RBFF Quarterly Webinar Series - Email Marketing Strategies

June 12, 2013

Elizabeth Bender
Communications Manager
3.1b
email accounts registered

International Center for Integrative Systems, 2011
14.5 billion emails sent daily
42% check email on their mobile device

Silverpop, 2013
77% of Americans prefer to get marketing messages via email

Exact Target, 2012
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)
Acquisition

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

- Use a pop-over
Acquisition

- Add an onboarding program to purchases
Strategy #2

Develop a content calendar and plan for content creation
Plan out what will be in the email ahead of time

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
Create content in a variety of formats
Host content on site, use email as teaser
- Partner with others for content
Strategy #3

Collect preferences & implement personalization
Personalization

- Ask for preferences during sign-up

### UPDATE MY PERSONAL INFORMATION

- **Display Name**: ElizabethBender1
- **Password**
- **Retype Password**
- **Mailing Address**:
  - Address: Washington
  - Address2: DC 20003
- **Email and Phone**: bender.elizabeth@gmail.com
- **Date of Birth**: 11/10/1983
- **Sex**: Male

### UPDATE MY INTERESTS

<table>
<thead>
<tr>
<th>Fishing</th>
<th>Boating</th>
<th>Other Areas of Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshwater Fishing</td>
<td>Paddling or Rowing</td>
<td>Where to Boat and Fish</td>
</tr>
<tr>
<td>Saltwater Fishing</td>
<td>Motor or Power Boating</td>
<td>Mentoring</td>
</tr>
<tr>
<td>Fly Fishing</td>
<td>Beginner</td>
<td>Fish Species</td>
</tr>
<tr>
<td>Ice Fishing</td>
<td></td>
<td>Fishing Techniques</td>
</tr>
</tbody>
</table>

### 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

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
Personalization

- Send a survey
Personalization

Add in personal touches to your email

Your child is 21 months old.

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

Toddler Speech Concerns

Children learn to speak at vastly different rates, but if your toddler seems to be lagging far behind his 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 birthday emails

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, Cooletta® 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 Cooletta®. All cooler beverages are excluded. For full program terms and conditions click here.
Automate

- Automate renewals

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

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To unsubscribe please click [here](http://www.fltakemefishing.org).

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
Strategy #6

“Mobilize” your email campaigns
- 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
- Mashable.com
- eMarketer.com
- Silverpop.com