



BETTER EMAIL MARKETING: HOW TO STAND OUT IN CLUTTERED INBOXES

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Account Executive
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HOUSEKEEPING

- Use the Q&A button to ask questions at any time during the presentation
- If you have any technical difficulties, send a message in the Q&A area or call 800.553.8878
- The presentation slides and recording will be available after the webinar

UPCOMING WEBINARS

“How a Call-to-Action Strategy Can Improve your Marketing ROI”

Tuesday, June 30th at 12:30 PM CDT

Presented by Mariah Obiedzinski

Register at www.stamats.com/webinars

ABOUT THE PRESENTER



Cory Cozad

Account Executive
Stamats

Experience

10+ years of digital marketing experience in education, healthcare, B2B, and online retail

Education

- BA, University of Iowa
- MBA, St. Ambrose University

Interests & Hobbies

- All areas of digital marketing
- Raising two amazing little girls
- Pop culture and fantasy baseball

Contact Info

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WEBINAR OVERVIEW

We are exposed to a staggering 4,000-10,000 ads daily + nearly 60 billion junk emails are sent each day!

Today we will learn how to cut through that noise and reach audiences to increase performance and drive results with email.

This webinar will cover the following:

- Design & Content
- Relevance & Frequency
- Analytics & Optimizations
- Integrating with Digital Marketing
- And more!



EMAIL MARKETING IS OVER?
NOPE. IT'S BIGGER THAN EVER!

EMAIL MARKETING

Why Email Matters

ADULTS USING EMAIL (US)

92%

ADULTS USING EMAIL DAILY

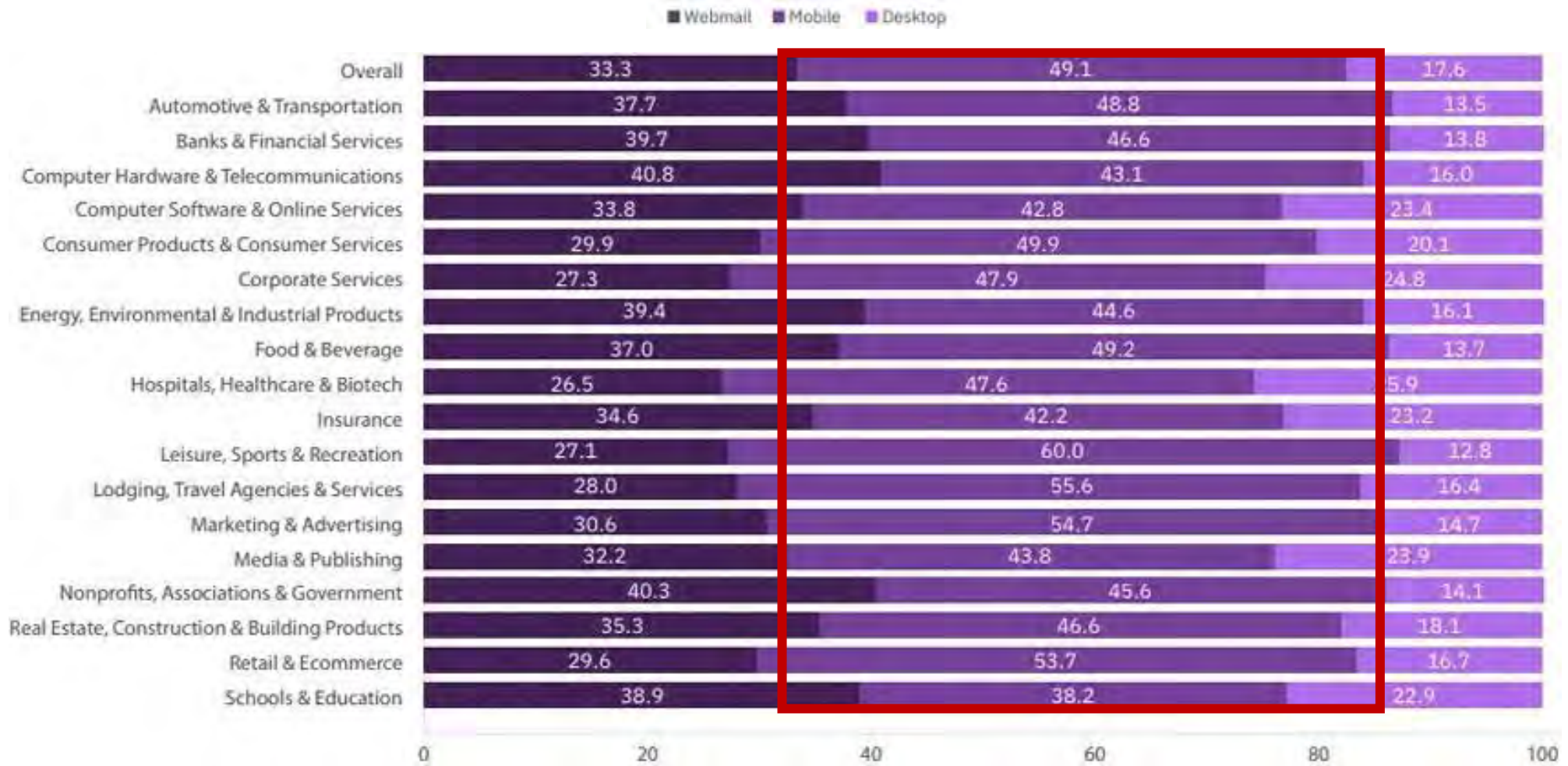
61%

Source: Pew Research

	2019	2020	2021
Worldwide Email Users	3.9B	4.0B	4.1B
% Growth	3%	3%	3%
Worldwide Emails Sent/Received Per Day	293.6B	306.4B	319.6B
% Growth	4.4%	4.4%	4.3%

Source: Radicati Email Statistics Report, 2018-2022

CLIENT/DEVICE USAGE BY INDUSTRY %



Source: IBM Watson Marketing Benchmark Report, 2018



TOP ESPS OVERALL

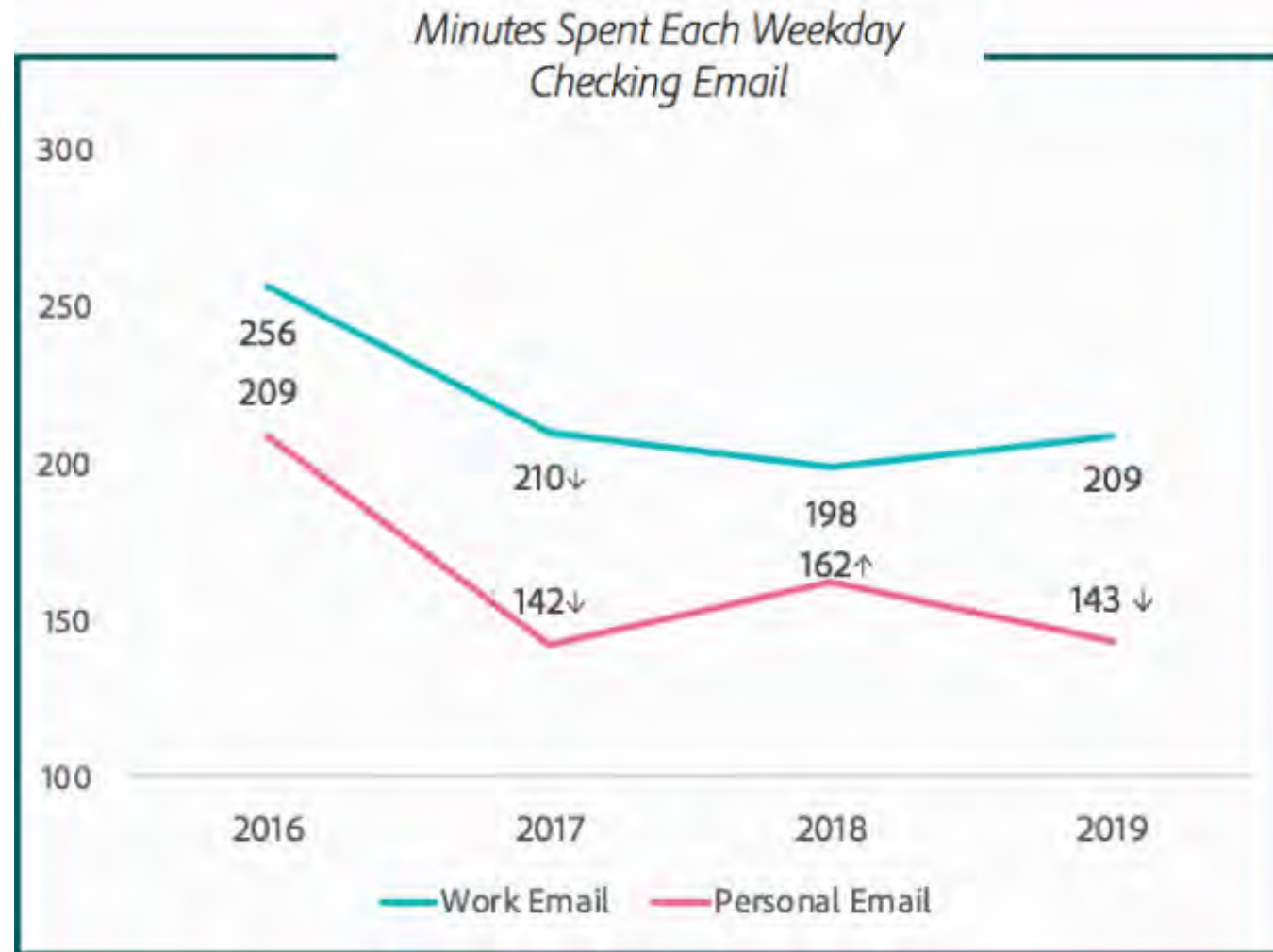
Source: Litmus State of Email Service Providers, 2019

