

The Cost of Lazy Email Marketing

Listrak's Email Marketing Best Practices Webinar Series: June 17, 2009

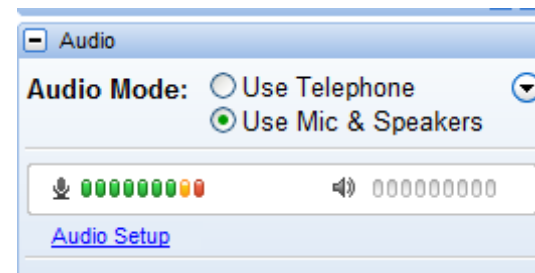
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Before we get started...

Audio

- Select “Use Mic & Speakers” for VOIP or
- “Use Telephone” to get the dial in number and access code



Questions

- Use the Question and Answer panel on the right

Additional Info

- This webinar is being recorded – it will be posted in our online resource center in 3 business days along with a PDF of the slides
- If you opted-in to Listrak’s mailing list, you’ll receive an email with a link to the information
- If you need support with GoToWebinar, call 1-888-259-8414



Welcome!



Over 300 participants

ABC

American Medical Association

Sage

Email Marketers' Club

Wyndham Hotel Group

Hanes Brands, Inc.

Greenbrier Media

Today's Presenter

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Today's Tasks

Change our mindset

- Awareness of hidden costs of email
- Gain greater understanding of the expectation gap

Explore small changes

- For positive results



The Problem



No one is really
bothered by
bad advertising...

The Problem

Except email users!



twitter tells it all...

~~XXXXXXXXXX~~ Why oh Why Mr ~~XXXXXX~~ do **you** keep **sending** me "specialist optimisation emails" yet they **are** so generic that they just waste my time.

about 10 hours ago from *TwitterFox* - [Reply](#) - [View Tweet](#)

~~XXXXXXXXXX~~: Steve Madden please **stop sending me** daily discount emails. Don't they know I'm trying to cut costs - cheap, cute shoes are not in the plan.

1 day ago from *TweetDeck* - [Reply](#) - [View Tweet](#)

Emails are measurable and immediate

Problems are largely invisible or delayed

A lack of response is not necessarily a neutral event

Delivered	Unsub.		HTML Emails				Clicks	Unique Clickers	
	#	%	Opened	%	Read	%		Total/Repeat/New	%
84981	344	0.40 %	16278	19.15 %	10180	11.98 %	2760	2045/1545/500	2.41 %
231063	935	0.40 %	43778	18.95 %	25184	10.90 %	7202	5233/3831/1402	2.26 %
11038	50	0.45 %	1941	17.58 %	1161	10.52 %	297	246/200/46	2.23 %
11033	38	0.34 %	1971	17.86 %	995	9.02 %	224	174/142/32	1.58 %
11036	31	0.28 %	1978	17.92 %	1052	9.53 %	239	213/178/35	1.93 %
10953	38	0.35 %	1961	17.90 %	1025	9.36 %	288	208/164/44	1.90 %
10905	30	0.28 %	2026	18.58 %	1167	10.70 %	381	265/196/69	2.43 %
10790	24	0.22 %	1971	18.27 %	1116	10.34 %	333	193/141/52	1.79 %
10750	37	0.34 %	2101	19.54 %	1273	11.84 %	735	350/256/94	3.26 %
10744	47	0.44 %	2160	20.10 %	1291	12.02 %	476	371/258/113	3.45 %
10560	49	0.46 %	2386	22.59 %	1550	14.68 %	545	407/286/121	3.85 %
10483	63	0.60 %	2041	19.47 %	1206	11.50 %	401	270/205/65	2.58 %
10404	39	0.37 %	2017	19.39 %	1192	11.46 %	303	258/208/50	2.48 %
10431	28	0.27 %	2064	19.79 %	1195	11.46 %	391	289/222/67	2.77 %
10329	39	0.38 %	1990	19.27 %	1100	10.65 %	233	189/138/51	1.83 %
10407	33	0.32 %	2150	20.66 %	1177	11.31 %	276	208/151/57	2.00 %
10425	59	0.57 %	2005	19.23 %	1054	10.11 %	266	218/165/53	2.09 %
10394	38	0.37 %	2057	19.79 %	1278	12.30 %	425	302/197/105	2.91 %



How will this email tactic help drive a positive response?

