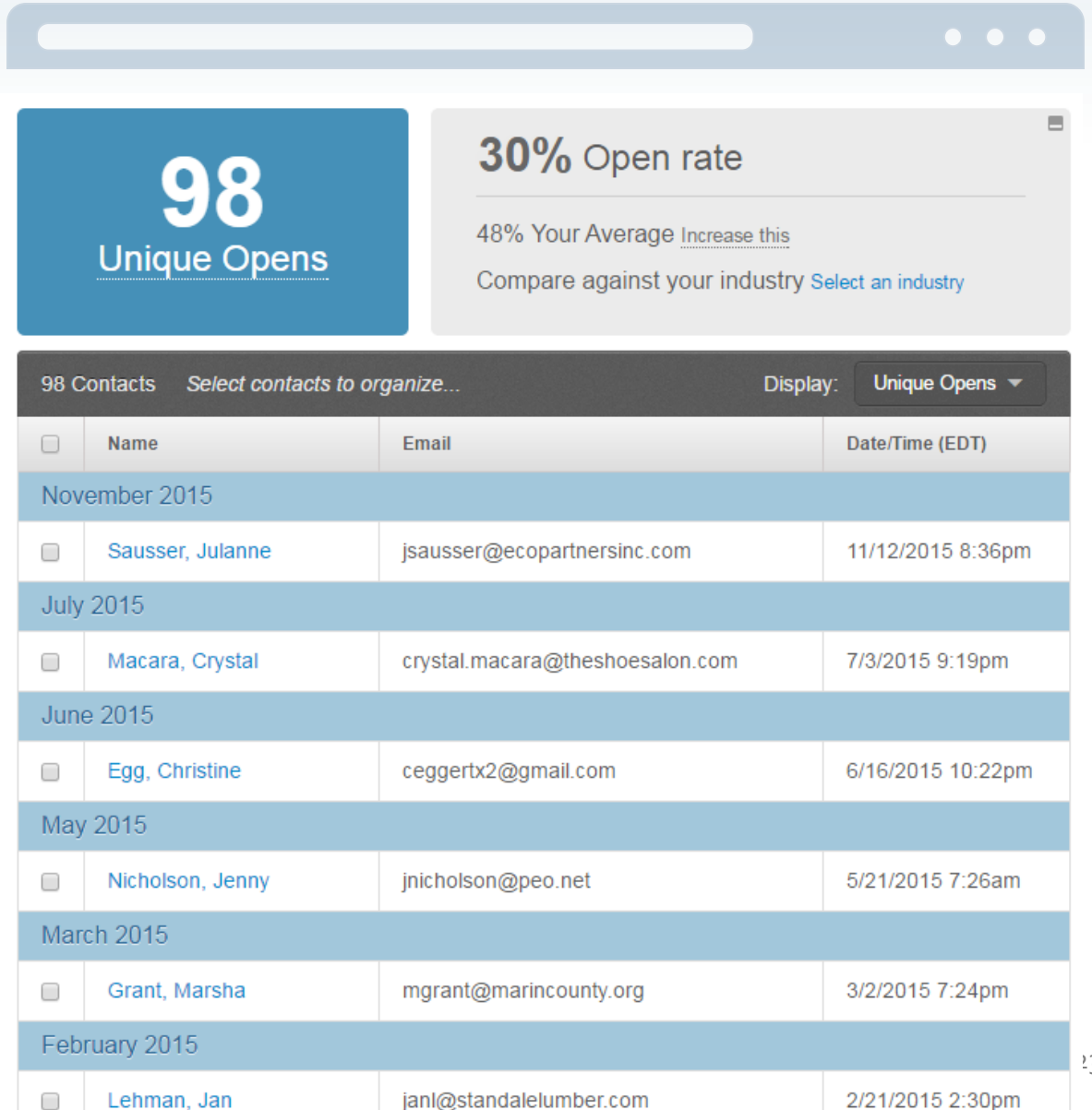
Email marketing **best practices** that make you look great!

- Use beautiful templates
- Reinforce brand identity
- Manage subscriptions
- Ensure email delivery
- Track results
- Obey the law

OPENS

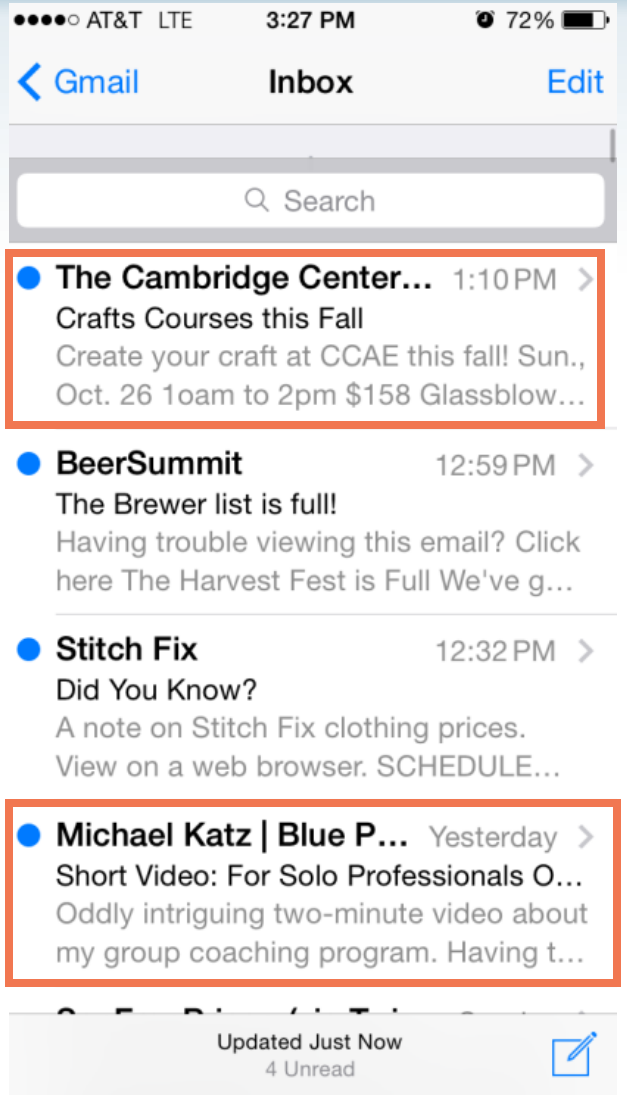
- Gauge interest
- Determine best day/time