EMAIL MARKETING

Pre-Pandemic Conditions

Consumers say they spend a lot of time checking email: 3+ hours on work email and 2+ hours on personal email

- Work emails are opened more frequently than personal emails (80% vs 57%)
- Only 25% of email offers from brands are interesting or compelling enough to open
- Frequency of email communications is the leading annoyance, followed by:
 - Incorrect marketing data about the recipient
 - Offers to buy an already-purchased product
 - Poorly written or wordy messages
 - Recommendations that don't match up to a recipient's interests

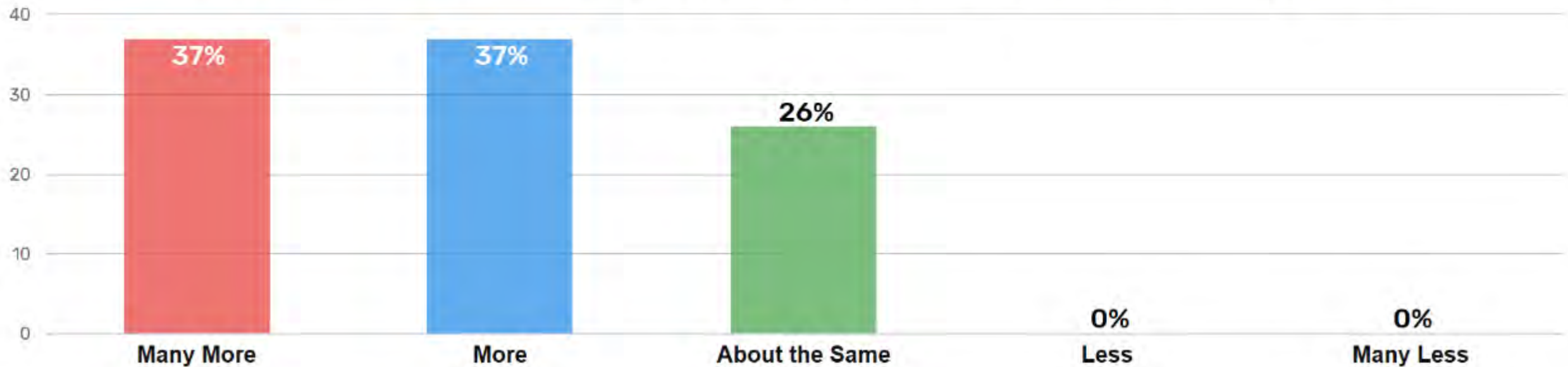


Source: Adobe Email Usage Study, 2019

EMAIL MARKETING

Current Pandemic Conditions

Since the pandemic, have you received more or less marketing email?

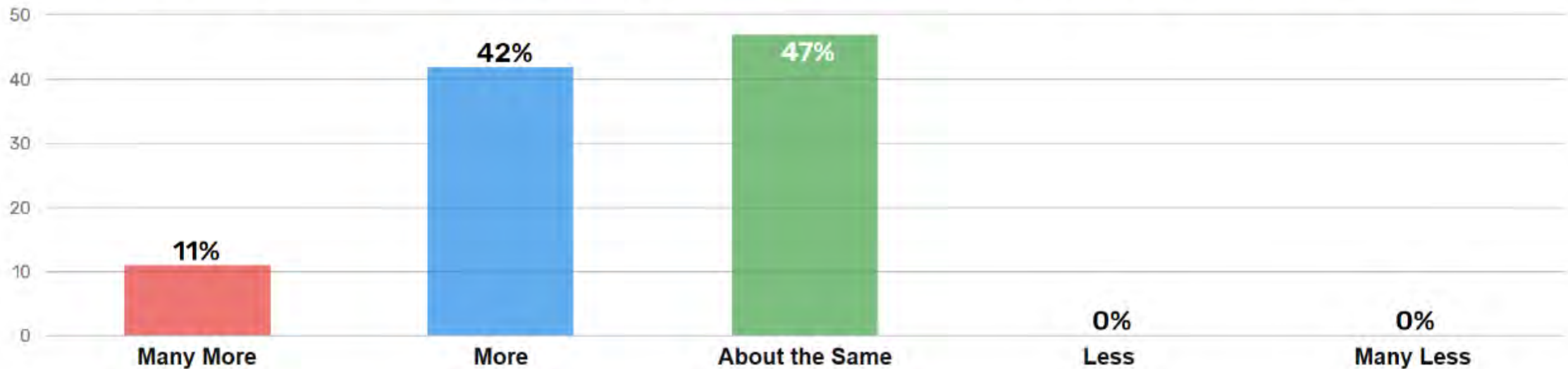


Source: Live polling conducted during Better Email Marketing: How to Stand Out in Cluttered Inboxes webinar, June 2020

EMAIL MARKETING

Current Pandemic Conditions

Since the pandemic, has your organization sent more or less marketing email?



Source: Live polling conducted during Better Email Marketing: How to Stand Out in Cluttered Inboxes webinar, June 2020

GREAT MESSAGE

BUT FOR WHOM?
WILL THEY SEE IT?



BE SEEN + HEARD

BY THE RIGHT PERSON

WITH THE RIGHT CONTENT

AT THE RIGHT TIME.

“

JOHN ANDERTON! YOU COULD USE
A GUINNESS RIGHT ABOUT NOW



ACHIEVING SUCCESS

Creating an Email Marketing Checklist



PRE-SEND

- Define audience & set list
- User journey & conversion strategy
- Review baseline metrics
- Outline goals & KPIs
- Create content
- Develop email
- Setup analytics & tracking
- Test email



POST-SEND

- Create digital dashboard
- Monitor & report performance
- Compare performance
- Identify growth opportunities
- Share feedback with stakeholders for implementation



