

# **RBFF Quarterly Webinar Series - Email Marketing Strategies**

**June 12, 2013**

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# 3.1b

email accounts registered

A photograph of a boat at sunset. Three people are visible on the deck. One person is standing near the stern, looking out. Another person is leaning over the side of the boat. A third person is standing further back. The sky is a warm orange color. The water is dark with some whitecaps. The boat's structure, including railings and a ladder, is visible in the foreground.

# 145b

emails sent daily



**42%** **check email  
on their  
mobile device**





# 77%

of Americans prefer to get marketing  
messages via email

Exact Target, 2012

A photograph of a lake with several sailboats and a forested shoreline in the background. The sailboats are white with dark masts and are anchored in the water. The shoreline is covered in dense green trees. The sky is clear and blue.

# 66%

of Americans  
have made a  
purchase as a  
result of an email  
from a brand



# Email Plan



# Set Specific Goals

- **Grow database?**
- **Increase visits to website?**
- **Convert a sale?**
- **Maintain a relationship?**



# Get to Know Your Audience

- Last purchase date
- Last email click
- License type
- Birthday/age
- State (resident/visitor)

# Build Your Email Strategies

- **Start simple, and test**
- **Consider timing/technology effort**
- **Make sure your strategies map back to a goal**

# Strategy #1

**Create an acquisition  
campaign**



# Acquisition

- Collect emails at the point of sale (online and off line)

The screenshot shows a web browser window with the URL <https://secure.in.gov/apps/dnr/htf/license/enterCustomerInformation.action>. The page is titled "IN.gov" and "DNR". It contains a form for "Customer Information" with the following fields: Address, Address 2, City, State (dropdown), Zip Code, Indiana County (dropdown), Phone, E-mail, and a checkbox for "Omit me from DNR Mailing List". The "E-mail" field is highlighted with a green box. Below the form, there is a "Residency" section with radio buttons for "Resident" and "Non-Resident". A note states: "A resident is a person who has lived in Indiana continuously for a period of 60 days preceding the date of license or permit purchase. All others are non-residents." A "Continue »" button is at the bottom of the form.

IN.gov DNR

Required field

**Customer Information**

Address

Address 2

City

State

Zip Code

Indiana County

Out Of State

Phone

E-mail

☐ Omit me from DNR Mailing List

**Residency**

☒ Resident

☐ Non-Resident

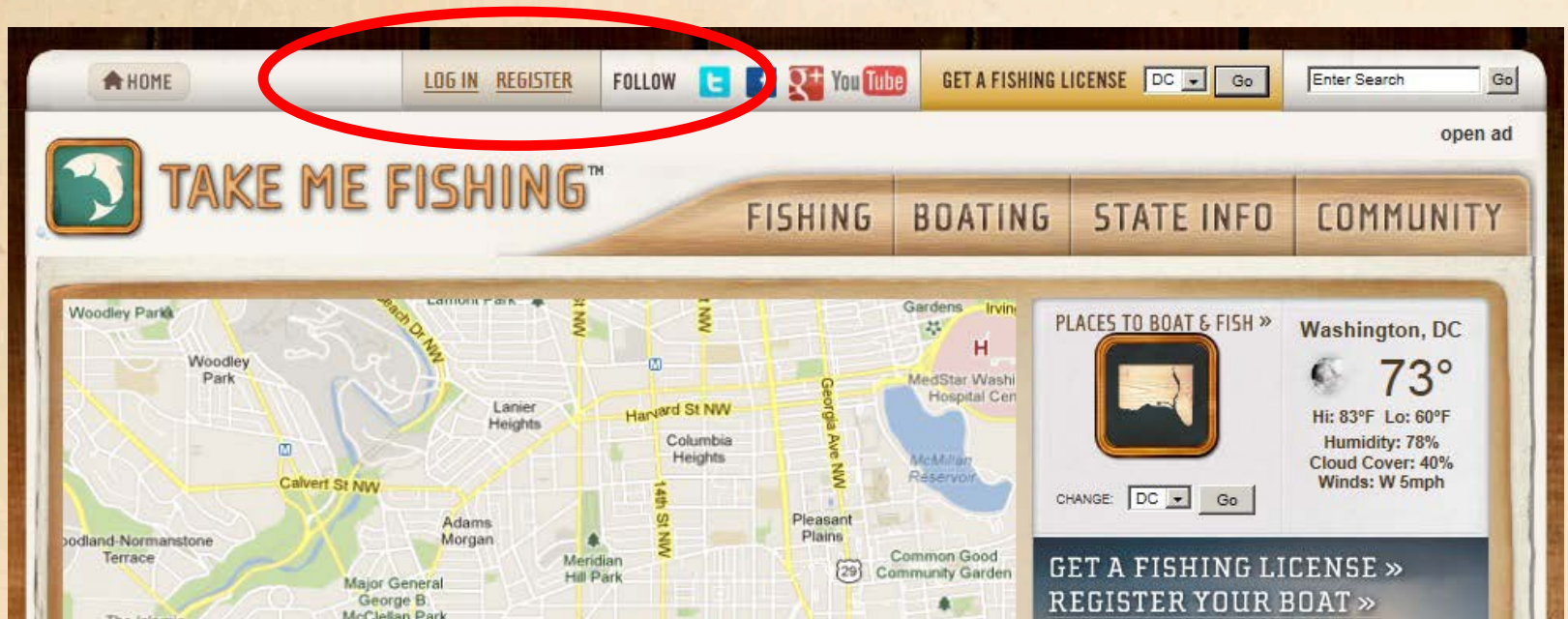
*A resident is a person who has lived in Indiana continuously for a period of 60 days preceding the date of license or permit purchase. All others are non-residents.*

Continue »

DNR Home

# Acquisition

- Move opt-in field to header, show on every page



# Acquisition

- Use a pop-over

Welcome, Guest > Sign In > Wish List > Dealer Locator > Email Sign Up

12 SITES  
1 CART

My Tackle Box EMPTY

Checkout

Rapala

VME

LUHR-JENSEN  
OF HOOKS, BUCKS, & CO.

Sulix

STORM

TRIGGER

TERMINATOR

BLUE FOX

WILLSON

Rapala

GET MY FREE  
FISHERMAN'S CAP LIGHT\*

\*EMAIL ADDRESS

\*STATE

Select Your State...

