BETTER EMAIL MARKETING: HOW TO STAND OUT IN CLUTTERED INBOXES

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STAMATS

Comprehensive digital, brand, market research and creative company

- Data and Research
- Brand Strategy
- Websites
- Brand Creative
- Digital Strategy
- Social Media

- Content Marketing
- Demand Generation
- Audience Management
- Planning and Paid Media

UPCOMING WEBINAR

"Get your data in shape — one New Year's resolution you can keep!"

Thursday, February 18th at 12:30 PM CDT

Presented by Adam Knatz

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

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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 out 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 what's trending in 2021!

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

EMAIL MARKETING

Why Email Matters

ADULTS USING EMAIL (US)	ADULTS USING EMAIL DAILY
92%	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 %

■ Webmail ■ Mobile ■ Desktop

Industry	Webmail	Mobile	Desktop
Overall	33.3	49.1	17.6
Automotive & Transportation	37.7	48.8	13.5
Banks & Financial Services	39.7	46.6	13.8
Computer Hardware & Telecommunications	40.8	43.1	16.0
Computer Software & Online Services	33.8	42.8	23.4
Consumer Products & Consumer Services	29.9	49.9	20.1
Corporate Services	27.3	47.9	24.8
Energy, Environmental & Industrial Products	39.4	44.6	16.1
Food & Beverage	37.0	49.2	13.7
Hospitals, Healthcare & Biotech	26.5	47.6	5.9
Insurance	34.6	42.2	23.2
Leisure, Sports & Recreation	27.1	60.0	12.8
Lodging, Travel Agencies & Services	28.0	55.6	16.4
Marketing & Advertising	30.6	54.7	14.7
Media & Publishing	32.2	43.8	23.9
Nonprofits, Associations & Government	40.3	45.6	14.1
Real Estate, Construction & Building Products	35.3	46.6	18.1
Retail & Ecommerce	29.6	53.7	16.7
Schools & Education	38.9	38.2	22.9

0   20   40   60   80   100

Source: IBM Watson Marketing Benchmark Report, 2018

CONSUMER BEHAVIOR CHANGING

"Laptop stand" in Google Trends

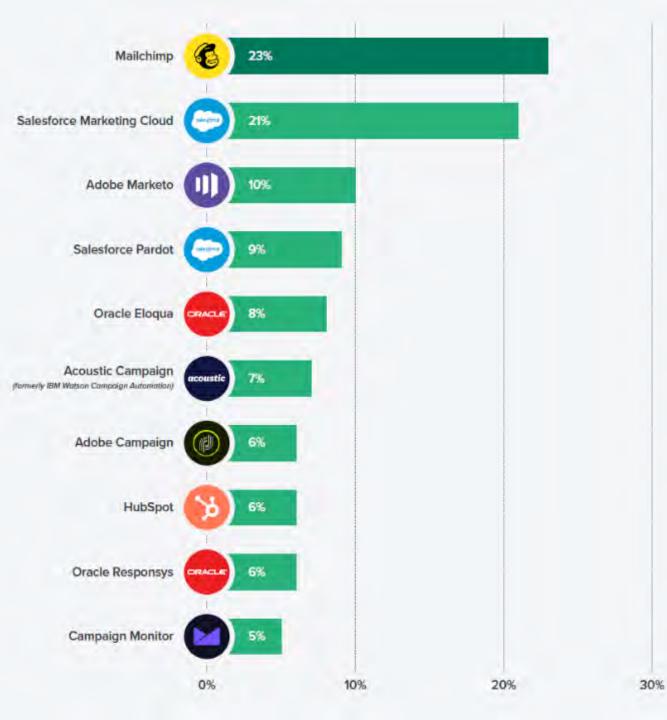**Trending products to sell in 2021**

Browse our list of trending products in 2021 you can use to start your online business.