Industry averages: **8-28%**



Subject Line & Teaser Text

- Mobile Devices
- First lines of text display as the teaser text
- Provides additional content that allude to what you are providing in your email



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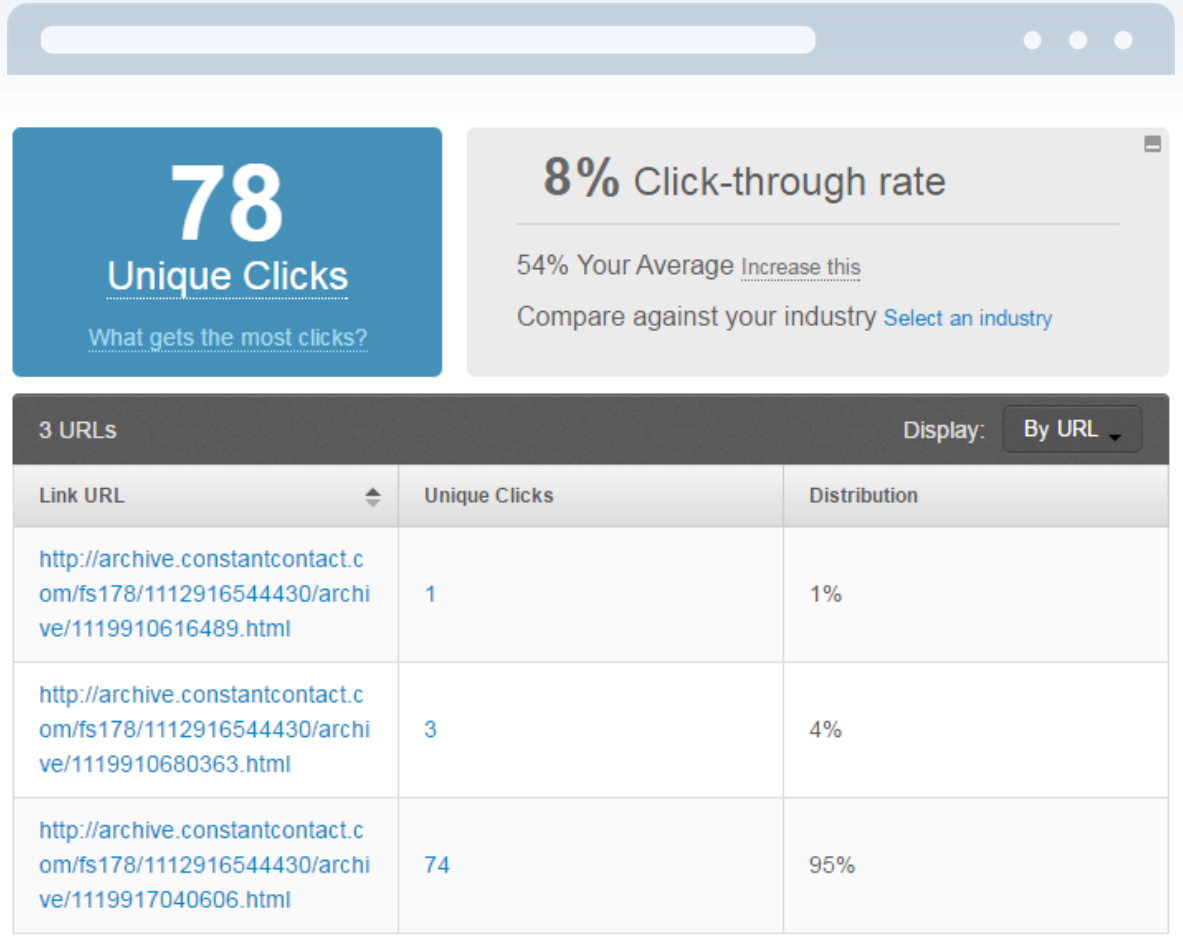
CLICK-THROUGHS

- Measure success
- Identify engaged readers

Industry averages: **5-18%**



Link URL	Unique Clicks	Distribution
http://archive.constantcontact.com/fs178/1112916544430/archive/1119910616489.html	1	1%
http://archive.constantcontact.com/fs178/1112916544430/archive/1119910680363.html	3	4%
http://archive.constantcontact.com/fs178/1112916544430/archive/1119917040606.html	74	95%

