



# Email Marketing Best Practices & Must-dos

Brian V. Matson  
TwoSix Digital



# *Who the heck is this guy?*

Tourism Industry since 2003

Former Marketing Director for the Fargo CVB

Speaker at National, Regional & State Conferences

Director of Education & Strategy at TwoSix Digital





# Who We Are



➡ 100% Digital Agency Focused on the Travel, Tourism & Hospitality Industry

➡ 40+ Years of combined hospitality industry experience



➡ Headquartered in Brighton, Michigan



# WHO WE WORK WITH





# WHY IS EMAIL MARKETING IMPORTANT?

- Consumers are dedicated to their personal email addresses and, on average, *99% of consumers check their personal email every day*
- Across home, work and mobile, the average user checks their inbox *20 times a day*.
- In the U.S. alone, more than 85% of adults read or send an email each day. In comparison, 61% of adults use social media.

# WHY IS EMAIL MARKETING IMPORTANT?

- 90% of all emails sent reach the consumer's inbox, while only 2% of Facebook followers see a business' (organic) posts in their news feed.
- Email marketing can reach a consumer in a direct way that other social media platforms cannot.
- Stats courtesy of



*"It has the power to engage visitors to your website... reengage past [visitors], and deepen relationships with current lists so you can better serve them."* **Forbes**





# IT ALL BEGAN IN 1971-ARPANET



QWERTYUIOP

RAY TOMLINSON

# HONORABLE MENTIONS



Tom Van Vleck  
Multi-user – One computer



Leonard Kleinrock  
Two computers



# HOTMAIL ARRIVES: 1996



By the end of 1997:

8 million users

Purchased for \$400 million

Microsoft

Why Hotmail?

HoTMaiL

Free online storage:

2 MB

# EMAIL CAUGHT ON...





# AND MARKETERS RUIN IT



Oxford English Dictionary

1998

# 2003



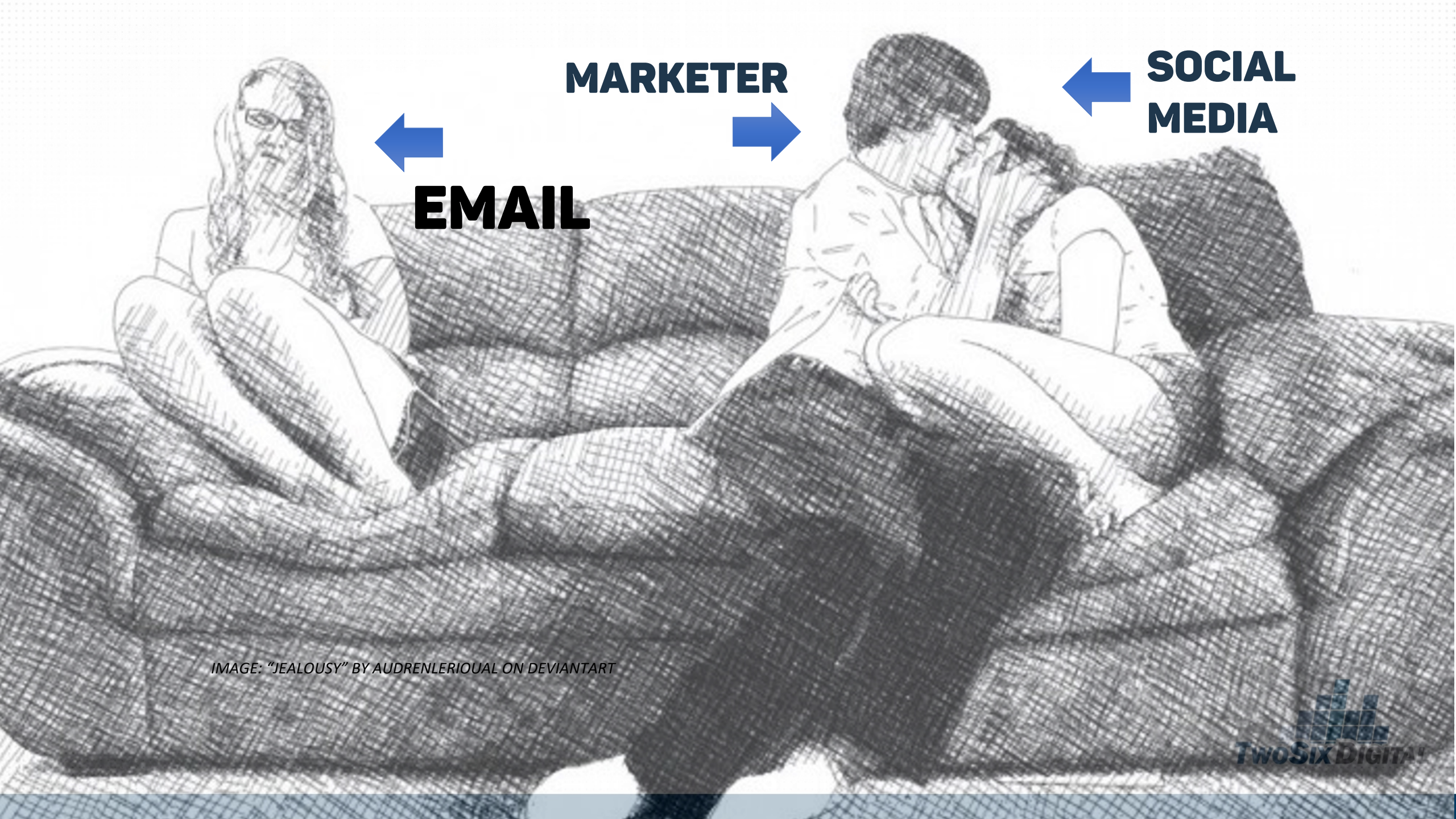


**EMAIL  
MARKETING**

**SOCIAL MEDIA  
MARKETING**

IMAGE SOURCE: SHOKAI: [HTTP://SHOKAI.BLOGSPOT.COM](http://shokai.blogspot.com)