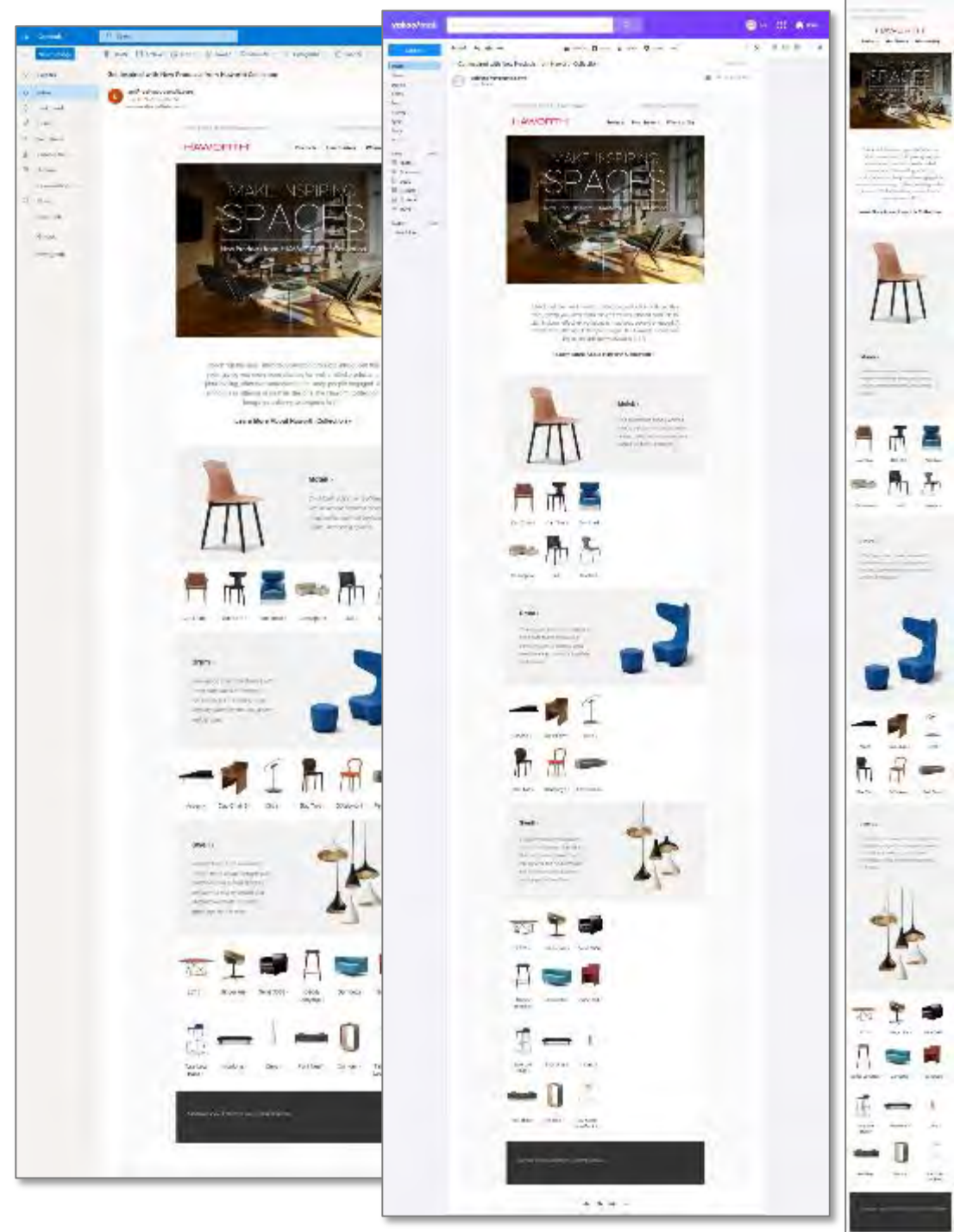
ONGOING

- Maintain email marketing calendar & promotional plan
- Monitor sender score
- Keep up with latest trends
- Create new content & assets
- Refine & test landing pages
- Refine & test email templates
- Audit email programs
- Integration with comprehensive digital strategy

TOP REASONS EMAILS
DON'T GET CLICKED:
VOLUME, RELEVANCE, DESIGN

EMAIL TEMPLATES

- Emails must be responsive and look great on every device and every platform
 - If an email displays poorly, no matter how good the content is, it's likely to be deleted in under 3 seconds
 - As many as 15% of users will even unsubscribe, instead of delete
 - Use tools available from Litmus.com and others to verify emails render well in multiple platforms and on a variety of devices





That's All Folks!

Thank you for making Litmus Live Boston one of the best email marketing conferences ever! Carry on the Litmus Live feeling by sharing your top takeaways from the conference on the #LitmusLive hashtag—we can't wait to see them.

We'll send out recordings and slides in a few weeks. Keep your eyes on your inbox—all attendees will receive an email when the slides are ready for download.

Sessions Survey

Tell us what you thought about the sessions you attended at Litmus Live Boston and help us build an even better Litmus Live 2020.

[Submit your feedback](#)

Interested in speaking at Litmus Live 2020? Reply to this email and we'll let you know as soon as speaker proposals open for next year.



675 Massachusetts Ave.
Cambridge, MA 02139, USA
[View on Map](#)

You're receiving this email because you registered for Litmus Live Boston 2019. If you'd prefer not to receive updates, you can [manage your preferences](#).

THANK YOU



Looking back at 2019

This year was full of growth and a whole lot of securely stored digital items. Before diving into the excitement of 2020, let's take a look back on all we accomplished together in 2019.

It was a busy year of creating and saving strong, secure passwords; in 2019 alone, there were:



7.2 B
site logins
via autofill



260 M
sites added
to Vaults



72 M
passwords
generated

LastPass can protect much more than just passwords. In 2019, we released an [updated interface](#) making it easier to save, store, and secure:



18 types

of item categories such as addresses, insurance cards, passports, and more to save in your Vault.

And you shared a ton of these with your friends and family:

501,194

shared folders created as you securely shared millions of items individually & via folders!



YEAR-END REVIEW

Checklist

Believe it or not, CJU19 is less than a week away—there's an interactive checklist of things to keep in mind as you prepare for the event and the Santa Barbara climate.

Know Before You Go

75°F
Wed - Fri

60°F
Aug - Oct

6-8 B Sun
Breeze

7-11 AM
Sunset

Business Cards

Bring a big stack—with a 1,000+ attendees, there will be a whole lot of networking going on.

Comfortable Shoes

You're going to put in some miles; your feet will thank you. And don't forget those flip-flops.

Impressive Dress

Turn it up to 11 for the Cocktail Hour & 1/2 and the CJ Excellence Awards Dinner.

Some Long Sleeves

Grab something warm. Session and conference rooms can get chilly and it cools down at night.

Download the App →

Put the CJ Universe in your pocket—it's an essential tool to help you make the most of CJU.

A Smile for the Camera

CJU is always well documented by photographers, videographers, and our social media squad.

Thank you to our CJU19 Diamond Sponsor!



CJU19

EVENT CHECKLIST

A month of milestones.

Goodbye 20s,
HELLO 30 MILLION
publications!

Thank you for helping us reach this age-anniversary milestone.



At Issuu, we love hitting milestones, especially when they're as huge as this one. Can you believe 30 million publications have been uploaded to Issuu? We can't thank our publishers and readers enough for helping us get here.

Relive the moment we reached 30 million [here](#).

Your Red-hot Summer Reading List



As temperatures rise, we thought you might appreciate a few publications that are currently red-hot on Issuu. Whether you hit the backyard or the beach, bring one or more of these six publications along for a perfect day of warm-weather reading.

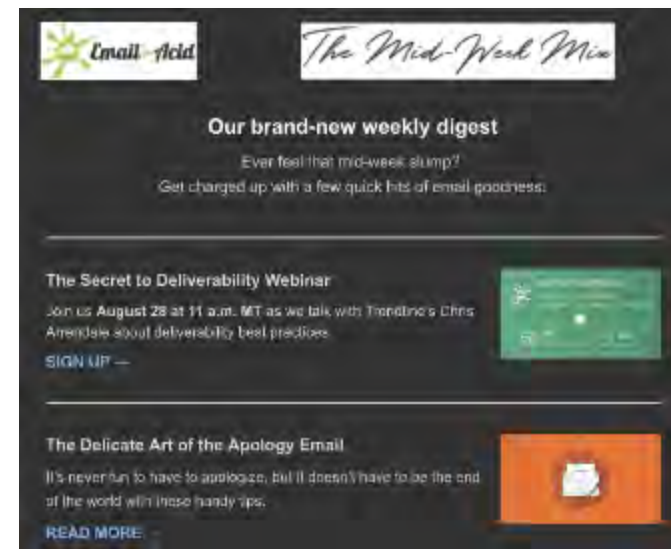
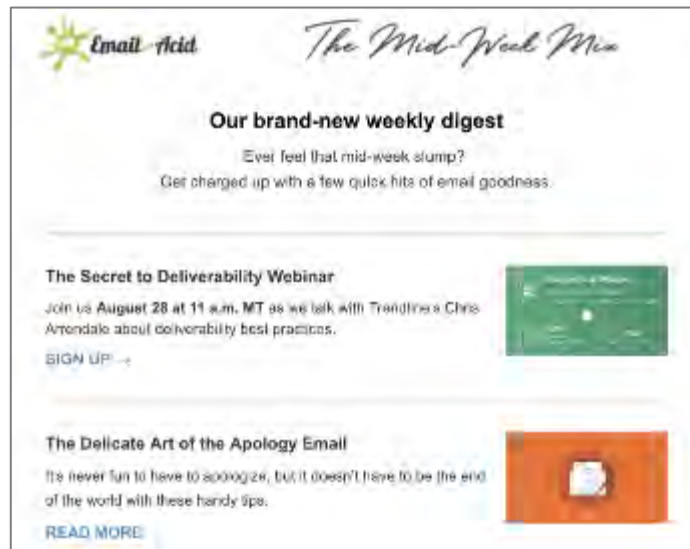
Niche | NKO | The Local Mallbu
LA Canvas | Bazaar | Foodie