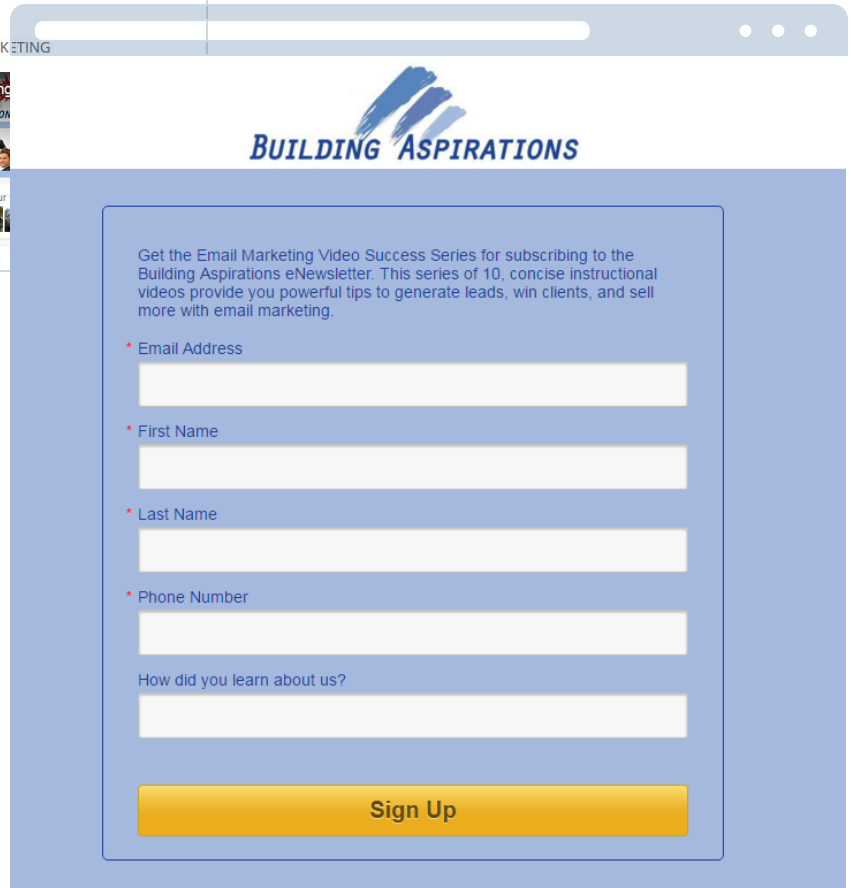
How to Grow Your List

GROW YOUR LIST ON YOUR WEBSITE!

Subscribe to the Building Aspirations newsletter
BUILDING ASPIRATIONS
HOME MARK MIKELAT SPEAKING SERVICES BLOG OFFERS CONTACT
SOCIAL MEDIA MARKETING CONSULTING
MARKETING FOR SMALL BUSINESS
• EMAIL MARKETING • SOCIAL MEDIA MARKETING • DIGITAL MARKETING • VIDEO MARKETING
Join our Email List
Your privacy is #1.
Like Page
Be the first of your

1

2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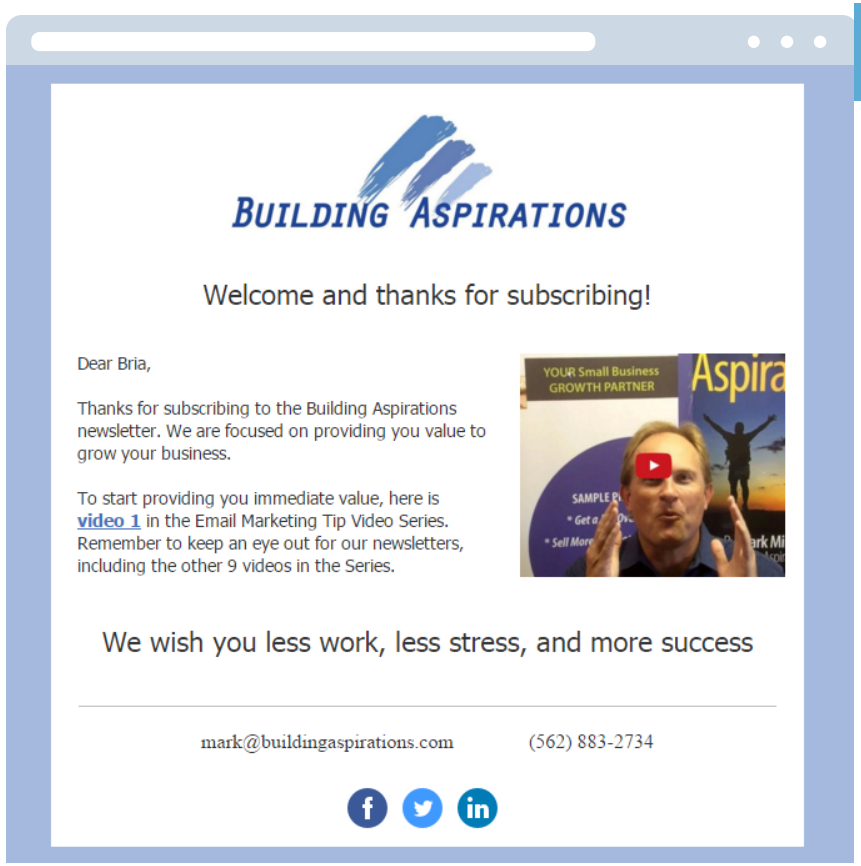
* Email Address
* First Name
* Last Name
* Phone Number
How did you learn about us?
Sign Up


