



# Email Marketing Q&A

## Webinar

**ADVICE Professional Development program, May 2011**

Presented by Tess Dryza, Director, [RipeOnline.com.au](http://RipeOnline.com.au)



Welcome! Good to have this time online together. I'm Tess Dryza, your webinar presenter.

# Webinar Outline

Your questions answered:

Q1: How do we attract people to sign up?

Q2: How can we increase the percentage of opened emails?

Q3: How do we increase response rates?

Q4: How frequently should we send emails?

## Q: How do we attract people to sign up?

- Placement of content segment in popular third party newsletters
  - Alliance marketing
- Home page opt-in call to action with link to sample content and offerings
- Two step opt-in process:
  - Step 1: email address
  - Optional Step 2: first and last name, poll of preferred delivery schedule and content
- Give assurance about privacy and your policy on subscribers' data
- Targeted content
- Communicate relevance and advantage gained through subscription
- Consider mobile option / stylesheet '@media query'



### Join the MarketingProfs Community Today ... IT'S FREE!

[Already a member? Login >](#)

MarketingProfs is a rich and trusted resource that offers actionable know-how to help you market your products and services both smarter and better. Entrepreneurs, small-business owners and marketers in the world's largest corporations make up our **389,000 members**, making us the largest group of marketing peers you can find on the Web.

**WANT TO READ MORE?  
SIGN UP TODAY ... IT'S FREE!**

Your email :

 

We will never sell or rent your email address to anyone. We value your privacy. (We hate spam as much as you do.) [See our privacy policy.](#)

OR

**Sign in using a partner site ...  
simply click one of the preferred  
accounts below!**



Welcome to MarketingProfs



## Q: How can we increase the percentage of opened emails?

- In general, you'll get about 30% of the total opens you can expect after 2 hours; after 23 hours, you'll have about 75% of your total opens.
- Alignment of recipient and offering
  - Manage expectations
  - Clear communication

## Q: How can we increase the percentage of opened emails?

- Deliverability
  - Approximately one-third of marketers report email delivery rates of 80% or less
  - 20% of emails sent in campaigns fail to reach their target recipient.
- Verify emails provided at point of capture
  - Use email verification software
  - Double opt-in subscription – email dynamically sent to subscriber who is asked to confirm
- Send welcome email
- Database cleanse regularly
- Don't use too many images as tends to alert ISP as possible spam
- Make it easy for people to unsubscribe

## Q: How can we increase the percentage of opened emails?

- From field
  - Generic Vs Personal
- Subject
  - Generic Vs Curious
  - Short Vs Long (35 characters max.)
  - Key words
  - Open ended questions
- Time of day sent
- Personalised to recipient in message (not subject line)
  - Dear <first name> or Dear <artform> lover
- Top content (above the scroll)
  - Linked list
  - Key feature

From: SmartCompany.com.au <np-reply@smartcompany.com.au> (sent by SmartCompany.com.au <np-reply=smartcompany.com.au@mail22.us2.mcsv.net>)  
Reply-To: SmartCompany.com.au <np-reply@smartcompany.com.au>  
Date: Monday, 28 February 2011 12:47 PM  
To: info@ripeonline.com.au  
Subject: Floods hit house prices, Oscars marketing lessons, 10 pearls from Warren Buffett's shareholder letter, The billionaires from the new tech bubble

# smartcompany

[home](#) | [contact us](#) | [advertise](#)

Dear SmartCompany reader,

Today on SmartCompany we extract five lessons from the advertising event that is the Oscars, we also garner some inspiration from the pearls of wisdom from Warren Buffett's annual shareholder letter, we check out Google's latest algorithm change and we look at how the floods hit house prices in January. Plus in **Entrepreneur Watch**, James Thomson explains why entrepreneurs need to beware the four-speed economy.

For all this and more, head to our [home page](#).

## News

- **Property prices fall in January due to floods, but recovery tipped if rates remain on hold**
- **Five lessons from the Oscars 2011 marketing blitz**
- **Google changes search algorithm to block content farms, promises higher quality results**
- **10 pearls of wisdom from Warren Buffett's latest letter to shareholders**
- **Collapse of \$3 billion Brisbane tunnel project raises questions about future toll road investments**
- **Optus and Telstra urge changes, regulatory oversight for NBN**

Free  
eBook

smart  
company  
.com.au



Download Now

## Tip of the Day

Unquestionably, some people have become very rich through the use of borrowed money. However, that's also been a way to get very poor. When leverage works, it magnifies your gains. Your spouse thinks you're clever, and your neighbours get envious. But leverage is addictive. Once having profited from its wonders, very few people retreat to more conservative practices. And as we all learned in third

## Q: How do we increase response rates?

- Track types of content and measure user preference as gold, silver, bronze for future editorial
  - e.g. article, review, image, video, audio
- Use click-through data to shape segmentation for future distribution
- Leverage hot brands e.g. facebook
  - Embed 'like' button and 'follow us on facebook' in email marketing
- Ensure relevancy
- Segmentation
- Content
- Design

## Alcorso Foundation Fundraising Campaign

Dear Tess

The Alcorso Foundation needs your help to raise **\$50,000 in 50 Days**

**Why?** Because we want to continue:

- investing in individuals
- fostering cultural exchange
- delivering awards that lead to new development
- promoting education and knowledge-sharing.