How will this help me drive a negative response?

Measure & Monitor

- Social media / online monitoring
- Reader feedback / surveys
- Unsubscribes
- Feedback Loops (spam complaints)
- Inbox delivery monitoring
- Blacklist monitoring
- Reverse metrics



Example 1 – Remarketing

Fact – Resending email to those who didn't open the first email generates additional clicks and conversions



Example 1 – Remarketing

Fact – Many non-openers did see the email

 please **stop sending me** emails introducing the next iPhone. You've already sent **me** 10 including 1 in Japanese.
about 12 hours ago from *Tweetie* - [Reply](#) - [View Tweet](#) - [Show Conversation](#)

Problem – Duplicate emails and irrelevance x 2

Example 1 – Remarketing

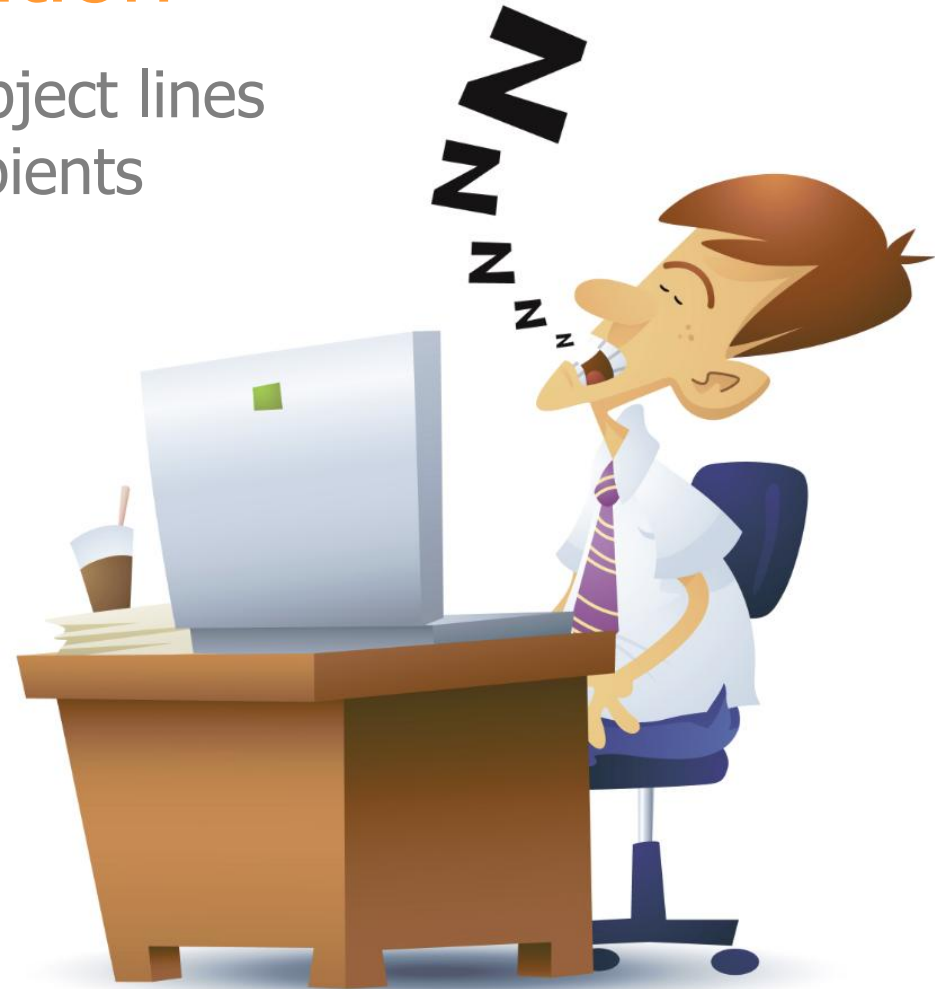
Possible solutions:

- Modify time, subject line, creative, etc.
- Target opens who didn't click, clickers who didn't take further action, etc.



Example 2 – Reactivation

Fact – Unique offers and subject lines can reactivate dormant recipients



Example 2 – Reactivation

Fact – Reactivation lifts expectations

~~Example 2~~ sent me a sad re-engage email this a.m. - "We Miss You - Come Back" - but then body copy was just their normal weekly email

4:41 PM May 12th from web

Problem – Returning reactivated addresses to the original stream, um, causes them to go inactive

Example 2 – Reactivation

Possible solutions:

- Solve the problem then reactivate
- Segment out inactives and change frequency, content, etc.



