

Using Email Marketing to Power Your Sales



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800.936.6297

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presentation at...**

www.specialtyretail.com/SPREE

“Take Away” challenge

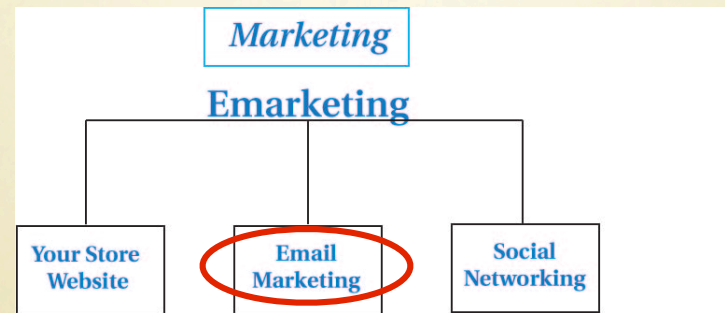
**Share 1-3 ideas after my presentation that
you plan to take back to the store to execute
and earn a free digital subscription to
*Specialty Retail Report!***

RETAIL INNOVATION

Retail innovation is all about the effective and profitable implementation of NEW IDEAS.



Using Emarketing to Drive Sales



Section I: Your Online Presence

Your website is critical and tied to emarketing

- Use your website to collect email addresses
- Adds credibility
- Additional selling opportunity (at least doubles the effectiveness of your email marketing)

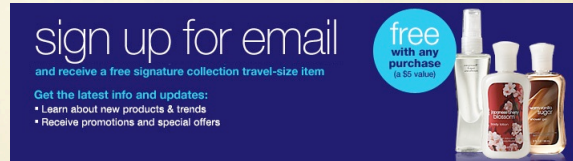
Collect Email Addresses through Your Store Website

Put your email registration
at the TOP of your
website.

Be sure to:

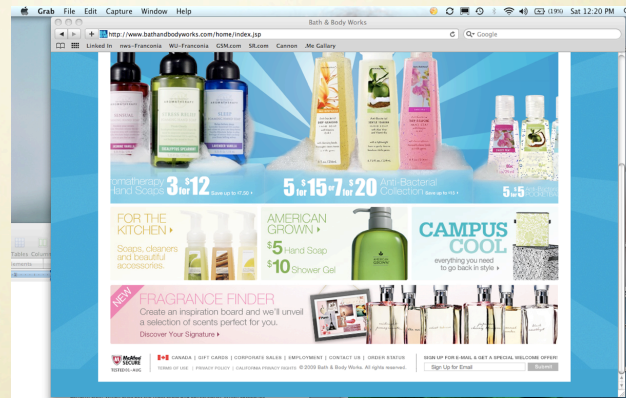
1. Give the benefits of
registration
2. Make the benefits
appealing
3. Address frequency and
content of what you'll be
sending

You can also use a "floater" to encourage email sign-up...



Use Your Website to Collect Names

Bath & Body Works Site:
“Sign up for email
and get a special
welcome offer!”



After a Web Visitor Has Shared their Email Address...

WELCOME THEM

1. Send immediately--within 1 minute
2. Subject line and FROM line are important
3. Set expectations around frequency and content
4. Have several clear calls to action--it's a selling opportunity!
5. Monitor that email address
6. Limit the images

From: Restoration Hardware
Subject: Restoration Hardware Welcomes You
Date: August 4, 2009 11:26:28 AM EDT
To: norins@giftshopmag.com
Reply-To: Restoration Hardware <support-buc0vq0a65x0f9@restorationhardware.com>

RESTORATION HARDWARE

FURNITURE | LIGHTING | BATHWARE | BATH LINENS | BED LINENS | HARDWARE | WINDOWS | FLOORS | HOME DECOR | OUTDOOR | SALE

THANK YOU
FOR PROVIDING YOUR
E-MAIL ADDRESS

You've been added to our e-mail mailing list, ensuring that you'll be the first to know about our new product arrivals, online and in-store events and sales, and any special offers and promotions.

At Restoration Hardware, we strive to make your shopping experience especially rewarding. We invite you to explore countless classic designs that combine timeless sophistication with extraordinary style, comfort and quality.

[VISIT OUR WEBSITE >](#)

PORTMAN BEDROOM COLLECTION >

THANK YOU FOR PROVIDING US WITH YOUR E-MAIL ADDRESS. WE'VE ADDED YOU TO OUR MAILING LIST.

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Section II: Email Marketing

1. Email marketing service providers
2. Overview of email “Dos and Don’ts”
3. Different email marketing formats
4. Five Elements of Effective Email Marketing
5. Making sure your email gets through

Email Marketing Service Providers

1. iContact
2. Constant Contact
3. Hiring a webmaster

The screenshot shows the website for 'the Specialty Retail Expert' by Karen Martin. The main content is a blog post titled 'Vote Green at the Upcoming New York International Gift Fair' dated January 29, 2010. The post encourages readers to attend the NYIG Gift Fair and vote for their favorite green products. A sidebar on the right contains a 'CALENDAR' for January 2010 and a 'THE EXPERT RECOMMENDS' section. The 'RECOMMENDS' section lists 'iContact for email marketing' as a top recommendation, describing it as an easy and inexpensive way to keep in touch with customers. Other recommendations include 'Credit: an online store for only \$39 per month, plus 3% commission', 'Media Temple for site hosting', and 'WordPress for a blog'. A red circle highlights the 'THE EXPERT RECOMMENDS' section.

GREEN Retailer | GIFT SHOP Forum | GIFT SHOP | **Specialty Retail Expert** | Specialty Retail Report | SPIRE Show | Virtual SPIRE | Retail Resource Guide

search in blog...

the Specialty Retail Expert

Karen Martin

THE EXPERT
The Specialty Retail Expert, Patricia is the leading authority in the industry and the founder and publisher of Specialty Retail Report and GIFT SHOP magazines. More about me or join the email list.
Need a speaker or media source? My resume.