\*WHERE DO YOU FISH? (check all that apply)

☐ Freshwater

☐ Saltwater

☐ Ice Fishing

\* PLEASE SEND ME (check all that apply)

☐ News, Tips & Product Information [Details](#)

☐ Promotions & Special Offers [Details](#)

☐ ICE FORCE [Details](#)

MAYBE LATER

GET MY GIFT!

FREE  
\$13 Value!

\*Fill out all of the information to get a free Rapala Fisherman's Cap Light with your next purchase! While Supplies last. No Order Minimum Required. We care about your privacy. You can find our privacy policy in the footer of our website.

Happy Decal. A \$20 Value!

Search

NEW APPAREL

It's no secret what's in your tackle box. Now flaunt that

LOGO LURES

Put your logo on a legendary Rapala. Its guaranteed to

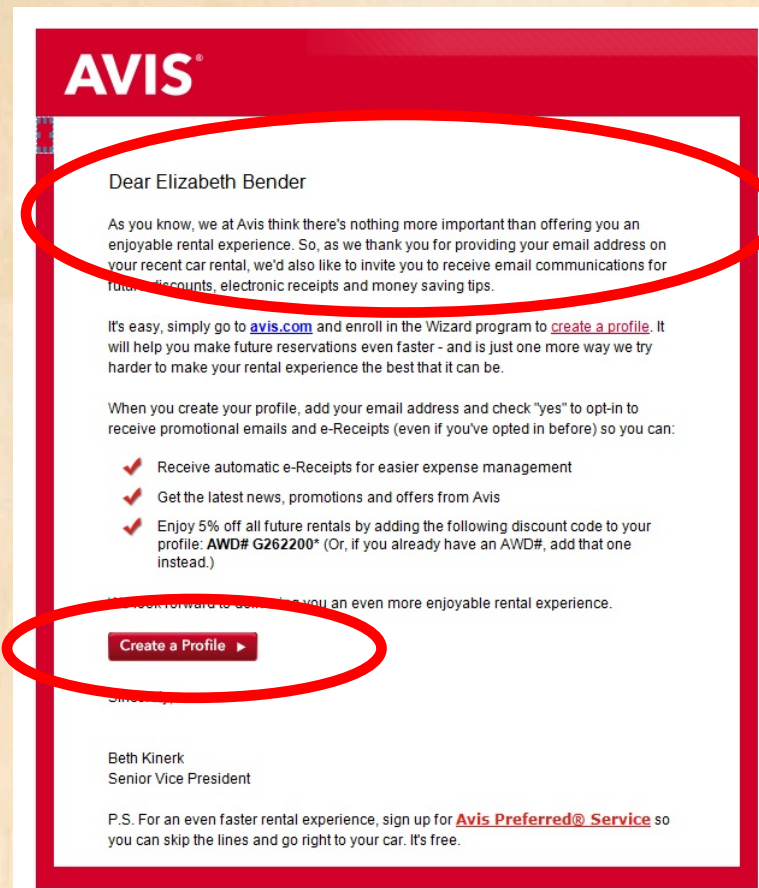
NEW SCATTER RAP

Brand new Scatter Rap® Series of lures with evasive



# Acquisition

- Add an onboarding program to purchases



# Strategy #2

**Develop a content calendar and plan for content creation**

# Content

- Plan out what will be in the email ahead of time



RECREATIONAL  
BOATING & FISHING  
FOUNDATION



TAKE ME FISHING™  
takemefishing.org

## Take Me Fishing Content Calendar FY14

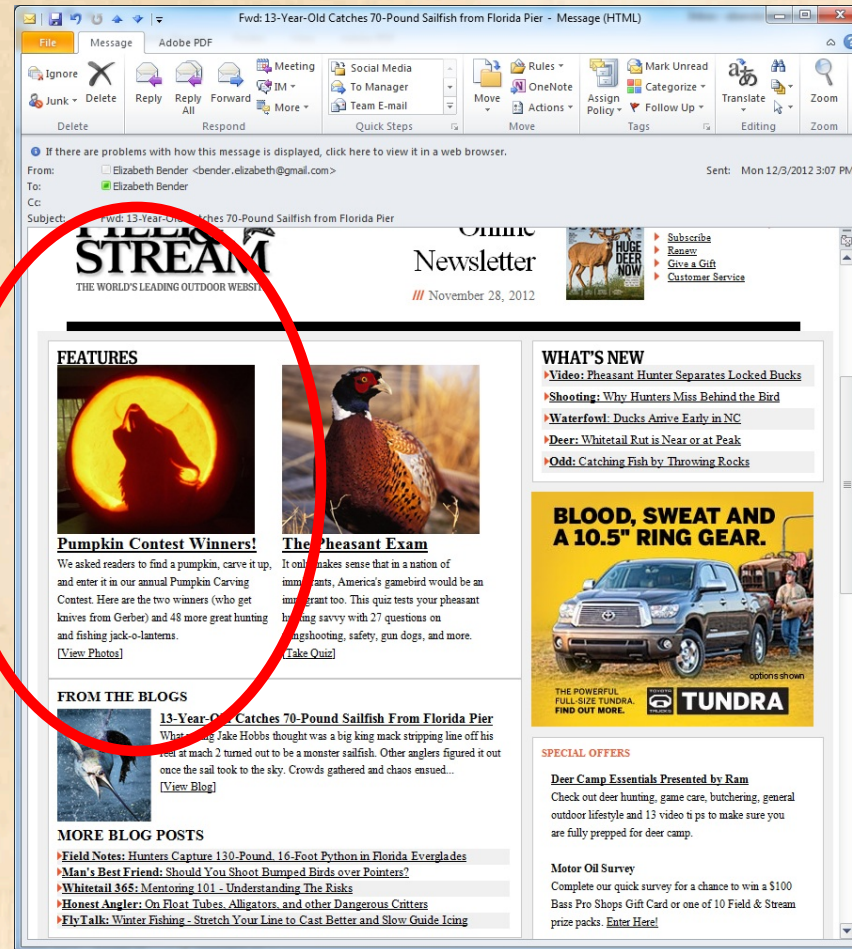
### MONTHLY THEMES

- **April:** Prepare for the season (purchase/renew license)
- **May:** Boating
- **June:** National Fishing and Boating Week
- **July:** Family Memories/Vacations
- **August:** Best of Boating/Water Sports
- **September:** Fall Fishing
- **October:** Conservation
- **November:** Thankful for Fishing/Mentors
- **December:** Fly Fishing
- **January:** Ice Fishing
- **February:** Boat Shows/Purchasing a Boat
- **March:** Trip Planning