[MORE HOT PICKS](#)

CELEBRATION

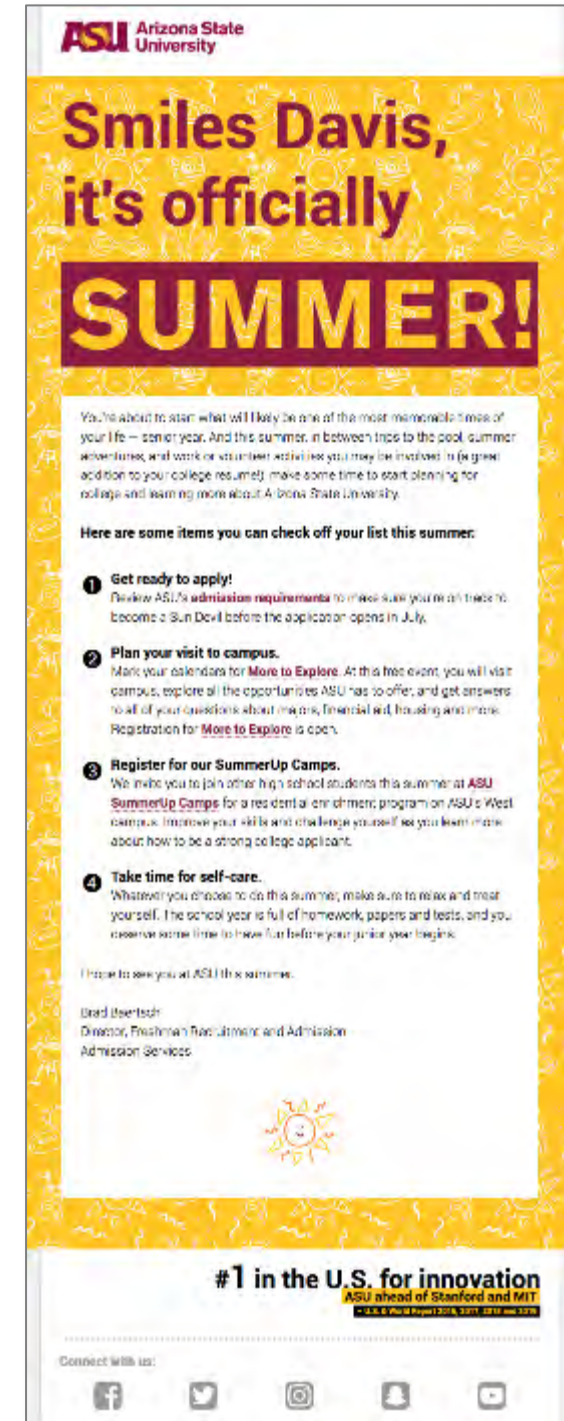
EMAIL IS EVOLVING: DARK MODE

- More email clients are offering a “Dark Mode” accessibility setting to improve readability, especially at nighttime
 - Shifts the interface’s color palette to display content in high contrast using dark background colors, light-colored typography, UI elements and iconography
 - Minimizes blue light and enhances readability to reduce eye strain
 - Available on Gmail, Outlook, Apple Mail + others on the way
 - Email clients offer default Dark Mode color schemes, but you can now apply your own via CSS



EMAIL DESIGN & CONTENT

- Give emails a consistent voice and style
- Use headings and subheadings to break up content and make it easier to scan
 - Provide enough information to get the recipient to click on the main CTA
- Balance text content with images
 - For maximum deliverability, try 60% text + 40% images
 - Don't make emails too big → [Message clipped] [View entire message](#)
- Only use one or two different fonts
 - Use sans serif fonts for body text; either sans serif or serif fonts works for headers and subheads
 - Size body copy fonts at 14- to 16-point, headline fonts at 22- to 24-point
- Personalize emails with dynamic content, CRM data, and relevant, well-written content
 - Location, interests, pages visited, past engagement, past purchases, etc.





WHAT INSPIRES YOU?

SHARE YOUR INTERESTS WITH US.

We're glad you've joined us on this exciting journey and we look forward to getting to know you a little better. It's our goal to get your inbox experience right, sending you emails tied to your interests.

Click on the images below to let us know what topics inspire and interest you.

Interested in a variety of things? Click on them all!



TRAVEL +



ANIMALS +



ENVIRONMENT +



ANIMALS

ALL STORIES | FEEDS | GALLERIES | QUICK READS | SERIES



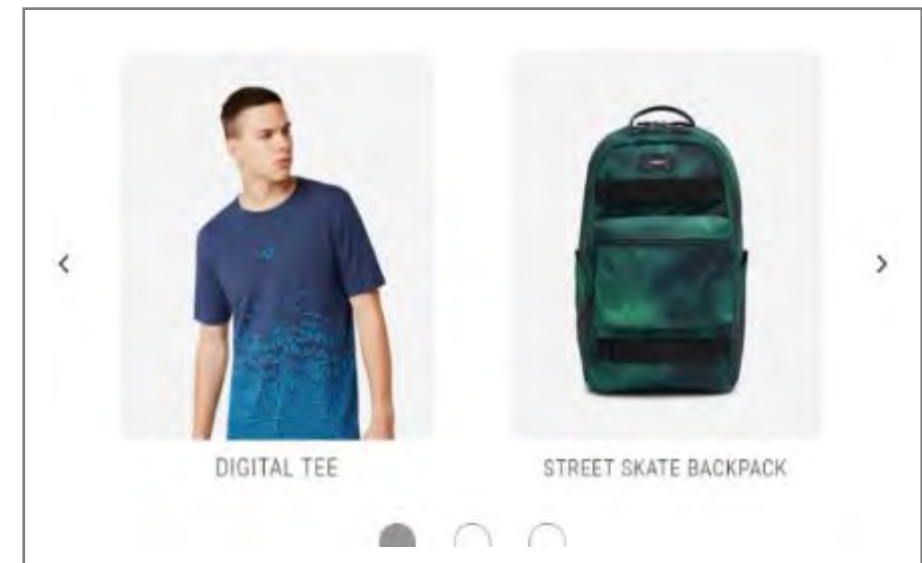
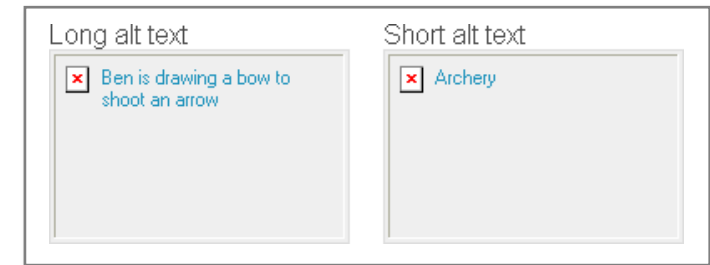
ADVERTISEMENT: Hulu, Disney+, ESPN+ Get all three for \$12.99/mo. Sign Up

PET STORIES



EMAIL DESIGN: IMAGES & ALT TEXT

- To be safe, assume emails will not open with images fully rendered
 - It's important to add alt text to images
 - Provide details about image, but don't go crazy
 - Style alt text whenever possible
 - Adjust font size or color and background color for a better look
 - Improves the experience for users that can't see your images
 - Don't use images as CTA buttons
- Optimize image sizes to ensure quicker load times
 - Images should be 72ppi/dpi and optimized for the web
- Insert video stills and link to the video on your site
 - Email clients don't allow videos to play within the email
- Use animated GIFs
 - Great alternative to videos in email and really stand out
 - Now widely accepted by most common email clients



STAND OUT WITH ANIMATION



FRESHLY

THIS WEEK ONLY

\$60 OFF

BLACK FRIDAY SALE

Get 4 orders of 6 meals for \$44.99 each (\$59.99)