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RECENT TWEETS
Join me on twitter
Retail sales predicted to rebound this year:
<http://tinyurl.com/yez8vz> 2 days ago
Trying to ask "right" for my trip to the Inland Gift Show.

Vote Green at the Upcoming New York International Gift Fair
January 29, 2010 at 8:07 pm | 11 Shares | Comments | Get this via email

If you're planning on attending the upcoming New York International Gift Fair, Saturday, January 30 to February 4, please stop by the North Concourse in the Javits Center and vote for your favorite green product in one of three categories: most innovative, most sensible use of materials and most sellable.

At the summer show we had more than 175 vendors competing in the prestigious contest co-sponsored by our magazine, GREEN Retailer and the NYIG.

At the last show I saw so many innovative green products, ones I would've missed due to the sheer volume of products represented at the show. I highly encourage you to stop by and preview the eco-friendly lines (each product has a note card explaining how it's green, and gives you the booth number of where you can locate them at the show).

CALENDAR
January 2010
M T W T F S S
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

THE EXPERT RECOMMENDS
iContact for email marketing. We use it and it's an easy and inexpensive way to keep in touch with your customers.
Credit: an online store for only \$39 per month, plus 3% commission, with our special deal. For details, visit: www.giftshopmag.com/shopify.
Media Temple for site hosting. Looking to create your own site and need a place to host it? Mention we sent you!
WordPress for a blog. Simple and easy to use—you

Six “Do’s” of Email Marketing

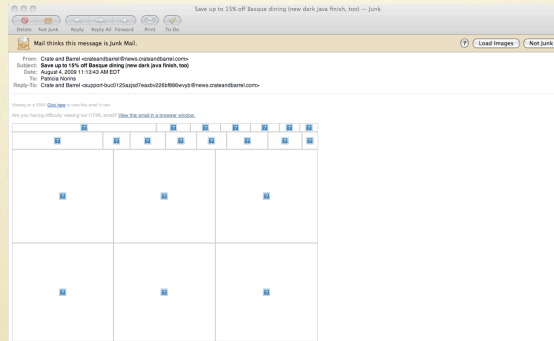
- 1. Follow CAN SPAM** - FTC rules for sending out emails (two most important rules: provide an opt-out link and have your physical address in every email)

If you prefer not to receive promotional email messages from us, please [click here](#).

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All Rights Reserved. Read about our [privacy policy](#).

Six “Do’s” of Email Marketing

2. Use images sparingly - more images, higher chance of getting kicked by a spam filter & customers may not have their “cookies” enabled



Six “Do’s” of Email Marketing

3. Design your email for the five stages of email viewing:

Stage 1: From the Name

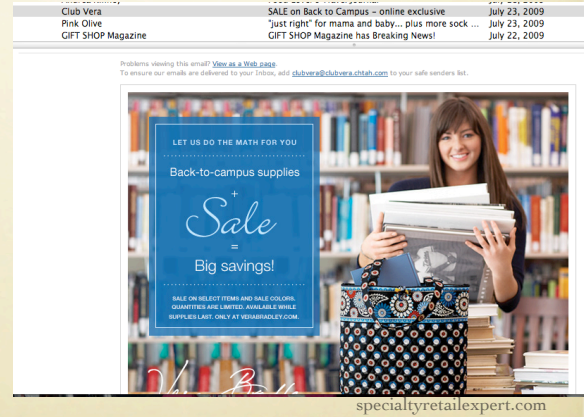
Stage 2: From the Subject Line

Stage 3: Preview Pane

Stage 4: Opened Email

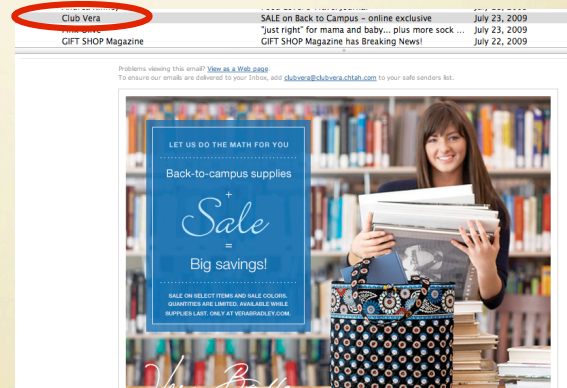
Stage 5: View Full View Email

At each stage subscribers will consider: brand, urgency, value, and interest



Psychology of Opening an Email

Stage 1: From the Name--80% of email subscribers (according to the Email Sender and Provider Coalition--ESPC) click "Report Spam" or "Report Junk" based on the content of the from field.

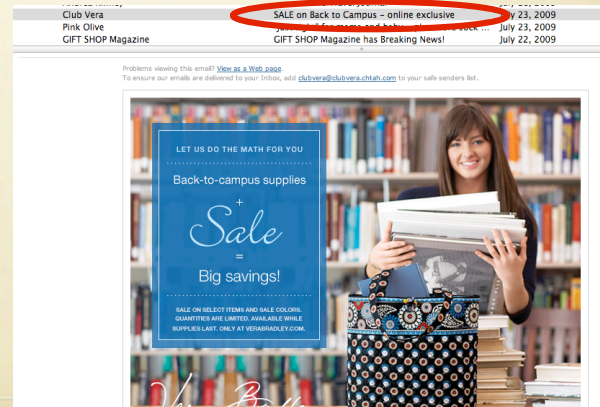


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Psychology of Opening an Email

Stage 2: From the Subject Line-69% of subscribers base the decision to send your message to the spam folder based on the subject line.