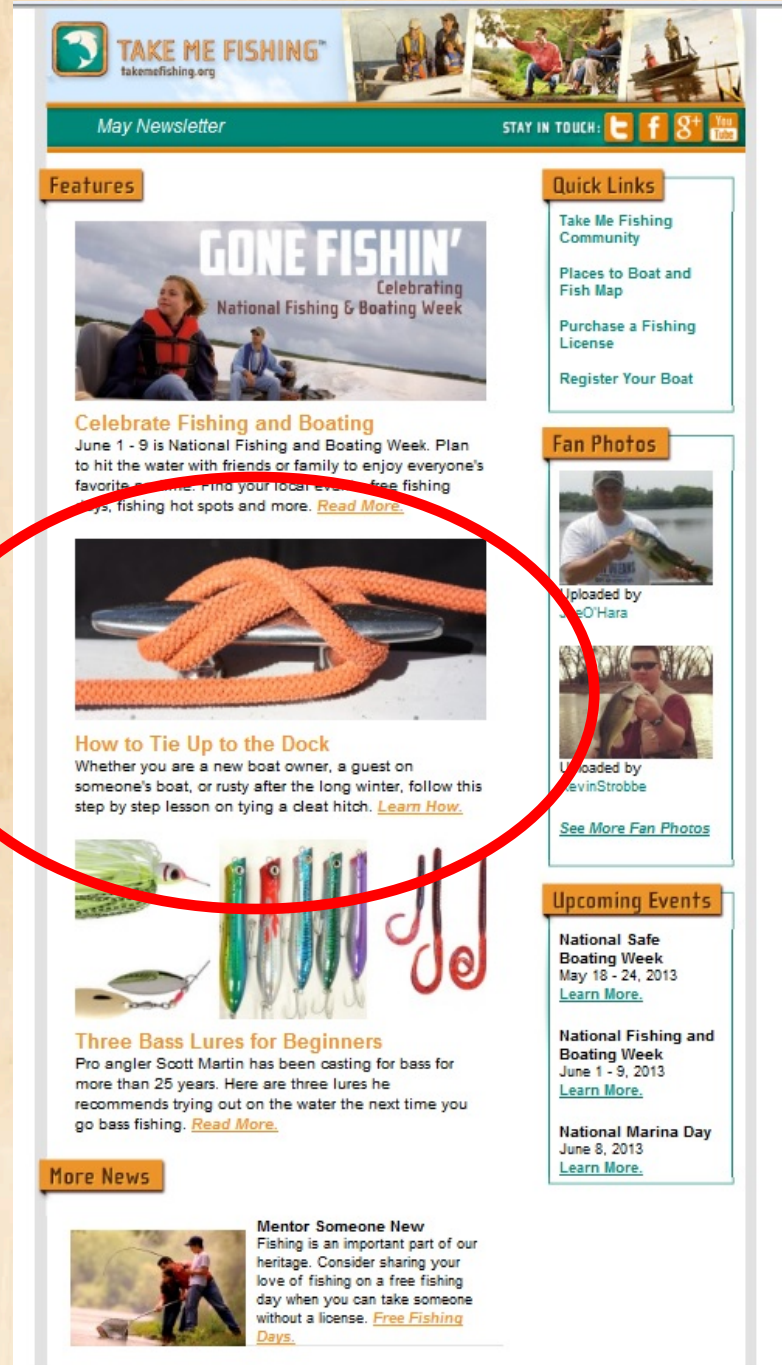
# Content

- Create content in a variety of formats



# Content


- Host content on site, use email as teaser





# Content


- Partner with others for content

**TAKE ME FISHING™**

FISHINGBOATINGSTATE INFOCOMMUNITY

Get a Fishing LicensePlaces to FishFishopediaFreshwaterFly FishingSaltwaterIce FishingFamilyLinks & ResourcesVideos

FISHING



Fly Fishing

Where to Fly Fish

Fly Fishing Gear

Fishing Flies

Fly Casting

► Fly Casting Basics

The Roll Cast


The Two-stroke Cast


Tight Loop & Open Loop


Casting in the Wind

Tips and Tricks

Questions and Answers

**YOUR DONATION CAN MAKE A DIFFERENCE!**

**Explore the Blue and bring on-the-water experiences to life!**

**CASTING BASICS**

The weight of your line and the skill of your moves work synergistically to create a superlative cast.

**FLY CASTING BASICS**


Jump To Content

Fly Fishing Casting Basics

Unlike in spin casting, where the weight of the lure pulls the line off the reel, in fly casting, the weight of the line carries the fly to the fish. Remember the fly rod and line (and thus the fly) will go in the direction you point the rod tip in a cast. To learn to fly cast, it's important to understand the mechanics of the fly rod.

A fly rod is flexible, giving you the ability to cast the rod and release energy through it to send out the line. To get the rod to release energy, you want the rod to stroke (or bend), then stop. Proper stroking and stopping of the fly rod will create a good fly cast with proper energy. Releasing energy through a fly rod is not necessarily strength-related, it's more timing related. Practice is the best way to become good at timing your cast.

Casting: What A Fly Rod Needs To Do



share

00:0000:00

[See All Orvis Learning Center Fly Fishing Video Lessons](#)

Fly anglers seldom need to cast more than 50 feet when fishing, but once you have mastered the basics you can also try long-