1st order \$15 off 2nd order \$15 off 3rd order \$15 off 4th order \$15 off

GET \$60 OFF

HOW FRESHLY WORKS

- 

CHOOSE YOUR MEALS
30+ menu of nutritious dishes
- 

WE COOK & DELIVER
Cooked by chefs and delivered fresh
- 

YOU HEAT 'EM UP
Ready to eat in 3 minutes
- 

EAT & REPEAT
Skip a week or cancel anytime

GET \$60 OFF

CONTACT US 24/7

LET'S CONNECT

Facebook, Instagram, Twitter icons

Download on the App Store | GET IT ON Google Play

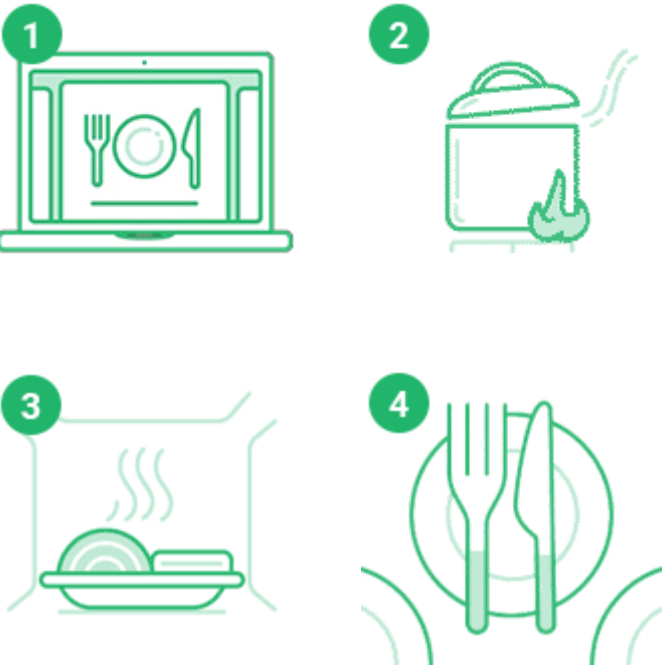


FRESHLY

THIS WEEK ONLY

\$60 OFF

BLACK FRIDAY SALE





Think Global, Plan Local

Join the Global Head of Event Marketing at Rakuten in our IN-PERSON Podcast, discover how Rakuten operates events on a global scale, participate in a 2020 Global Event Survey for a chance to win \$200, and chart a personal and attendee journey with three handpicked attendees.

JOIN IT! We're joining women leading change on Nov 21 in San Francisco for an exclusive conversation on the future of marketing, through insights, innovation, inspiration, and inspiration. [Request your invite](#).



HOW RAKUTEN OPERATES GLOBAL EVENTS PROGRAM

[WEBINAR] HOW RAKUTEN OPERATES GLOBAL EVENTS PROGRAM

Join Sara Gorlick, VP of Event Marketing at Rakuten, to discuss specific organizational strategies and practices to produce a global event strategy. Get behind the scenes of Rakuten's 2019-2020 Global Event Strategy.

[SAVE YOUR SEAT](#)



[VIDEO] HOW SEMRUSH ACCELERATES A DATA-DRIVEN EVENT STRATEGY

Learn how SEMRUSH accelerated their event program by optimizing their event resources, increasing efficiency, and streamlining promotional analytics.

[WATCH THE VIDEO](#)

IN-PERSON

NICOLA KASTNER

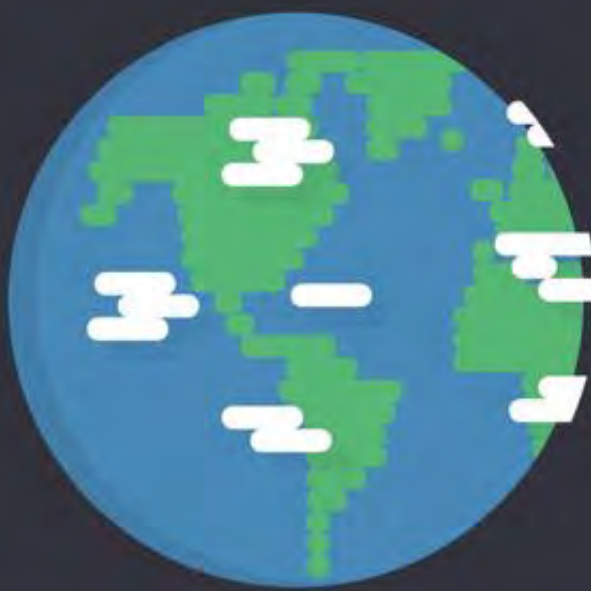
Director of Global Marketing, Rakuten

IN-PERSON

DEVIN CLEARY

2019-2020 Global Event Strategy, Rakuten

plc



Sara Gorlick
VP of Events
Rakuten



Brandon Rafalson
Head of Editorial
BIZZABO

Free Webinar

HOW RAKUTEN OPERATES A GLOBAL EVENTS PROGRAM

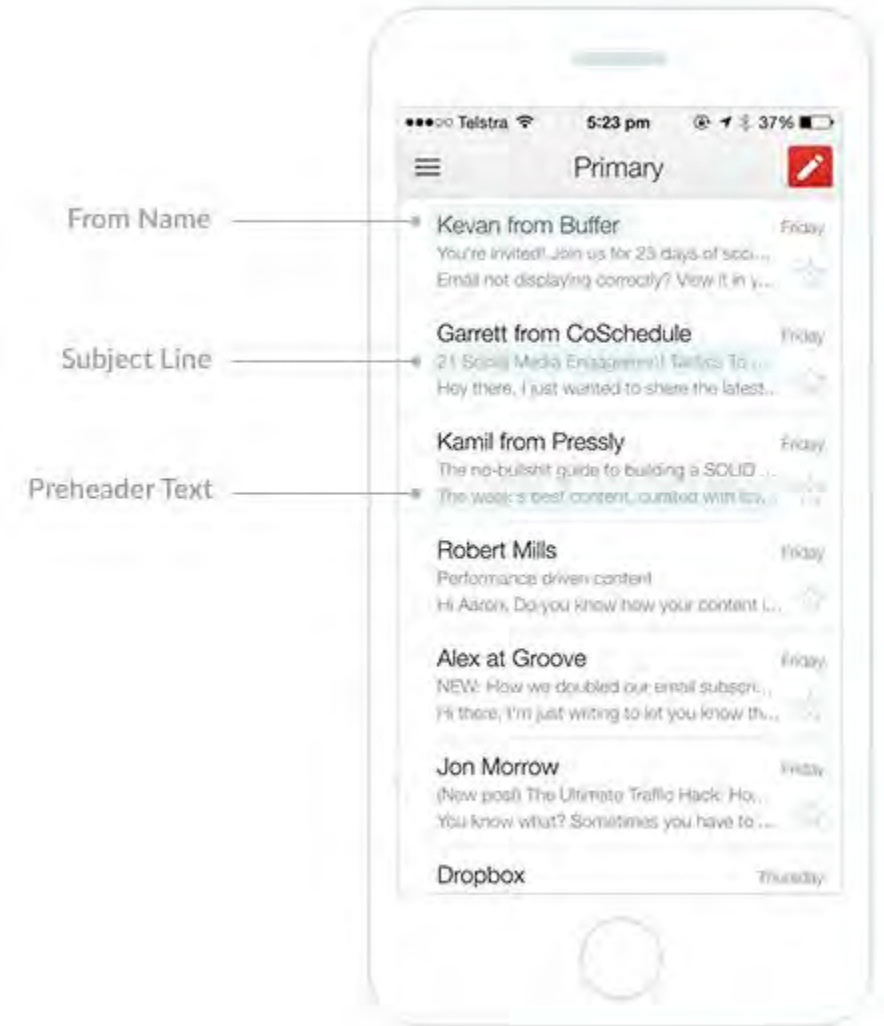
December 3, 2019 @11am PT / 1PM EST

[Save Your Seat](#)

ONGOING TESTING + OPTIMIZATION

When trying out new templates or starting new email campaigns, it's a perfect time to test!

