



Welcome 😊

Around 60 minutes
 Advice on using Mailchimp
 Tips on writing a compelling email
 A guideline email strategy
 Write questions in chat - will answer at the end

Say Hello 🙋

Who's here?
 Name, Company
 How do you use email marketing?
 Let us know in the chat

MINX UP YOUR MARKETING
Taking the 'Eee' out of e-marketing

Heidi's Helpful Hints – one great tip makes it worth it

- What is email marketing
- Should you be doing it
- How to develop an effective database
- Retaining and growing subscribers
- What content to include
- Avoiding Spam filters
- How often to reach out
- Using Reports to gain customers

What is email marketing?

Connecting with interested customers who've committed to hearing from you and turning them into repeat buyers.

Should you be Email-marketing?

If people have signed-up/agreed to receive your comms, they WANT to hear from you.

- What do you want to achieve?
- Who are your customers?
- What do customers want from you?
- What do you want from them?
- What do you want your communications to say about your business/you?

What's your strategy?

HOW DO I GET PEOPLE'S ADDRESSES?

- SUBSCRIBERS MUST OPT IN
- MAKE IT EASY – keep sign-up simple
- PROMOTE THE SIGN-UP - WEBSITE, EMAIL FOOTER ETC
- INTEGRATE WITH YOUR OTHER ONLINE PLATFORMS
- RUN AN INCENTIVE
- LEAVE THEM WANTING MORE...



RETAINING SUBSCRIBERS

CATEGORISE THEM – segments, groups, lists

- **LISTS:** Different sectors of customer eg geographically, age group, members v non etc – relevant to your business
- **GROUPS:** Further breakdown of that List
- **SEGMENTS:** Even more analytical

This means your emails can contain content specifically relevant to those subscribers

Give them List options to join when signing up

Stay in regular comms



X This dress isn't relevant to me

X They're constantly trying to sell to me

X I'm sick of these every day

What do I put in it?

Style

Words



- Branding
- Regular features
- Choose your colour palette
- Choose a template that will enable flexibility for content
- Keep industry jargon to a minimum
- Less is more – do bite-sized items (*total under 500 characters*)
- Have links to extended article
- Give useful info without constantly 'selling'
- Include great pictures/images
- Visually appealing
- 'Real' images
- Not too many – triggers spam filters

Put a Call To Action (CTA) whenever you want people to DO something

CONTENT

Think about who is reading and why – what do they want from your newsletter?
Who do you want to attract?

Accommodation

- A Day-In-The-Life
- Your interior design projects
- Things to do in your local area
- Your interesting guests
- Hygiene tips and hints – Covid safety measures
- An inspector calls
- Special offers

Food & Drink Producers and Restaurants

- Recipes
- Your back-story
- Your local suppliers
- Behind the scenes
- Meet the team
- Things you've learned
- New menus and offers

Attractions & Activities

- How to get the best from a visit
- Covid safety measures & facilities
- **Gardens:** About the different plants
- History and heritage – 'Did you know?'
- Behind the scenes
- In depth special interest
- Events and special offers

Do they want to learn practical stuff? Are you feeding a passion? They need inspiration? Simply enjoy your tales?

HOW OFTEN?



Create a schedule timing and themes



GOING INTO SPAM/JUNK

KEEP TO SHORT SUBJECT LINE & INC KEYWORDS

50 characters, check for spam words, avoid more than 2 or repeated punctuation marks. And it has to be relevant to content – no tricking

TRIGGER WORDS – There are 100s!!

Just Google 'spam words to avoid in email marketing'

COLOURED TEXT

Keep to a max of 2 colours – Red is a No No!

OPTIMISE YOUR 'FROM' EMAIL ADDRESS

Make it eg Heidi@minxmedia.co.uk instead of info@minxmedia.co.uk

ATTACHMENTS

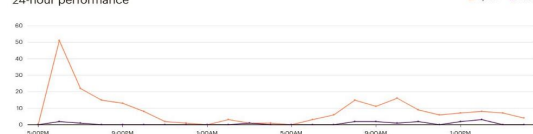
Don't add them, host them on a reputable portal and add a link to them

Monitoring

220 Opened	27 Clicked	2 Bounced	4 Unsubscribed
---------------	---------------	--------------	-------------------

Successful deliveries	761	99.7%	Clicks per unique opens	12.2%
Total opens	565		Total clicks	40
Last opened	10/27/20 3:00PM		Last clicked	10/27/20 9:30AM
Forwarded	0		Abuse reports	0

24-hour performance



Heidi & Ben MAILCHIMP Webinar OCT 2020

Switch report ▾

Overview Activity ▾ Links Social Ecommerce Inbox Analytics360

Click Performance Click Map

URL	Total clicks	Unique clicks
https://etherinventive.com/blog/infocious-marketing-mailchimp-and-email-strategy-1pm-28...	25 (81%)	19 (70%)
https://www.eatsleepliveherefordshire.co.uk	10 (24%)	2 (7%)
https://eatsleepliveherefordshire.us10.list-manage.com/subscribe?u=32655edea41ebbf2c3a25cd...	3 (7%)	3 (81%)
http://minxmedia.co.uk/wp-content/uploads/2020/09/SM-PACKAGES-2020.pdf	1 (2%)	1 (4%)
https://etherinventive.com/	1 (2%)	1 (4%)
https://www.eatsleepliveherefordshire.co.uk/membership-area/	1 (2%)	1 (4%)
https://eatsleepliveherefordshire.us10.list-manage.com/profile?u=32655edea41ebbf2c3a25cd...	0 (0%)	0 (0%)
https://eatsleepliveherefordshire.us10.list-manage.com/voord?u=32655edea41ebbf2c3a25cd...	0 (0%)	0 (0%)
https://twitter.com/EatSleepLiveHf	0 (0%)	0 (0%)
https://www.eatsleepliveherefordshire.co.uk/	0 (0%)	0 (0%)
https://www.facebook.com/eatsleepliveherefordshire/	0 (0%)	0 (0%)

Be Strategic

- Have a plan – keep notes for content
- Target your campaigns – Timing, content etc
- Create different recipient lists
- Don't put too much in
- Signpost them (with a click link) to more info
- Promote sharing (gains more subscribers)
- *Make it easy for yourself*



Still too much for you?