Example 3 – Frequency

Fact – Increasing frequency drives more action

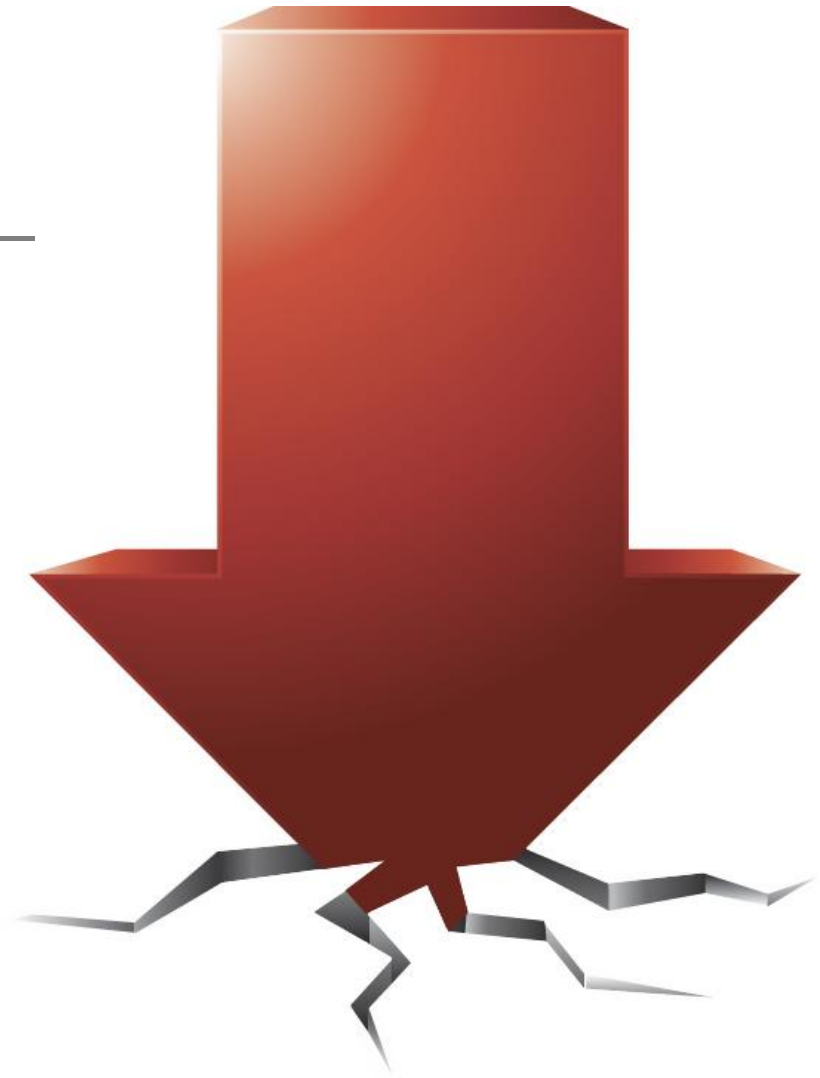
✉	audio@pbconferences.com	Last Chance to Register for: HTML Foundation ...	Wed 6/10/2009 8:12 AM
✉	audio@pbconferences.com	Tweet Your Brand: Effective Ways to Market wi...	Wed 6/10/2009 7:30 AM
✉	audio@pbconferences.com	Gatekeeper & Voice Mail Strategies: 5 Ways to ...	Sun 6/7/2009 9:25 PM
✉	audio@pbconferences.com	HTML Foundations: Build Your Own Web Site ...	Wed 6/3/2009 4:28 AM
✉	audio@pbconferences.com	Last Chance to Register: Women's Leadership: ...	Wed 6/3/2009 12:01 AM
✉	audio@pbconferences.com	Gatekeeper & Voice Mail Strategies: 5 Ways to ...	Tue 6/2/2009 1:42 AM
✉	audio@pbconferences.com	Last Chance for YouTube for Marketers Techni...	Tue 6/2/2009 1:06 AM
✉	audio@pbconferences.com	YouTube for Marketers: Techniques for Genera...	Thu 5/28/2009 10:01 AM
✉	audio@pbconferences.com	Gatekeeper & Voice Mail Strategies: 5 Ways to ...	Wed 5/27/2009 10:05 PM
✉	audio@pbconferences.com	Creating Web Pages with HTML - 6/18 Webinar	Wed 5/27/2009 12:07 PM
✉	audio@pbconferences.com	Women's Leadership: Stopping Toxic People F...	Tue 5/26/2009 9:40 PM
✉	audio@pbconferences.com	Last Chance to Register - No Need to Speak to ...	Tue 5/26/2009 8:27 PM

