

RACHAEL E. WORTHINGTON

OREGON CERTIFIED ECONOMIC DEVELOPER PROGRAM

Email Marketing ● Best Practices

rachaelworthi@gmail.com

rachaelworthi.com

RACHAEL E. WORTHINGTON

OREGON CERTIFIED ECONOMIC DEVELOPER PROGRAM

About Your Host



Rachael is a marketer and graphic designer who has worked in various industries. From managing marketing for a liquor store, creating content for a performing arts center, to consulting for small businesses. She's currently a full-time designer for a marketing and advertising agency in SF.

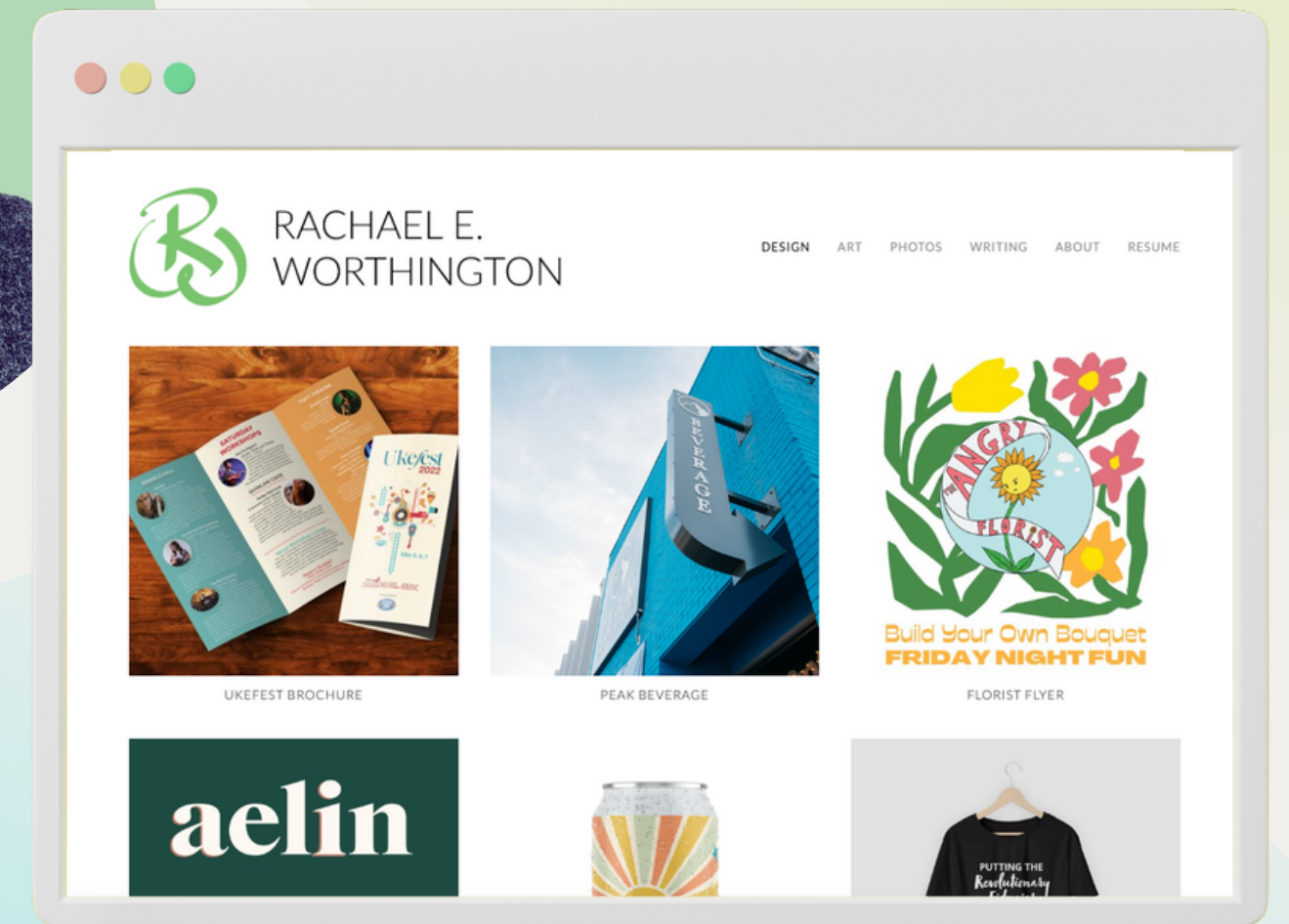


Table of Contents

Today we'll go over the key components of a marketing email, along with tips and tricks to make the most of your sends.

