How to Win with Email Marketing

The Power of the Inbox

SBC
Small Business Center
Stanly Community College

© Constant Contact 2024

Constant Contact

Let’s take a poll

Why email?
Because it works.

80% of professionals say email marketing drives customer acquisition & retention

For every $1 spent on email marketing, there is a **$36 average (ROI)**

Sources: WBR Digital and emarsys, “Adapting to the pace of omnichannel commerce, Litmus, the ROI of Email Marketing

People read it

99% of people
check their email daily

Mobile devices account for **60%**
of email opens

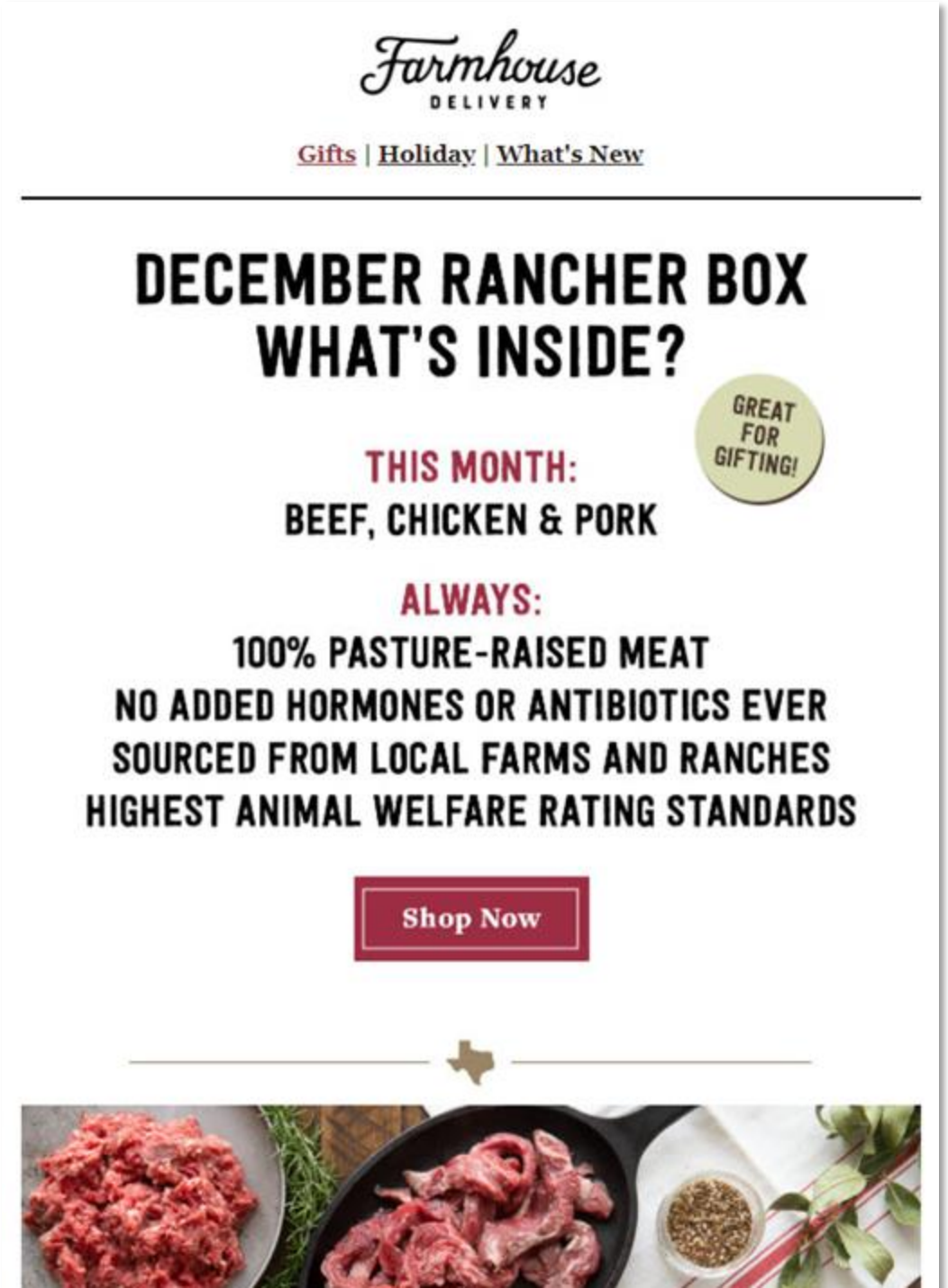
Sources: OptinMonster, 2023, Constant Contact, 2021

It’s reliable

Email gets delivered
97% of the time

(Organic Facebook posts reach
just **2.2%** of fans)

Source/s:: Constant Contact, 2021, Ignite Social Media, 2021



What can it do for *your* business?

Create and increase awareness

"Email marketing is key in delivering our seasonal and evergreen campaign stories to our customers."

- Ansley, Farmhouse Delivery

What can it do for *your* business?

Drive revenue and profit

"As a rule our online sales usually mirror when an email is sent. Emails and sharing information directly result in sales."

Julia Winters, Jewel Ya

What can it do for *your* business?

Boost repeat business

"We announced our new subscription through email and sold out that same day - from just one email."

-Amy, Soluna Garden Farm

You can harness the power of the inbox.
Are you ready?

Here’s what we’ll cover today:

- The reluctant small business owner
- 5 steps to email marketing success
- Ways you can get started

Your Authorized Local Expert

Aaron Wesley Means

CEO

ACTIVATE Business Solutions

aaron@activatebiz.com

Award Winning Marketing Services

ACTIVATE

Aaron Wesley Means

- Marketing
- Web – Design – Branding
- Private Coaching & Training
- Speaking, Seminars, Webinars
- Personalized Marketing Help

Constant Contact
10-YEAR PARTNER

Award Winning Marketing Services:

Constant Contact Solution Provider of the Year: Southeast

"Above and Beyond" Award

Top Trainer Award

Special Offer

Scan Me

SBC Small Business Center
Stanly Community College

Constant Contact

SBC Discount + *Bonus Package*

+ **30% OFF** 3 months & 25-30% OFF forever w/ prepay
+ **FREE** Pro-Designed Branded Email Template
+ **FREE** Private Coaching on Zoom
+ **FREE** Social Media Manager + AI Content Generator
+ **FREE** Integration with your website