BUILDING ASPIRATIONS
Welcome and thanks for subscribing!
Dear Bria,
Thanks for subscribing to the Building Aspirations newsletter. We are focused on providing you value to grow your business.
To start providing you immediate value, here is video 1 in the Email Marketing Tip Video Series. Remember to keep an eye out for our newsletters, including the other 9 videos in the Series.
YOUR Small Business GROWTH PARTNER
We wish you less work, less stress, and more success
mark@buildingaspirations.com
(562) 883-2734

3

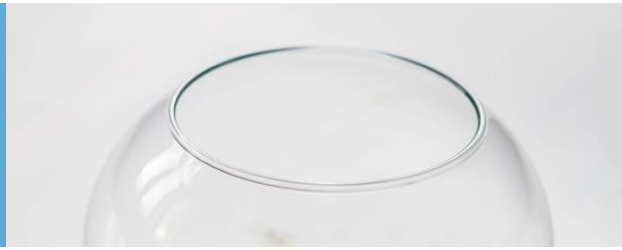
AND… Everywhere Else!!

Events

Signup Forms / Sales Transactions

QR codes

Fishbowl



Sidewalk signs

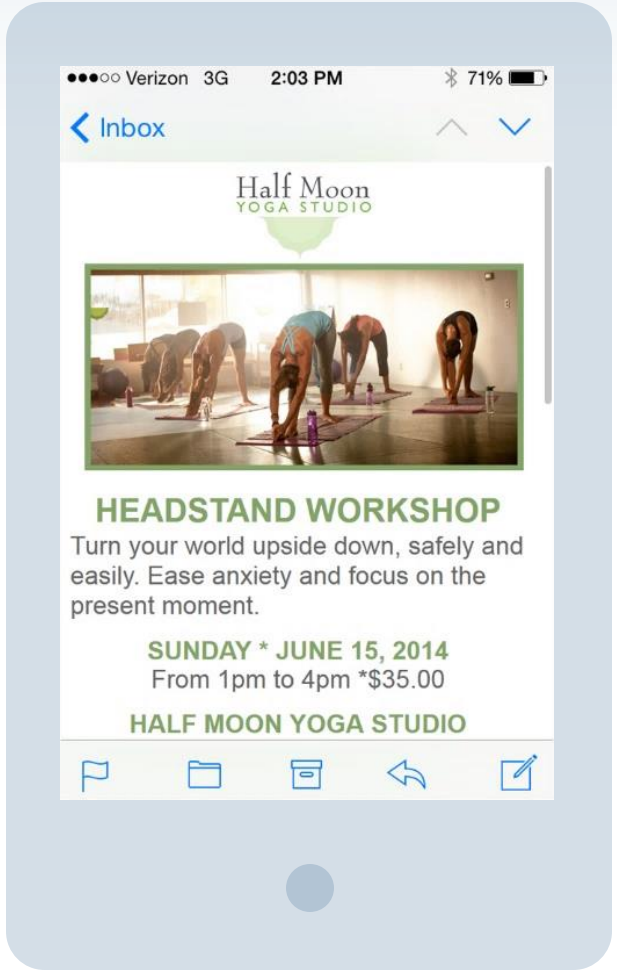
But really, just ask.

Don't forget - give them a reason to join your list *and* let them know when to expect it.

Ongoing education	VIP preference	Insider news
E-book, whitepaper	Updates	Discounts

The **#1 reason for an unsubscribe** is irrelevant content.

WHAT do you send?



Types of Campaigns

Newsletter

Announcement

Product promotion

Fundraiser

Sale

Event

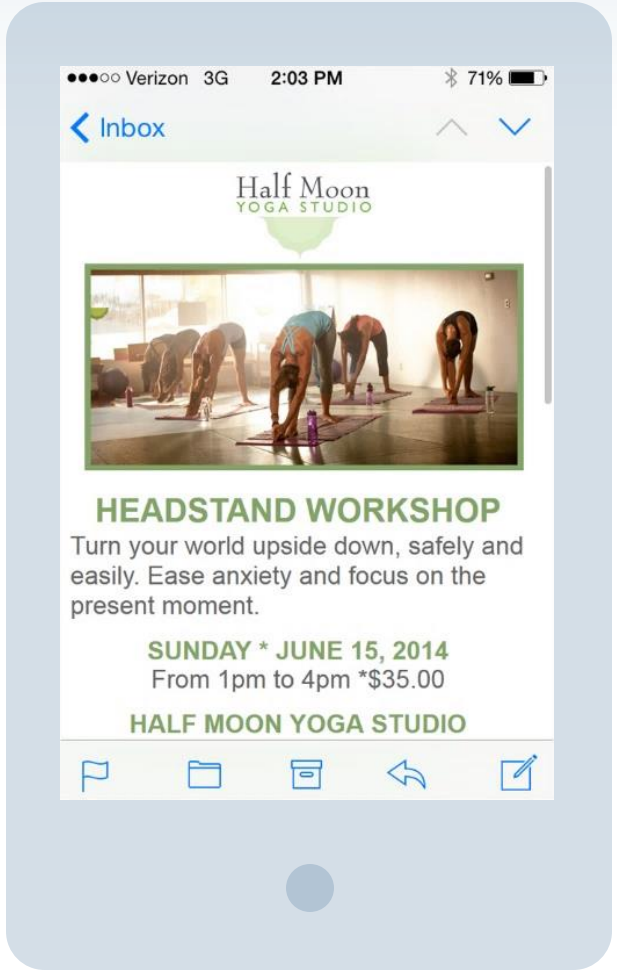
Seasonal

Letter

WHAT do you send?