- A/B test your subject lines
 - Keep around 41 characters or 7 words
- Don't forget to test the pre-header text
 - Keep between 85 and 100 characters
- Segment email lists by audience and test copy, images, and subject lines
- Compare dynamic content vs. static content
- Try different links, CTAs, and button designs
- Send emails on different days and times of the week to determine optimal send times
- Don't forget to revisit nurture or automated campaigns



A CLOSER LOOK AT SUBJECT LINE LENGTH

Sweet Spot: Around 40 Characters or 7 Words

	4 Words	5 Words	6 Words	7 Words	8 Words	9 Words	10+ Words
Sent	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Open Rate	18.26%	17.10%	15.30%	15.20%	12.20%	10.30%	13.70%
Opens	18,260	17,100	15,300	15,200	12,200	10,300	13,700
Click to Open	8.00%	7.90%	10.10%	10.80%	6.60%	10.60%	7.90%
Clicks	1,461	1,351	1,545	1,642	805	1,092	1,082

Source: Adobe Marketing Engage Blog, 2018

SUBJECT LINES THAT RESONATE

Post-Pandemic Emails: Empathy, Relevance, Utility, and Looking Ahead

Marcos Loyalty Rewa.	50% OFF PIZZAS 🍕📦 delivered CONTACT-FREE 🕒 Minimal waiting 🍴 maximal eating - We are here to help! Trust Marco's to give you tasty pizza at an incredible price. menu deals order ONLINE ORDERS: 50% OFF
Walmart	Fresh ideas to turn your home into a sanctuary 🌿 - Discover soothing solutions for every space.
Mellow Mushroom	🍄 Curbside or Couchside - We're By Your Side 🍄 - But at least 6 feet apart - Problem viewing? click here This Day, That Day - Any Day is a Good Day to Mellow Binge watched everything available? inventing new
Casey's	Now Delivering Tylenol Too! 💊 - Order everything you need from Casey's through DoorDash!
Walmart	Did someone say at-home spa day? 🛁 - Treat yourself to fashion & beauty faves.
The New York Times	Podcasts for the moment - Listen to something new View in Browser Dear reader, As the ongoing pandemic continues to disrupt our lives, it's easy to feel anxious and stressed. The New York
Target	Grow your garden 🌻 - Top Deals Target Finds Target Circle Show your garden some love with planters, gardening tools and everything you need to keep it thriving
Katelyn Paradis	An Update from Vanderbilt Executive Education - Vanderbilt is here to help! Cory, We're excited to share an update with you. The Covid-19 virus has provided us an opportunity to us to re-focus, reinvest and release
AMA Virtual Training	Virtual Training: Marketing Writing in the COVID-19 Crisis - Marketing Writing in the COVID-19 Crisis Expand Customer Relationships Building customer relationships and maintaining them during COVID-19 has dr
Content Marketing I.	8 Things to Help Your Content Marketing Survive the Pandemic - Joe Pulizzi shares how he founded the Content Marketing Institute during an earlier crisis and what you should be doing now. View Message in Bri
Uber	Prioritizing your health and safety on every ride - Starting May 18, new safety measures for riders and drivers. Introducing new safety measures Starting May 18, Uber will introduce new safety standards that are
Allegiant	Plan now and save with low fares - Late summer/fall travel deals.
Search Engine Journ.	[Quick SEO Audit] Rethink your SEO assets for post-lockdown business growth - The global lockdown has affected the
Orvis	We can help make your time with your dog better. - See the true story behind the creation of the Orvis Dog Nest®
Kellogg Executive E.	WEBINAR – The (New) Art of Virtual Collaboration - Featuring Leigh Thompson On Thursday, May 14, at 12 pm CDT, we
Hertz Gold Plus Rew.	Introducing Hertz Gold Standard Clean – Sanitized. Sealed. Delivered. - Plus, loyalty status and point extensions. Trou
CVS Pharmacy	We'll Help Keep Your Fridge & Pantry Stocked. - You don't have to leave home to get milk, eggs and more grocery items
Tim Semelroth	Can you refuse work and still get unemployment benefits during COVID-19? - stay in touch rsh legal COVID-19 and Un

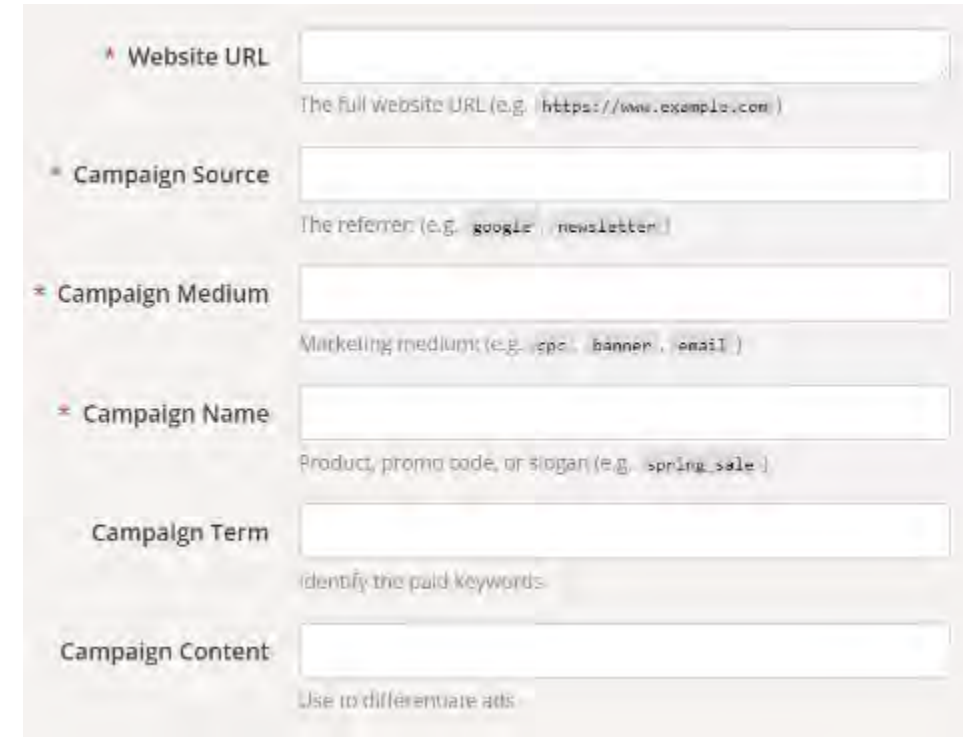
💡 QUICK TIP

Add expression, stand apart from the 98%, and get more opens with emojis!

🍌 WORLD EMOJI DAY / JULY 17 2020

CONVERSION PERFORMANCE

- Most ESPs have decent email performance reporting built directly within their platforms (e.g., Bounces, Opens, Clicks, Opt-outs, etc.)
- But what about what happens after recipients click through to your site?
 - Add UTM parameters to the end of your URLs to track performance in Google Analytics
 - `?utm_medium=email&utm_source=marketo&utm_campaign=2020-fall-new-students-welcome&utm_content=button-CTA&utm_term=view-list-of-welcome-activities`
- Create meaningful goals, KPIs, and baselines (e.g., Leads per 1K, Revenue per Email, Bounce Rate, Time on Site, Conversion Rate, etc.)
- Combine GA and ESP data into an easy-to-review dashboard for a more complete picture



A screenshot of a URL builder form with the following fields and descriptions:

- Website URL**: The full website URL (e.g. `https://www.example.com`)
- Campaign Source**: The referrer (e.g. `google`, `newsletter`)
- Campaign Medium**: Marketing medium (e.g. `social`, `banner`, `email`)
- Campaign Name**: Product, promo code, or slogan (e.g. `spring_sale`)
- Campaign Term**: Identify the paid keywords
- Campaign Content**: Use to differentiate ads

QUICK TIP

Google offers a free URL builder:
<https://ga-dev-tools.appspot.com/campaign-url-builder/>

AUTOMATED EMAIL PROGRAMS

WHAT IS AN AUTOMATED EMAIL PROGRAM?

- Programs are automated conversations that marketers design to create one-on-one personal relationships with their customers based on actions and behaviors
- Featuring multi-step, multi-action routing
- Programs create a unique experience for each email recipient
- Programs allow marketers to listen, react, and direct customers down a particular path to reach a specific goal

TYPES OF PROGRAMS

- Welcome/Onboarding
- Cart Remarketing
- Search Remarketing
- Birthday/Anniversary
- Post-Purchase Reviews
- Replenishment Reminders
- Thank You/Appreciation
- Conferences/Events
- Form Abandonment

AUTOMATED EMAIL PROGRAMS

WHY USE AUTOMATION?