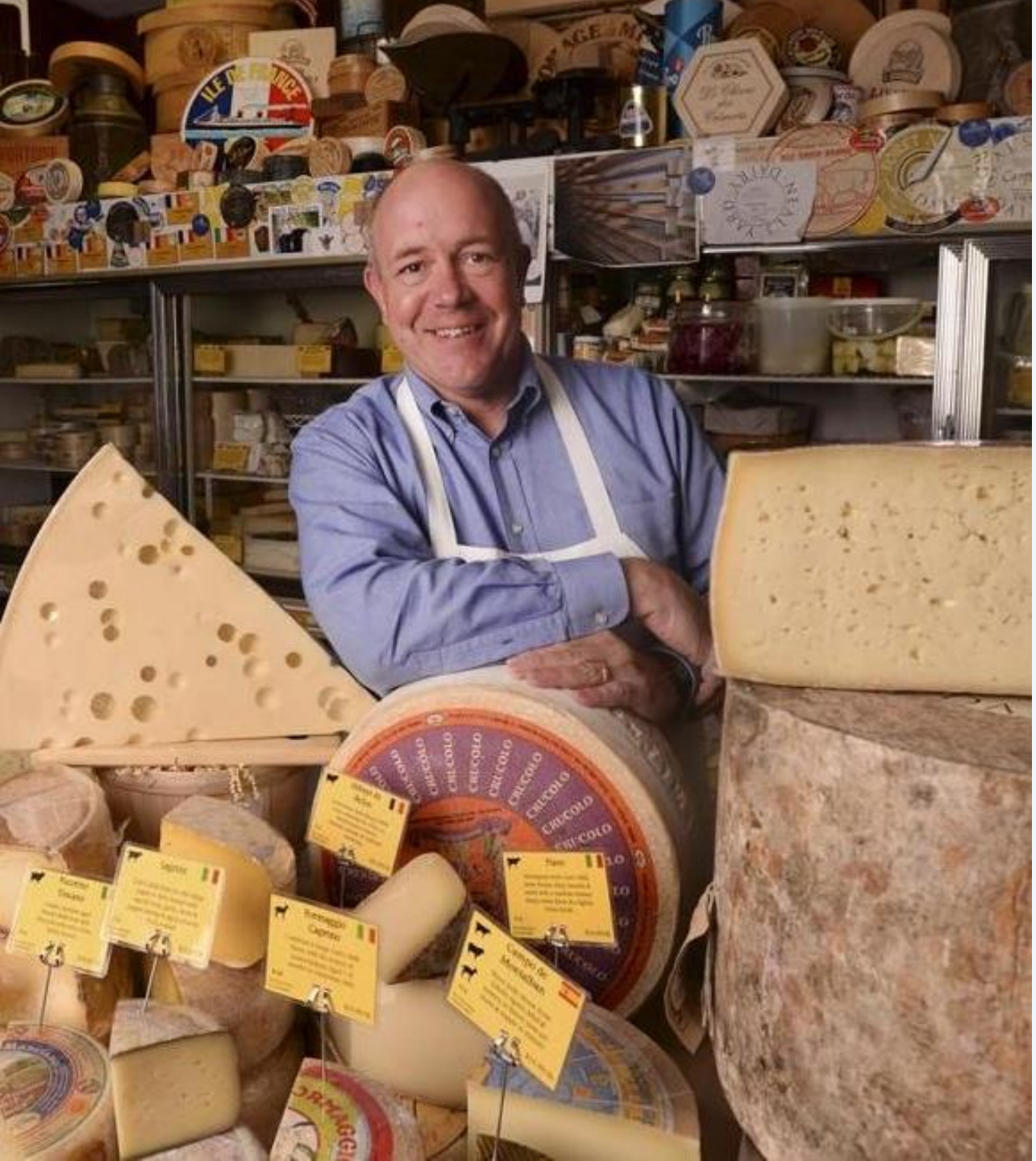
ClaimEventPromo.com

starts at only ~~$12.00~~ $8.40/mo

ACTIVATE

Let’s get started…

- **The reluctant small business owner**
- 5 steps to email marketing success
- Ways you can get started



Meet Peter

“I don’t want to spam to these people, because I get a lot of emails that annoy me.

I want them to hear about my business but I want them to enjoy it.”

A guiding philosophy:

Focus on the people you're trying to reach.

The Concord Cheese Shop Newsletter

What's New for March, 2015

In This Issue

Goat Buttons
Homemade Pâtés & Friday Night Dinner Club
New Chocolates
New Cheese Classes

Email from The Cheese Shop

We have posted sign-up sheets around the shop, and I am honored that so many of you have signed up to hear from The Cheese Shop. If you know anyone that may find it interesting, please feel free to forward it to them. If you do not want to receive future mailings, please accept my deepest apologies for the intrusion into your inbox. Select the "unsubscribe" button, and I will not interrupt you again.

Follow us on twitter

Find us on Facebook

Every day we post the daily lunch specials on Facebook and Twitter. I also post other items of interest, such as wine tastings and new cheese arrivals. I hope you become a fan. If you use Twitter, you can follow us @concordcheese. We continue to gain additional fans on Facebook, and

Dear Peter,

Well that was quite a winter wasn't it? (Shudders) I don't know about you, but record-beating or not, that was one of the most trying winters in memory. I'm grateful to say we only had to close one day and have experienced very little damage so far. Other than a bit of water near our basement door, The Cheese Shop has once again weathered the elements intact and in strong spirits. Despite the trials and travails such a relentless winter presents, I find myself grateful for the moments of connection and community it offers. Whether lamenting sore arms while bagging a baguette or considering the various melting merits of different alpine cheeses, it seems nothing bridges the counter quite like a rough bout (or bouts in our case) of cold and snow. It's been nice to have a quieter day or two to chat more freely with you all. Gratitude for a New England March is a strange sensation indeed, but I'm getting positively giddy as the prospect of longer days and warmer temps. It truly is one of the singular pleasures of calling this part of the country home: inevitably, Nature comes along with something new.

Goat Buttons

And one of the surest signs of Spring's imminent arrival is the return of our beloved goat buttons. Armine makes these little beauties with fresh chevré from local Crystal Brook Farm in Sterling, MA. Ann and Eric Starbard's herd of goats have been unusually barn bound this year due to aforementioned mountains of snow, but the birthing season has begun! Sixty-five kids so far and all moms and babies are doing splendidly. Milking (and thus cheese-making from that milk) is put on hold while these mamas are pregnant, but now that the kids have arrived and are running amok in their newly plowed yard (what awesome parents Ann and Eric are), Crystal Brook's award-winning cheese is back in stock. And may I offer hearty congratulations to The Starbard's for winning Best Cheese Booth at the Boston Beer and Cheese Fest on Feb. 28th. We are so proud and

Email marketing becomes unsuccessful when you don't have a plan.

Up next:

- The reluctant small business owner
- **5 steps to email marketing success**
- Ways you can get started

5 steps to email marketing success

1
Plan for success

2
Design for today's audience

3
Create emails to drive action

4
Measure business impact

5
Grow your list to grow your business

January

New Year's Eve

Inventory clear-out

February

Valentine's Day

March

Saint Patrick's Day

Mom & Pop Business Owners Day

April

Inventory clear-out: Spring Cleaning

Plan for important events/dates for the year

1. Write down major holidays
2. Include events specific to your business
3. Identify lesser known holidays to market for

Constant Contact

Monthly Themes

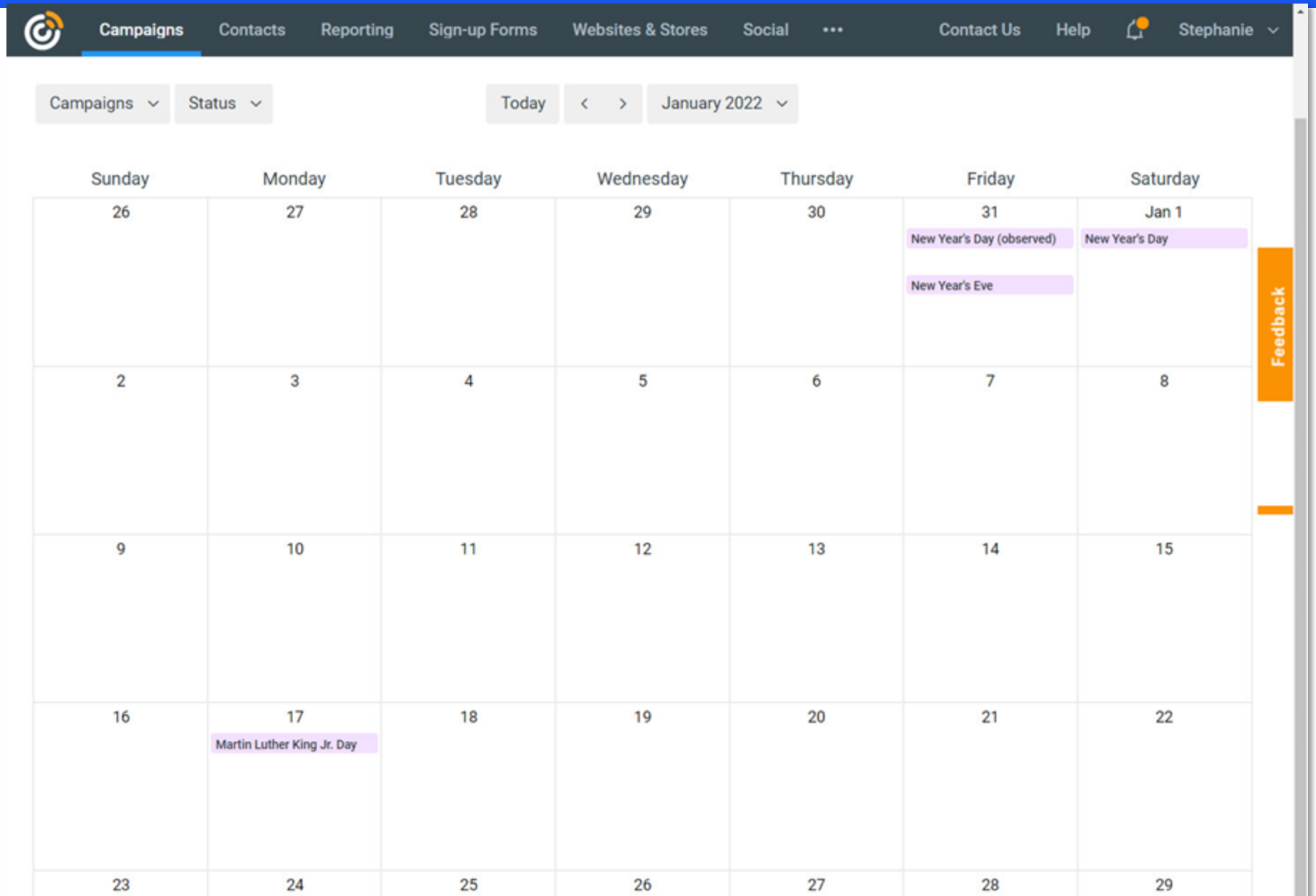
Women's History Month

Notes

03 | 2024 March

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 Mardi Gras	2 Ash Wednesday	3	4	5	6
7	8 International Women's Day	9	10	11	12	13 Daylight Savings (Begins at 2am)
14 Pi Day	15	16 Purim begins at sundown	17 St. Patrick's Day	18	19 Let's Laugh Day	20
21	22	23	24	25	26	27
28	29 National Mom & Pop Business Owners Day	30	31			

Plot what & when to send



Use a 3-email series for time-sensitive promotions/events

Email 1
Announcement

Half Moon
YOGA STUDIO

Spring into fitness!