**MARKETER**

**SOCIAL  
MEDIA**

**EMAIL**

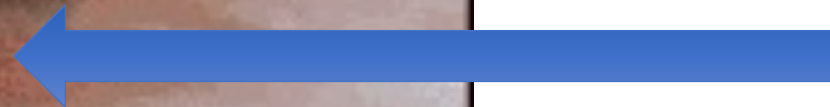
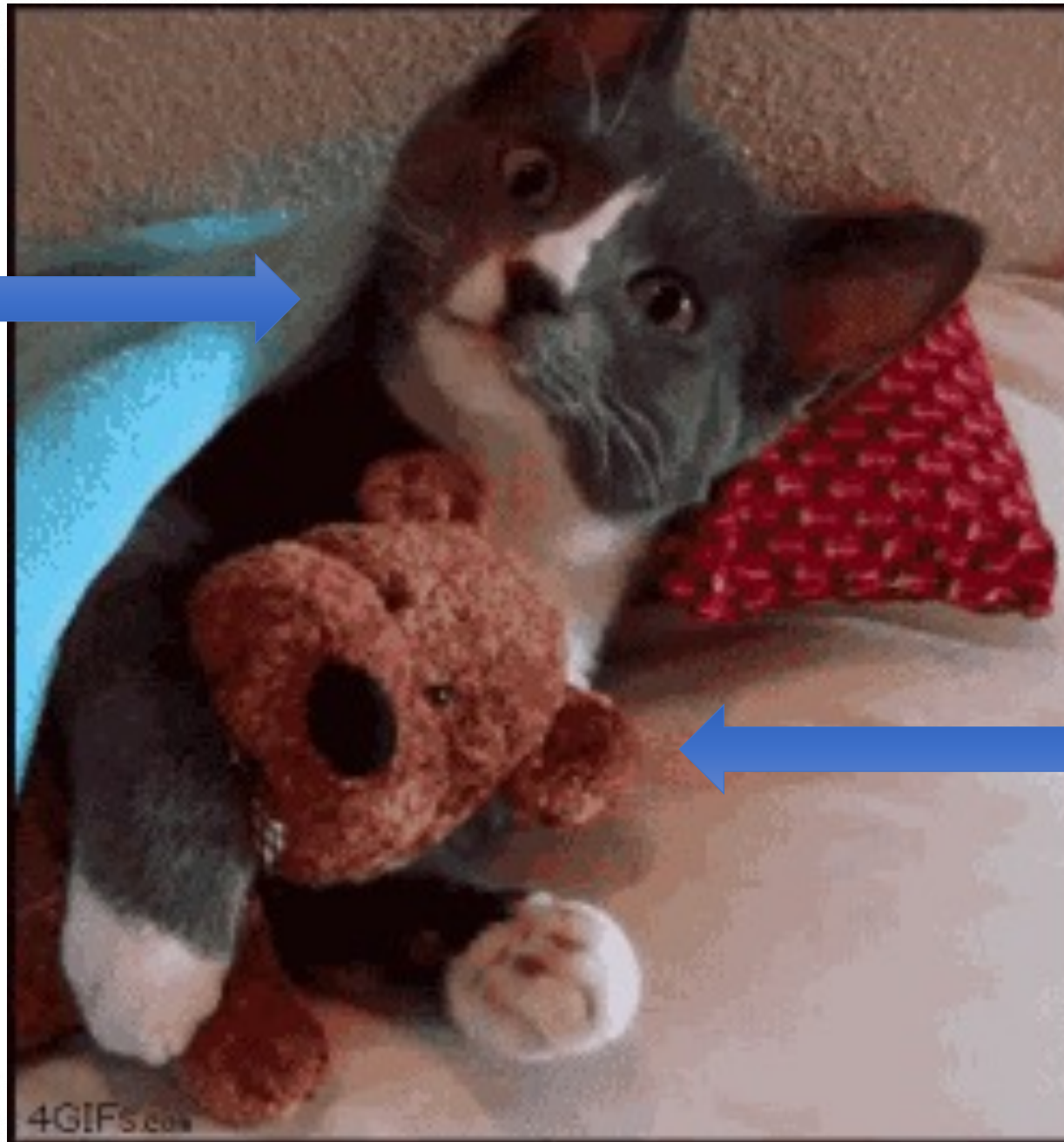
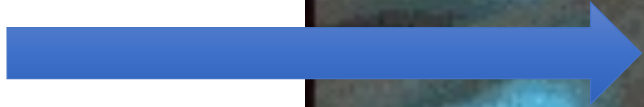
IMAGE: "JEALOUSY" BY AUDRENLERIOUAL ON DEVIANTART







**EMAIL**



**SOCIAL  
MEDIA**

# Your Emails









# THE DATABASE



Rented

VS

Owned

CHANGING RULES

YOUR RULES

SHELF LIFE

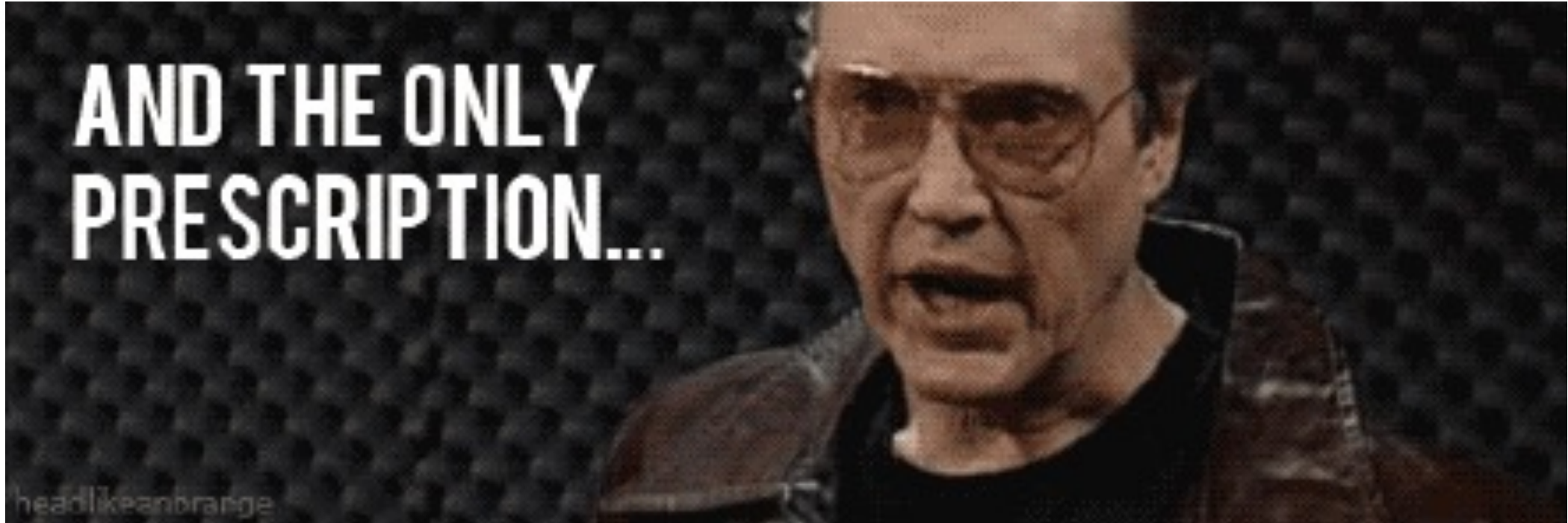
IT LAST FOREVER

PAY TO PLAY

YOU ALREADY BOUGHT IT



# I GOT A FEVER FOR E-MARKETING...



...is MORE Emails!







