



E-Mail Marketing

WHY, WHAT, HOW, WHEN

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RIVERBEND
SIGNWORKS

WHY?

We can target what we want to talk about

We tie it into our theme/content calendar for the year

It's informational vs promotional

Visual (We are a visual company)

ROI (avg is 3800% return on the cost of campaign)

Can repurpose to social (FB, twitter, LinkedIn,)

Campaign Drives

- phone calls
- quote requests
- website traffic (and SEO)

Personalized for the receiver

Easy to Forward



vs Social Media?

More Targeted

Message is more complete

Easier to forward

Audience is more distracted during social media

Easier (multiple) calls to action

WHAT?

CONTENT

what we want the receiver to know

IMAGES

people LOVE pictures

CALLS TO ACTION

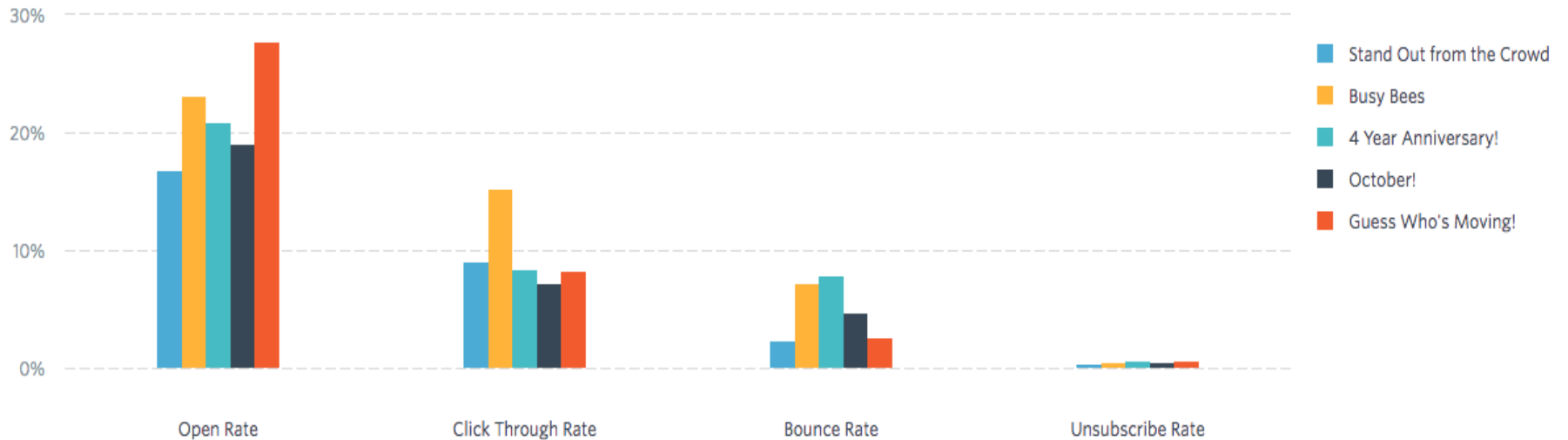
we want them to call, or email, or go to website

What to track - performance

Campaign Comparison Report



[Print Report](#)

You can compare up to 5 email campaigns. [Compare other campaigns](#)



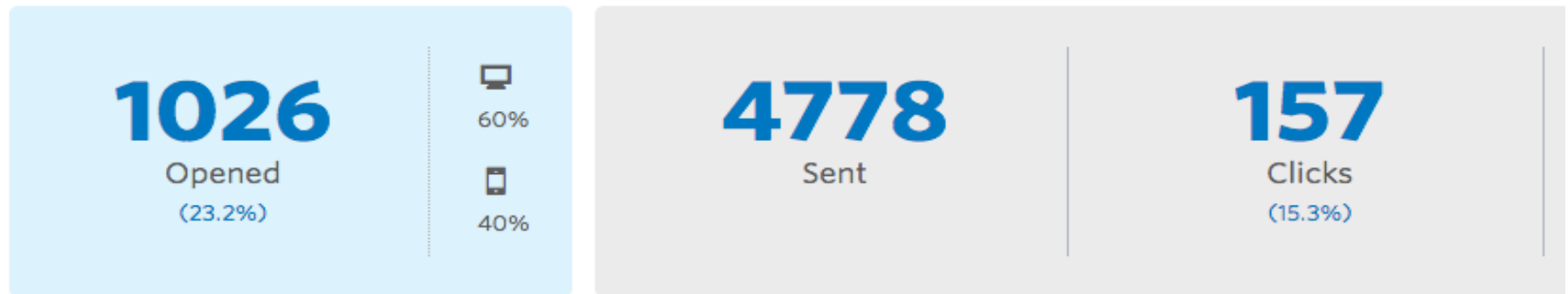
What to track – Open and Click rate

My Campaigns > Busy Bees

 Copy  Edit

STATUS **SENT**

Email Stats



Avg rate is 18%

40%
mobile

What to track – fresh email



Stand Out from the Crowd

SENT Newsletter Email, Sent Jul 10, 2017

More 



OPENS AVERAGE USER

[How can I improve my open rate?](#)