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Subject Lines

- The "best" subject lines are a straightforward "**calls to action**"—they aren't too "salesy" or pushy. Stay away from subject lines that read like an advertisement.
- Use your company name in the subject line—of the top 20 emails (in terms of open rates) in a recent survey of more than 1,000 emails, 18 of them used the company name in the headline.
- Don't keep using the same subject line
- Three innocent words to avoid: Help, Percent Off, and Reminder.
- Keep it short—50 characters or less
- Subjects framed as questions can perform better

Subject Line Case Studies

Top Open Rates

Subject line	Open Rate	Comments
Nautica in Rutland Opens Soon	80%	Short; Local; Co. Name is used
Floor plans for Southern Village Circle Members	93%	Timely info; Quick action implied; a little long
Pink Tulip Gift Shop: Spring Product Preview	74%	Timely and useful info; Co. Name is used; a little long

Based on a recent study conducted by mailchimp.com-analyzed 40 million emails.
Highest open rates had a range of 60%-80%.

Subject Line Case Studies

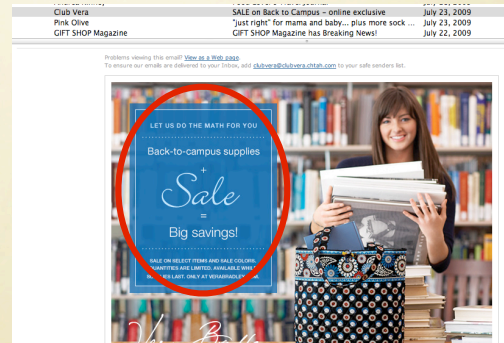
Low Open Rates

Subject line	Open Rate	Comments
Sale end soon--up to 50% off all candles	1.9%	Percent off
Pink Tulip Gift Shop Offers Free Products	7.5%	Too good to be true
Help Spread the News-Big Sale!	10.8%	Word "Help"; Exclamation point

*Based on a recent study conducted by mailchimp.com-analyzed 40 million emails.
Lowest open rates 1%-4%.

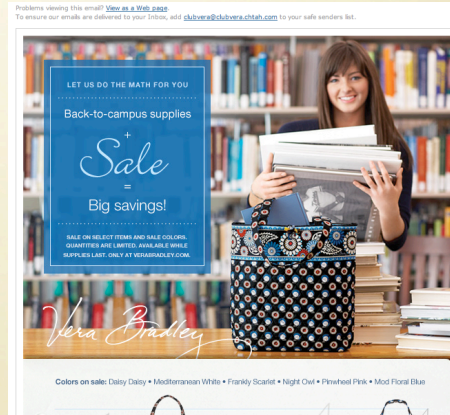
Psychology of Opening an Email

Stage 3: Preview Pane--many subscribers use the preview panes to get a quick look before they open it. Experts recommend placing a “call to action” in the top left 4-5 inch square of the email (288 pixels-360 pixels). Most-viewed area of the email.



Psychology of Opening an Email

Stage 4: Opened Email--above the "fold"




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Psychology of Opening an Email

Stage 5: View Full View Email

Problems viewing this email? [View as a text email](#)
To ensure our emails are delivered to your inbox, visit [preferences.vbv.com](#) to your safe sender list.




LET US DO THE MATH FOR YOU
Back-to-campus supplies
Sale
Big savings!

Shop on sale from our wide variety of QUOTEABLES, LITERARY, ANIMALS and more. [Shop on sale!](#) [View all items on sale.](#)

Vera Bradley

Cakes on sale: Daily Dairy • Mediterranean White • Franky Scent • Night Owl • Pivotal Pink • Mod Ford Blue



ALL IN ONE WHISTLE TOTE SMALL DUFFEL HIPSTER
in Night Owl - \$20 in Night Owl - \$30 in Night Owl - \$42 in Night Owl - \$25

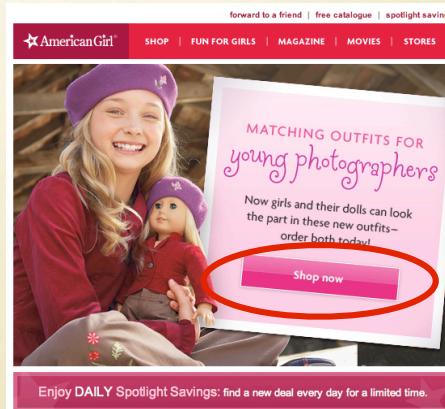
Makeover your books
Visit a participating retailer to receive a free book cover with any Vera Bradley purchase July 20 - August 3. [Shop a participating retailer near you.](#)

FORWARD TO A FRIEND STORE LOCATOR

Vera Bradley • 2008 Production Road • Fort Wayne, Indiana, 46808 • [www.vb.com](#)
You received this message because you signed up for email from Vera Bradley. However, you may [unsubscribe](#) from this list or view our [privacy policy](#) for more information.

Six “Do’s” of Email Marketing

4. **Provide an incentive/call to action** for them to click a link that goes back to your website



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Six “Do’s” of Email Marketing

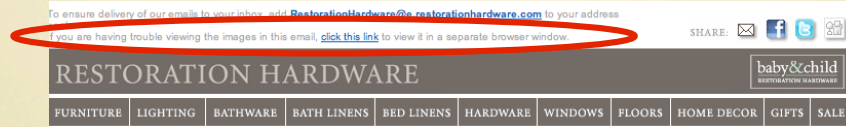
5. Have a “forward to a friend” option



Six “Do’s” of Email Marketing

6. Give a link to customers to “view in a browser”

- no email reader looks the same



Overview of Email Blast “Don’ts”

Don’t:

Use an old list of email addresses--send timely emails to people who asked for them

Put your **best offer in super-small** type at the bottom.