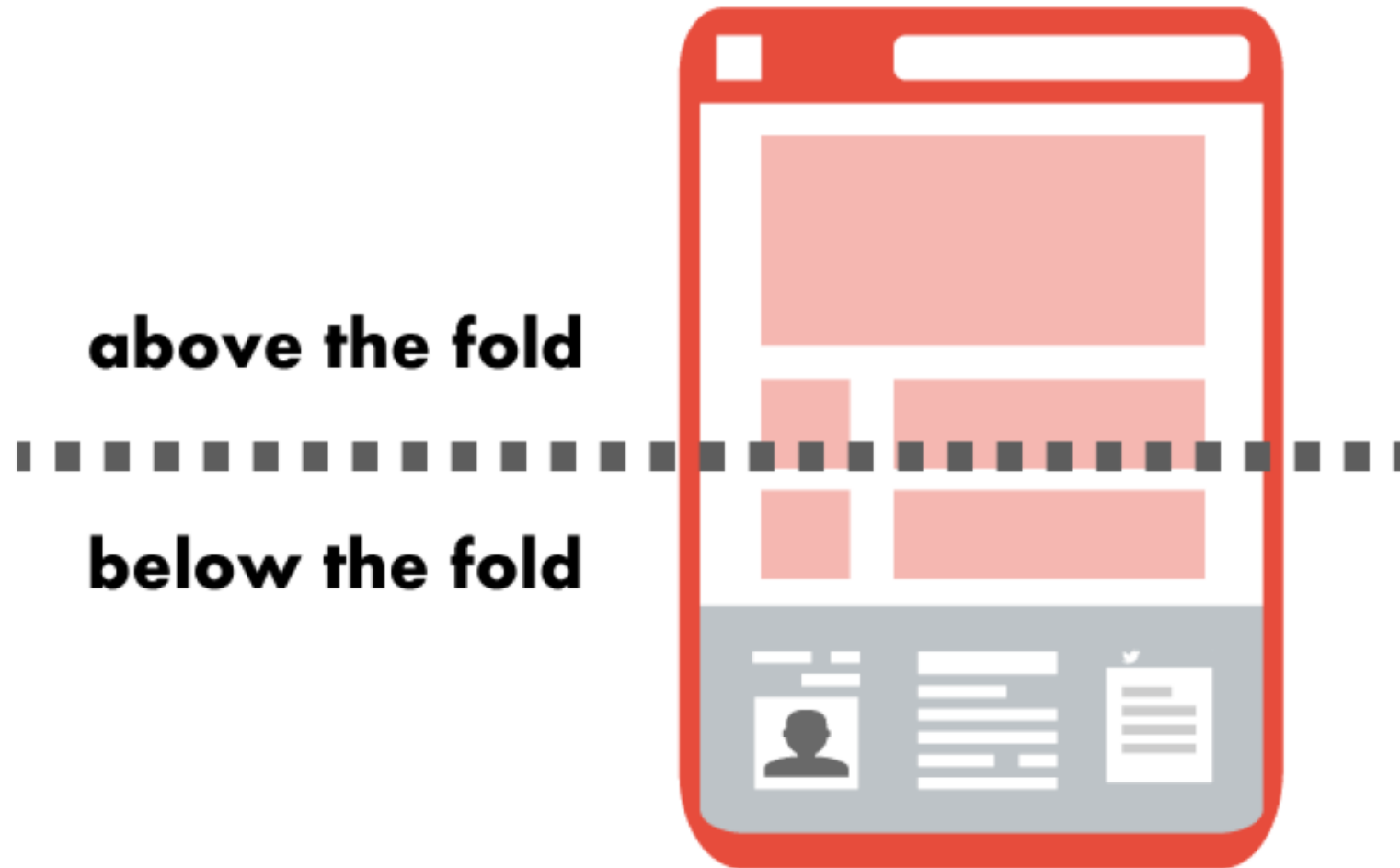
**DON'T BE A HOARDER! USE THEM!**





# HOW?

# LIST SIGN-UP FORM



CTAS



# LANDING MATS

✕

## Sign up for Special Offers

Sign up to get exclusive offers, coupons and limited-time discounts delivered to your inbox.

Enter Your Email

SEND ME SPECIAL OFFERS



# LIST SIGN-UP FORM

## ENEWSLETTER

GET THE LATEST HAPPENINGS DELIVERED TO YOUR INBOX

Join over 50,000 subscribers across Michigan and the Unites States who receive the Travel Insider each month for the latest trip planning inspiration and information on visiting the Ann Arbor area.

Become a Travel Insider!

First Name\*:

Last Name\*:

Enter your Email Address\*:

☐ Yes, sign me up to receive your monthly e-newsletter!

\* Indicates a required field.





## 1. Your Email

Email

You'll receive receipts and notifications at this email address.

Already have an account? [Sign In](#)

☒ Subscribe to our mailing list

Continue

## 2. Shipping

## Order Summary



Serving Board  
Size: Large, angled

\$110.00

Qty 1

[Remove](#)

Gift or Discount Code

[Apply](#)

Subtotal	\$110.00
Tax	\$0.00
Shipping	\$20.00
<b>Total</b>	<b>\$130.00</b>



Start Price  
**\$35K**  
Limited  
time offer

Start  
**\$35K**  
Limited  
time offer

MODERN  
**HOME  
FOR SALE**

More information call us  
**01 123 456 789**

**CONTACT US**

Want A Modern Home  
In Las Vegas ?

#### FEATURES

- 3 Modern Bedrooms
- Open Modern Kitchen
- Top Security System
- Premium Location
- Easy Installments



Sign-up Here

Scan QR code to sign-up  
and subscribed.

MOD  
**HOM  
FOR SALE**

More information call us  
**01 123 456 789**

**CONTACT US**

Want A Modern Home



Sign-up Here

## Sign Up

Please fill in the form to create an account

First Name

Last Name

Email Address

Password

Confirm Password

☒ I accept the Terms of Use & Privacy Policy

**Sign Up**



## Stay tuned !

Subscribe our newsletter and get notifications to stay update

Enter your e-mail Address







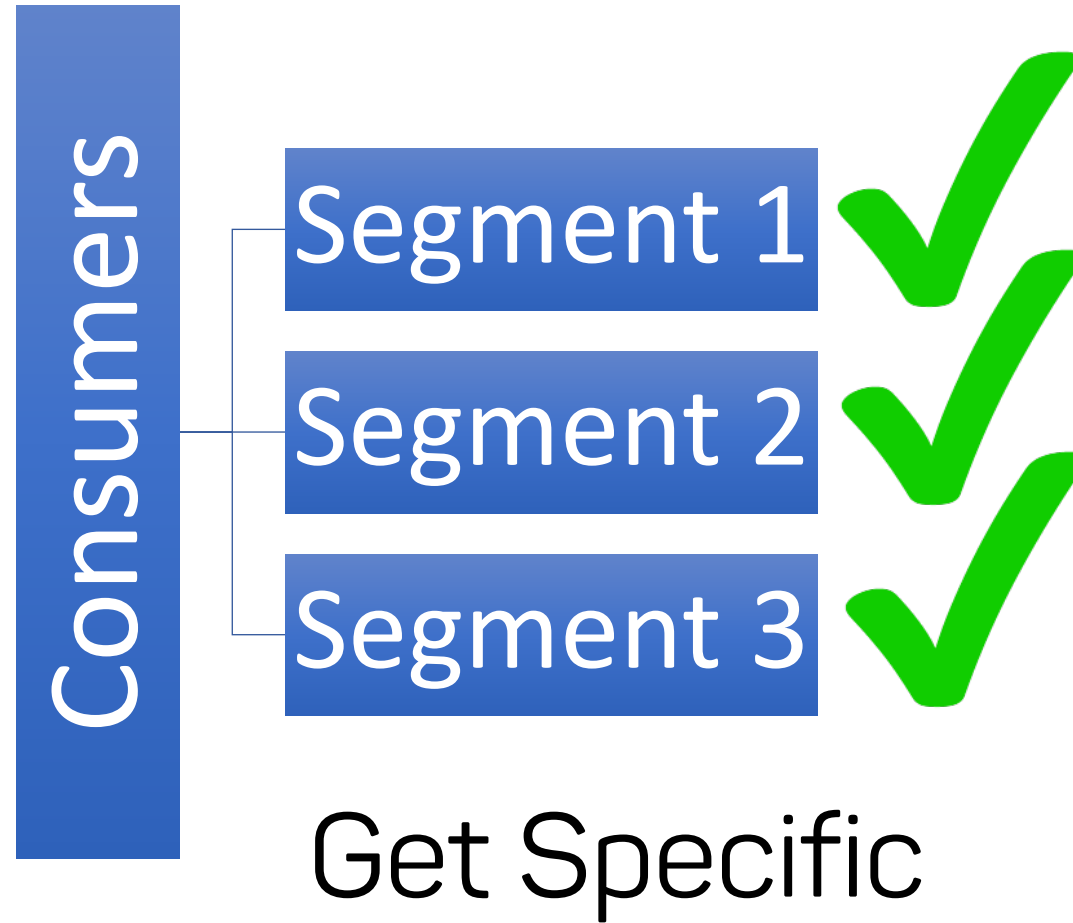


# **PERSONALIZATION OF MESSAGE**

# **IS**



# SEGMENTATION





# WHAT IF I DON'T KNOW?



# ASK



# Research your audiences



+

in·cen·tive

/in'sen(t)iv/

*noun*

a thing that motivates or encourages one to do something.