1   Peel-off face mask
2   Nail polish
3   Exercise bands
4   Water bottles
5   Blankets
6   Yoga and pilates mats
7   Kayak accessories
8   Jigsaw puzzles
9   Kitchen and dining room furniture
10 Rugs
11 Board games
12 Laptop skins

Feb 10, 2019   Aug 16, 2020

Source: https://www.shopify.com/blog/trending-products#12 and Google Trends

TOP ESPS OVERALL
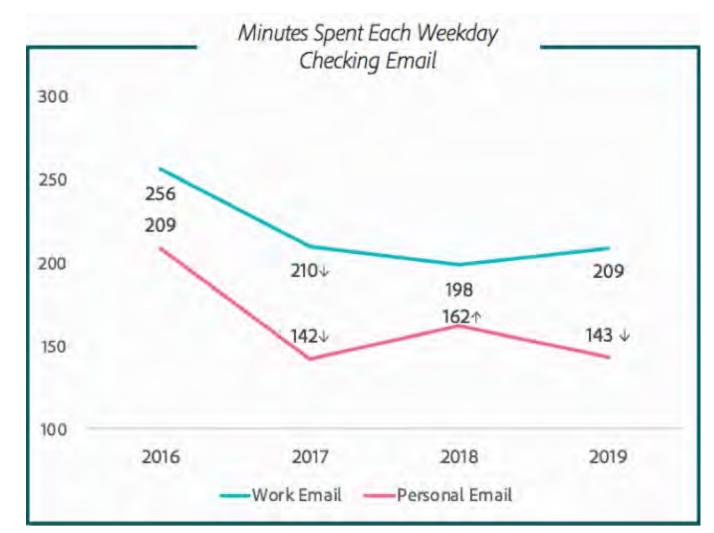
Source: Litmus State of Email Service Providers, 2019

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

Minutes Spent Each Weekday Checking Email

	2016	2017	2018	2019
Work Email	256	210↓	198	209
Personal Email	209	142↓	162↑	143↓

Source: Adobe Email Usage Study, 2019

GREAT MESSAGE

BUT FOR WHOM?
WILL THEY SEE IT?

BE SEEN + HEARD

BY THE RIGHT PERSON

WITH THE RIGHT CONTENT

AT THE RIGHT TIME.

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

- Update digital dashboard
- Monitor & report performance
- Compare performance
- Identify growth opportunities
- Share feedback with stakeholders for implementation
- Don't forget about handling opt-out requests before next send

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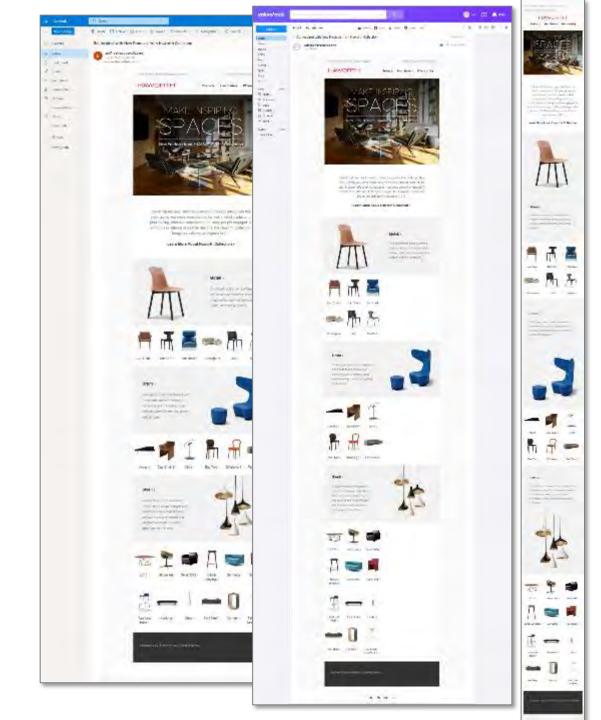
- Maintain email marketing calendar & promotional plan
- Monitor sender score
- Keep up with latest trends
- Create new content & assets
- Refine & test landing pages
- Refine & test email templates
- Audit email programs
- Integration with comprehensive digital strategy

TOP REASONS EMAILS DON'T GET CLICKED:
<u>VOLUME</u>, <u>RELEVANCE</u>, <u>DESIGN</u>

EMAIL TEMPLATES

- Emails <u>must be responsive</u> 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 unsubscribe instead of deleting
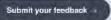 - Use tools available from Litmus.com and others to verify emails render well in multiple platforms and on a variety of devices

LITMUS LIVE

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 online

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.