Use all images or forget alt tags for those you use.

Forget to test your email in multiple email clients (Hotmail, Outlook, Mac Mail, Yahoo, Gmail)

Send emails too often - or too infrequently - find a happy medium. Once a week for an email newsletter, and twice a month for a special offer is great.

Forget to track the open rate and click-through rate - you have to know if what you did works. It’s very simple to repeat an email blast that really worked (most email marketing companies provide a “copy” function).

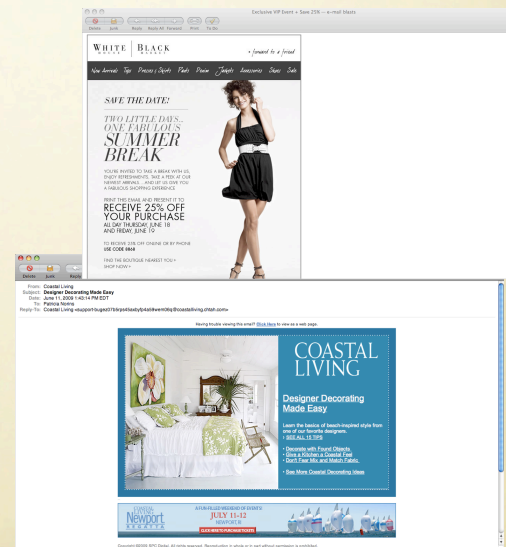
Email Marketing Formats



Different formats/Messaging:

1. Enewsletters
2. Special promotions/products
3. Tips
4. Events
5. Surveys
6. Contests
7. Demographic messages
8. Top Picks
9. New Products
10. New website content
11. Media Coverage

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Enewsletters

Why have a regular
newsletter?

Build relationships

Educate

Drive traffic to website

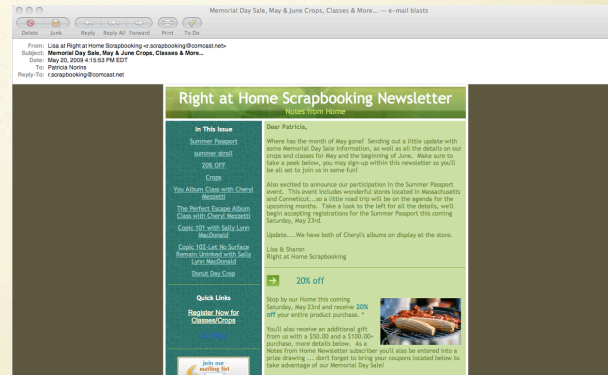
What content could you use?

Advice & Tips

Special Events

Sales & Promotions

New Product Arrivals



Enewsletters Case Studies

Nest Interiors Sample:

1. Letter from the owner
2. Upcoming events
3. New products--actual products and reminder that new products are arriving daily
4. Link to her blog
5. Coupon: Buy one, get one half off (beauty product)



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Enewsletters Case Studies

Metro Home Style
Sample:

1. Greeting Card Club
2. Valentine's Day Special
3. Linked back to products on their website
4. NY Gift Show write-up
5. Coupon: Save 10% on anything w/ fragrance

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The image shows a sample of a Metro Home Style newsletter. At the top, it says "metro·home·style" in a stylized font, followed by "this month at metro home style". Below that, the date "February 5, 2009" and "Issue No. 2" are displayed. The main content area features several sections: "New York City Winter Gift Show" with a photo of a living room and text about shopping in NYC; "Save 10%" coupon for "Winter Blues Got You Down?" with a 10% discount; "Winter Greeting Card Club" with a promotion to get a card free with 10 purchases; "Valentine's with Value" with a small image; "In This Issue" listing "Greeting Card Club Ready for Valentine's Day?" and "Now at Bohemian Beans NYC Gift Show"; "Quick Links" to the "Metro Home Style Website"; "latte" with a small image; "At the Cafe . . ." with a photo of a cafe; and "What's Happening at Bohemian Beans" with text about a new artist featured at the cafe.

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Newsletters Case Studies

DSW:

1. e-zine name & tag line
2. Strong call to action back to their website--"webisode", free shipping, TV Commercial
3. Spring trends--"Lust List"
4. Mirrors their web design
5. Personal message from the "style expert"
6. Summary of my reward points

If you are unable to see the images in this email, please [click here](#).

DSW DSW REWARDS GET FREE SHIPPING AT DSW.COM
See site for details.

WOMEN MEN HANDBAGS BRANDS LUXURY DESIGNERS TRENDS CLEARANCE

DSWstyleGUIDE the newsletter e-zine for shoe lovers vol. No 27

"Move into a new season with PRINTS & COLOR!"
From Bobbie Thomas, DSW Style expert, and the ultimate shoe lover. Learn how you can break the rules this Spring with prints and color.

WATCH OUR LATEST WEBISODE

SEE THE **new** DSW TV COMMERCIAL... & meet the fabulous women who made it possible.

THE DSW LUST LIST
Bobbie Thomas on Spring trends

SPR 2010

YOUR DSW REWARDS

As of February 28th:
DSW Rewards Member Number: 400186473090
For Every 1,500 Points You Receive A \$10 Reward Certificate

Your Current Points Balance:	0
Points Away From a Reward Certificate:	1500
You need 6,000 Qualifying Points by December 31st to reach Premier Status	
Your Current Qualifying Points Balance:	0

The Current Address We Have On File For You:
859 S RIVER ST
MARSHFIELD MA 02050

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Use Emarketing to Promote Your Creative Events and Classes

Events

- Ladies Only/Men Only Shopping Nights
- Trunk shows
- Artist signing
- Special sales

Decorating Classes

- Seasonal decorating--"how to trim your tree" or "setting a fun and creative themed holiday table"
- Decorating on a budget--Little things=big difference
- Decorate your store for the holiday season & partner with your local garden club (great PR opp.)