Create content (a few of us)

Curate Content (**most** of us)



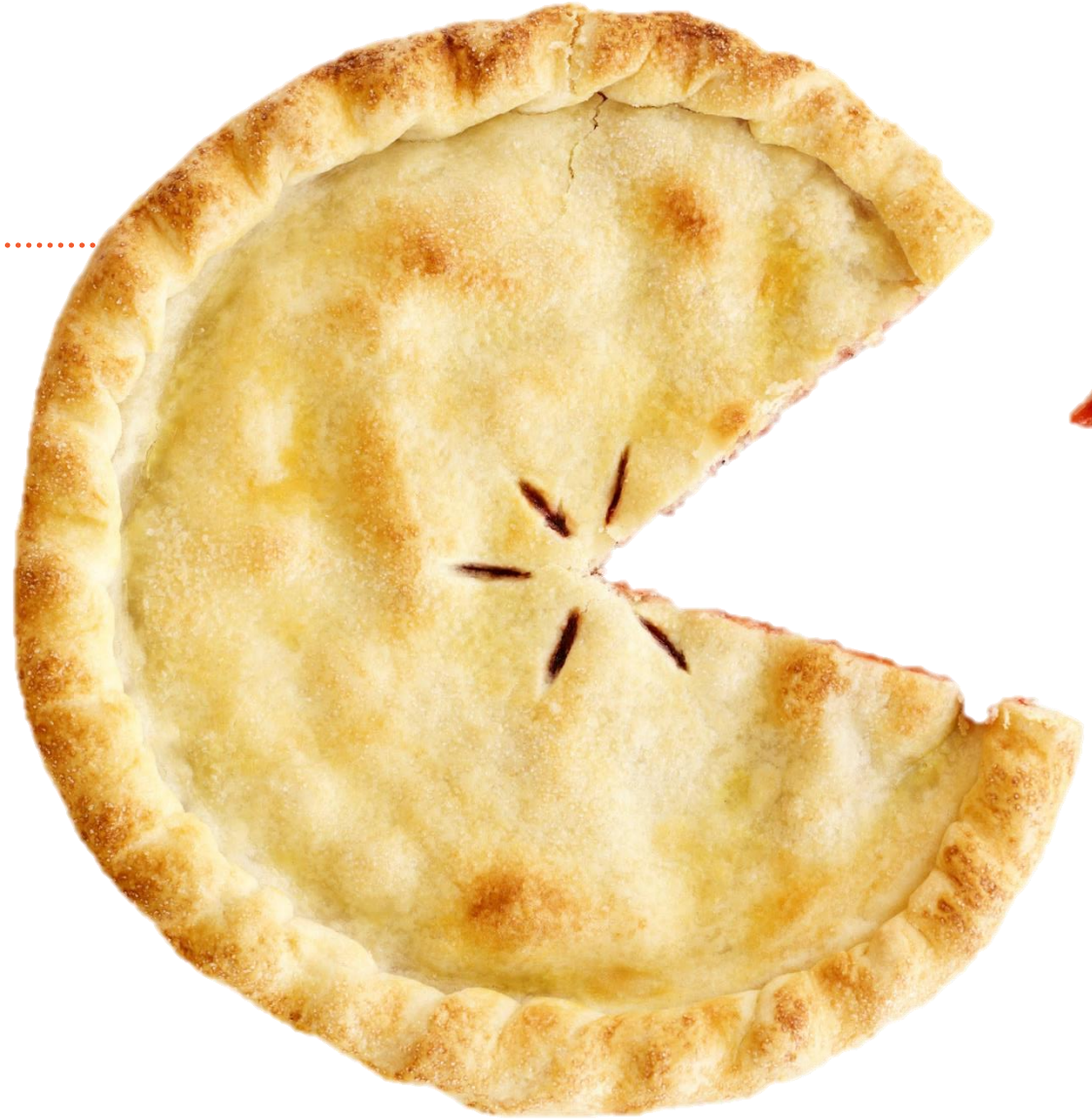
Content is all about them; not you

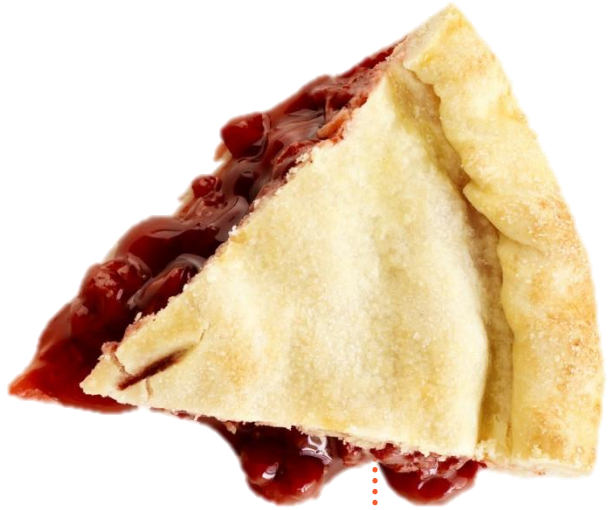
Sounds like:

80%

"3 common mistakes on your taxes"

Valuable content





Sounds like:

20%

Promotion

"Let's do your taxes!"