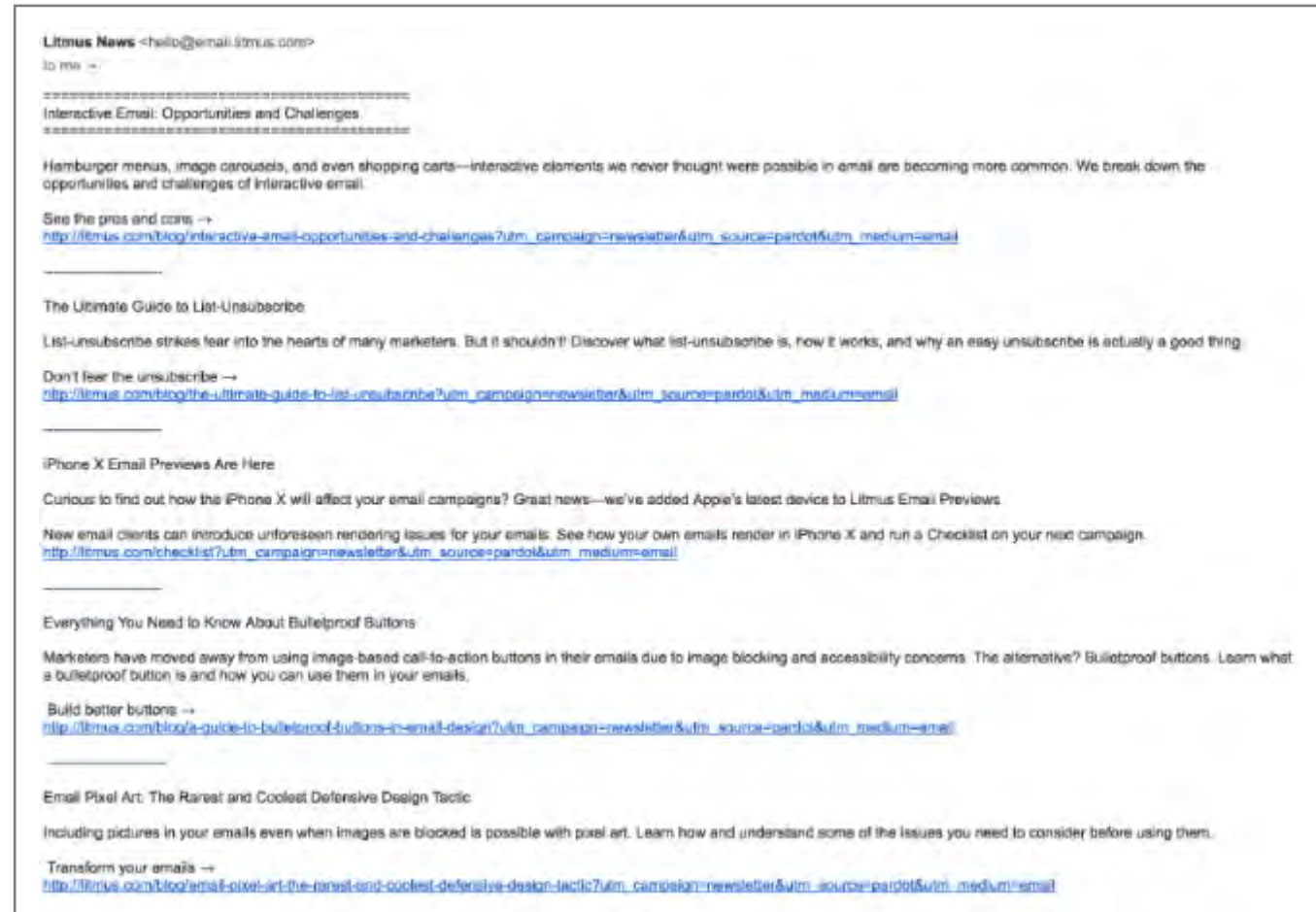
- Delivers timely, relevant, and personalized content
- Engagement 24/7
- Guides user journeys
- Increases deliverability
- Boosts overall email stats

PERSONAL RESULTS

- Targeted, low-volume sends with big impact
 - Avg. Unique Open Rate is 88% > Traditional Emails
 - Avg. Unique Click Rate: 109% > Traditional Emails
 - Avg. Orders Per 1,000 Emails: 137% > Traditional Emails
- Top program: 65% UOR
- Top program: 35% CTR
- Deliverability Increased 10%

MULTI-PART MIME IS WORTH THE TIME

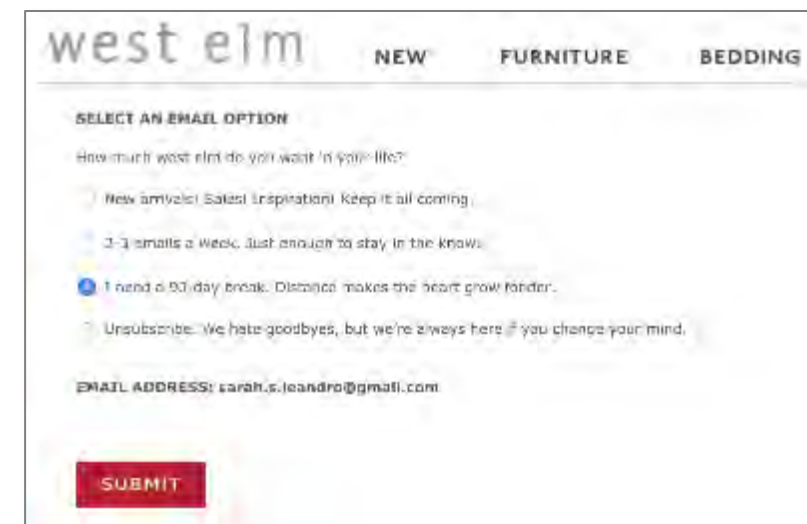
- Take the time to send a plain text and HTML version in the same email
 - Most ESPs bundle these together via multi-part MIME (Multipurpose Internet Mail Extensions) for increased deliverability rates
 - Most spammers only send HTML versions
 - Some email clients can't handle HTML
 - Few recipients prefer text-only, but it's more about deliverability



EMAIL VOLUME & FATIGUE

Focus On Relevance Over Volume

- The relevance of each email to each recipient is vital
- Frequency of email sends is important to consider, but relevancy trumps frequency – think about AMAZON
- Avoid email blasting your entire contact – targeted lists perform better
- Determine email fatigue with **Disaffection Index (DI)**
 - DI is a better way of measuring the true unsubscribe rate
 - Measures who clicked for the sole purpose of not being sent similar emails again
 - $DI = (\text{unsubscribes} / \text{unique clicks}) * 100$



EMAIL COMPLIANCE

- Add a physical mailing address and contact information in the footer of the email per CAN-SPAM
- Always include an “unsubscribe” link in the footer
 - Make opting out of emails as easy as possible – no trickery
 - An opt-out is way better than being flagged as spam
 - Ensure opt-outs are handles within 10 days to be in compliance with CAN-SPAM laws
- Providing an email preference center on your site that allows students to easily opt-in/opt-out and specific the types of messages they’d like to receive is key

QUICK TIP

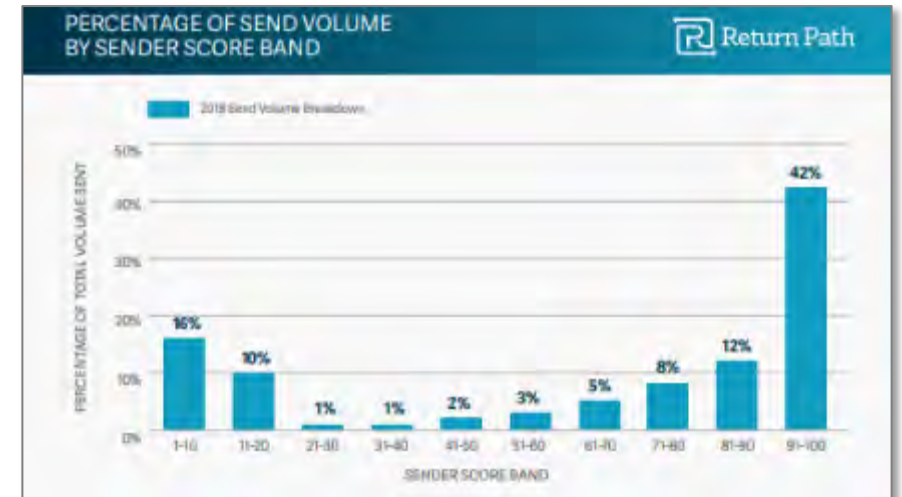
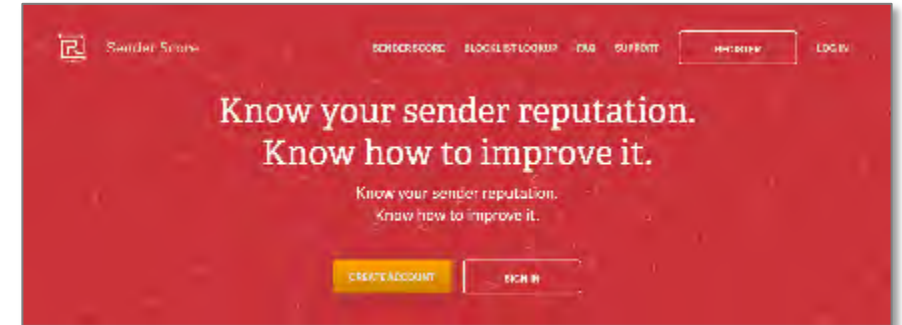
Become familiar with CAN-SPAM, CASL, GDPR, and individual state laws and how they impact your email program