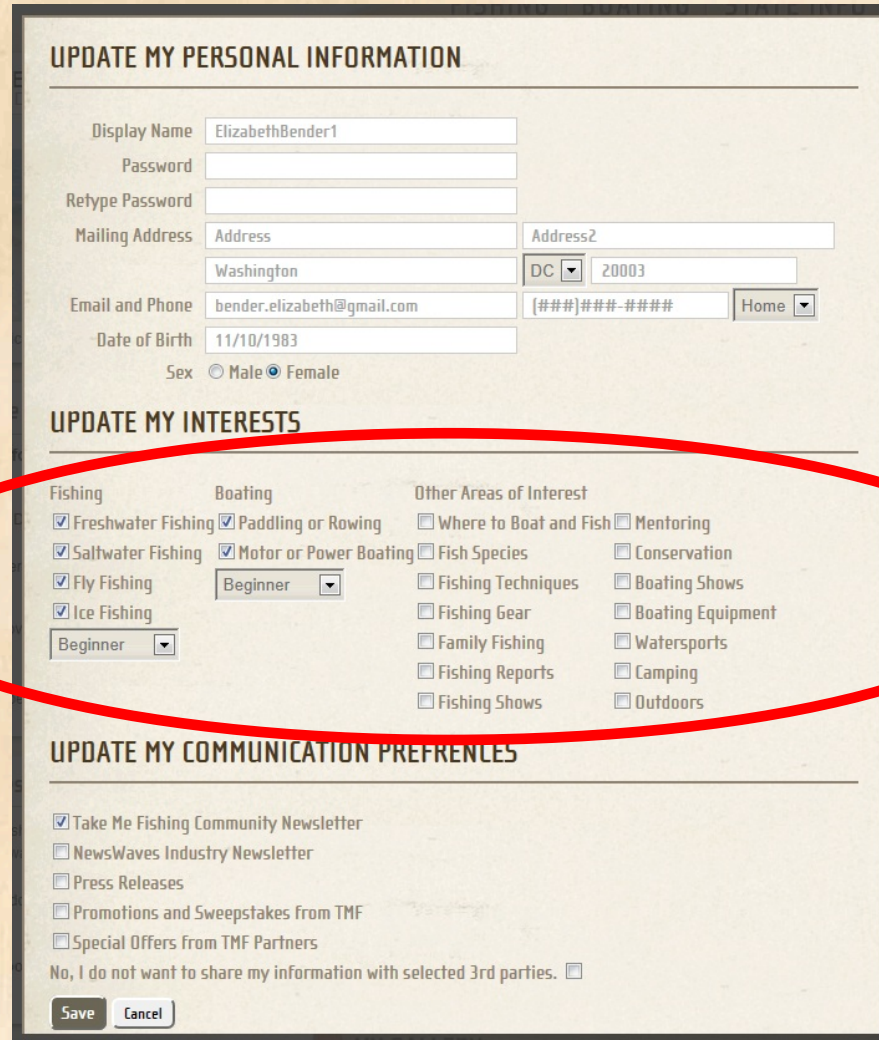


# Strategy #3

**Collect preferences &  
implement personalization**

# Personalization

- Ask for preferences during sign-up



**UPDATE MY PERSONAL INFORMATION**

Display Name:

Password:

Retype Password:

Mailing Address: Address  Address2

City:  State:  Zip:

Email and Phone:   Home:

Date of Birth:

Sex: ☐ Male ☒ Female

**UPDATE MY INTERESTS**

<b>Fishing</b>	<b>Boating</b>	<b>Other Areas of Interest</b>
<input checked="" type="checkbox"/> Freshwater Fishing	<input checked="" type="checkbox"/> Paddling or Rowing	<input type="checkbox"/> Where to Boat and Fish
<input checked="" type="checkbox"/> Saltwater Fishing	<input checked="" type="checkbox"/> Motor or Power Boating	<input type="checkbox"/> Fish Species
<input checked="" type="checkbox"/> Fly Fishing	<input type="text" value="Beginner"/>	<input type="checkbox"/> Conservation
<input checked="" type="checkbox"/> Ice Fishing	<input type="text" value="Beginner"/>	<input type="checkbox"/> Fishing Techniques
		<input type="checkbox"/> Boating Shows
		<input type="checkbox"/> Boating Equipment
		<input type="checkbox"/> Watersports
		<input type="checkbox"/> Camping
		<input type="checkbox"/> Fishing Gear
		<input type="checkbox"/> Family Fishing
		<input type="checkbox"/> Fishing Reports
		<input type="checkbox"/> Fishing Shows
		<input type="checkbox"/> Outdoors

**UPDATE MY COMMUNICATION PREFERENCES**

☒ Take Me Fishing Community Newsletter

☐ NewsWaves Industry Newsletter

☐ Press Releases

☐ Promotions and Sweepstakes from TMF

☐ Special Offers from TMF Partners


No, I do not want to share my information with selected 3rd parties. ☐



# Personalization

## - Create a welcome series

Inspiration that revolves around you.  
[view in browser](#)




**Michael's**  
Where Creativity Happens








Set your preferences so we can better connect with you.

**When you do, you'll be able to enjoy:**

- notifications the way you want to receive them
- communications that are tailored to your interests
- exclusive offers, inspiration and content that is most relevant to you

**GET STARTED HERE**



Let's get social connect   inspiration   mobile   

**SHOP NOW** PHOTO BOOKS CUSTOM INVITATIONS GIFT CARDS BOOKS



# Personalization

- Send a survey

KATE SPADE  
SATURDAY

FREE SHIPPING BOTH WAYS!

NEW! CLOTHING ACCESSORIES HOME & TRAVEL DESIGN A WEEKENDER FEATURED SHOPS

TELL US  
HOW YOU  
REALLY  
FEEL.

Take our quick survey and  
we'll knock **25% off\*** your next  
Saturday.com order. Easy!

GO

\*Valid at Saturday.com only. Cannot be combined with any other promotion. Not valid on e-gift cards, gift cards or previous purchases. Cannot be redeemed for cash or store credit. Valid until 05.31.13 at 11:59 PDT. Click through survey to redeem. Must complete survey to receive discount.

# Personalization

- Add in personal touches to your email

Date: Mon, 13 Aug 2012 11:27:52 -0700  
From: [babycenter@email.babycenter.com](mailto:babycenter@email.babycenter.com)  
Subject: Your 21-month-old: Week 4  
To: [stephaniewest@hotmail.com](mailto:stephaniewest@hotmail.com)



my toddler this week®

Your child is **21 months** old. [Wrong age?](#)

## Hello, Stephanie!

Your toddler may suddenly [develop a fear](#) of something particular, such as [insects](#) or [water](#). This may have arisen from an actual incident – maybe a spider dropped onto your child's arm, and his increasingly capable brain is able to remember it for weeks. Not to worry: Experts say that toddler fears and phobias eventually pass. In the meantime, there are several ways to [help your child deal with his fear](#). For example, acknowledge how he feels and provide some reassurance: "I know you don't like spiders – I'll catch that one and put it outside."