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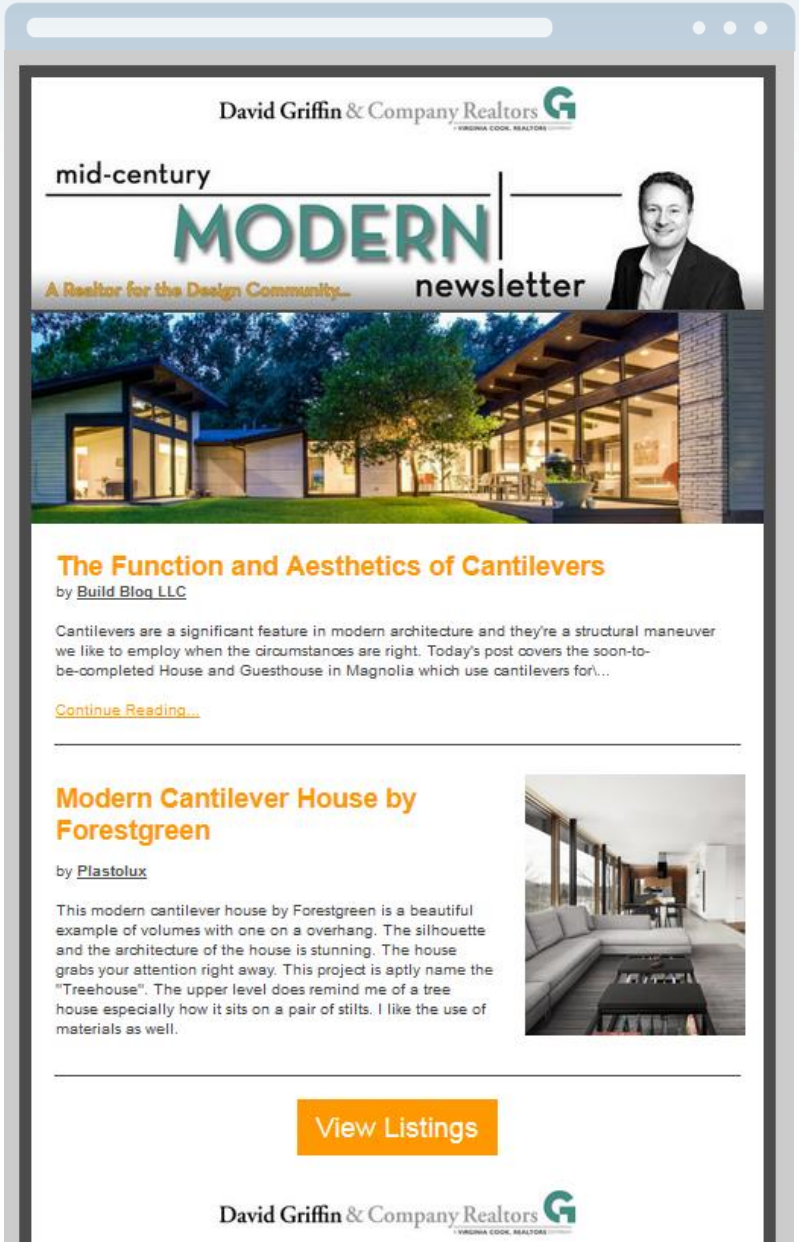


What can it do for *your* business? Create and increase awareness.

"The emails are an important reinforcement of brand. I get calls from people I've never met all the time. They get the newsletter, or a friend of theirs gets the newsletter, and they know I'm the person to call. It really helps establish credibility upfront."