A promotional graphic for a survey. It has a light blue background. At the top, a dark blue oval contains the text "SURVEY SAYS..." in yellow. Below this, black text reads: "The key to any good product is research. That's why we're asking you to take a little time from your busy day and give us feedback on our Visit Ypsi newsletter." Further down, it says: "Simply give us your feedback and be entered to win a \$100 Amazon gift card." To the right of this text is a small image of an Amazon gift card. Below the text, a blue button-like shape contains the text "CLICK HERE TO GET STARTED OR FOLLOW THE HYPERLINK BELOW". At the bottom, it says "Take our quick survey, be entered to WIN a \$100 Amazon gift card!" followed by a blue link "CLICK HERE".

# ASK THE RIGHT QUESTIONS

How can our  
newsletters  
be most  
useful to you?





# QUESTIONS

## DON'T ASK:

Desktop VS Mobile

What operating system they use

What browser they use

How important a subject line is

# QUESTIONS

## DO ASK:

What is valuable to them

Have they visited you

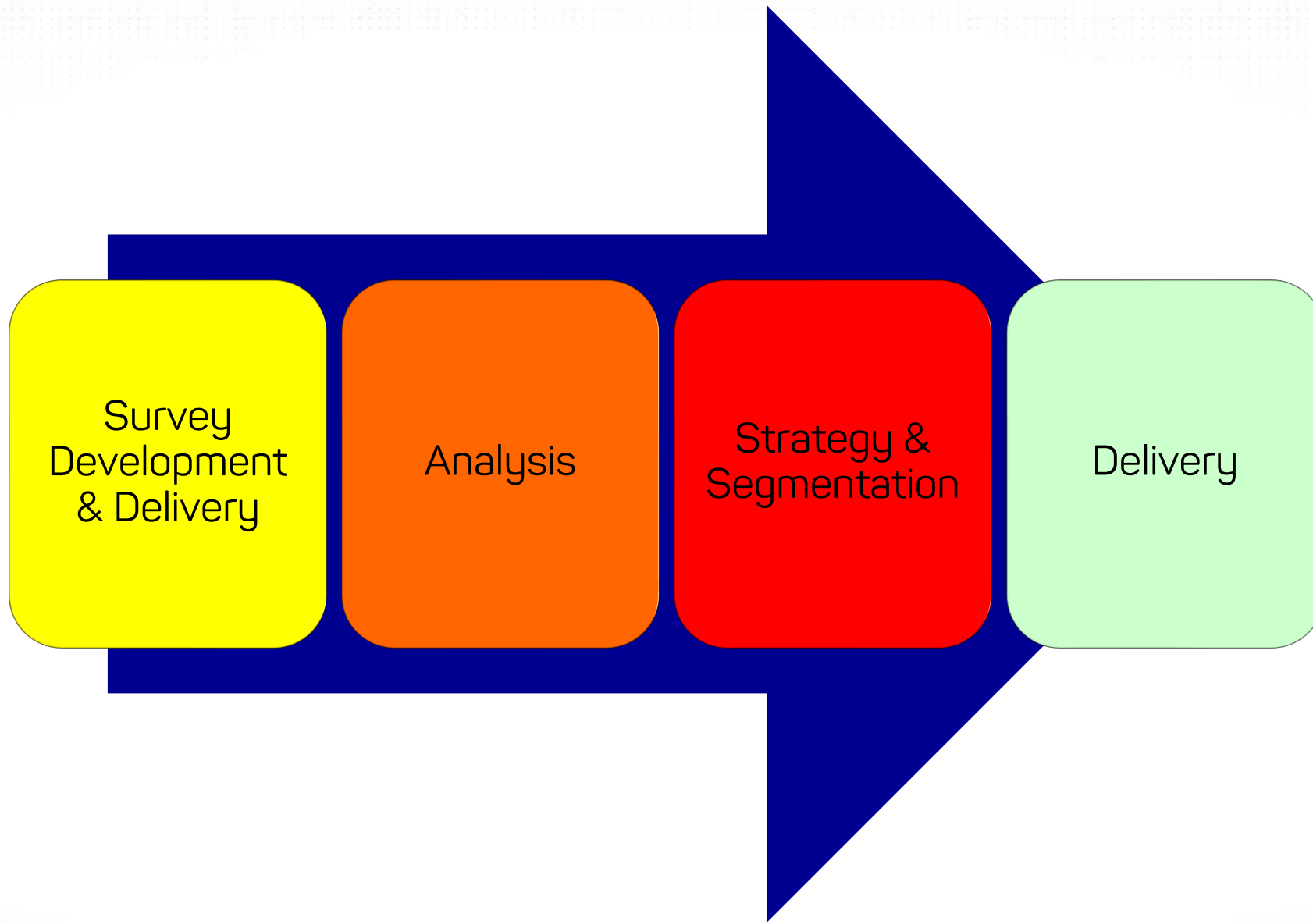
What types of content do they want to see

How often do they want to hear from you

This is also a great time to establish segments












# PAY A LITTLE








 Frankenmuth  
Sponsored · 

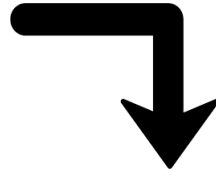
Keep up on what's happening in Michigan's little Bavaria with the Frankenmuth ...See more




FORM ON FACEBOOK  
**Sign-up for the Frankenmuth E-...**  
Get monthly updates delivered straight ...

 Cynthia Olivero an... 31 Comments

 Like  Comment




# LEAD GENERATION ADS

 Frankenmuth

**Sign up to Receive the Frankenmuth E-Newsletter!**

Discover what's new in Frankenmuth and receive updates on upcoming festivals, events, deals, and more!

Next →

 Frankenmuth

**Contact information**


First name  
Enter your answer.

Last name  
Enter your answer.

Email  
Enter your answer.

Zip code  
Enter your answer.


Next

 Frankenmuth

**Privacy policy**

By clicking Submit, you agree to send your info to Frankenmuth who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads [View Facebook Data Policy](#). [Privacy Policy](#)

Submit

 Frankenmuth

**Thanks, you're all set.**

We look forward to seeing you! You can visit our website or exit the form now.

👍 You successfully submitted your responses.

View website



# LEAD ACQUISITION

**WOOBX**  
**SIGN UP TO WIN**



Enter this sweepstakes

Your Email Address

☒ Receive updates from Visit Independence

First Name

Last Name

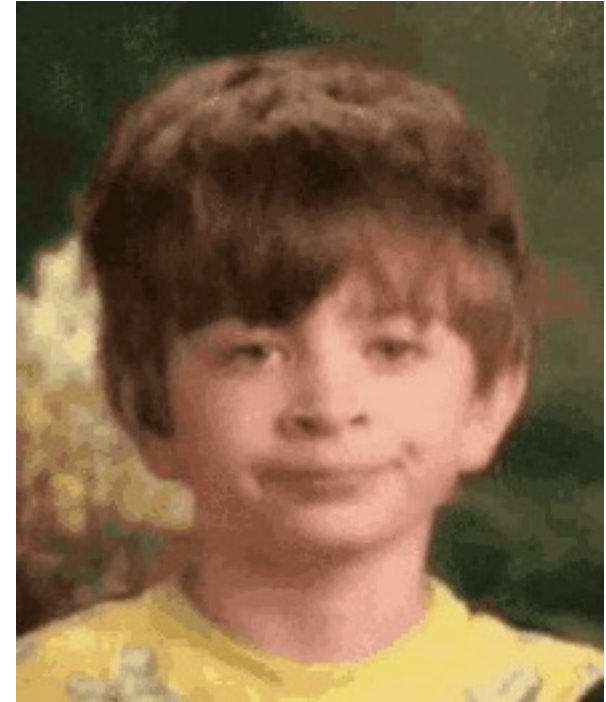
City

State

Zip Code

☒ I have read and agree to the [official rules](#).