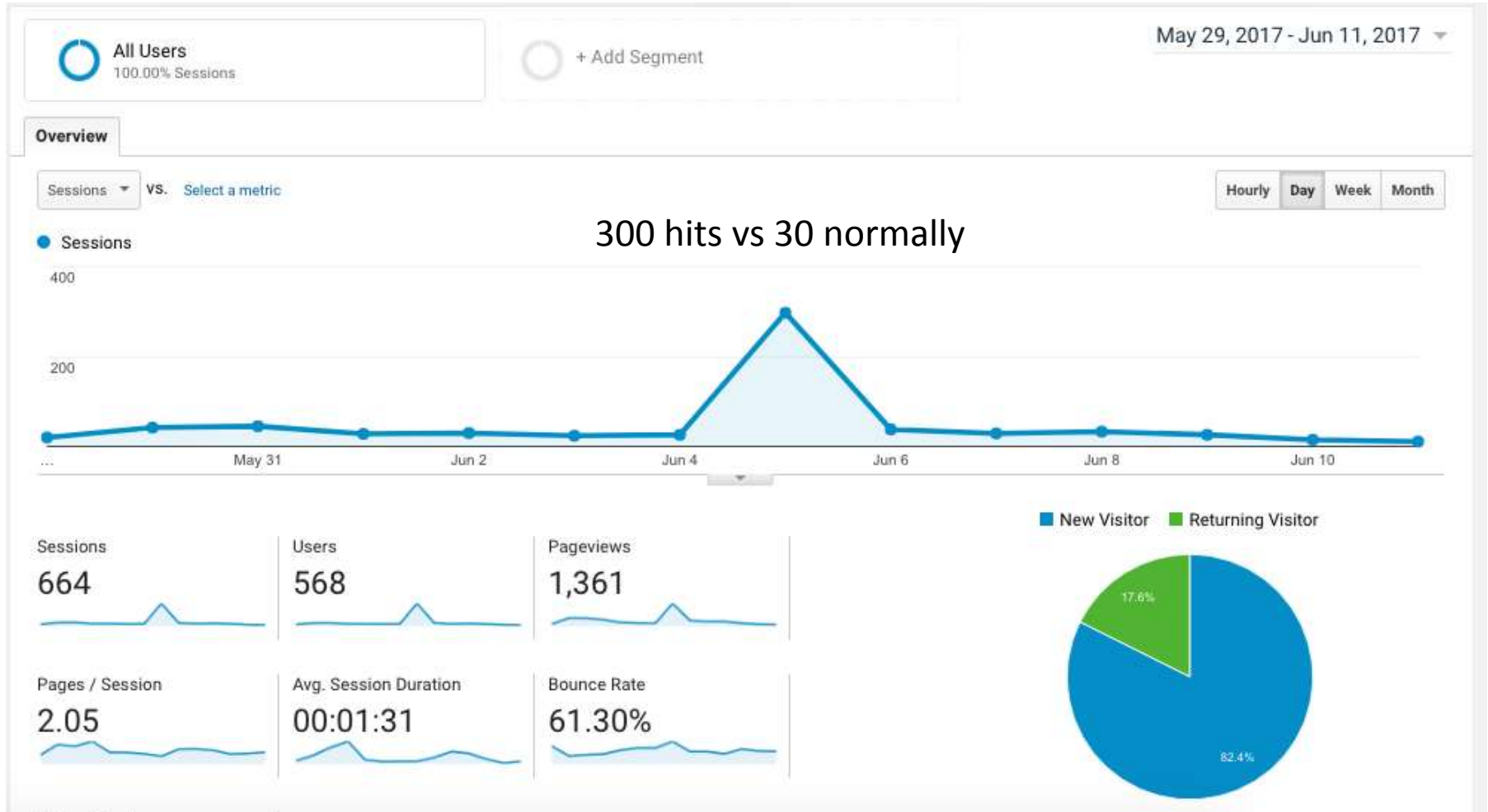
CLICKS AVERAGE USER

[How do I get more clicks?](#)

4946

SENDS

What to track – Impact on Web Traffic



HOW?

Several Options

- Constant Contact and Mail Chimp are popular

Keep in Mind for the campaign

Keep it Simple

Mobile Friendly (test it)

Subject line is VITAL to open rate

never use the word newsletter

Use several “calls to action”

Make ph# easy to see (and clickable)



When?

Start Now – it's not that difficult

When to send

research the internet

Thursday – 8-9 am

split your list and TEST

Our research says Monday – 8 pm