Buy one get one 50% off!

Spring into health and happiness with our new yoga class packages.

Buy a class package for a friend, receive 50% off a package for yourself!

Buy Now!

Offer ends April 30th at midnight! Limitations apply.

Half Moon Yoga
123 Main Street
Waltham, MA 02451

651-222-2222 | jill@halfmoonyoga.com | halfmoonyoga.com

Email 2
Reminder

Half Moon
YOGA STUDIO

Don't forget, spring into fitness!

Buy one get one 50% off!

Spring into health and happiness with our new yoga class packages.

Buy a class package for a friend, receive 50% off a package for yourself!

Buy Now!

Offer ends April 30th at midnight! Limitations apply.

Half Moon Yoga
123 Main Street
Waltham, MA 02451

651-222-2222 | jill@halfmoonyoga.com | halfmoonyoga.com

Email 3
Last chance

Half Moon
YOGA STUDIO

Don't forget! Offer ends today!

Buy one get one 50% off!

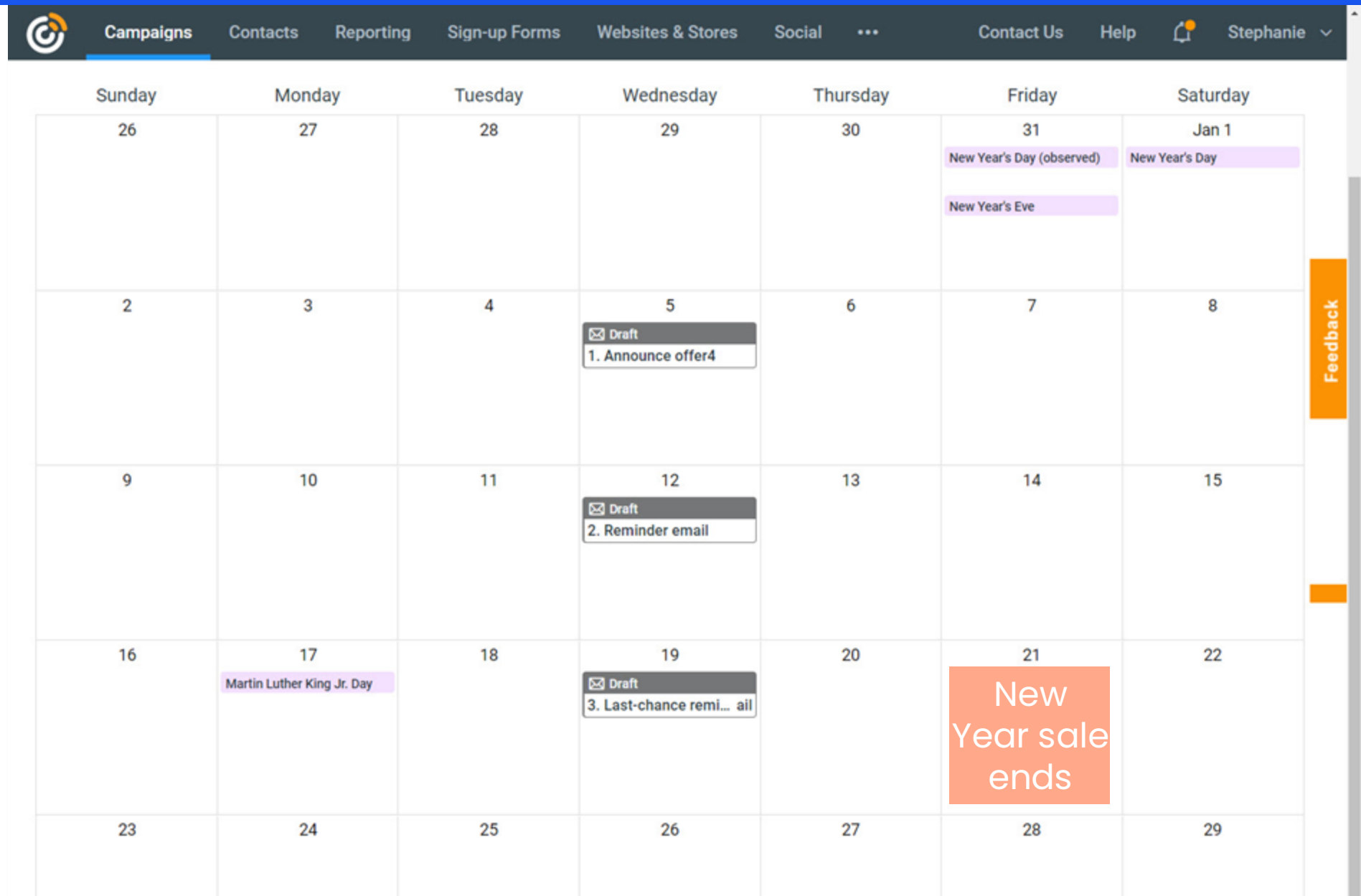
Spring into health and happiness with our new yoga class packages.

Buy a class package for a friend, receive 50% off a package for yourself!

Buy Now!

Offer ends April 30th at midnight! Limitations apply.