Or have some training
heidi@minxmedia.co.uk

**EAT SLEEP LIVE
 HEREFORDSHIRE**
 Ask about Membership


There are 50 many benefits
info@eatsleepliveherefordshire.co.uk




HELLO
 my name is

Ben Kinnaird


Supported with over 500 businesses to do better in business
 Marketing strategy - Web design - SEO - Video - Data Analysis
 Host of Inventive Marketing Club Podcast
 Love working with people to help them be more effective



1. Understand

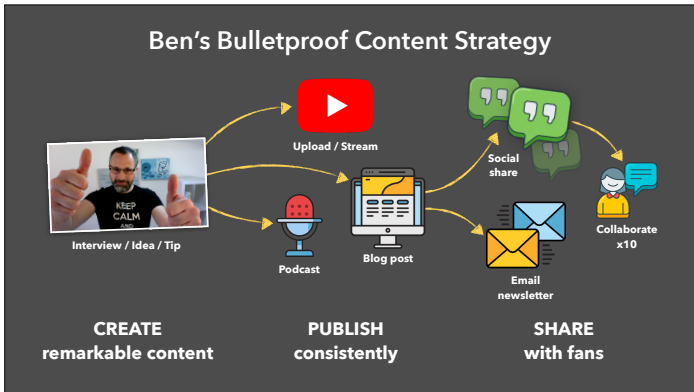


2. Engage



3. Convert

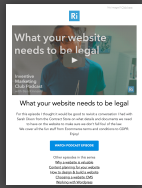
Creating an email strategy



Plan

- Set a goal - e.g. More leads
- How will emails be collected?
- Send only to those who want/need it
- Aim to create an unmissable email
- Make it easy to unsubscribe
- Make it clear why you are contacting them
- Send consistently

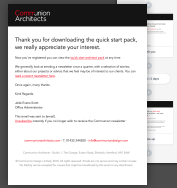
Types of email



Regular newsletter
Email update sent on a regular schedule to a single subscriber list.



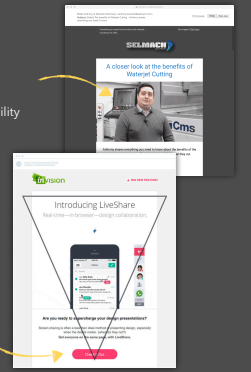
Targeted campaign
Focused on a product/customer combination.



Response / Drip feed
Sent in response to a user action such as a form fill.

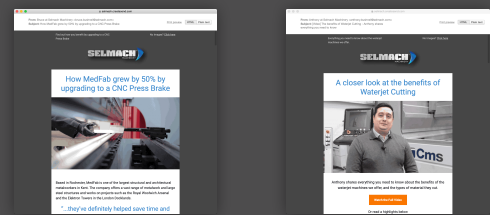
Action

- Personalise. Use first name. Can help inbox visibility
- Interesting or challenging subject line
- Create an email they will want to open
- Link to a video. Include a still or animated GIF
- Images or video with people get more clicks
- Include a call to action
- Link out to your website
- Include a phone number
- Draw people to the action

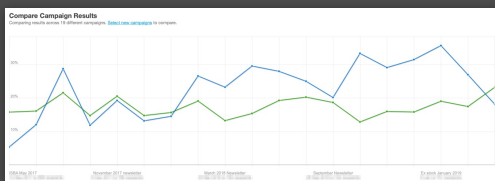


Review

- Measure results. Did you get more leads?
- Compare over last 3 sends
- Test different subject lines or content to find out what works best. Don't change too much



Selmach
Click rate improved (14% to 30%) when headline image included a person. Even better with an Animated GIF.



Witely Jones
Click rate (in blue) improved when articles are people focused

Other good stuff

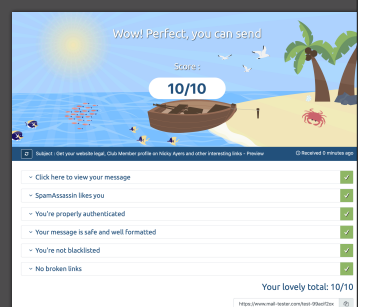
Get Animated

Convert short video clips into animations for your email
Giphy GIFmaker



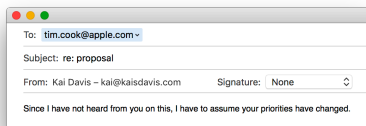
Send to the Inbox NOT the SPAM folder

Check your email looks legit
Use a real sending email address
Don't use spammy words
Get authenticated. Add SPF and DKIM records



The Magic Email

Stop being ignored and start getting shit done.



"Dude you weren't kidding. I had been dealing with radio silence on two proposals for weeks. Sent this out, got responses from both in a matter of hours. This is seriously magic."

— Glenn Stovall

Stop being ignored

As principal of a web development agency, I live & die by email - last year, I sent 11,448 of them. A lot of those emails would have gone unanswered had I not



Join my free Marketing Club

FREE - Newsletter / Podcast - Regular tips and advice on marketing
Pro - Training videos on SEO, Email, Social, Video, Web and more

Find out more at ratherinventive.com/club

Q/A

Questions from the chat



Thank you

Stay in touch. Connect on LinkedIn
Next webinar - 1pm 13th January 2021