» [Read more about this week](#)

Plus: Teaching [right from wrong](#), and reasons why toddlers bite

## Quick Clicks

- Signs that your toddler is [secretly tired](#)
- Calculator: [The cost of raising a child](#)
- [Choosing a legal guardian](#) for your toddler
- The best way to [childproof windows](#)

## Weekly Poll

[Is your 21-month-old afraid to get wet?](#)

## Your Birth Club

[See what other parents are saying this week](#)



## This Week's Activity

[Rice Delight](#)



SLIDE SHOW  
[Kids' spectacular messes](#)

## Sponsored Links:

[Free stuff, coupons, and more](#)  
[New - BabyCenter's Products & Gear](#)  
[BabyCenter recipe finder](#)  
[Find fun crafts for toddlers](#)

## Toddler Speech Concerns

Children learn to speak at vastly different rates, but if your toddler seems to be lagging far behind her peers, talk to your healthcare provider. Early intervention can prevent a much bigger problem from developing in the future.

- Should you worry if your toddler [isn't speaking in sentences?](#)
- Why some toddlers [mispronounce words](#)
- Do children in bilingual families [start talking later?](#)
- What you need to know about [toddler development assessments](#)

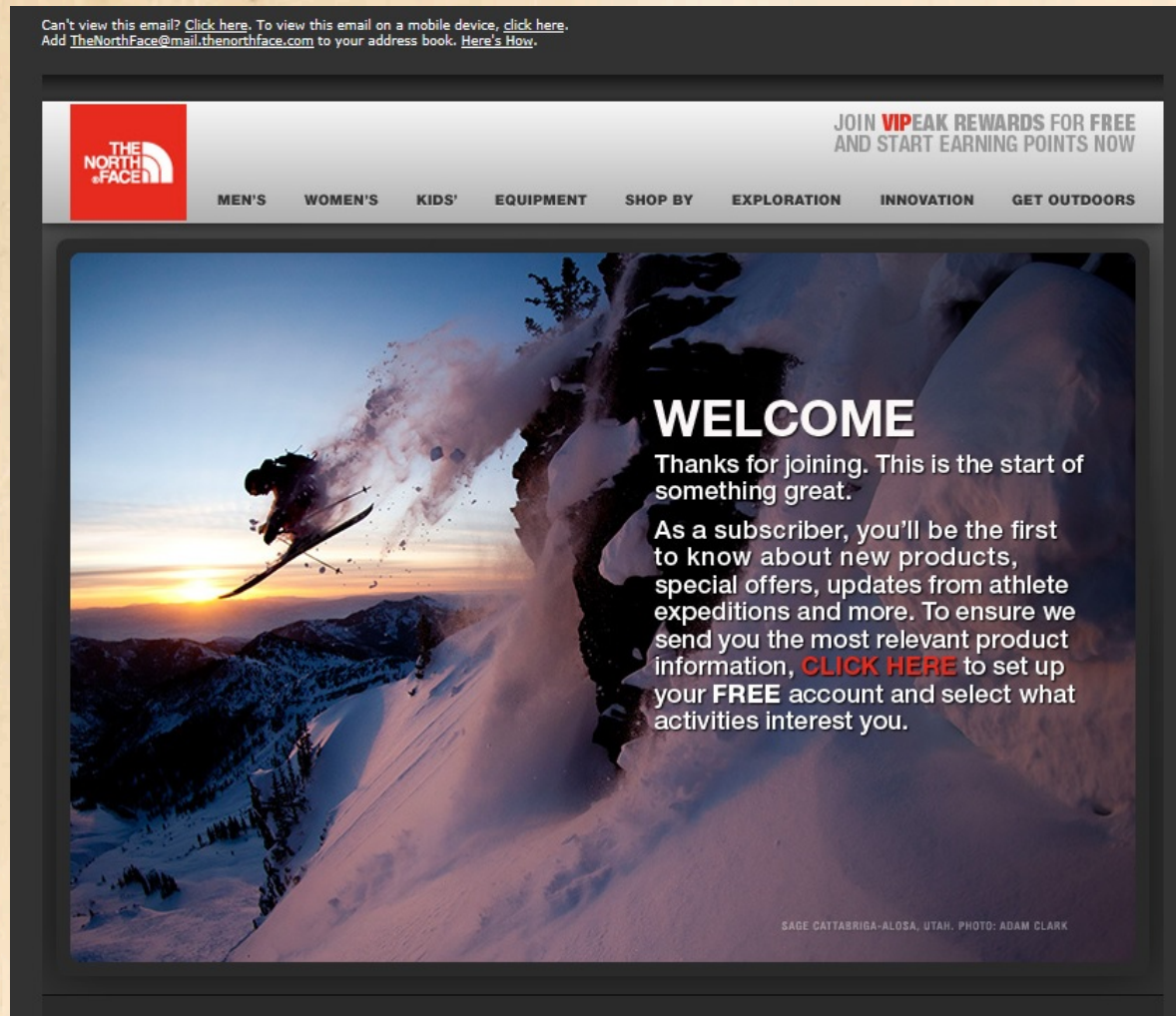
# Strategy #4

**Automate recurring  
email programs**



# Automate

## - Automate welcome program




# Automate

## — Automate birthday emails

Want a free beverage\* for your birthday? [Update your info now.](#) If you have trouble viewing this email, [view it online.](#)

**DD PERKS**

» Store Finder » DD Card » Contests and Promos » Shop Online » Update Your Account

 **GET A FREE MEDIUM BEVERAGE FOR YOUR BIRTHDAY\***


**Hi Paulina,**  
To celebrate your next birthday, we'll send you a coupon for a free medium beverage of your choice.\*

Simply update your DD Perks® profile with **your mailing address** and **add your birthday**. Then we'll send your coupon good for a free coffee, latte, tea, Coolatta® or hot chocolate straight to your mailbox.

**» Update Your Info**

**Hope to see you soon,  
The Dunkin' Perks® Team**

\*Free medium beverage includes any iced or hot coffee, tea or latte, hot chocolate or Coolatta®. All cooler beverages are excluded. For full program terms and conditions [click here](#).

  
**AMERICA RUNS ON DUNKIN'**



# Automate

## - Automate renewals

### IT'S TIME TO RENEW YOUR FISHING LICENSE.

Invest in a favorite pastime, while helping to conserve Florida waterways.

Thank you for your past support of Florida natural resources. Your license renewal does more than grant you the freedom to fish Florida's many beautiful lakes, rivers, streams and coastal waters. The revenue generated from your fishing license goes toward conserving your local waterways today and for generations to come. If you have already purchased your fishing license this year, thank you for your support.