Plot what & when to send



5 steps to email marketing success

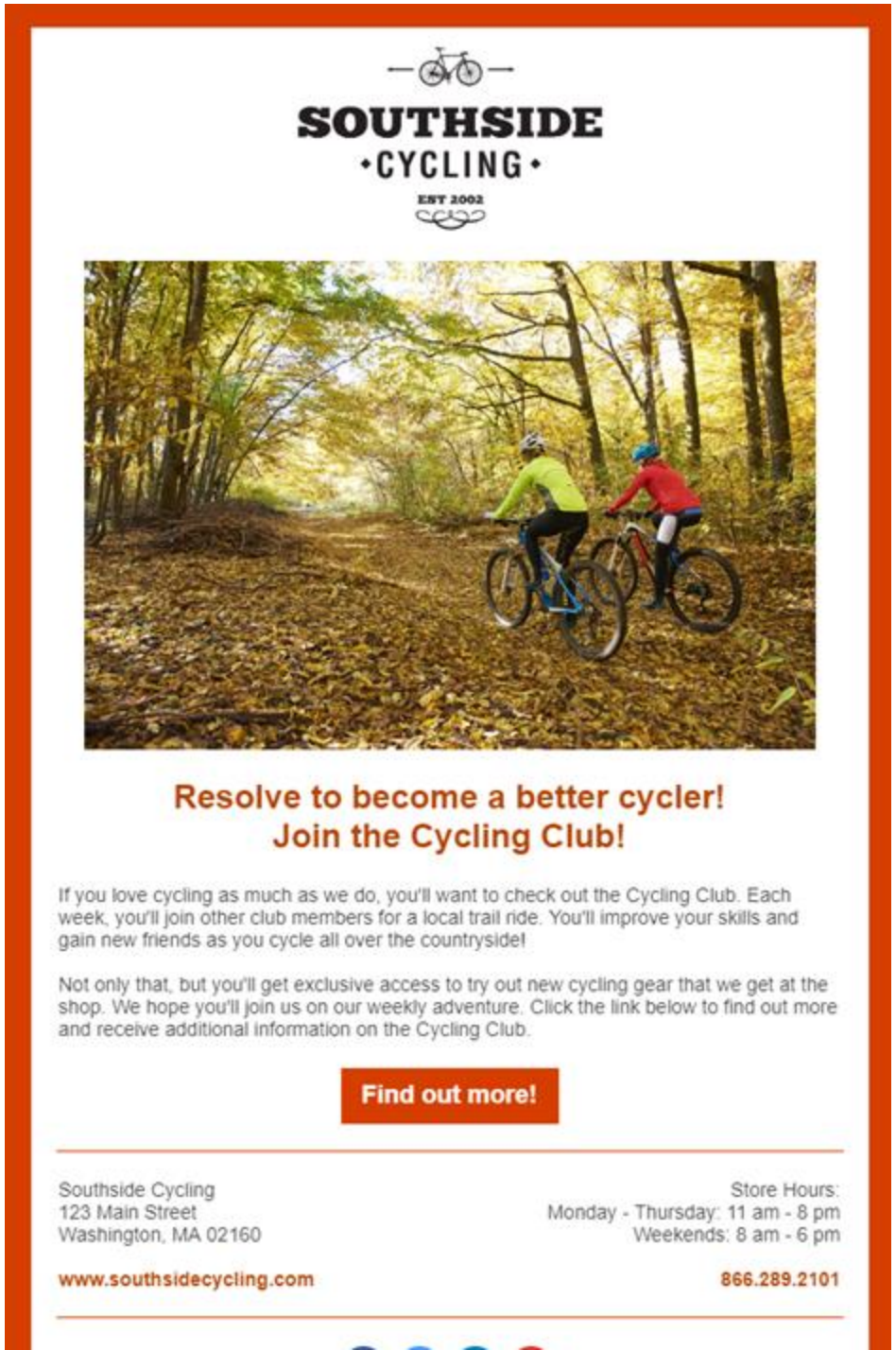
1
Plan for success

2
Design for today's audience

3
Create emails to drive action

4
Measure business impact

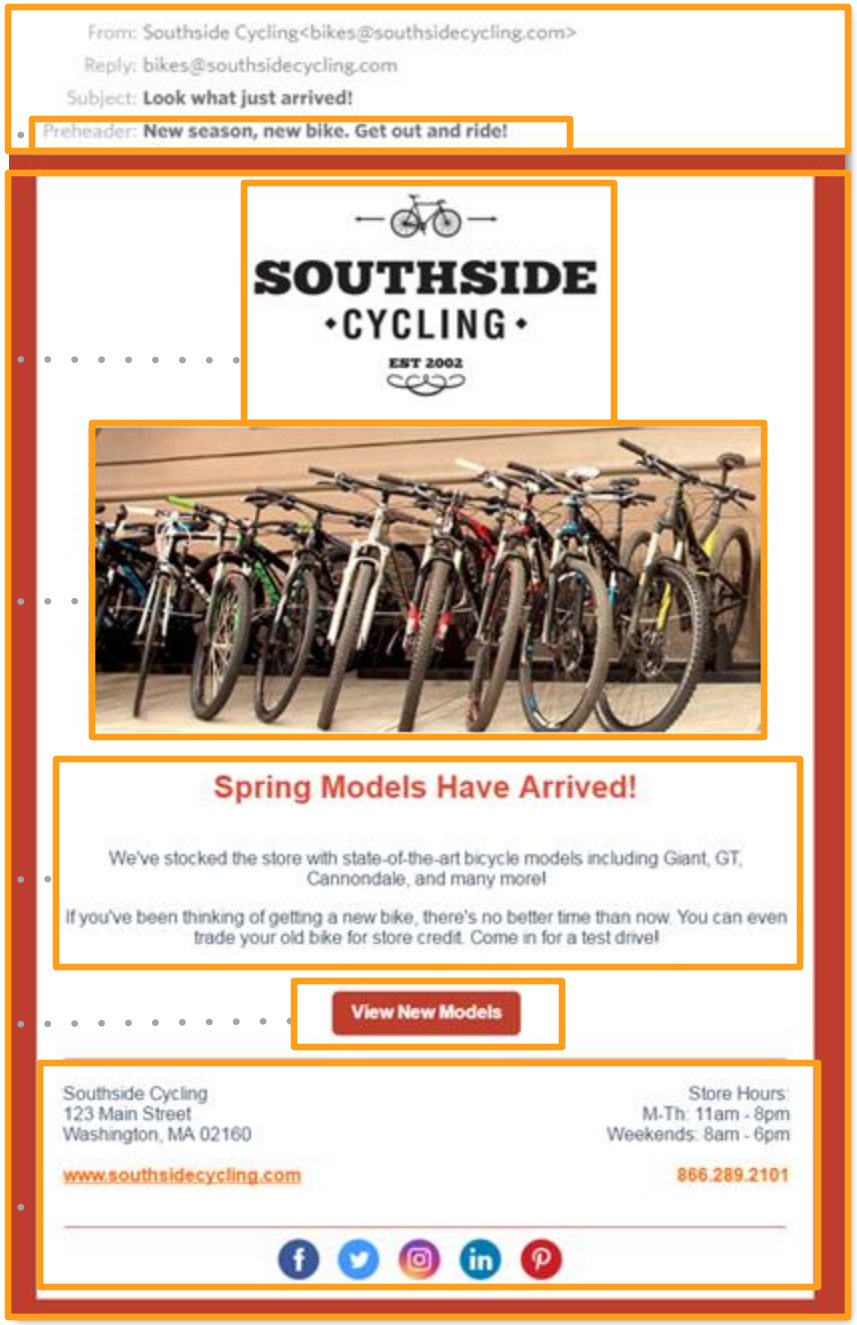
5
Grow your list to grow your business



Email design for today's audiences

7 Elements of Email Design

1. Header
2. Preheader
3. Logo & colors
4. Image
5. Message body
6. Call to action
7. Footer



5 steps to email marketing success

1
Plan for success

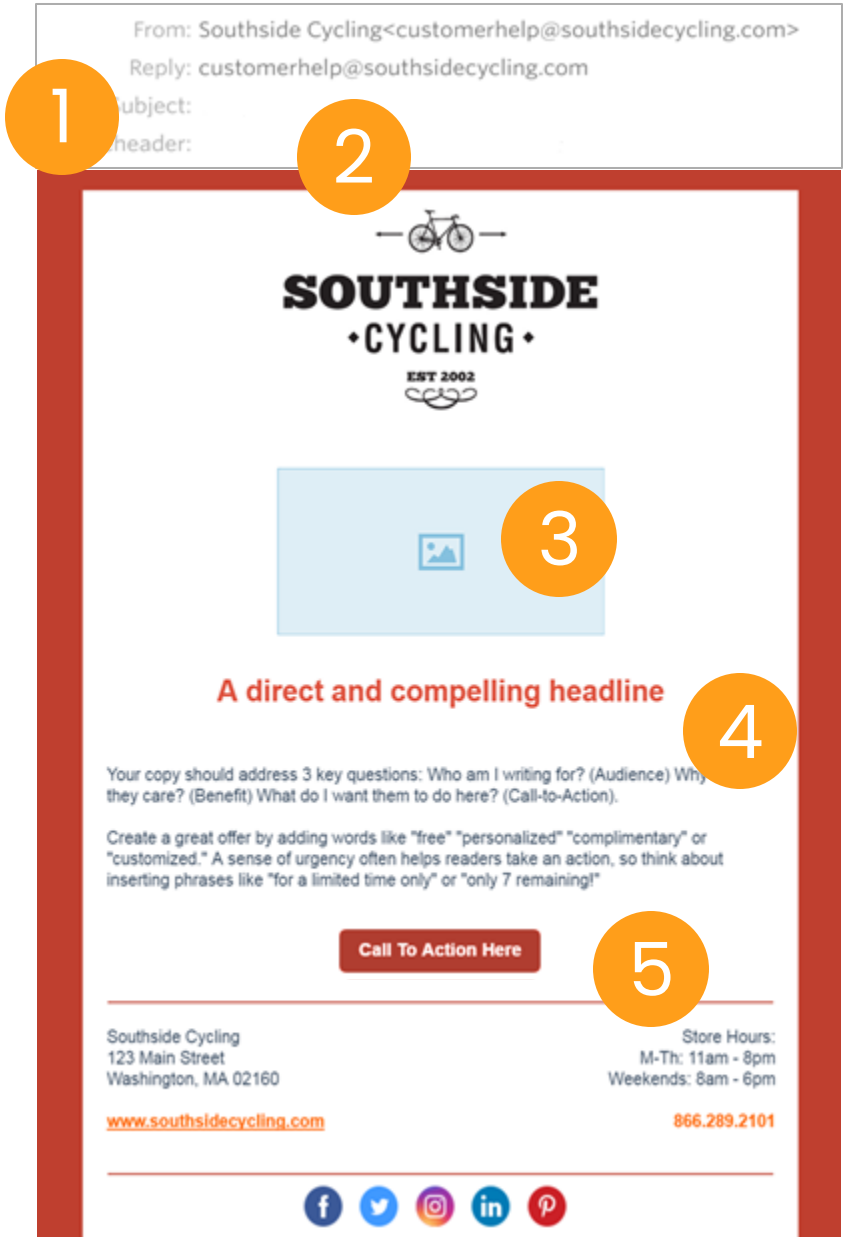
2
Design for today's audience

3
Create emails to drive action

4
Measure business impact