Example 3 – Frequency

Fact – Net profit doesn't decline gracefully if you send too much – it collapses!

"25% of respondents who reported an email as spam gave "too much email from the sender" as a reason for doing so."

Source: MarketingSherpa 2009 email marketing benchmark report



Example 3 – Frequency

Possible solutions:

- More value = more frequency allowed
- Trigger emails
- Segmentation or self-selection
- Piggy-back on transactional emails
- Altruistic emails

Your Information

First Name* Last Name*

Company

Update Your Email Address:

New Email Address:

eCatalog Selection
Our special offers, new product releases, and exclusive deals to help your business save more.

Zones IT (Weekly) or, Monthly Specials Only

Zones Creative Professional (Weekly) or, Monthly Specials Only

Mac Zone (Weekly) or, Monthly Specials Only

Zones Newsletter Selection
An in-depth look at technology topics important to your business.

Licensing Newsletter (Monthly)

IT Newsletter (Monthly)

Creative Professional Newsletter (Quarterly)

E-Mail Format*
Please select the format you would like your e-mail in.
(Note: AOL version 6.0 or higher users can choose to receive HTML)

HTML Rich Text Plain Text

What environments do you primarily buy for? *

Personal/Home Use Small Business (<100 employees) Corporate Business (100+ employees)

What operating system do you primarily buy for? *

Windows Mac Both

Please select the technology topics of most interest to you

Desktops Apple Printers

Notebooks Storage Digital Imaging

Servers Software Accessories

Monitors Networking

Example 4 – Deliverability

Fact – Some emails don't make it to the inbox

It costs us a few clicks and conversions



Example 4 – Deliverability

Problem – It's not just about missing responses

“As many as 1 in 4 respondents lose some degree of faith in an organization that is unable to deliver email reliably.”