EMAIL SENDER REPUTATION

- Mailbox providers take a lot of metrics into consideration to determine your sender reputation including spam complaints, mailing to unknown users, industry blacklists, and more
- Sender Score is a number between 0 and 100 that identifies your sender reputation and shows you how mailbox providers view your IP address
- Shoot for 90+ to maximize ability to reach inboxes

QUICK TIP

Create a plan to regularly review and clean up your email lists to avoid continual bounces and spam traps

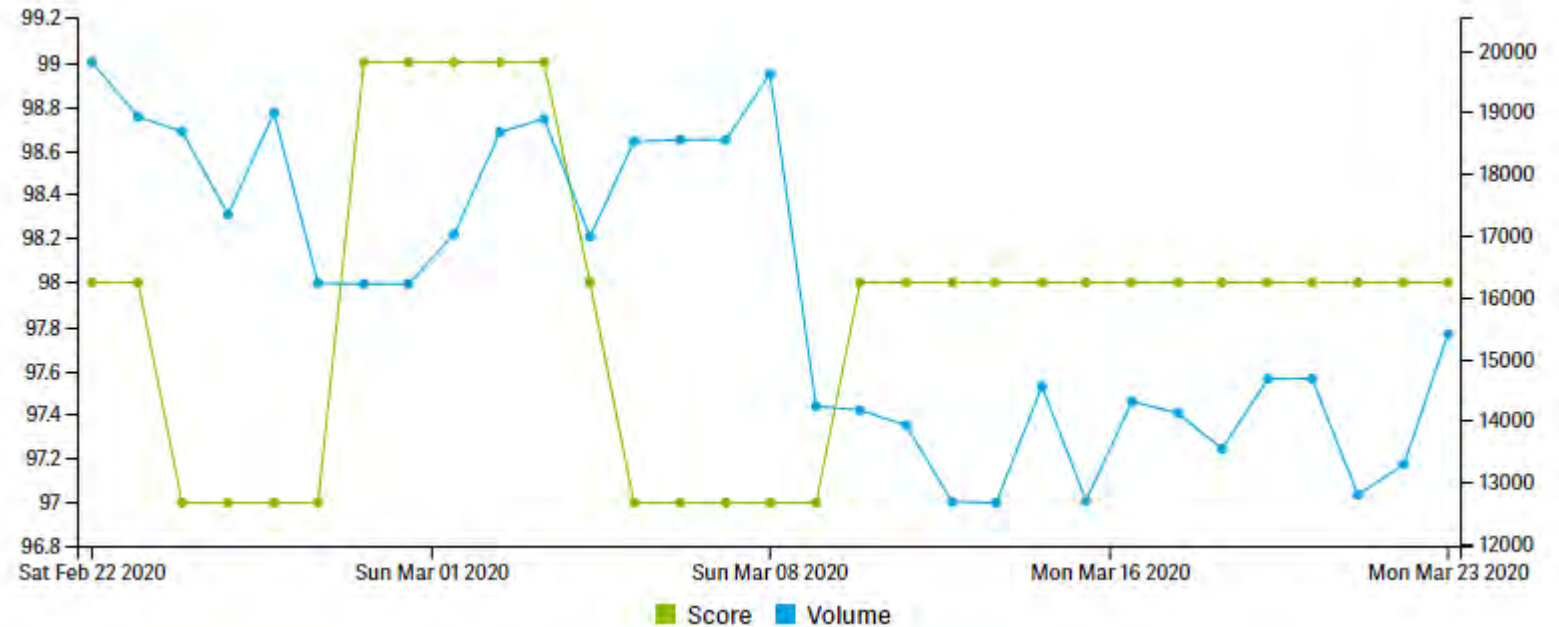


SENDER PERFORMANCE

Sender Reputation Score (based on sender IP address)

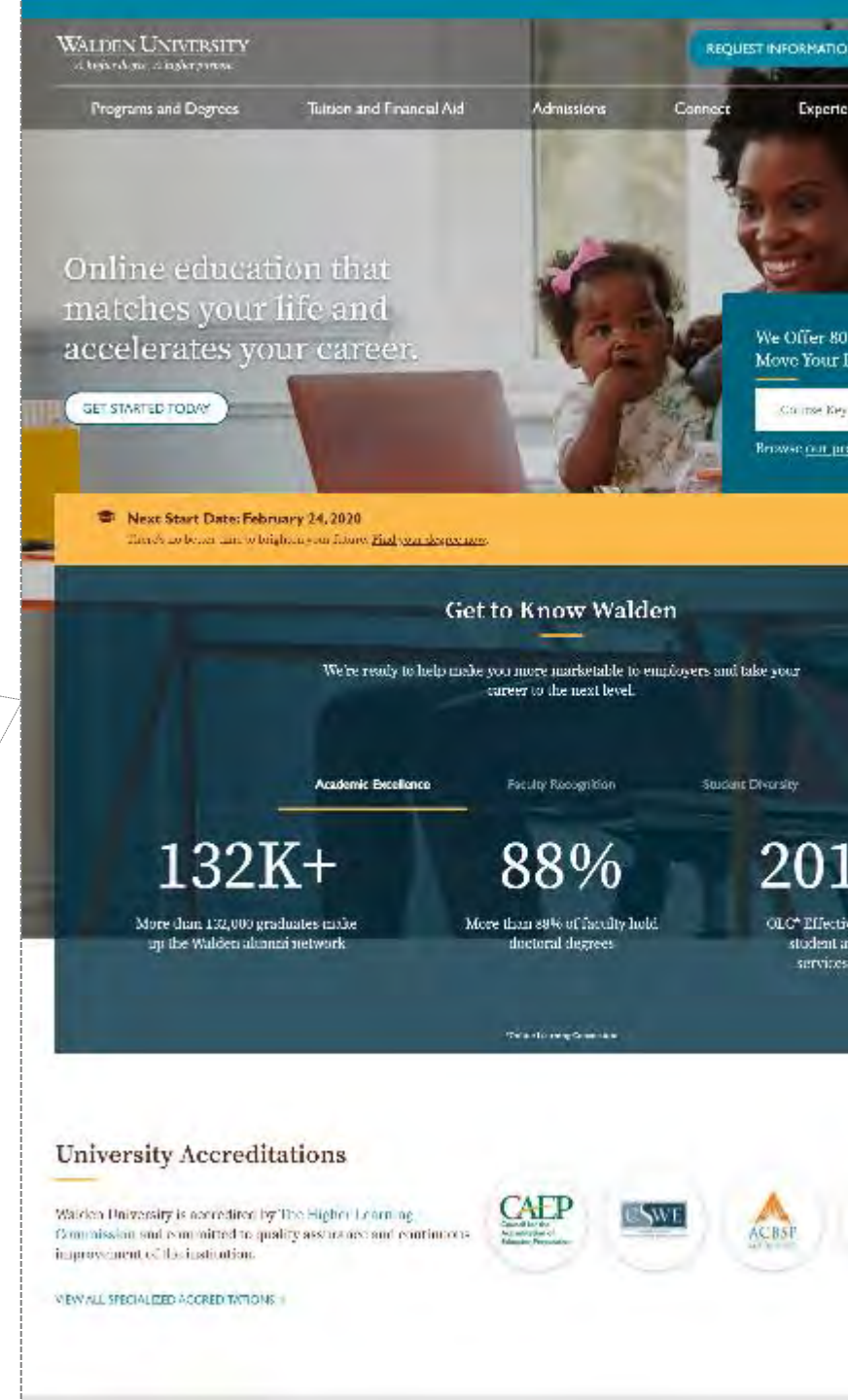


✓ Sender Score



EMAIL + DIGITAL TACTICS

- Email is more effective when part of a larger strategy
- Utilize display, retargeting, SEM, social, SEO, video, etc.
- Build, nurture, and maximize your email list!



IF TIME & RESOURCES ARE LIMITED,
FOCUS HERE TO CREATE BIG RESULTS:
VOLUME, RELEVANCE, DESIGN

ANY QUESTIONS?



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THANK YOU FOR ATTENDING!