Email for Special Events

Williams-Sonoma:

Emarketing to promote
their technique classes
and demonstrations



WILLIAMS-SONOMA

[VIEW CALENDAR](#) [STORE LOCATOR](#)



Culinary Events at your local WILLIAMS-SONOMA

As the leading retail authority on kitchen products and entertaining, Williams-Sonoma offers a variety of in-store events:

Technique Classes

We're pleased to offer hour-long technique classes at your local Williams-Sonoma store. Presented free of charge, each class is dedicated to a specific topic and led by one of our culinary experts. Class size is limited; see below for class descriptions and reservation information.

Demonstrations

At select Williams-Sonoma stores, regularly scheduled demonstrations focus on seasonal foods and entertaining. All are led by culinary experts and offered at no charge.

[VIEW OR PRINT CALENDAR OF EVENTS >](#)

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Email for Special Events

per Simmons:

Emarketing to promote their sale, "Clean Sweep"

The call-to-action is to visit the store during the sale



Annual Summer Clean Sweep Sale
Sat. Aug. 8 - Sat. Aug. 15



HOURS:
Mon. - Fri. 10 - 6
Sat. 10 - 5
Closed Sundays

This is our biggest sale of the year!
Once a year we 'comb' the store and decide which items it is time to say goodbye to in order to make room for new merchandise in each department. That means great savings for you! This is a great time for you to save on gifts for upcoming occasions.
30% - 70% OFF
selected merchandise from all departments

I always want my customers to find something new when they visit per Simmons. That means saying goodbye to some old "friends" to keep things fresh. Since I only buy things I like for the store, when we are preparing for the sale, I often find myself putting things aside for my own gift giving!

I hope you are finding time to relax and enjoy this summer and I hope to see you soon! As always, thank you for your past and future patronage.

Sincerely,
Dale Simmons

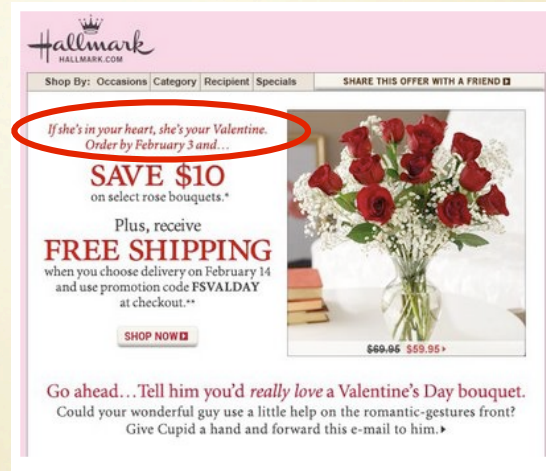
Demographic Geared Email Marketing

Hallmark:

Emarketing to men to sell flowers on Valentine's Day

Very strong emotional call-to-action (if she's in your heart)!

Clever forward to a friend copy, "Give cupid a hand and forward..."



The screenshot shows a Hallmark email marketing offer. At the top, the Hallmark logo and website URL are visible. Below the logo, there are navigation links: "Shop By: Occasions | Category | Recipient | Specials" and a "SHARE THIS OFFER WITH A FRIEND" button. The main content area features a red-bordered box with the following text: "If she's in your heart, she's your Valentine. Order by February 3 and..." (this line is circled in red). Below this, it says "SAVE \$10 on select rose bouquets.*". Further down, it states "Plus, receive FREE SHIPPING when you choose delivery on February 14 and use promotion code FSVALDAY at checkout.**". A "SHOP NOW" button is located below the shipping information. To the right of the text is an image of a bouquet of red roses in a glass vase. Below the image, the price is shown as "\$69.95 \$59.95". At the bottom of the email, there is a call-to-action: "Go ahead... Tell him you'd really love a Valentine's Day bouquet. Could your wonderful guy use a little help on the romantic-gestures front? Give Cupid a hand and forward this e-mail to him. ▶"

Demographic Geared Email Marketing

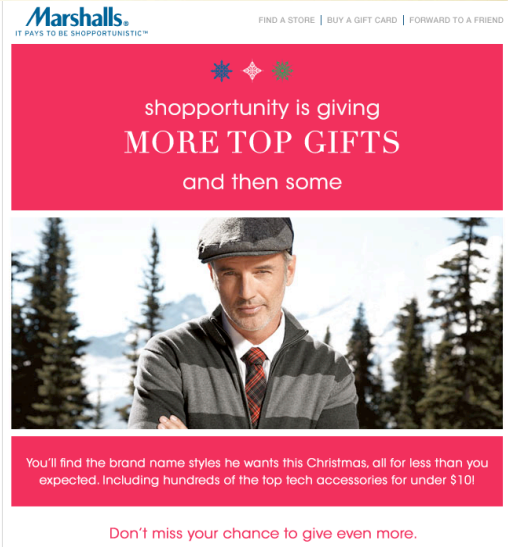
Marshall's
For the men in your life.
December 9, 2009 10:51:00 AM EST
Patricia "Normis" Clapp
Marshall's <marshall.6V0Y8Q.243294@email.marshallsonline.com>

Emarketing to women to shop Marshall's at Christmas.

Message: Give more gifts for less (under \$10 each).

Love the subject line.

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The image shows a Marshall's email marketing banner. At the top left is the Marshall's logo with the tagline "IT PAYS TO BE SHOPOPPORTUNISTIC™". To the right are links for "FIND A STORE", "BUY A GIFT CARD", and "FORWARD TO A FRIEND". The main banner has a red background with three small icons (a star, a diamond, and a gift) and the text "shoppportunity is giving MORE TOP GIFTS and then some". Below this is a photograph of a man in a grey and black jacket and a flat cap, standing in a snowy, mountainous landscape. At the bottom of the banner, there is a red bar with white text: "You'll find the brand name styles he wants this Christmas, all for less than you expected. Including hundreds of the top tech accessories for under \$10!". Below the banner is a red bar with white text: "Don't miss your chance to give even more."