- Brandon Stewart, realtor at David Griffin & Company Realtors

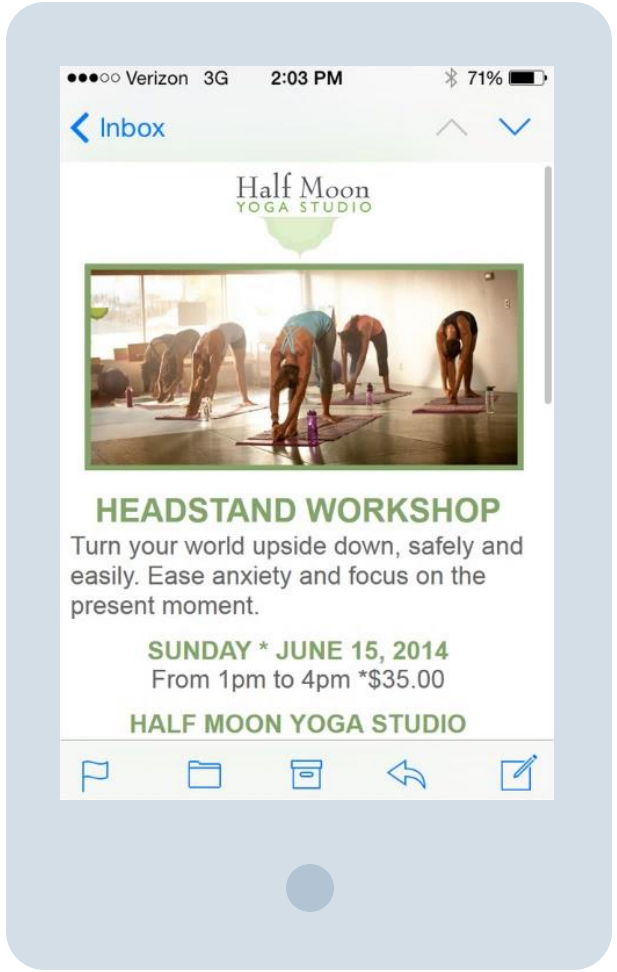
IMAGES ARE THE DRIVER

What not to do.

That's better.

Instead, keep it simple…

- Less text is more
- Large fonts are legible
- One column is best



Increase word of mouth for your business

New prospects

Provide a WOW
EXPERIENCE

ENTICE to stay in touch

ENGAGE

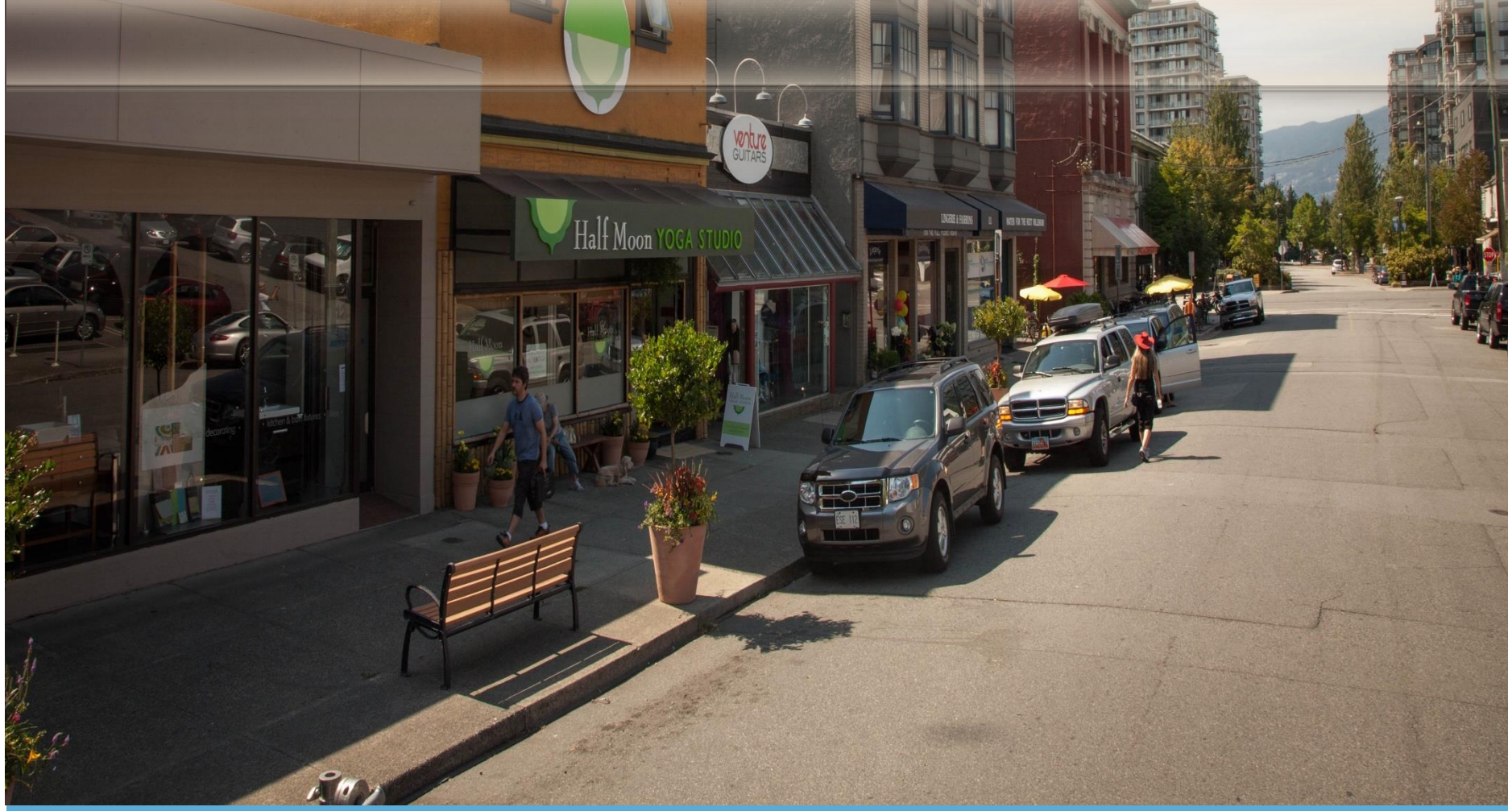
Engagement drives
SOCIAL VISIBILITY

New prospects

What can it do for *your* business? Boost repeat business.