#### Where to renew your license:

- [www.fl.takemefishing.org](http://www.fl.takemefishing.org)
- Call 888-347-4356 (Fish FLorida)
- In-person at a local outdoor sports retailer.



To unsubscribe please click [here](#)

Florida Fish and Wildlife Conservation Commission  
620 South Meridian St., Tallahassee, FL, 32399-1600

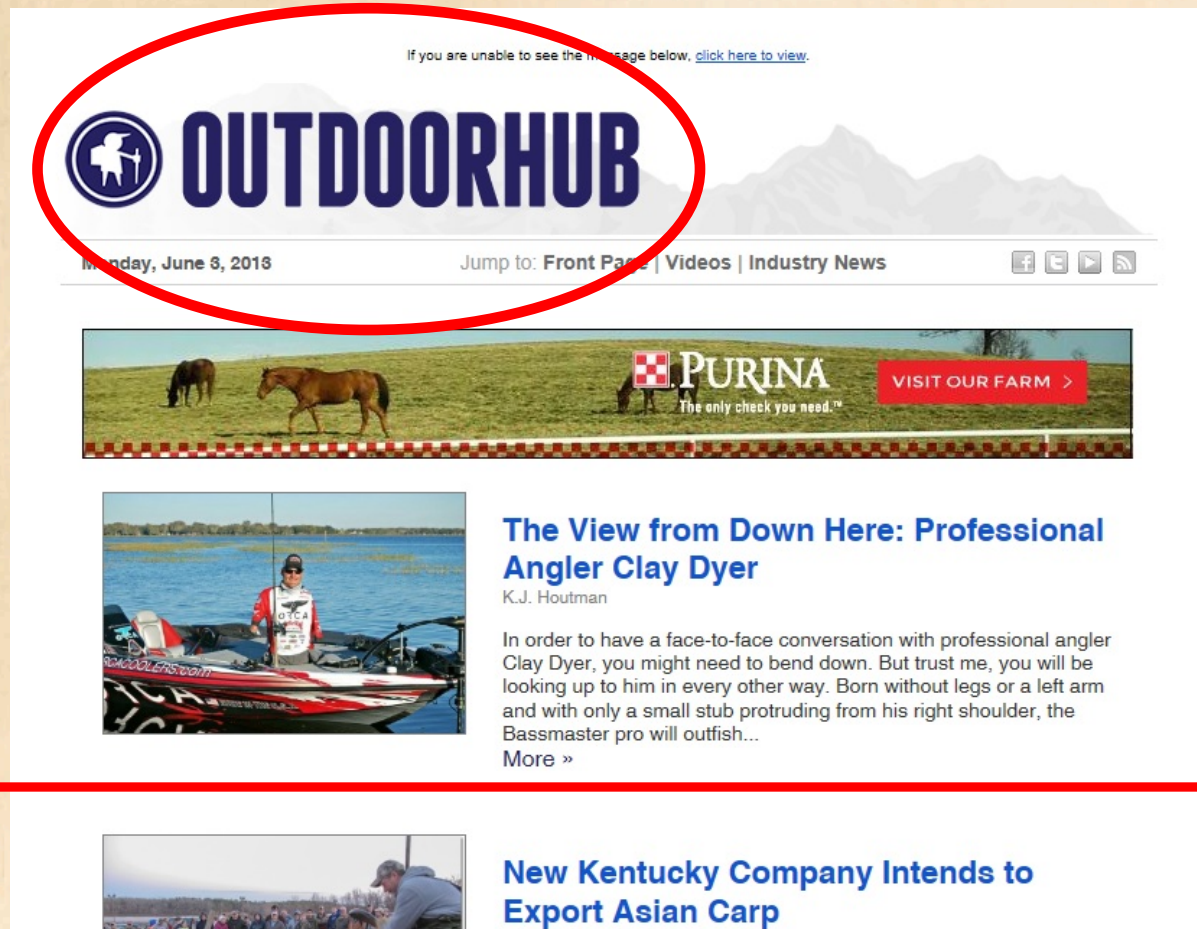


# Strategy #5

**Redesign your email  
template**

# Design

- Take advantage of prime real estate, keep important information above the fold





# Design

- Digestible content, clear call to action

Save on Sportswear, Kayaks, Paddleboards, Grills & More. [Shop Now](#) [View Online Version](#)

**SPORTS AUTHORITY** [Store Locator](#) [Events](#) [My Account](#) [Help](#)

**FOLLOW THE AUTHORITY** [f](#) [t](#) [v](#) [p](#)

[Fitness](#) [Clothes](#) [Shoes](#) [Accessories](#) [Team Sports](#) [Action Sports](#) [Golf/Hockey](#) [Games](#) [Fan Shop](#) [Outdoors](#) [Travel](#)

**FATHER'S DAY IS JUNE 16** [Shop Gifts For Dad](#) **GET FREE SHIPPING**  
GUARANTEED ON-TIME DELIVERY OR IT'S FREE! On Orders Of \$75 Or More. Exclusions Apply. Offer Details

**DAD APPROVED**  
ATHLETIC GIFTS HE WANTS, PRICES YOU'LL LOVE

[SHOP FATHER'S DAY GIFTS](#)

  
**COLOR UP HIS KICKS**  
[SHOP SHOES](#)

  
**SAVE 20%**  
[SHOP adidas CLOTHES](#)

  
**BUY 1, GET 1 50% OFF\***  
[SHOP THORLO](#)

  
**OUTDOOR DAD APPROVED**  
**SAVE \$50-\$100**  
on Kayaks & Stand-Up Paddleboards!  
[SHOP WATERSPORTS](#)

  
[sundolphin](#) [porcupine](#) [LIFETIME](#)