Source: Habeas consumer email survey

	Delete all spam messages now (Messages that have been in Spam more than 30 days will be automatically deleted)
<input type="checkbox"/> ☆ StockLayouts	New Addition: Tri-fold Brochure Design for a Bookkeeping Service - View the online version of th
<input type="checkbox"/> ☆ Casey Qmyapodq	Medically-approved and safe ways to gain size - Click here to view message online This Newslette
<input type="checkbox"/> ☆ SimplyInk	Ink & Toner - Get 10% Off And Free Shipping on Select Order - Order Ink & Toner Now - Get 10%
<input type="checkbox"/> ☆ Teachers wanted	Teachers needed: Get started with your degree - Teachers needed: Get started with your degree U
<input type="checkbox"/> ☆ AHJ	Legally Hijack 221,231 In Sales - Great News! People are working an hour a day, earning 20000 THO
<input type="checkbox"/> ☆ Lee Ragland	pics - Good Day, It has come to our attention that you are in dire need of some financial AID ...
<input type="checkbox"/> ☆ Shed-LBS-Quick	Drop unwanted-LBS almost without effort using our free-trial. - Get A Free* Trial of Nature Cleans
<input type="checkbox"/> ☆ Nature Cleanse Trial Off.	Exclusive:Freebie Trial-Nature Cleanse-Colon Health/Lbs. Dropping! - NoCost Trial Health/Beaut
<input type="checkbox"/> ☆ Timeshare	Quit wasting money on Timeshares you never use, let us help you - To stop receiving announcen
<input type="checkbox"/> ☆ DISH Network Promotions	FREE HD or DVR with new DISH Network Promotion - 5;1ozL6ChTyTJVuLDY4Zru;2308345
<input type="checkbox"/> ☆ me	Membership card paid - Having trouble viewing this email? View it online. If you wish to discontinue th
<input type="checkbox"/> ☆ Easy Tweet Cash	Massive Twitter Income Generator Up To 873 Dollars A Day - Understanding Twitter is the fundam
<input type="checkbox"/> ☆ Your Online Business	Megan Ouellet, 17 People Needed to Work From Home! - IMAGINE The Freedom! It's Here For Yc
<input type="checkbox"/> ☆ Warranty Extension	Vehicle Warranty - 60% OFF - 5;7BxHhJiNsNIEAHX3omUA;2307345
<input type="checkbox"/> ☆ GlucoThin MD	Naturally Control Your Blood Sugar - Breakthrough Formulation! - Naturally Control Your Blood S
<input type="checkbox"/> ☆ Salary.com Newsletter	SURVEY - What Are You Getting For Dad? - If you cannot read this message, please click here Wha
<input type="checkbox"/> ☆ Laptop Rewards Group	Get a MacBook Pro Laptop on us (with participation) - LaptopRewardsGroup is an awesome place
<input type="checkbox"/> ☆ Designers Imports	More Gifts for Grads and Dads... - If you are having trouble viewing this message, see it in your brows
<input type="checkbox"/> ☆ Hickory Farms	Free Shipping - Last Day! - Free Shipping - Last Day! If you can't see images in this e-mail, click her
<input type="checkbox"/> ☆ New Laptop Offer	Get 2 VAIO Laptops on us (with participation) - His And Her Laptop is a great place to get laptops.
<input type="checkbox"/> ☆ LoseWeighttend	Fat loss For Idiots - Acai Pure Review Will AcaiPure Help You Lose Weight? 2009's Top 5 Diet Pills R
<input type="checkbox"/> ☆ Irvin	hi - Hello, Our files show that you're in need for financial aid. We have approved your form. www ...
<input checked="" type="checkbox"/> ☆ Crate and Barrel	Up to 50% off Summer Sale is hot with savings - Viewing on a PDA? Click here to view this email in
<input type="checkbox"/> ☆ Internet TV available no.	Never pay another cable bill ever again - Press here to watch over 2000 world wide TV channels or
<input checked="" type="checkbox"/> ☆ smith+noble	It's a happy Monday, with \$100 window treatment savings! - Offer details: Receive \$100 off a minimum c

Example 4 – Deliverability

Possible solution - Assess investment in certification and deliverability services based not only on additional responses but on brand impact, too



Example 5 – Rendering

Fact – Email clients can be funny about displaying email but a few lost clicks is a cost of email business



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SPECIAL EDITION MAY 2008

New CAN-SPAM Rules for 2008

The Federal Trade Commission has recently approved [revisions to the CAN-SPAM Act of 2003](#). These new rules take effect 45 days from the date of publication in the Federal Register, which will take place within the next several weeks. However, direct marketers should implement the changes in their email marketing procedures as soon as possible in order to ensure they remain compliant. If messages do not comply with these rules, the sender's company may be fined or charged with a criminal and civil offense.

The CAN-SPAM Act of 2003 called for unsolicited email campaigns to have several items in place in order for the message not to be labeled as spam. Even though the rules are in place for senders of unsolicited emails, permission-based email marketers that only send to recipients who have requested to receive their emails should also follow these rules. Legitimate marketers must do everything they can to distinguish and differentiate their emails from spam, and these rules help set them apart. Also, many subscribers are using the "Report Spam" button as the means of unsubscribing from a list.

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As a valued customer, we greatly appreciate your time. Thank you for your continued attention to our company news. If you wish to be removed from our list, click [unsubscribe](#).

2008 Email Marketing Days


September 7-9
Philadelphia, PA

Register Now

Free Webinar

Creating Effective HTML Email Campaigns

May 28, 2008
1:00-2:00 EST



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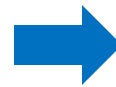
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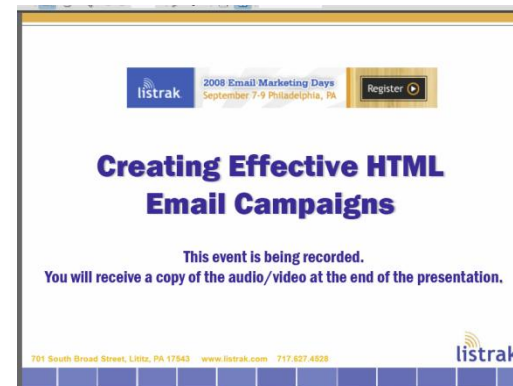
Example 5 - Rendering