LastPass by LogMeIn

2019

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 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 — you securely shared millions of items individually & via folders!

CJU19

Checklist

Believe it or not, CJU19 is less than a week away—here'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 Avg. High

60°F Avg. Low

6:18 am Sunrise

7:48 pm 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!   **AT&T**

CJU19

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issuu

A month of milestones.

Goodbye 20s, HELLO 30 MILLION publications!

Thank you for helping us reach this page-turning 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 | NKD | The Local Malibu
LA Canvas | Bazaar | Foodie

MORE HOT PICKS

THANK YOU   **YEAR-END REVIEW**   **EVENT CHECKLIST**   **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.

CREATE RELEVANT CONTENT FOR YOUR AUDIENCES

Let data help define your audiences and guide your content creation strategy

Customer - Order Count Group / Customer Revenue - Lifetime	1	2	3	4	5	6-10	11-20	21-50	51-100	100+	
$0-100	42.34%	6.73%	1.28%	0.27%	0.06%	0.03%	0.00%	0.00%	0.00%	0.00%	50.70%
$100-200	9.46%	4.97%	2.09%	0.82%	0.31%	0.19%	0.00%	0.00%	0.00%	0.00%	17.85%
$200-300	2.77%	2.47%	1.53%	0.83%	0.43%	0.40%	0.01%	0.00%	0.00%	0.00%	8.45%
$300-400	0.99%	1.25%	0.99%	0.67%	0.42%	0.54%	0.04%	0.00%	0.00%	0.00%	4.90%
$400-500	0.45%	0.68%	0.63%	0.50%	0.35%	0.58%	0.06%	0.00%	0.00%	0.00%	3.26%
$500-600	0.25%	0.38%	0.41%	0.36%	0.28%	0.55%	0.09%	0.00%	0.00%	0.00%	2.32%
$600-700	0.14%	0.22%	0.28%	0.25%	0.23%	0.51%	0.10%	0.00%	0.00%	0.00%	1.74%
$700-800	0.08%	0.14%	0.18%	0.18%	0.17%	0.45%	0.12%	0.01%	0.00%	0.00%	1.32%
$800-900	0.										
$900-1,000	0.										
$1,000-1,500	0.										
$1,500-2,000	0.										
$2,000-3,000	0.										
$3,000+	0.										

| Propensity to Buy Today	1 - High	2 - Medium	3 - Medium	4 - Medium	5 - Medium	6 - Medium	7 - Medium	8 - Low	9 - Low	10 - Low
Core Customer	85,871	92,578	92,435	91,745	92,703	93,229	93,832	90,059	58,199	192
Product Preference 1	25,576	25,201	25,974	25,918	26,725	24,650	23,013	28,746	19,512	72
Product Preference 2	17,881	17,929	17,100	15,886	15,507	14,436	12,409	17,352	12,683	49
Product Preference 3	4,051	6,274	7,884	8,129	8,522	7,166	6,300	9,282	4,912	10
Product Preference 4	13,644	13,438	13,153	11,971	12,356	11,943	10,230	12,357	9,888	35
Product Preference 5	7,115	12,607	14,468	16,080	17,052	20,796	30,365	12,879	6,190	15
Product Preference 6	10,371	10,019	8,660	8,675	8,173	9,619	8,322	7,326	3,865	9
Product Preference 7	7,233	7,110	5,196	5,086	4,368	4,619	3,193	2,117	1,149	2
New Customers	719	1,966	2,103	2,697	1,626	646				
Non-Buyers	49	99	111	214	332	543	820	4,614	36,481	94,493
One Category Buyers	81	33	35	29	23	267	33	12	4	
Outliers	7,965	8								
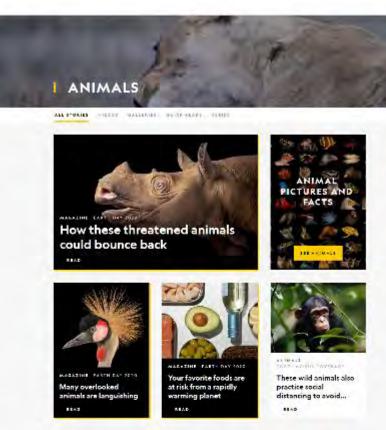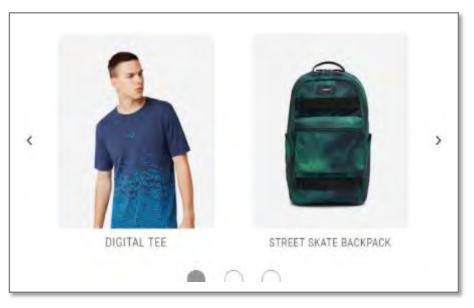
EMAIL DESIGN: IMAGES & ALT TEXT