Demographic Geared Email Marketing

From: Williams-Sonoma <Williams-Sonoma@enews.williams-sonoma.com>
Subject: **Gifts for Dad: Personalized Grill Tools**
Date: May 20, 2009 11:57:51 AM EDT
To: Patricia Norins Clapp
Reply-To: Williams-Sonoma <customerservice@enews.williams-sonoma.com>

Emarketing to women to
for Father's Day

Message: Personalized
Tools

Call to action: Shop
personalized Gifts

WILLIAMS-SONOMA SHOP NEW GIFTS SALE



INTERNET/CATALOG ONLY
MONOGRAMMED STEAK BRAND \$39.95 ▶

Personalized Gifts for Dad: Grill Tools

Dad takes pride in his grilling, so treat him to well-crafted grill tools customized with his monogram:

- **Monogrammed Steak Brand & Carving Board Set:** Using our hand-forged branding iron, Dad can add his own stamp to grilled meats, then carve and serve them in style on a birch board.
- **Monogrammed Grill Tools Set:** He'll love the substantial feel of these tools, which are forged like fine cutlery from stainless steel for strength and balance.

SHOP PERSONALIZED GIFTS ▶



Exclusive
Monogrammed
Steak Brand & Carving
Board Set ▶
\$69.95



New & Exclusive
Monogrammed
Grill Tools Set ▶
\$99.95

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Email to Survey Your Customers

- Promoting National Bagel Day
- Asking for “Your” opinion
- Reward for the survey is that you can see the results
- Love the design!
- Promoted their social marketing sites

Robin,



Most Valuable Bagel?

(CHOOSING YOUR M.V.B. MIGHT BE HARDER THAN YOU THINK.)



NATIONAL BAGEL DAY
TUESDAY, FEBRUARY 9, 2010

[TAKE OUR BAGEL SURVEY](#)

Bruegger's bagels are the genuine article. Simple. Perfect. Delicious. Celebrate them this National Bagel Day by giving us your opinion about your favorite flavor. Click on the survey link and enlighten us. We'll publish the results in time for National Bagel Day on February 9.



2100 Washington St
Hanover, MA 02339
781-871-0101

BAGELS SOUPS SALADS DESSERTS COFFEE SANDWICHES

Become a fan on  Facebook

Follow us on  twitter

[Bagels](#) | [Soups](#) | [Salads](#) | [Desserts](#) | [Coffee](#) | [Sandwiches](#)

Visit Us Online | Find A Location | Menu | Gift Cards | Provide Your Information | Unsubscribe

Email to Survey Your Customers

- Promoting multiple messages--Asking for “Your” opinion in their holiday poll/sweepstakes
- Nice Design
- Two calls to action: survey, and find the nearest store



Email to Show Your "Top Picks"

Cheryl&Co. fresh baked cookies,
desserts & gifts

[shop by occasion](#) | [shop by product](#) | [shop by price](#) | [business gifts](#) | [special offers](#)

PRESIDENT'S PICKS!
Take 30% Off – TODAY ONLY!

[shop now!](#)

Happy Holidays!

This is my favorite time of year because we make so many people smile with our delicious gifts. I just placed my holiday order for my friends, family and business colleagues and I wanted to share what I purchased because I think these are our best gifts this year. I feel so strongly that you will be overjoyed with these gifts that I would like to give you 30% off! As always, we have a 100% satisfaction guarantee.

I wish you and your family a very happy holiday. Happy shopping!

Steve Druckman
President



Plaid Tidings VIP Gift Tower

~~\$99.99~~ **now \$69.99**

I bought this delicious and impressive gift for one of our most important vendors. The festive packaging surrounding our best selection of cookies, brownies and cake slices will be perfect for important people in your lives.

[buy now](#)



Platinum Gift Tower

~~\$49.99~~ **now \$34.99**

I bought this holiday bakery assortment for my neighbor who welcomed my family to the neighborhood. The classy packaging is perfect to let them know how much I've appreciated the warm welcome.

[buy now](#)



Holiday Cookie Gifts

~~\$19.99 – \$29.99~~ **now \$13.99 - \$20.99**

We ordered cookie boxes for our mailman, teachers and our babysitter. It contains a nice variety of our best cookies.

[buy now](#)



Grand Plaid Tidings Bakery Sampler

~~\$89.99~~ **now \$62.99**

This is our Christmas day family dessert! We love the assortment of cookies and cake slices, brownies and candies.

[buy now](#)

Email to Show Your "Top Picks"

From: Bloomingdale's <Bloomingdales@a.bloomingdales.com>
Subject: Premium Handbags That Make A Statement
Date: October 29, 2009 10:54:12 AM EDT
To: Patricia Norins Clapp
Reply-To: Bloomingdale's <support-bupzdxau9t3g6axhbxwca4kw2r3u@e.bloomingdales.com>

bloomingdales

FREE SHIPPING EVERY DAY
on orders over \$300 or \$150 with your Bloomingdale's card

DESIGNERS WOMEN CONTEMPORARY SHOES HANDBAGS JEWELRY & ACCESSORIES BEAUTY MEN KIDS HOME SALE

STORES & EVENTS GIFTS & GIFT CARDS THE REGISTRY

best bags

THE QUINTESSENTIAL HANDBAGS THAT CONTINUE
TO MAKE A STATEMENT SEASON AFTER SEASON.
SHOP ALL PREMIUM DESIGNERS



MARC JACOBS



MULBERRY



specialtyretailexpert.com

Email to Announce New Products

27.11.09
**Black
Friday
is Coming...**

R U Ready ?