"It has definitely been the easiest way to reach people. If we have a slower day and know that we want to reach local people, we can create a quick email and will get at least a few calls right away."

- Christine Copertino, spa director for Allegria Spa



You can do this!

Let's put into ACTION what we covered today!

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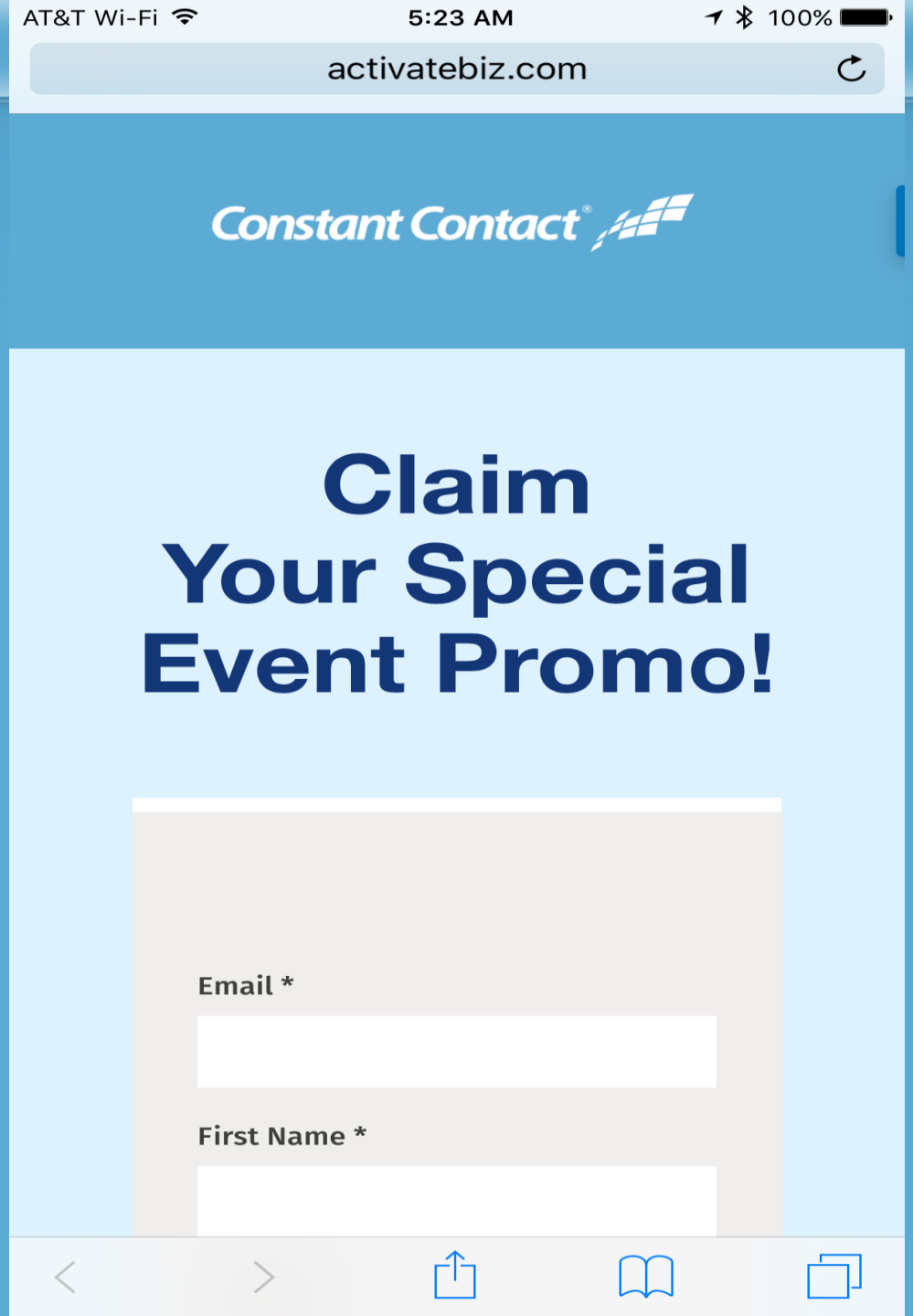
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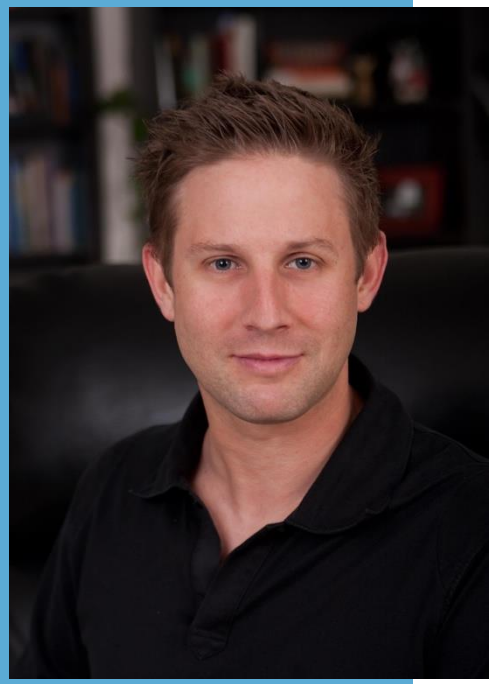
Questions?

Your Expert



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4-Time Award Winning Marketing Services Company

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Thank You

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