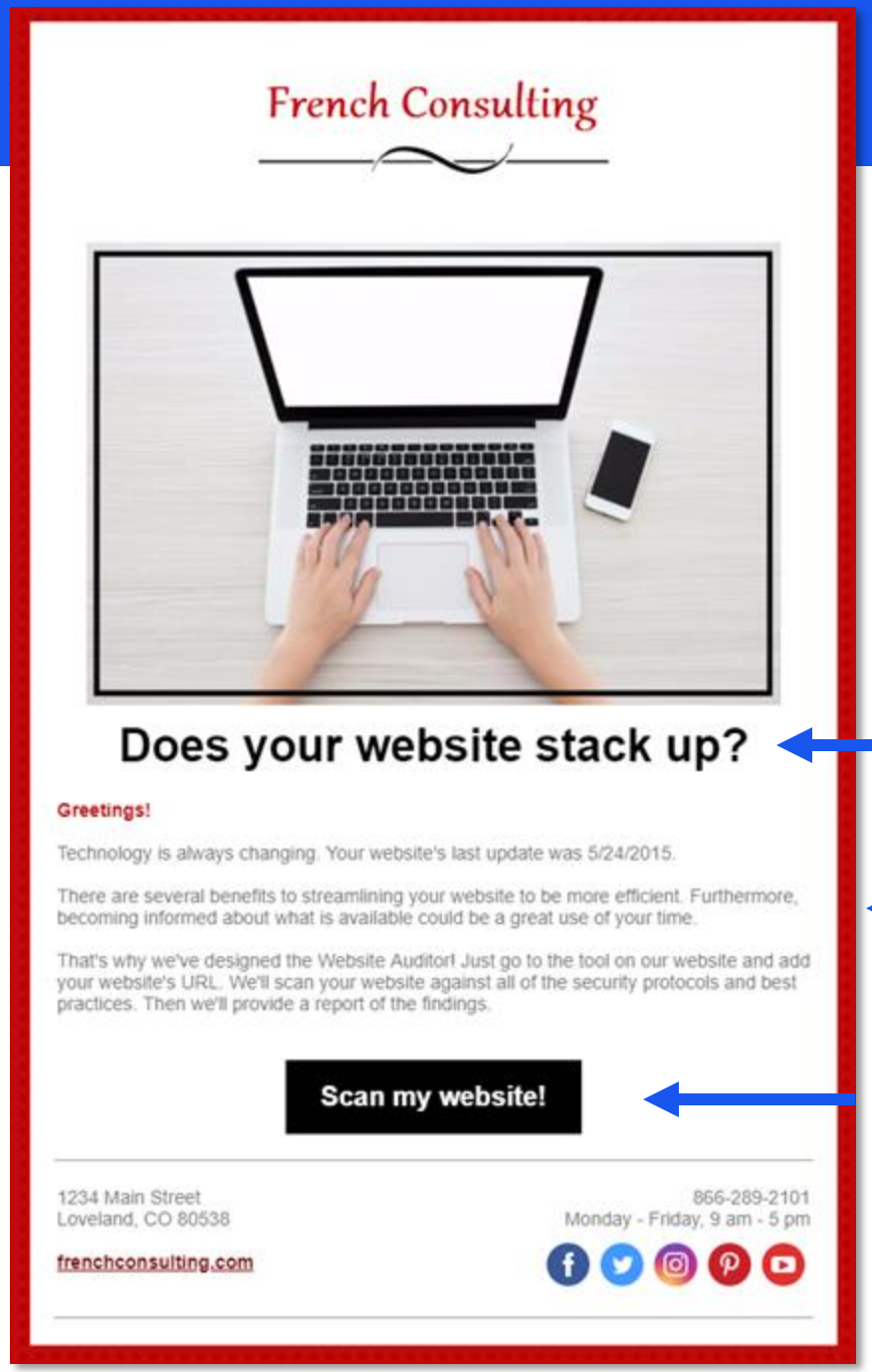
5
Grow your list to grow your business

The email content cluster



1. Subject Line (4-7 words)
2. Preheader Text (6-11 words)
3. Image (Support message)
4. Text (Headline & Body)
5. Call-to-action (Benefit driven)

What to say and how to say it: For profit



Headline:

- What are you offering?

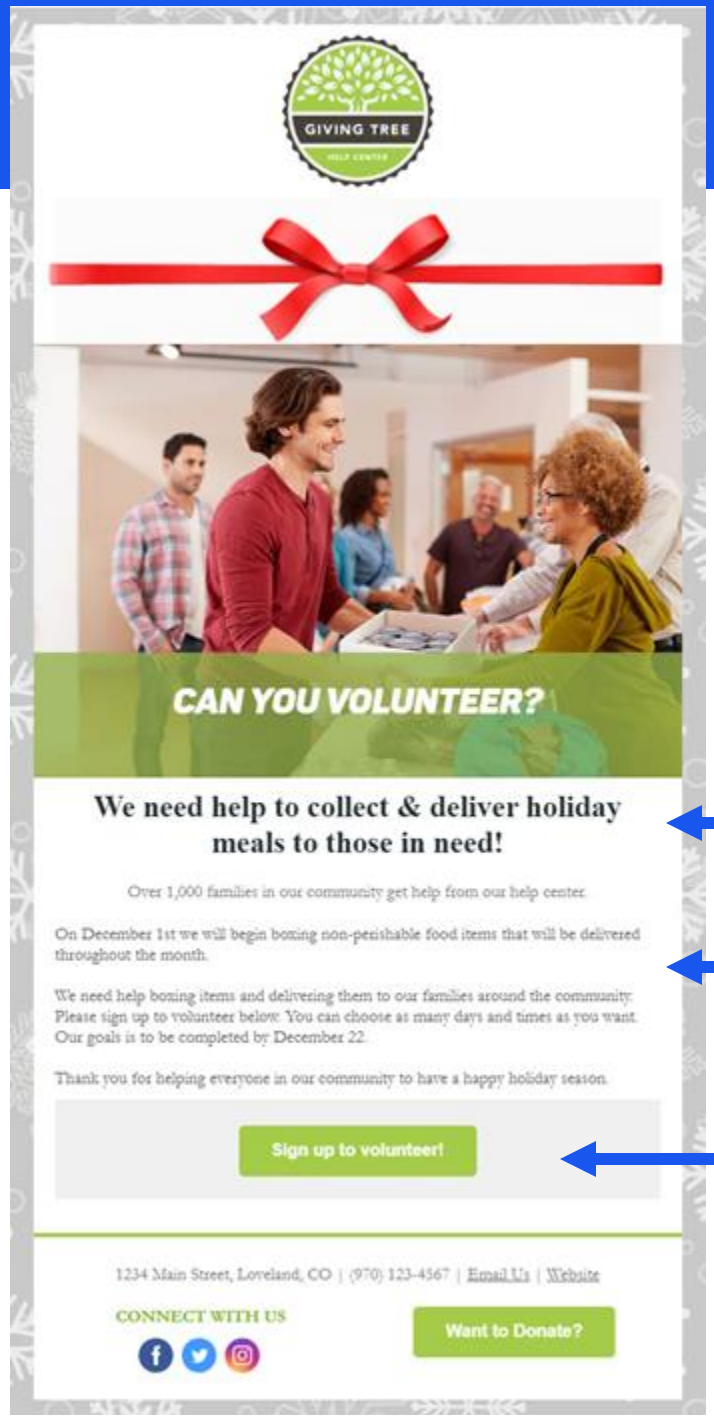
Message body:

- How will it help the reader?

Call to action button:

- What should they do next?

What to say and how to say it: Nonprofit



Headline:

- What are you trying to accomplish?

Message body:

- Why should the reader care?

Call to action button:

- How can the reader get involved?