- 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
  - Most email clients don't allow videos to play

- Use animated GIFs
  - Great alternative to videos in email and really stand out
  - Now widely accepted by most common email clients

Long alt text	Short alt text
❌ Ben is drawing a bow to shoot an arrow	❌ Archery

DIGITAL TEE

STREET SKATE BACKPACK

HELPFUL SITE: REALLYGOOOEMAILS.COM

STAND OUT WITH ANIMATION
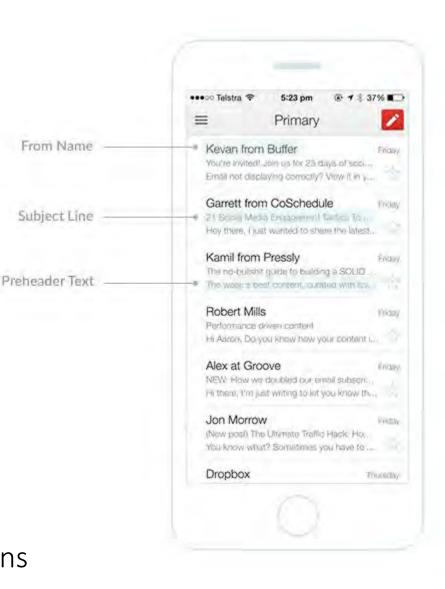
ONGOING TESTING + OPTIMIZATION

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

☼ QUICK TIP

Spell check your subject lines
and preheader copy and then
check them again!

SUBJECT LINES THAT RESONATE

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

Sender	Subject line
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% C
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 Yor
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 thri
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 Bro
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 affecte
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 CD
Hertz Gold Plus Rew.	Introducing Hertz Gold Standard Clean – Sanitized. Sealed. Delivered. - Plus, loyalty status and point extensions.
CVS Pharmacy	We'll Help Keep Your Fridge & Pantry Stocked. - You don't have to leave home to get milk, eggs and more grocery
Tim Semelroth	Can you refuse work and still get unemployment benefits during COVID-19? - stay in touch rsh legal COVID-19 and

💡 QUICK TIP

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

🎉 WORLD EMOJI DAY / JULY 17

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

* 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. cpc , 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

THERE'S NOW A THIRD WITH AMP

Accelerated Mobile Pages Project

- Extra inbox functionality
  - Chat-like ability to respond without having to leave the inbox
  - Respond to comments made in a shared Google Doc
  - Add image carousels

- An extra MIME type needed, on top of the other two

- Some limitations on ESP support and user preference may slow acceptance, but it is not far off!

- Google AMP testing tool: https://amp.gmail.dev/playground/

Bettina Specht mentioned you in a comment in the following document

☰ January Newsletter

Subject Line: Slim down your GIFs
PVT: And other email resolutions. Plus, learn how we generate email previews, what email will look like in 2020, and more.

Bettina Specht (New)

+wpeet@litmus.com How about this as a subject line?

That works for me, Bettina!