Enter



**PUT YOUR  
LISTS TO  
WORK**



# CUSTOM AUDIENCES



The image displays the Facebook Custom Audiences interface. A central dialog box titled "Create Audience" is shown, overlaid on a background that includes the Facebook logo and a diagram of audience types. The dialog box contains the following elements:

- Audience Name:** A text input field.
- Type:** Three radio button options:
  - ☒ Emails [?]
  - ☐ UIDs [?]
  - ☐ Phone Numbers [?]
- File:** A "Choose File" button and the text "No file chosen".
- Instructions:** "Files need to be in CSV or TXT format with one entry per line." and "Any personally identifying information will be hashed before being uploaded to Facebook. [Learn how this works](#)".
- Buttons:** "Create" and "Cancel".
- Footer:** "Custom Audience Terms".

The background diagram illustrates the relationship between different audience types. It shows two individual user silhouettes at the top, connected by a line to a blue box labeled "MATCH". Below this, another blue box labeled "LOOK-A-LIKE AUDIENCES" is connected to a silhouette of a couple.





Plan | eNewsletter

# THANK YOU

# SUCCESS!

Thank you for subscribing to the monthly Ann Arbor area Travel Insider e-newsletter.



Thanks for  
signing up!









*Strike while the iron is HOT.*

Robert Thomas Iron Design



# AUTOMATION RESPONSE



Social Links



Thank them for signing up

**Awesome! You're In!**

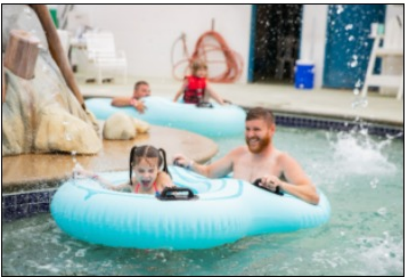
Thank you for joining Discover Southern Indiana's e-newsletter! Stay tuned – we can't wait to share the great things to see and do in our region, including fun events and festivals.

CTA directed to your website

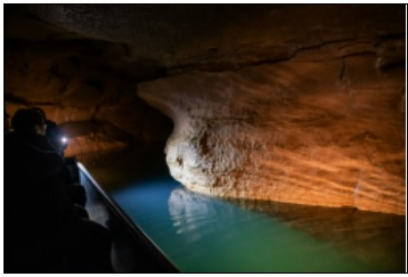
Come 'Discover' what we're all about – your pleasant surprises await at the button below!

Start Planning

Top content

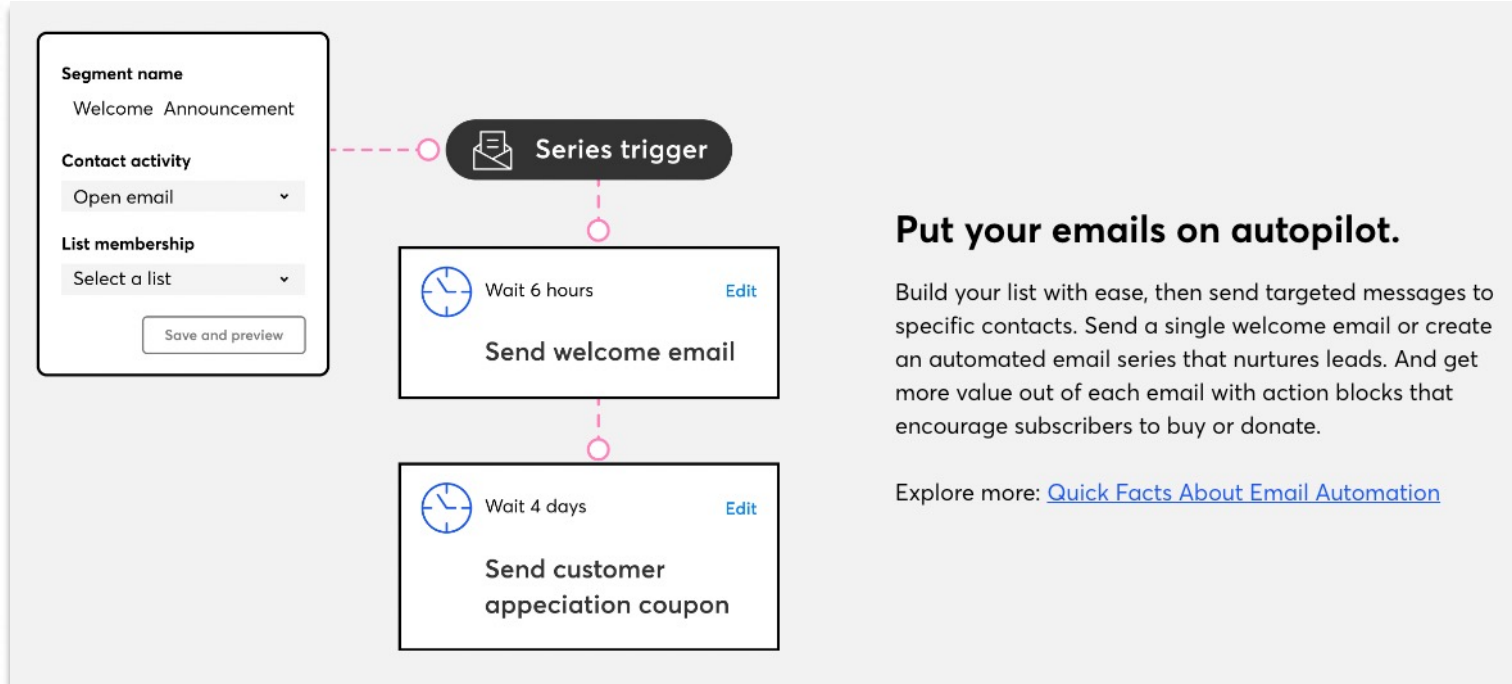


[Top Spring Activities in Southern Indiana](#)

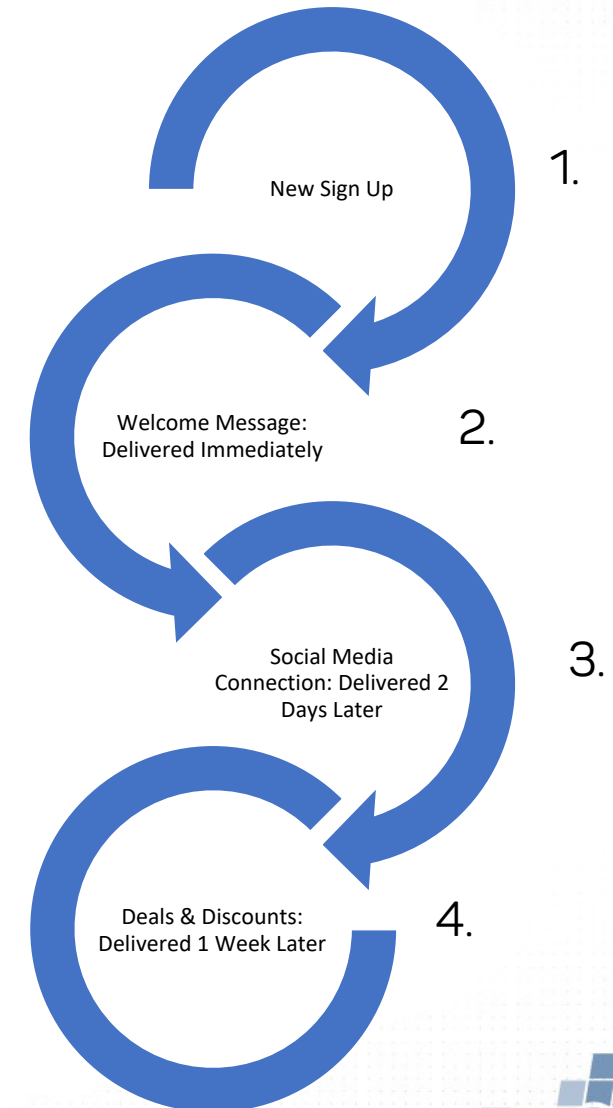


[5 Things You Didn't Know About Southern Indiana](#)

# AUTOMATIONS



Strike while the iron is hot!