5 steps to email marketing success

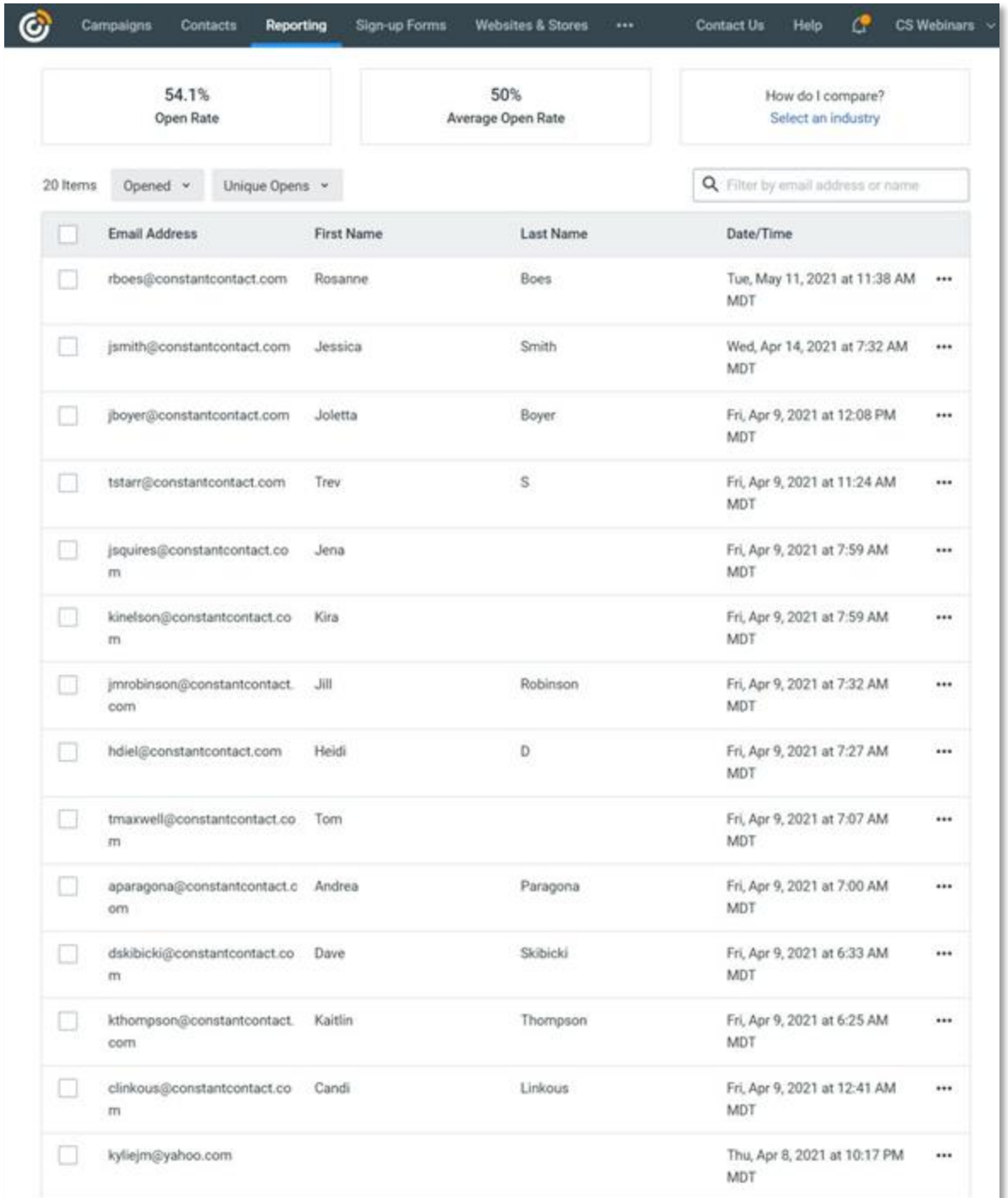
1
Plan for success

2
Design for today's audience

3
Create emails to drive action

4
Measure business impact

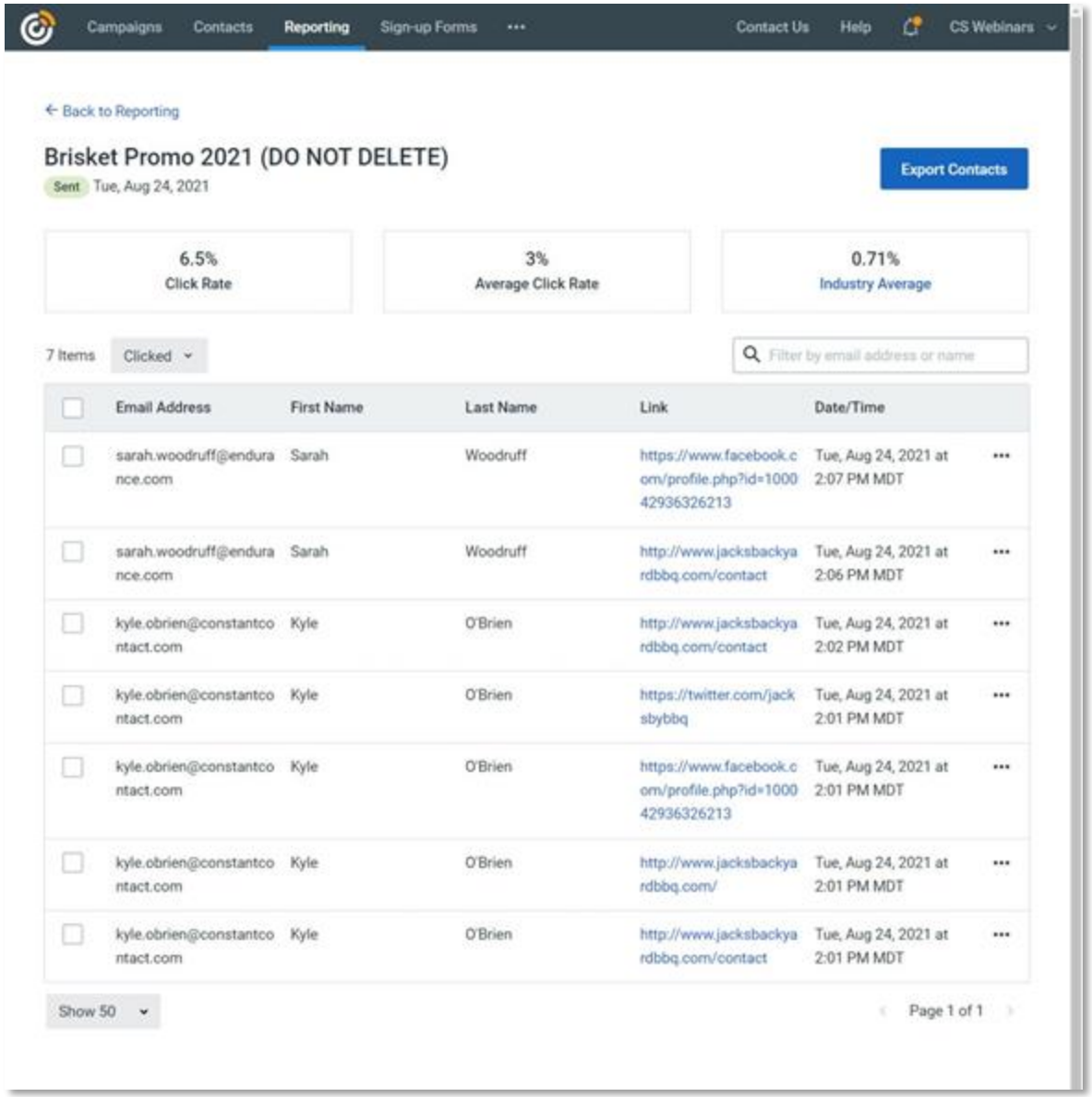
5
Grow your list to grow your business



Opens

- Gauge interest
- Determine best day/time
- **Opens may not be accurate**

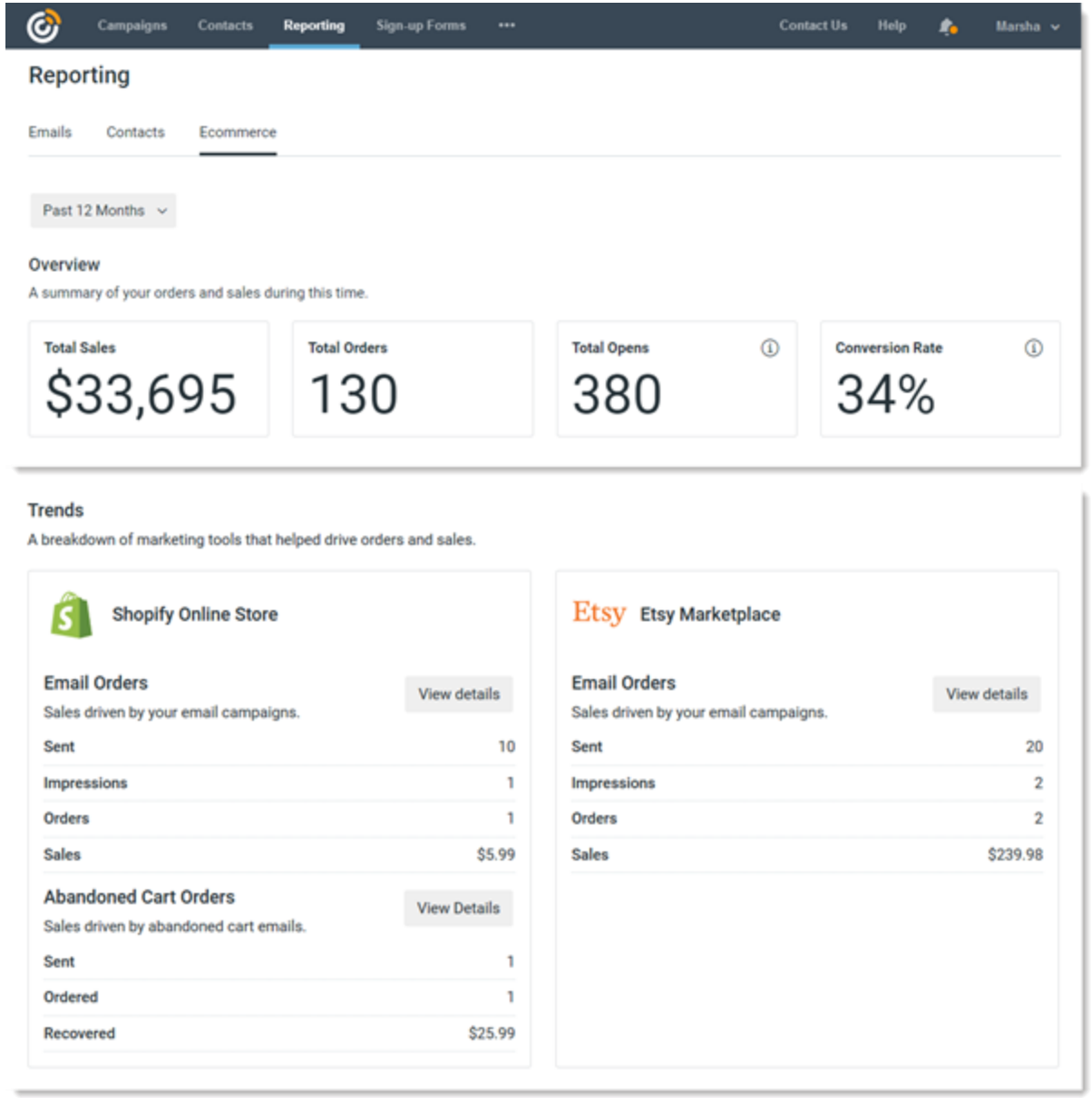
Industry averages: **17 – 32%**



Clicks

- Measure success
- Identify engaged readers

Industry averages: **.5-1.8%**



Go beyond opens & clicks to get a real understanding of your email results

Look at:

- Conversion rate
- List growth rate
- Overall ROI

5 steps to email marketing success

1
Plan for success

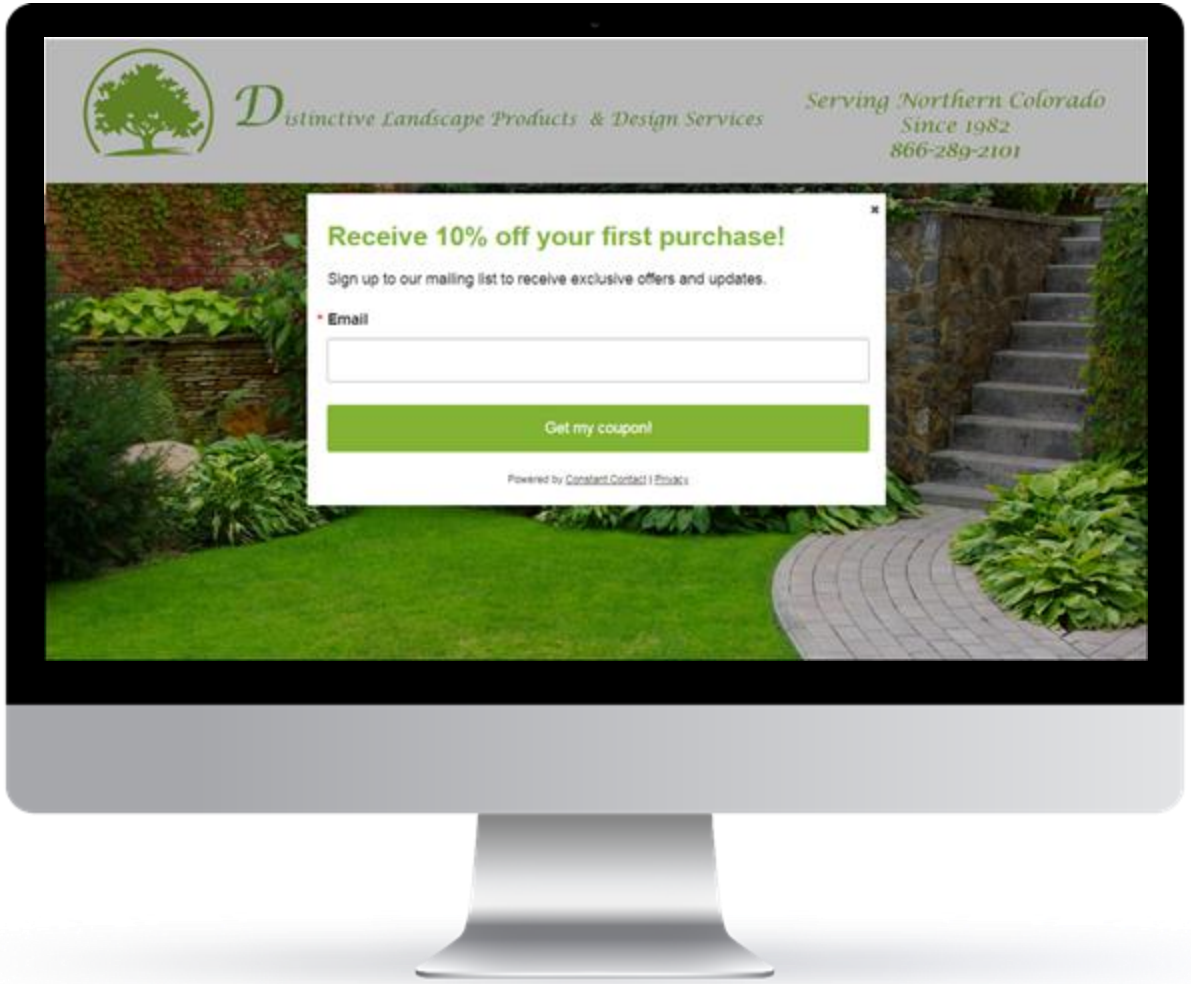
2
Design for today's audience

3
Create emails to drive action

4
Measure business impact

5
Grow your list to grow your business

Ways to grow your email list



- In person
- Print
- Online
- **DON'T buy email lists!**

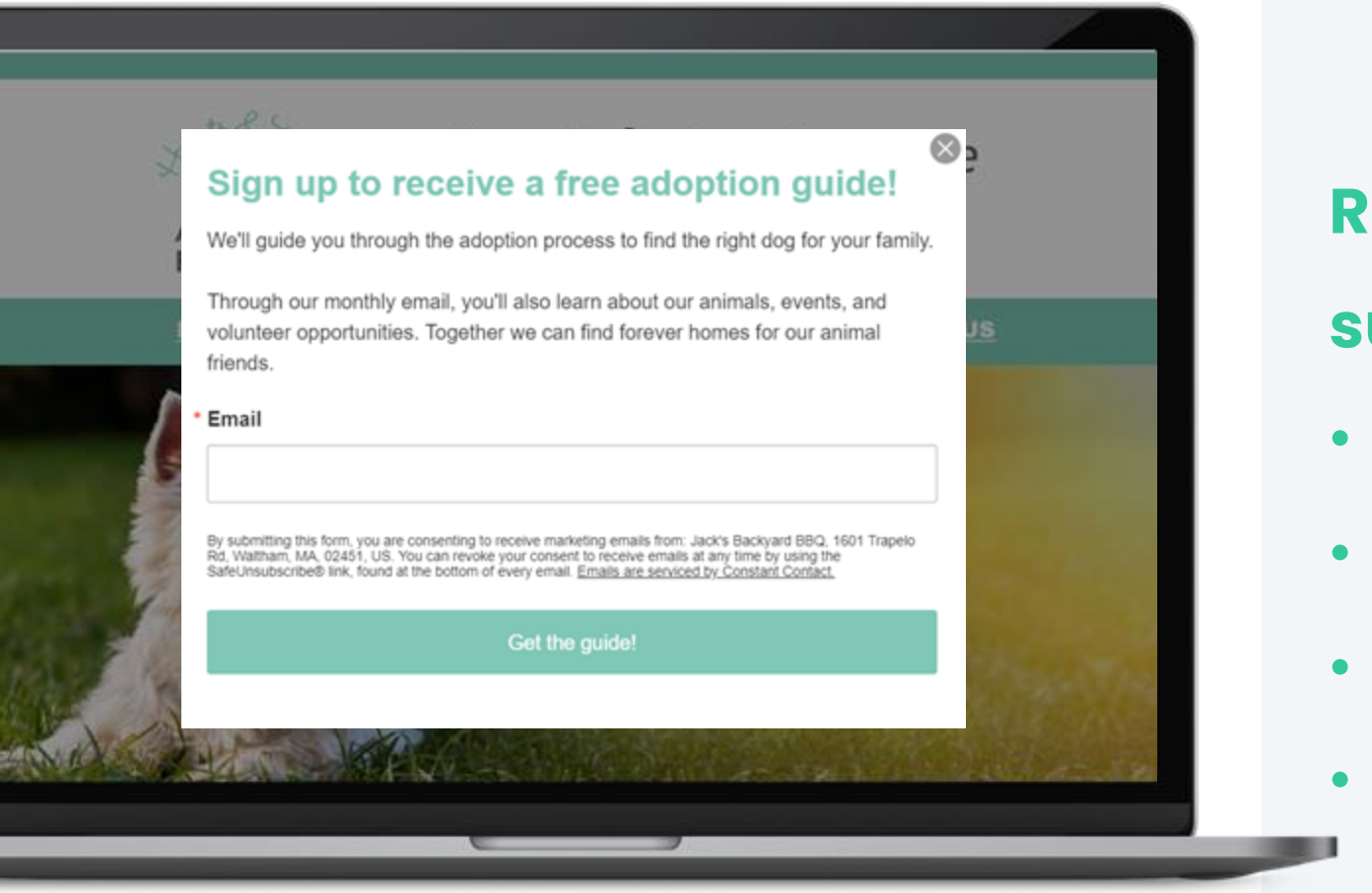
Don’t just ask them to *“join your list”*

3 reasons people subscribe

To receive promotions and discounts

To receive exclusive content

To show continued support for an organization



How to ask for their email

Remove the perceived risk to subscribe:

- Entice them
- Address their objections
- Make it easy
- Set expectations

Remember the 5 steps for successful email marketing:

1. Plan for consistency & success
2. Design for today's audiences
3. Create to encourage action
4. Measure the impact on your business
5. Grow your list to grow your business

The evolution of Peter's email

Before

The Concord Cheese Shop Newsletter

What's New for March, 2015

In This Issue

Goat Buttons
Homemade Pâtés & Friday Night Dinner Club
New Chocolates
New Cheese Classes

Email from The Cheese Shop

We have posted sign-up sheets around the shop, and I am honored that so many of you have signed up to hear from The Cheese Shop. If you know anyone that may find it interesting, please feel free to forward it to them. If you do not want to receive future mailings, please accept my deepest apologies for the intrusion into your inbox. Select the "unsubscribe" button, and I will not interrupt you again.

Follow us on twitter

Find us on Facebook

Every day we post the daily lunch specials on Facebook and Twitter. I also post other items of interest, such as wine tastings and new cheese arrivals. I hope you become a fan. If you use Twitter, you can follow us @concordcheese. We continue to gain additional fans on Facebook, and followers on Twitter, and hope to add you to the club. Please join us and stay up to

Dear Peter,

Well that was quite a winter wasn't it? (Shudders) I don't know about you, but record-beating or not, that was one of the most trying winters in memory. I'm grateful to say we only had to close one day and have experienced very little damage so far. Other than a bit of water near our basement door, The Cheese Shop has once again weathered the elements intact and in strong spirits. Despite the trials and travails such a relentless winter presents, I find myself grateful for the moments of connection and community it offers. Whether lamenting sore arms while bagging a baguette or considering the various melting merits of different alpine cheeses, it seems nothing bridges the counter quite like a rough bout (or bouts in our case) of cold and snow. It's been nice to have a quieter day or two to chat more freely with you all. Gratitude for a New England March is a strange sensation indeed, but I'm getting positively giddy as the prospect of longer days and warmer temps. It truly is one of the singular pleasures of calling this part of the country home: inevitably, Nature comes along with something new.

Goat Buttons