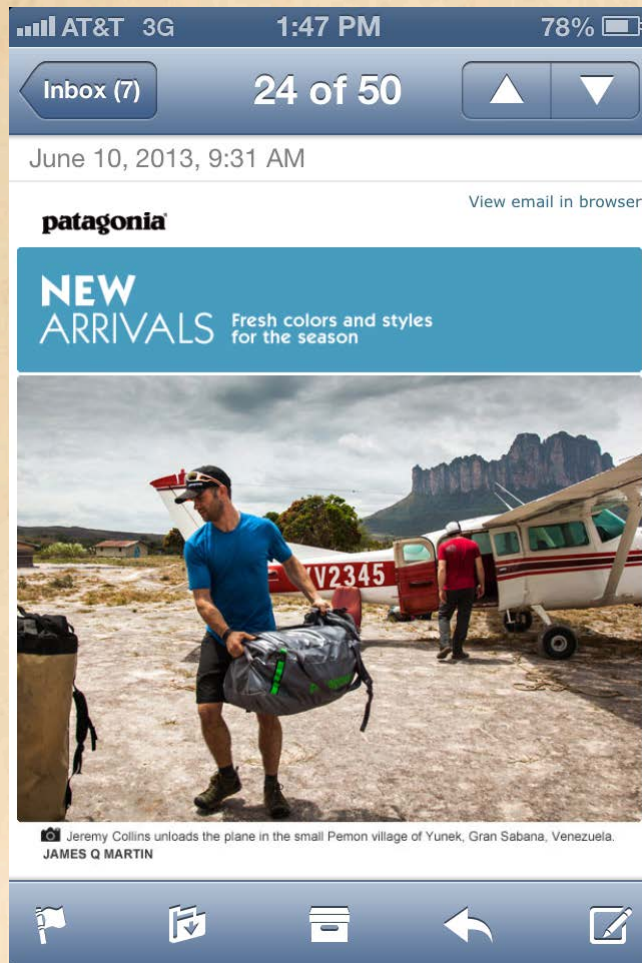


# Strategy #6

**“Mobilize” your email  
campaigns**

# Mobile

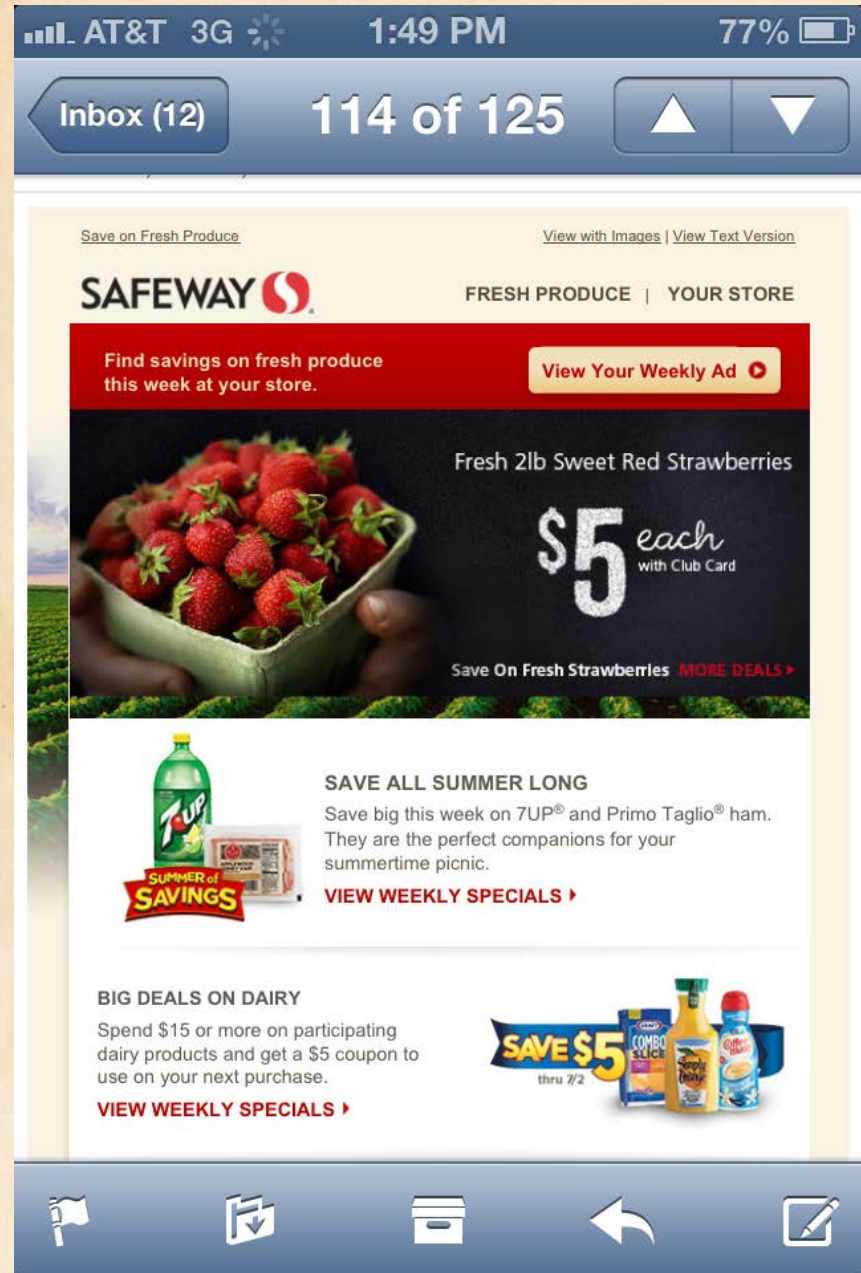
- Mobile-friendly doesn't mean tech-heavy