Monies raised will allow us to continue and grow programs that:

- provide education awards for refugee students to complete pre-tertiary studies
- foster international residency exchanges in arts and environment sectors
- encourage world class sustainable practice through industry research awards
- promote excellence through Honours and Post Graduate research awards

(Find out more about our programs at: [alcorso.org.au](http://alcorso.org.au))

**50 days begins NOW!**

and ends Wednesday June 29 2011.

**What can you do?**

- Please make your tax-deductible donation to: [www.alcorso.org.au/donate](http://www.alcorso.org.au/donate) or
- Make a '**group donation**' with friends or work colleagues
- Forward this email to at least **two contacts** - tell them about the Foundation and our work and encourage them to donate

-  **Like** Follow the campaign as it develops on Facebook

*"The Foundation has reached a critical point where its commitment to delivering programs in social justice, environment and the arts is rapidly outstripping our income forcing us to potentially curtail future activities. We want to continue working with and for Tasmania's community." Kate Warner, President and Chair*

Your tax-deductible donation will ensure the Foundation's programs continue to benefit individuals and organisations throughout Tasmania.

## Q: How do we increase response rates?

### Content

- 1/3 sales orientated 2/3 interest
- News, trends, events and research that is relevant to the readers' specific interests
- Short and sweet teaser copy with clear call to action
- Better to have less excellent content than lots of dull
- Test different formats
  - Opinion
  - Profile
  - Review
  - Article
  - Video – embedded or clickable screenshot linked to webpage with video
  - Audio
  - Image

## Email Marketing Q&A

POST  
Dumbo feather,  it on.



To: you  
c/- your inbox  
Wherever you are  
in the world



Dear friend,

Today was a pretty special day here in the new *Dumbo Feather* office. Somehow, amongst our piles of boxes, and doors propped on trestles acting as desks, we've managed to pull together a magazine so beautiful my heart skips every time I look at it. It's now in the hands of our printers, who are mixing up their friendly inks in anticipation of working their magic. It will arrive in newsagents on **April 1**.

In a couple of weeks, you'll start to see posters around capital cities, and perhaps hear us on the radio — we believe in this magazine, and we're going to try as hard as possible to let everybody know about what we've created. We also need your help in this, so share this email, spread the word, send it to your friends. Those of you who are subscribers will be receiving a special offer to help us out with this—a **free copy for a friend in Australia or New Zealand!** Look for details in your envelope.

I'm thrilled to finally show you what we've been working on down here, and to give you an exclusive sneak into the new look *Dumbo Feather*.

Your Editor

ps. The cutoff date for subscriptions to receive the new issue is next Wednesday, March 23. Get subscribing!





**Thank you - Merci - Gracias - Grazie - Dankeschön - Obrigado  
- Gui lah hui te ha - Ashoge - Shukran - Tsikomo - M goi - Tak -  
Dank u - Vinaka - Aabhar - Köszönöm - Go raibh maith agaibh  
- Arigato - Tashakkur - Dziekuje - Gestena - Hvala - Tack -  
Tesekkür ederim - Spasibo - Dêkuji - Sas efharisto .....**

Right, that's most of you covered, apologies to those we've missed out ...  
ok, so here are two tracks for your listening pleasure:  
Supercollider and The Butcher. We released these as a limited edition 2  
track 12inch vinyl to mark Independent Record Store Day last Saturday,  
April 16 ... so in case you missed out and didn't get a copy [here](#) they are.  
It's a thank you for being SO supportive of what we do ...

p.s. This is not part of a new loyalty points scheme, a Radiohead  
clubcard or even an air miles redeemable reward type thing...  
It is just a big old-fashioned thank you!

Hope your Spring/Autumn is good.

Ed, Colin, Jonny, Philip & Thom

x

FYI... 'The Butcher' was recorded and mixed during 'The King of Limbs'  
sessions, but we couldn't make it work on the album; 'Supercollider' was  
started during those sessions and finished off in March of this year.

## Q: How do we increase response rates?

Segmentation to provide targeted content

- Behaviour
  - New subscribers
  - Inactives – not opened and not clicked
  - Actives – opened and clicked - incentive
  - Buyers – opened, clicked and converted – reward/privilege
  - Browsers – opened but not clicked - incentive
- Demographic
  - gender, age, interest based preferences, occupation, location, stage of life, other socio-economic factors.
  - Offer optional survey to target content and format preferences

## Q: How frequently should we send newsletters/email?

- Timeliness
  - Be clear about editorial brief and nature of communication
- Deliver on promise at point of capture
  - Is it a 'monthly', 'weekly', 'quarterly'?
- Recipients more responsive to 'extra' emails if tied to a special occasion offer
  - e.g. Subscription package as Christmas gift
- Too many emails and it starts to feel like spam. Not enough and you forget the relationship
- Easy to poll people re. preferred delivery schedule at point of sign-up e.g: Would you like to receive emails (please choose):
  - a) weekly b) fortnightly c) monthly, d) quarterly
- Day of week and time of day also important



Australian Government



Australia Council  
for the Arts