And one of the surest signs of Spring's imminent arrival is the return of our beloved goat buttons. Armine makes these little beauties with fresh chevré from local Crystal Brook Farm in Sterling, MA. Ann and Eric Starbard's herd of goats have been unusually barn bound this year due to aforementioned mountains of snow, but the birthing season has begun! Sixty-five kids so far and all moms and babies are doing splendidly. Milking (and thus cheese-making from that milk) is put on hold while these mamas are pregnant, but now that the kids have arrived and are running amok in their newly plowed yard (what awesome parents Ann and Eric are), Crystal Brook's award-winning cheese is back in stock. And may I offer hearty congratulations to The Starbard's for winning Best Cheese Booth at the Boston Beer and Cheese Fest on Feb. 28th. We are so proud and grateful to be connected to such a fabulous enterprise.

After

Join our Cheese Lovers Club and discover something new every month!

NEW from The Cheese Shop: Monthly Cheese Lovers Club

Curious about new cheeses? Looking for a gift for a special food lover?

Then join The Club!

The Cheese Shop's new Monthly Cheese Lovers Club will feature our selections of three cheeses and accompaniments that reflect the character of a particular season, region, or set of flavor profiles. Club packages will be available for local pickup at The Cheese Shop or shipment anywhere in the continental U.S. on the second Friday of each month. Every package will include approximately 1 1/2 pounds of cheese, artisan crackers, and an accompaniment from our selection of gourmet foods, with notes about the cheeses and pairing suggestions. Monthly selections may include themes such as A Taste of Massachusetts, A Tour of Normandy, Traditional Cheeses of Europe, and more!

Available in 3, 6 and 12 month subscriptions, with inaugural shipments in March, 2016. Prices start at $225 for a 3-month local subscription.

Call or visit The Cheese Shop to join today! Orders placed by the end of February will receive our first monthly selection with a special gift on Friday, March 11.

The Cheese Shop of Concord, 29 Walden Street, Concord, Mass 01742
(978) 369-5778 www.concordcheeseshop.com

Open 10:00 am - 5:30 pm, Tuesday through Friday
9:00 am - 5:30 pm on Saturday

Take it to the next level – 3 stages of email marketing

Where you start

Learn what works with basic emails

Take the next step

Send more relevant messages to get better results (Segment your list)

Optimize your email marketing

Use data to further segment, treat contacts as individuals

Get big marketing results
for your business.

Sign up today!

ClaimEventPromo.com

Let’s see it in action!

Special Offer

Scan Me

SBC Small Business Center
Stanly Community College

Constant Contact

SBC Discount + *Bonus Package*

+ **30% OFF** 3 months & 25-30% OFF forever w/ prepay
+ **FREE** Pro-Designed Branded Email Template
+ **FREE** Private Coaching on Zoom
+ **FREE** Social Media Manager + AI Content Generator
+ **FREE** Integration with your website

ClaimEventPromo.com

starts at only ~~$12.00~~ $8.40/mo

ACTIVATE

ACTIVATE

Aaron Wesley Means

- Marketing
- Web – Design – Branding
- Private Coaching & Training
- Speaking, Seminars, Webinars
- Personalized Marketing Help

Constant Contact
10-YEAR PARTNER

Award Winning Marketing Services:

Constant Contact Solution Provider of the Year: Southeast

"Above and Beyond" Award

Top Trainer Award

Questions?