# THE TYPICAL E-NEWSLETTER

**Hopeful Treasures**  
 Dale & Carol Miller  
 (507) 451-1288  
 Main St. - Hope, MN 55046  
 Sales 11 - 12pm & Saturdays 10 - 1pm  
 and by Appointment

**Steele County Humane Society**  
 "We speak for those who cannot speak for themselves."  
  
 P.O. Box 230  
 Owatonna, MN 55060  
 507-451-4512  
 sdhpage1sch@yahoo.com  
 steelecountyhumane.org

**THE SHOP**  
 9151 37th Ave SW  
 In hope next to R&L Printing  
**We'll Keep You Running Strong**

 Mechanical  
 Metal  
 Auto Body

**\$35/hr**  
**FREE CHECK ENGINE TEST**  
 (on models 1996 and newer)

We Are Happy To Install New Or Used Parts At Your Request

<b>Mechanical Services Include:</b>	<b>Metal Services Include:</b>	<b>Auto-Body Services:</b>
Oil Changes \$25 and up Brake to Rod Ends Auto Spark Plug Wires Batteries Belts Brake Lines Tire Repair Thermostat Transmission Filter Alternators Power Steering Pumps Water Pumps Exhaust And More	Welding Torching Grinding Lathe Work Drill Press Work General Metal Repair Tap and Die Work Custom Rod Iron Work And More	Sheet Metal Replacement Sheet Metal Repair Paint Stripping Painting Rust Repair Undercoating Glass Replacement Chassis Load Work And More

**Sales:**  
 Oil And Other Fluids  
 Wiper Blades  
 Lights  
 Nuts And Bolts  
 And More

We Also Build And Repair 3 Phase Rotary Converters

Feel Free To Call Or Stop By  
 507-214-2909

**LITOMYSL Summer Festival**  
**Sunday, July 31, 2011**  
 On the Grounds of Holy Trinity Catholic Church

Polka Mass at 10 a.m.  
 Festival From 11 a.m. - 5 p.m.

**GAMES for ALL AGES**  
**SIT DOWN LUNCH**  
**LIVEMUSIC**  
**FOOD**  
**FILLED BISCUITS**  
**LIVE & SILENT AUCTIONS**  
**COUNTRY STORE & USED-A-BIT SALE**

www.litomysl.webs.com

Holy Trinity is 8 miles south of Owatonna on County Road 45, then 2 miles east on County Road 4 (SE 98th St.).  
 5 miles north of Blooming Prairie on Hwy 218 to Bixby, then 4.5 miles west on County Road 4 (SE 98th St.).  
 6 miles south of Owatonna on I 35 to Hope Exit #32, then east on County Road 4 to County Road 3, then south for a 1/2 mile, then 3 miles east on 98th St. SE.  
 (9946 SE 24th Ave, Owatonna, MN 55060)

Backdoor, Basement Activity  
 First Lutheran Church of Ho  
 6:00 pm to 8:30 pm  
 Sunday Evenings This summer  
 (except July 2)

**MUSIC** - Top Artists  
**MOVIES** - Family orientate  
**Gifts** - all kinds  
**Puzzles**  
**EVERYONE WELCOME**

**F**  
**Uncle Tom's Antique Mall**  
**Will be holding it's Third**  
**Annual Flea Market**  
**Summ**



Aug. 22-23  
[Conneaut Annual D-Day Reenactment](#)  
 Conneaut Township Park, Conneaut

Aug. 23-24  
[Governor's Cup Regatta](#)  
 Grand Lake St. Mary's, Celina

[More events>>](#)

**Travel Publications**  
[Order Ohio Travel Publications>>](#)  
[Read Ohio Travel Guide>>](#)  
[Read Ohio Calendar Online>>](#)

**More Ohio Information**  
[DiscoverOhio.com>>](#)  
[Create Your Ohio Itinerary>>](#)  
[Enter the Monthly Contest>>](#)  
[Read Our Blog>>](#)  
[Military Discounts>>](#)