- Popular Platforms
- Finding the Right Fit
- Email Deliverability
- Enticing Opens
- Writing for Email
- Design
- Accessibility
- Measuring Success

Popular Platforms

There are dozens of email marketing platforms these days. Here's a sampling of some of the top contenders.

Mailchimp

Free and premium plans
Audience segmentation
Automation, social ads



HubSpot

Built-in CRM
Advanced tracking/analytics
Free training with academy



Constant Contact

Try free for 2 months
Mobile-friendly templates
Simple email automation



Mailerlite

Email marketing basics
User friendly
A/B testing



Finding the Right Fit

Factors to consider when choosing an email marketing platform.

Audience size

How many contacts?

Email sends

How many sends per month?

Integrations

Do you need to integrate forms or eCommerce?

Added features

Do you need landing pages, to manage social ads, or to store audience data?

Deliverability

All of your hard work on your emails won't be recognized if they don't land in your audience's inbox! Some tips for getting past spam filters.

Choose your "from" address

You'll want to choose an email easily recognizable to the audience that looks legitimate. Ideally one with your website's domain. i.e. hello@domain.com.

Verify your domain

Most platforms offer a way to do this that involves logging into your website's DNS settings. Ask an IT or web manager for help if you have one.

Abide by CAN-SPAM rules

Your platform will let you know, but emails need to include a business address in the footer, and options for contacts to easily unsubscribe or update their settings.

Writing for Email

Quick tips to remember when crafting copy for email.

- **Use actionable language**
- **Be brief**
- **Prioritize clarity before "catchiness"**
- **Personalize when possible**
- **Talk about benefits, not features**
- **Write in the second person**

Enticing Opens

Subject line

The subject of your email is where you can get extra creative — here you'll want something short and snappy that captures the recipient's attention, and communicates the purpose of the email.

Preview text

This is your opportunity to add a bit more context. Let the reader know what this email is regarding, and how you might want them to take action.

Dos

Leverage urgency

emails that do have a 22% higher open rate*

Personalize

whether by including the recipients name, or speaking to their interest by segmenting your list

PAGE 08

Don'ts

Spammy verbiage

words like "act now," "urgent," "guarantee," "increase sales," "limited time offer"

overuse emojis, use special characters, or shout at your audience with ALL CAPS

Whatever email you send, provide value to your audience, not just your company. Put yourself in your recipient's shoes and send emails you'd like to receive.

*Data from Emma

rachaelworthi.com

Design

There are a few core components of any marketing email. Without one your design will be incomplete.

● Imagery

Catch their eye with a splashy image. Be sure to size appropriately for optimal load times, and that your photo is in RGB color mode.

● Copy

The substance of the email. Keep this brief, attention spans are short! Clarity is key, you want to give the audience a takeaway.

● Call to Action

What action do you want your viewer to take? CTAs work best as buttons — don't forget to double-check your links.