Toll Free: 1-888-668-5444

Place New Order Before Nov. 20th And Recieve 200 Gift Bags Free Of Charge

Cobra
RC Toys contact@cobratoys.com

From: "Cobra RC Toys" <steven@relaxus.com>
Date: November 7, 2009 9:00:12 AM EST
To: "kelly@specialtyretail.com" <kelly@specialtyretail.com>
Subject: Cobra RC Toys Holiday season begins
Reply-To: steven@relaxus.com

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Tips to Improve the Effectiveness of Email Blasts

1. Collect as many names as possible/Qualified names as possible

- All your employees need to participate-every customer needs to be asked
- Reward your customers for sharing their email address — (offer a guarantee of coupons and special offers and follow through!)
- Bath & Body Works--10 million email addresses/3 months
- Catching Fireflies--Free \$63 Shopping Spree



Tips to Improve the Effectiveness of Email Blasts

2. Be creative with your messaging

- Count down the season with a special holiday series--12 days of Christmas (include a special sign-up in your fall marketing copy).
- Track results: which categories get the most interest, the least, do all messages perform the same?



Tips to Improve the Effectiveness of Email Blasts

3. Always test new messages & repeat those that work

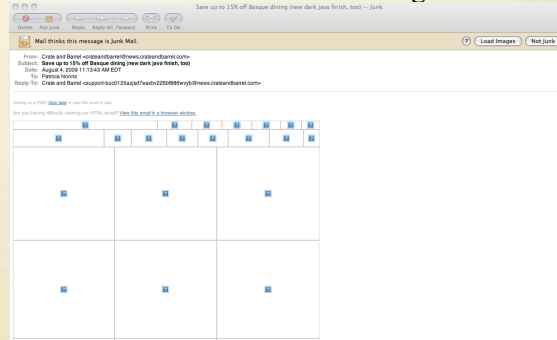
- Bath & Body Works used customer ratings and reviews in its email messaging and found 12% higher sales per visitor as compared to campaigns that do not include customer ratings and reviews.
- Use your metrics to determine what's working



Tips to Improve the Effectiveness of Email Blasts

4. Strong compelling design

- Use images sparingly--use alt tags for all images
- Have all the important valid information outside of the image.



Tips to Improve the Effectiveness of Email Blasts

5. Always include an opt-out link--at the top or bottom.

- Remember email recipients who click the “report as spam” button, 80% do so while the email is still in preview mode.
- To mitigate this:
 - Use an opt-out link (required any way)
 - Tell recipients how you got their email address, such as, “You have received this email because you, or someone you know, signed your email address up to receive twice-weekly news updates via GIFT SHOP Magazine's Wrap Up. If you wish to continue receiving our emails, please add our email address to your address book”.

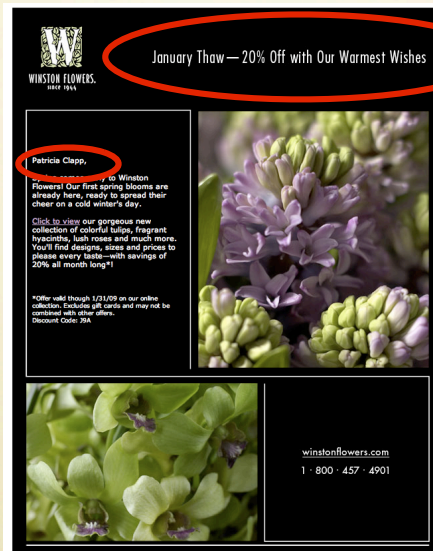
Tips to Improve the Effectiveness of Email Blasts

6. Use creative “calls to action” in your email marketing copy

Copy that encourages the recipient to take some sort of action : click through to your website to order, to email you, enter a contest, attend an event, etc.

The screenshot shows an email marketing campaign from SMART BARGAINS.COM. The header includes navigation links for Bed & Bath, Home & Kitchen, Women's, Men's, Jewelry & Watch, and Shoe Bargains. The main content features a 'NEW' Carmen Leather Storage Bench, priced at \$199.98 (a 3-day introductory price). A red button labeled 'TAKE YOUR SEAT' is circled in red. Below this, a 'SHINE ON' button is also circled in red, associated with a 'Under \$100 Lighting Sale' where users can save up to an extra \$40. The bottom section displays two product offers: 800 thread count Egyptian cotton bedding (Their Price: \$200.00, Your Sale Price: \$59.98) and Jute, Cotton & More Rugs (Now an Extra 20% Off).

Email Marketing Case Studies



[Extra 20% off select sale items: tops, sweaters & more. Online only.](#)

[If you're having trouble viewing this e-mail, \[click here\]\(#\).](#)

ANN TAYLOR

FORWARD TO A FRIEND ▶

OUTFITS APPAREL PETITES CELEBRATIONS ACCESSORIES SHOES TRENDS SALE

the NEW YEAR
never-better
SALE

Resolution #2: Have a fun time shopping styles
you'll want to wear the moment you buy them.

UP TO
60%
OFF*
In stores & online.

SHOP SALE NOW ▶

Tops, sweaters and more. Favorite picks
for a new year of luck and style.