# **THE BIGGEST PROBLEMS...**

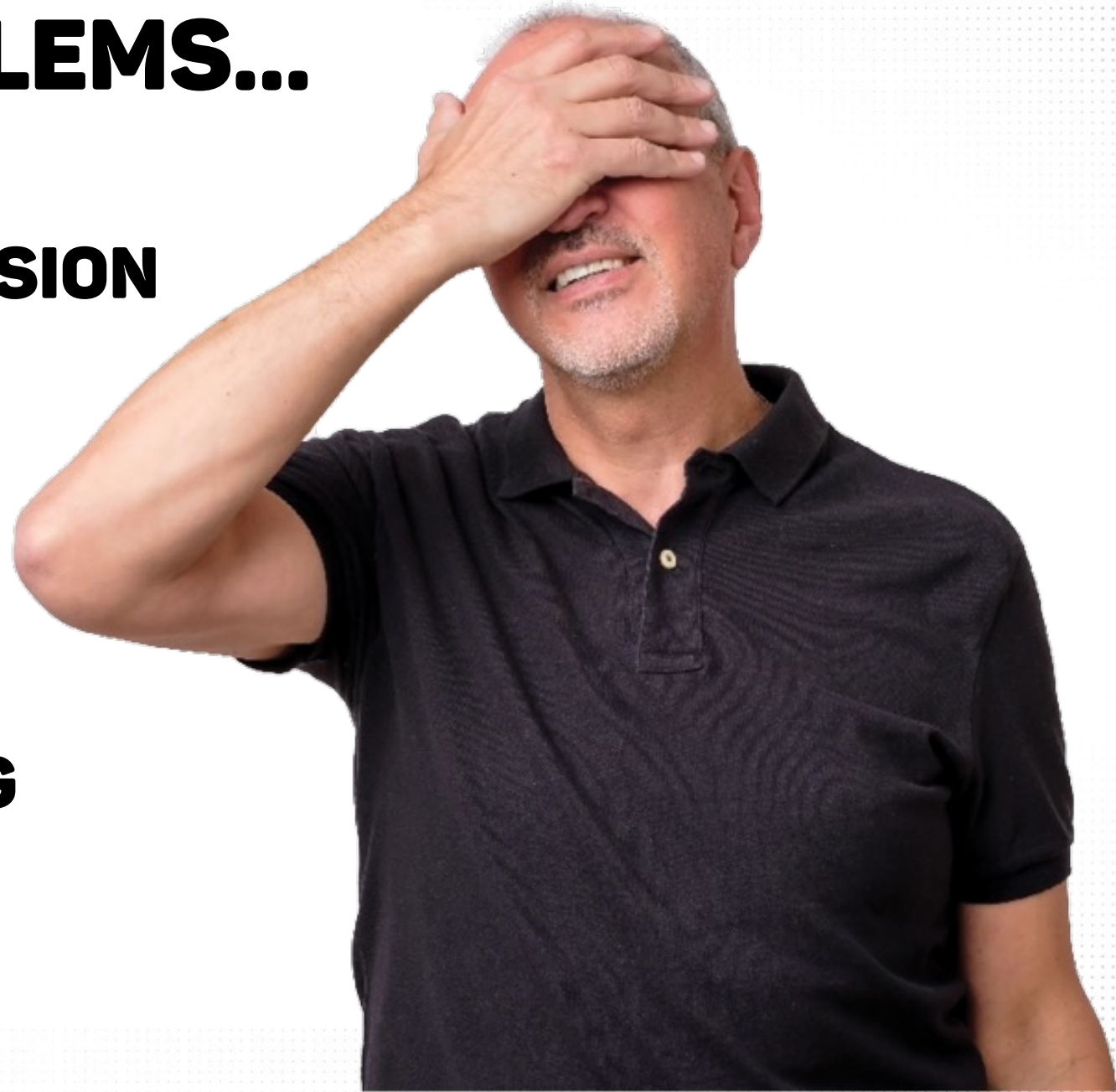
**LACK OF INSPIRATION & VISION**

**SAYING TOO MUCH**

**NOT SPEAKING TO YOUR  
AUDIENCE'S INTERESTS**

**NO INTEGRATED PLANNING**

**A TO-DO LIST ITEM**



# **TENDENCIES & MISSED OPPORTUNITIES**







# CONTENTS

Limit Yourself to 3-5 Items  
(OR LESS)

Single column/Full Width

Be visual with content

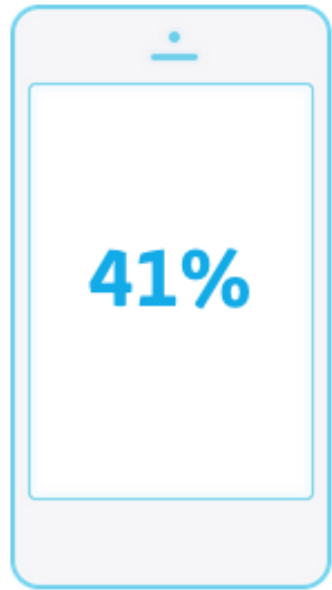
Send them somewhere valuable



# LESS IS MORE



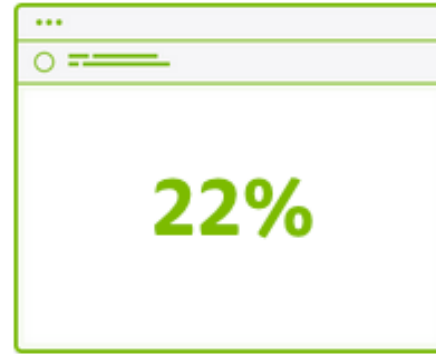
# GOING MOBILE



**MOBILE**



**DESKTOP**



**WEBMAIL**

*\* Data is based on 1.8 billion opens from nearly 22 billion email recipients. 9% of opens occurred in an undetectable environment.*

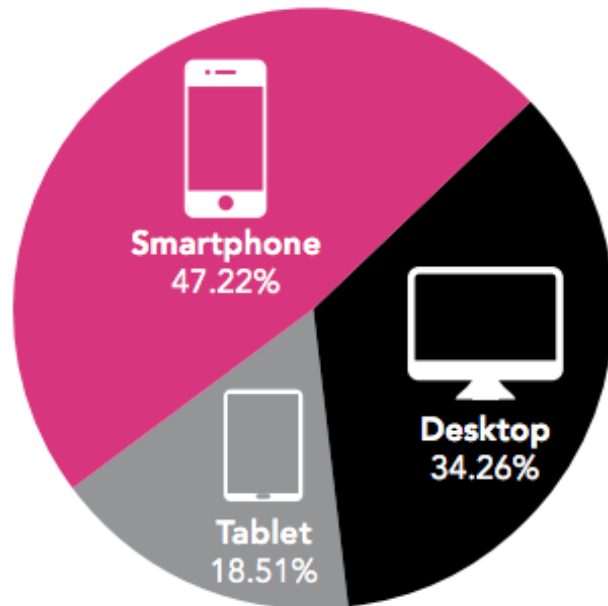




# Be consistent - Think “Mobile First”

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**66%** of emails were opened on a smartphone or tablet



# BUILD CONNECTION POINTS

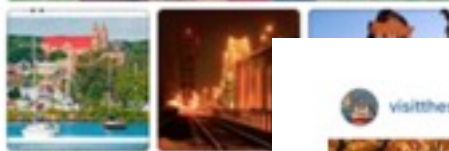


# CONTENT



# INTEGRATION

## The Soo History



Follow

Pinterest

Discover more about the rich history of Sault Ste. Marie, Michigan by exploring our [Pinterest board](#). Check out historic photos from the building of the locks, architecture from the late 1800's and stories from Native Americans. The Soo's history dates back to 1668 so there's a lot to discover

visittthesault



60 likes

Instagram

Be sure to [FOLLOW US](#) on Instagram. We'll be sharing some of the beautiful fall colors from around Sault Ste. Marie, MI.

We'll also be sharing some of our favorite shots from visitors like you!

Don't forget to **TAG YOUR PHOTOS** with [#ILoveTheSoo](#).

## #exploreBC

This photo of Emerald Lake in the Kootenay Rockies was taken by [@kootenay\\_rocker](#).



and share the wonder of using [#exploreBC](#) on [Instagram](#) and [Twitter](#).

# INTEGRATION

## MY BOISE BY CHRIS HAUNOLD

FAVORITE THINGS TO DO IN BOISE BY CHRIS, OWNER, IDAHO MOUNTAIN TOURING:

Riding horses in the [foothills](#).

Catching a concert at the [Idaho Botanical Garden](#).

Enjoying a bottle of Idaho wine (and the show) at the [Idaho Shakespeare Festival](#).

Want more ideas on what to do in Boise? Like us on [facebook!](#)



## Watch our newest vid!

On October 24th, 2,096 Ypsilanti women broke the Guinness World Record for most Rosie the Riveters in one photo. You can see for yourself in our latest video! Check it out [here](#).

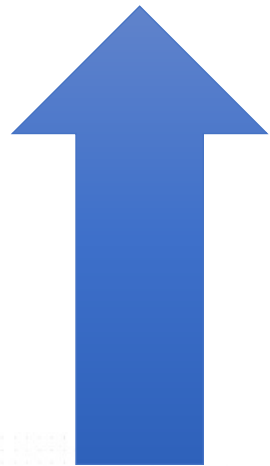


## Read more blogs!

We're working around the clock to bring you regularly updated blogs about the Ypsilanti Area. [Click here to read about the history and hidden gems of Ypsi.](#)



Think of your e-newsletter as an  
opportunity to connect and  
engage with your audience  
across multiple channels