Possible solutions:

- Inline CSS
- Tables
- Alt attributes
- Image/text balance
- Web version links



www.listrak.com/university/HTML-Email-Design/



www.listrak.com/webinar/Effective-HTML-Email.asp

The expectation gap

Our emails match our expectations, but not the recipient's expectations



Example 1 – set and forget

Newsletter:

SIGN UP FOR SPECIALS

Name:

Email:

SUBSCRIBE TO EMAIL LIST

Email Address:

First Name:

Last Name:

Zip:

You have been successfully subscribed.

You have chosen to subscribe and we will process your request as quickly as possible. You should receive your first mailing within a week. Please contact our customer service department at mark@email-marketing-reports.com with any questions or additional requests.

Example 2 – “Electronic mail...is a method of exchanging digital messages”

Source: Wikipedia

<do-not-reply@support.v

m <noreply@bl

from noreply@fgv

Example 3 – Permission



We think:
"You have given us permission to
send you email!"



They think:
"I have given you permission to send
me the email I signed up for, but only
for as long as I deem that email to be
worth getting."


Example 3 – Permission

[@EmailMarketing](#) Hey, [@jess](#) - **stop spamming me** with order notification e-mails and just send **me** my stuff, okay? >>

1 day ago from web · [Reply](#) · [View Tweet](#)

Example 4 – Social marketing

“More than 46% of email marketers plan to use social media and email together in 2009.”

 Websites that Twit should have a "twitter account that doesn't **duplicate** the RSS or **emails**" otherwise it gets a bit annoying.

about 16 hours ago from *web* · [Reply](#) · [View Tweet](#)

Example 4 – Social marketing

Do social links raise expectations?

- Our stuff is worth sharing (is it?)
- We are participating in social media (are you?)
- Our social channels offer a different experience / content / value (do they?)



Opportunity costs

If it ain't broke, don't fix it!



Especially when we have no time, resources or internal support for testing or investment.

SMALL CHANGES BIG IMPACTS

- Adding a subscriber count to sign-up forms increased opt-ins by

32%

- A call-to-action link in the preheader produced a CTR of

30%

- Adding links to previous email content at the bottom of a newsletter lifted total CTR by

117%

Retrospective testing

Check past response rates against:

- Subject lines
- Time of send
- Day of week and month
- Offers and content type

But get granular

Don't Miss Listrak's Next Webinar with Mark Brownlow 6/17	6/10/2009 8:00:52 AM	14,561	13	0.08%	4573	31.40%	1582	10.86%	872	754/651/24	5.18%
Free Webinar: The Hidden Costs of Lazy Email Marketing	6/10/2009 8:01:21 AM	14,561	11	0.07%	6791	46.63%	2908	19.97%	981	647/519/37	4.44%

Retrospective testing

Step 1

Define factors contributing to the decision to click

of paragraphs

Step 2

Define scales or categories for each factor

1, 2, or 3 paragraphs

Step 3

Go through past reports and cross-reference each with a relevant click rate

Step 4

Aggregate results and compare

Retrospective testing

Case study:

The Email Marketing Reports Newsletter

Number of links in teaser text	Click-to-open rate (total % for tea	CTA wording (end link)	Gap between links (words)	Position of teaser in email	Number of paragraphs in teaser	Number of lines in teaser
2	15.81	keep reading	10	1	3	6
2	21.39	read more	15	2	2	6
2	6.32	learn more	16	3	2	6
1	5.27	read my detailed review		4	2	6
2	13.25	read on	22	1	2	6
2	8.23	learn more	21	2	2	6
2	7.88	keep reading	20	2	2	6

Retrospective testing

- Adding a link in the body of a teaser text lifted CTR by an average of

25%

- Using action words like “find” or “learn” in CTAs lifted CTR by as much as

50%

Retrospective testing

- Clicks decline down the email, but the lowest article gets a click boost!
- Two paragraph teasers got **23%** more clicks than one paragraph teasers

Two key takeaways

1 Don't just ask, "will this cause more positive actions and responses?" Ask, "will it have negative consequences, too? How can we assess that? How can we compensate?"

2 Work with what you have...small changes can have big impacts

Today's Presenter

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