# Mobile

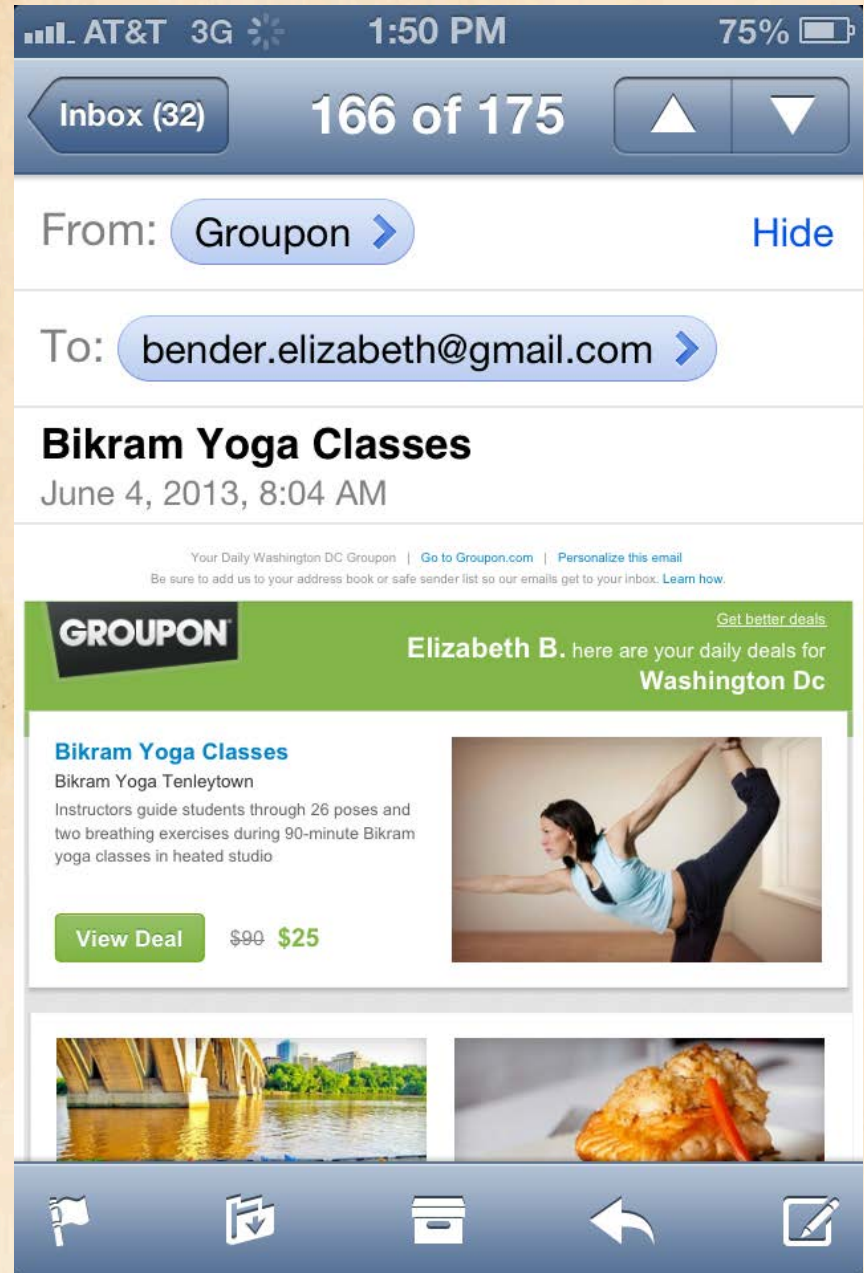
- Single column, 300-400 pixels





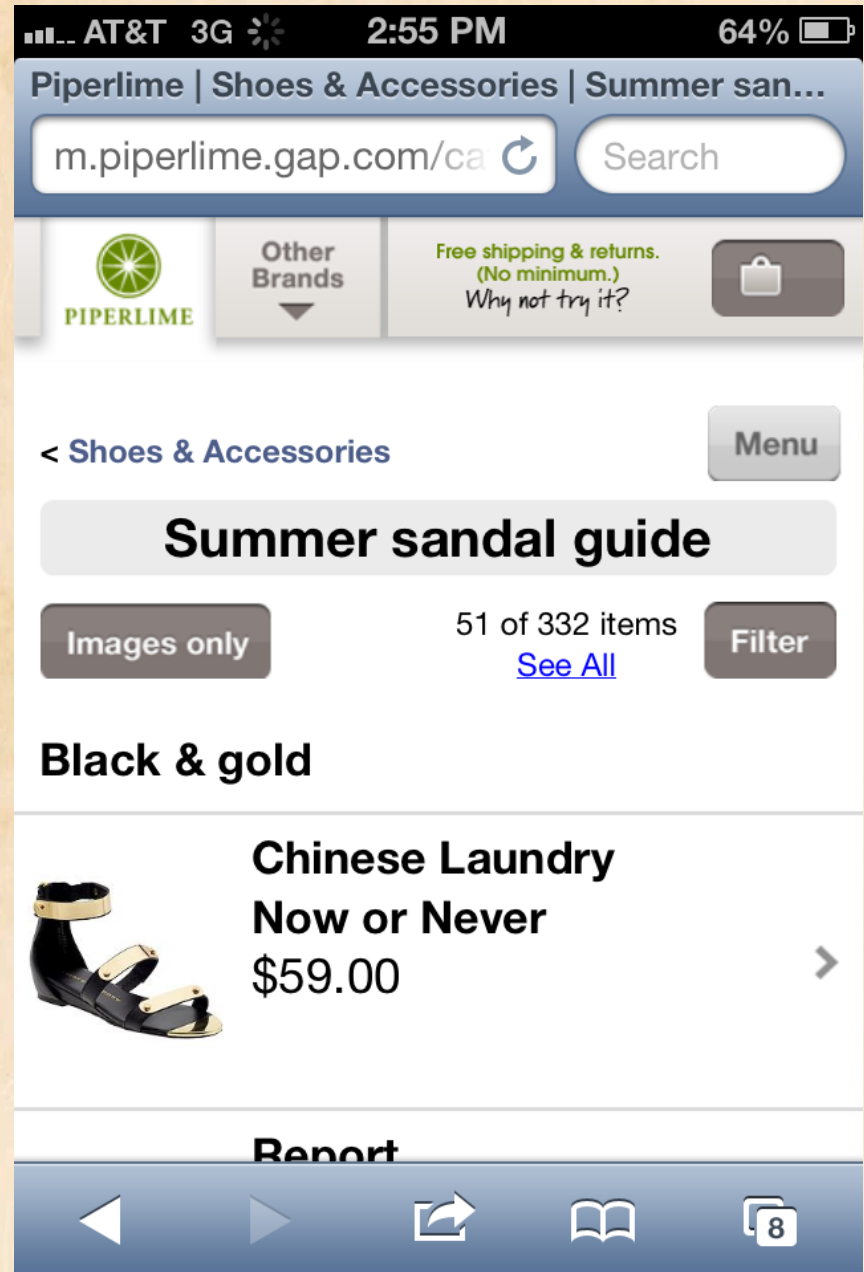
# Mobile

- Larger fonts, larger buttons



# Mobile

- Mobile-friendly links



# Key Takeaways

- **Start simple, and test**
- **Product training is important**
- **Make sure your strategies map back to a goal**
- **Gather data and implement personalization**
- **Make sure your email is mobile-friendly**
- **Evaluate and evolve**



# Resources

- NewsWaves Monthly eNewsletter from Take Me Fishing
- Communications Manager - Elizabeth Bender at [ebender@rbff.org](mailto:ebender@rbff.org)
- Mashable.com
- eMarketer.com
- Silverpop.com