**TOUCH  
POINTS**

# THE LANDING PAGE

## Big Whites at Big White

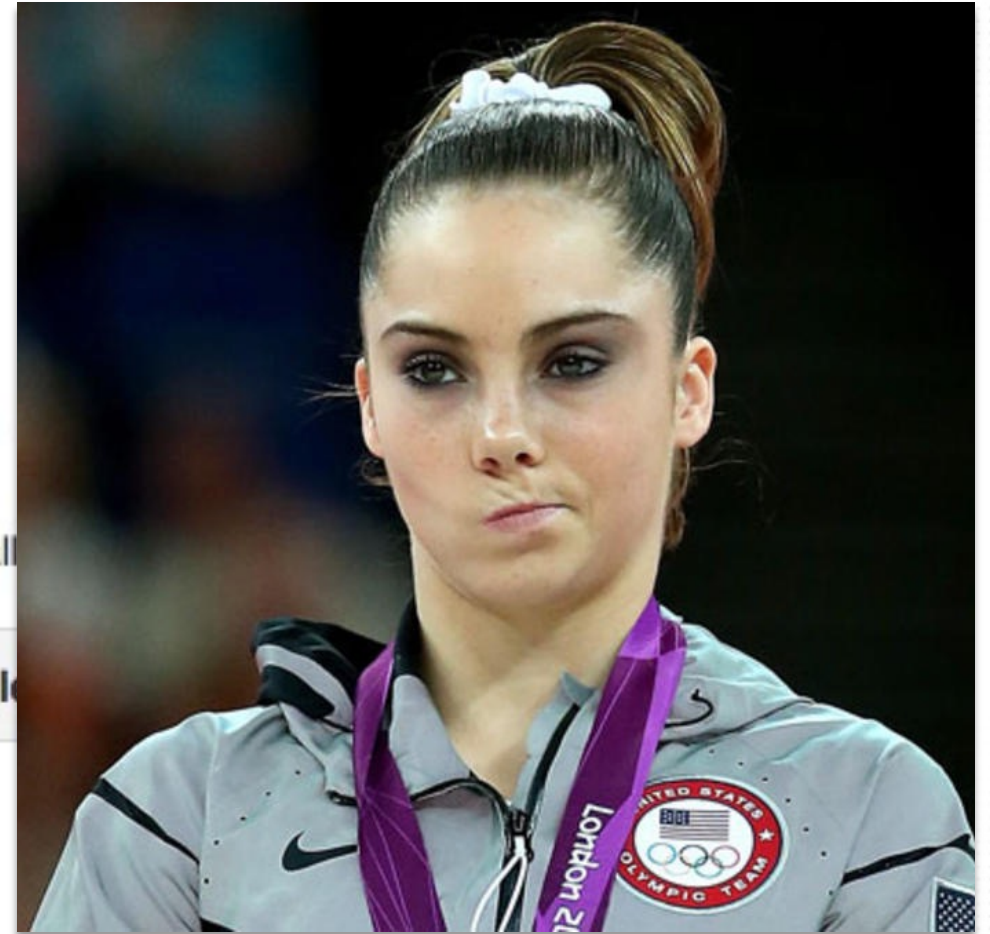


**Date:**  
March 28th, 2015

**Location:**  
Village Centre Mall



Add to Cal

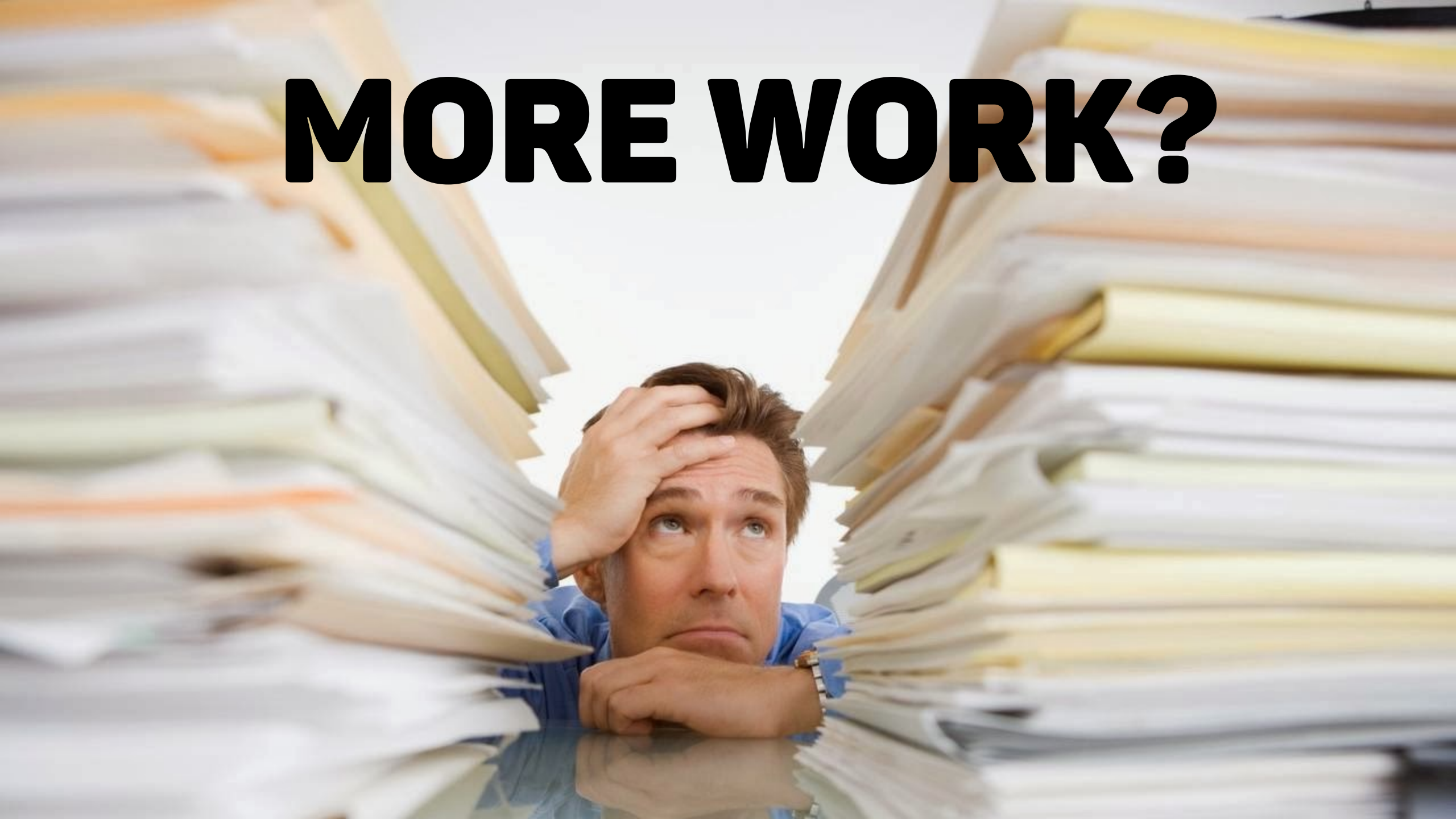




# INITIATE THE DISCOVERY PROCESS



# **MORE WORK?**





# HOW OFTEN?







## Reason #1: You send too many emails

According to the research findings, “receiving too many emails” was by far the number one reason people decide to unsubscribe from an email newsletter. The root causes behind sending too many emails could include:

- Forgetting to communicate your email send frequency in your opt-in form
- Sending emails more frequently than you originally promised
- Believing that your subscribers want to hear from you more frequently than they actually do



- Once per month
- Seasonally
- When you have something to say





AMAZING FANTASY #15



MARKETER

SOCIAL  
MEDIA

EMAIL





A black and white photograph of George Bernard Shaw, an elderly man with a full white beard and hair, wearing a dark suit. He is seated at a desk, looking down at a stack of papers he is holding with both hands. The background is dark and out of focus, showing some papers on a desk to the left and a lamp to the right.

**“THE SINGLE BIGGEST PROBLEM IN  
COMMUNICATION IS THE ILLUSION THAT IT HAS  
TAKEN PLACE.”**

**GEORGE BERNARD SHAW**

© Lifehack Quotes

# SIGN UP TO THE E-NEWSLETTER

Here's how to play the long game with your digital campaign!

[View this email in your browser](#)



This Month in the TwoSix E-Newsletter:





# LEARN MORE.....Socially



**Dave Serino**  
Founder & Chief Strategist



**Brian Matson**  
Senior Director of Strategy & Education



**Nick Danowski**  
Lead Content Strategist



**Scout Delicato**  
Lead Digital Advertising Strategist



**Ashley Maddix**  
Digital Advertising Strategist



**Makenna Schmitz**  
Digital & Social Media Director

@TwoSixDigital & Facebook/TwoSixDigital





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