ONLY AT ANNTAYLOR.COM

SHOP NOW ▶

EXTRA
30%
OFF**
SELECT STYLES

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if you cannot see the links or images in this e-mail, [click here](#)

kate spade
NEW YORK

JANUARY
favorites



TORTOLA PAOLA

*the caning pattern on this striking resort clutch recalls french café chairs,
and offers a crisp, summery counterpart to the shimmery trim.*

[see more january favorites](#) ▾

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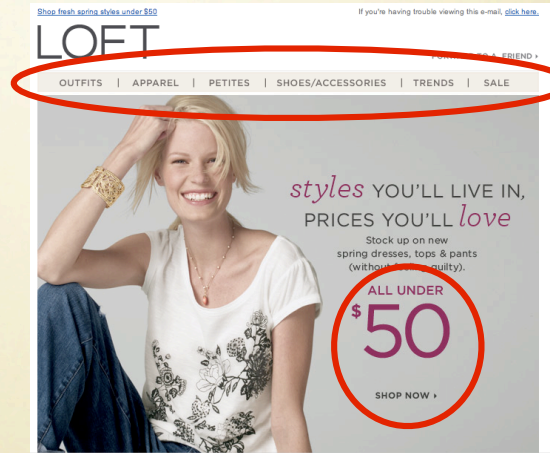
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Tie Your Email Marketing to Your Website

- Navigation that ties into your website
- Use creative “calls to action” to get recipients to click through to your site
- Beware of your image to copy ratio



When Permission Based Marketing Turns Into SPAM

- 80% of email recipients click “report as spam/junk” while the email is still in preview mode
- To mitigate, tell email recipients how you got their email address
- Subject line



When Permission Based Marketing Turns Into SPAM

- Run SPAM check through the built in SPAM filter that your email service provider has on their site.
- Check once a month to make sure your server has not been blacklisted (mxtoolbox.com or blacklistalert.com)
- Consider working with a reputable freelance webmaster to host your site or reputable hosting company
- Use a current email list
- Send only what you agreed to send your list
- Use a high copy to image ratio

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Free Email Server Monitoring Service

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Some companies charge users for this service, at MxToolbox we are proud to give it to the email community.

[Login Here](#) [Click here to register your account now...](#)

What It Does

- > **Blacklist Monitoring** - Email alerts if your server shows up on any of 150 email blacklists
- > **Availability Monitoring** - Email and pager alerts if your mail server goes down
- > **Performance Monitoring** - See your server performance trends over time Benefits

Why It Makes Your Life Easier

- > **No more worrying** about server performance, availability or reputation
- > **Find out immediately** if there is a problem with your mail server
- > **It doesn't cost** you a thing!

specialtyretailxpert.com

When Permission Based Marketing Turns Into SPAM

Nearly half of consumers said they will mark a permission based email as SPAM if it is:

1. Sent more often than they signed up
 2. Off-topic
 3. Devoted to ad space or partner messages
- A high SPAM score can lead to getting blacklisted



Email to Promote Your Social Marketing



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Email to Promote Your Social Marketing

Marshalls
IT PAYS TO BE SHOPFORTUNISTIC™

FIND A STORE | BUY A GIFT CARD | FORWARD TO A FRIEND

sing a christmas carol, and you could
WIN A SHOPPING SPREE!

You Tube *Caroling*



Enter our YouTube Caroling contest for your chance to win a **\$5,000 shopping spree** to Marshalls. Just upload a video of you singing one of our unconventional Christmas songs.

Or, for a more traditional take on caroling, upload a video of

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Email to Promote Your Social Marketing

From: MAGIC Marketplace <info@magic.com> r.12hs.com>
Subject: **Up to the minute style info on Twitter**
Date: August 21, 2009 12:01:26 PM EDT
To: LAURIE O MALLEY <lomalley@specialtyretail.com>
Reply-To: MAGIC Marketplace <info@gmtrail.bdiemf.r.12hs.com>

A MAGIC Marketplace Email | [Click Here to View as a HTML page](#)

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Email to Promote Your Social Marketing

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IT PAYS TO BE SHOPPORTUNISTIC

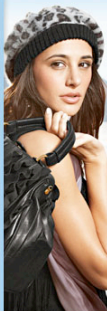

FIND A STORE | BUY A GIFT CARD | FORWARD TO A FRIEND

the
PRICE
is nice

YOU COULD WIN A \$50 GIFT CARD.
Become our fan on Facebook and enter The Price Is Nice contest.

You're already a fan of our fashions and savings. So now become a fan on Facebook. Then flaunt your shopping savvy by entering our hot new contest, The Price Is Nice. You could win a \$50 Gift Card.*

Become a fan ▶



*If more than one person offers the best answer, the winner will be randomly drawn from among them.

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Subject: **We're letting you in on a BIG secret!**
Date: September 15, 2009 1:11:21 PM EDT
To: Patricia Norins Clapp
Reply-To: email@mrsfields.messages2.com



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Promote Your Media Coverage

Zoobie pets

Zoobies on Today Show

Tune in to the Today Show **Thursday morning, October 8th**. Author Eric Carle will be reading the Very Hungry Caterpillar to children in celebration of Jumpstart's 'Read for the Record', a campaign seeking to set a world record for the most people reading the same book, on the same day.

Our new [Very Hungry Caterpillar Zoobie](#) has been requested and sent for the segment. We hope you have the opportunity to watch! Find out more about Jumpstart's 'Read for the Record' [here](#).

Ryan Trett
Ryan@Zoobies.com
"Play.Sleep.Love"

www.Zoobies.com



Conclusion

- **Become an innovative retailer--Try new things!**
- **Your store website**
 - Tied to your email marketing success
 - You'll sell more and increase your store traffic
 - Helpful for building your email list
- **Email Marketing**
 - Collect as many names as possible
 - Use a reputable email service provider
 - Follow the Six "do's" of email marketing
 - Design your email for the five stages of email viewing
 - Use creative email marketing formats to get your messages across
 - Always test new messages and monitor success rates of old messages to repeat what's working
 - Follow tips for avoiding SPAM/Junk mail
 - **Your email marketing campaign will generate powerful results: more store traffic, more web traffic, and more sales!**