Reply   Resolve   Open

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 list – 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 = (unsubscribes / 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 people to easily opt-in/opt-out and specify 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
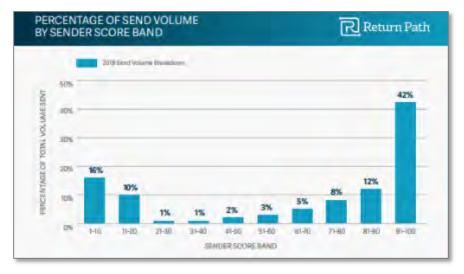
EMAIL SENDER REPUTATION

- 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
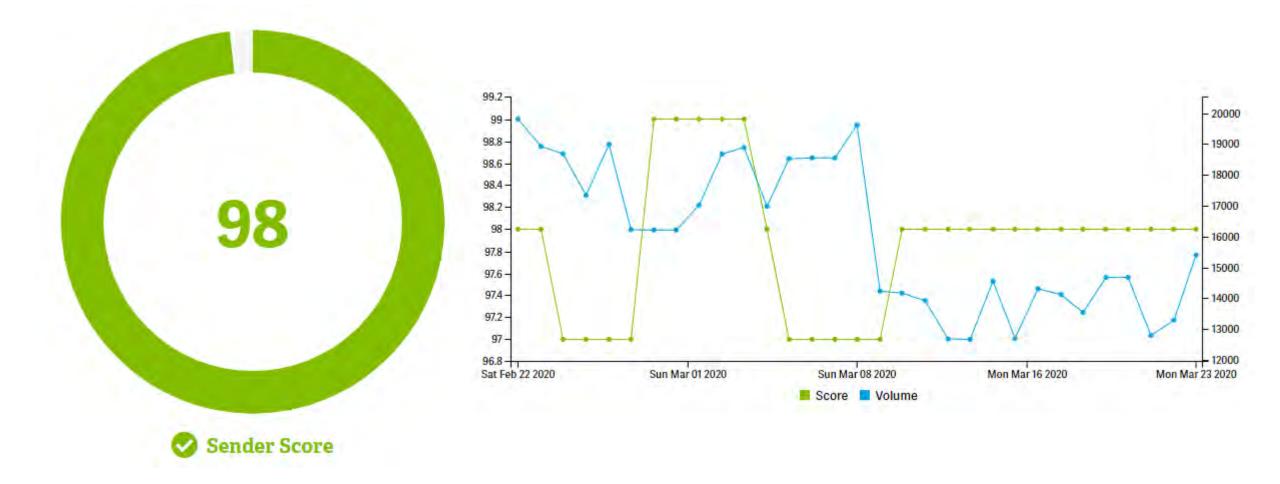
☼ QUICK TIP

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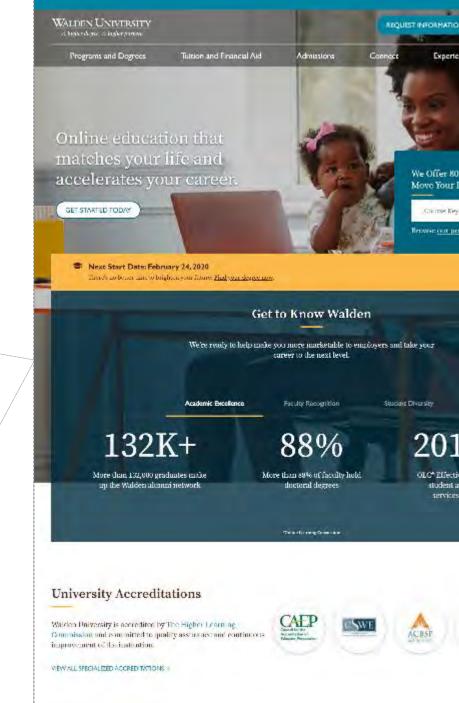
SENDER PERFORMANCE

Sender Reputation Score (based on sender IP address)

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!

LOOK FOR IN 2021

- Accessibility, usability, and interactivity
  - More dark mode integrations
  - Interactive AMP emails
  - Animated GIF support and use

- Deterring spam and unwanted email
  - Easier, one-click unsubscribes
  - Ramp-up of anti-spam and data privacy laws

- Marketing teams investing in email design and coding training
  - The days of the static, one-size-fits-all approach is quickly going away
  - Users are going to want more personalized content that meets their needs, not ours
  - ESPs will likely continue to consolidate and open-up avenues for product improvements and new product innovation and integrations

- Targeted multi-channel campaigns with email at the core
  - Supplement with Customer Data Platforms like BlueConic and others to enrich capabilities

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

ANY QUESTIONS?

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THANK YOU FOR ATTENDING!