Accessibility

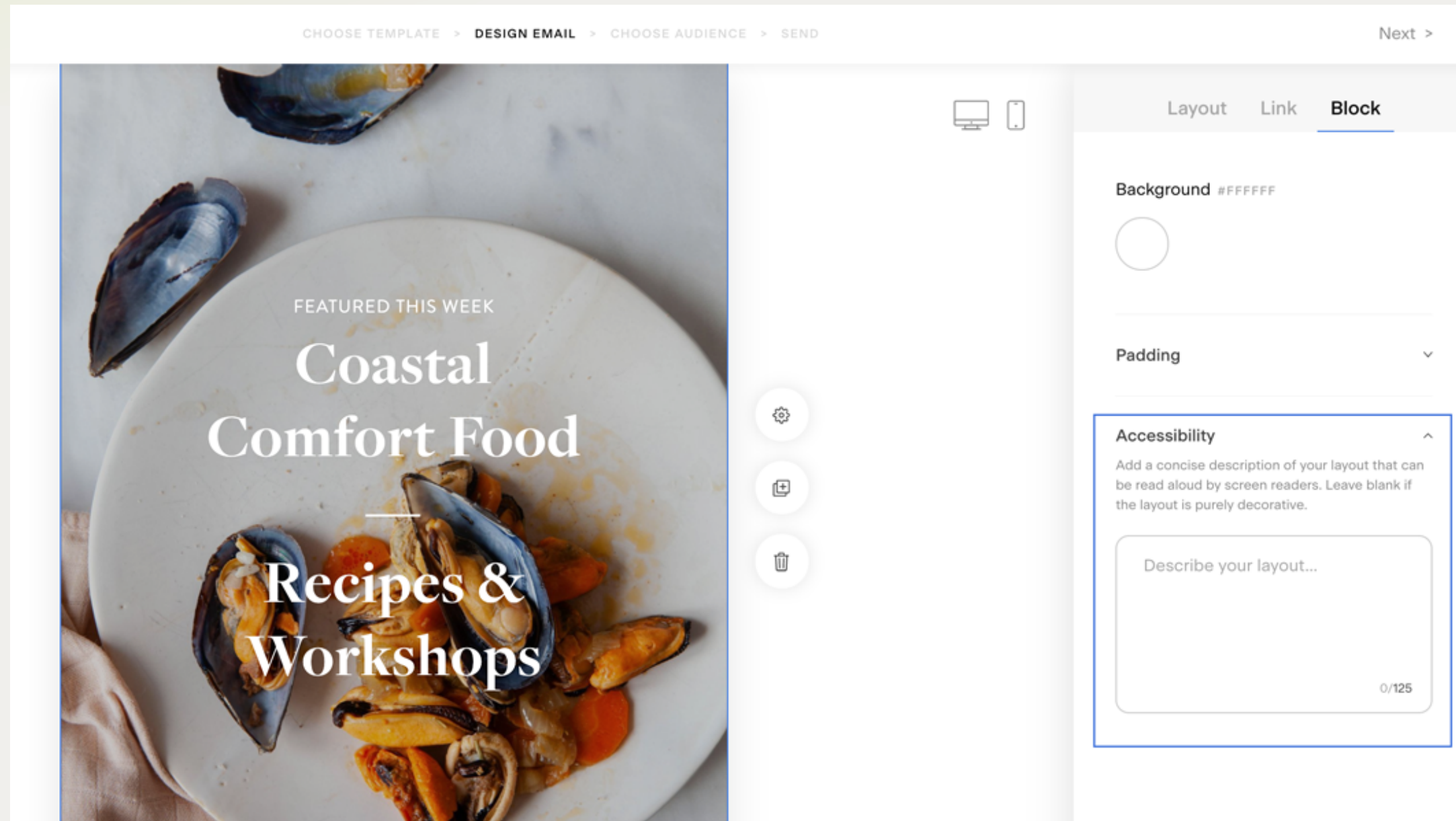


Image Alternate Text

Be sure to utilize alt text — adding alternative text is important for the visually impaired or those that use screen readers.

It's also beneficial for email providers that won't load images due to spam filters. This way, even without images readers can understand the content.

Maintain Logical Structure

Use Headers

Use Color Contrast

Measuring Success

Open rate

Average is 21.33%*

Click rate

Average 2.62%*

Click-to open is 20–30%**

Conversion rate

Determined by audience members clicking through content and completing the desired action, such as checkout or registration.

Average was 15.11% in 2020***

*Data across industries from Mailchimp

**Data from Emma

***Data from Barilliance

Your Turn!

Take your pick of the following prompts, and take a stab at writing a subject line and preview text. Bonus points for writing a header, and CTA button!

Option 01

Your jurisdiction is hosting an annual gala and you're inviting the community

Option 02

You have grant money available for small businesses to apply for

Option 03

You have a new business opening in your community

Option 04

Solicit feedback about your department's performance

What Questions Do You Have?

 rachaelworthi.com

 rachaelworthi@gmail.com

 [linkedin.com/in/rachaelworthi](https://www.linkedin.com/in/rachaelworthi)