

**Realise**  
Business

## Email and Newsletter Marketing Foundations



1

**Email Marketing remains a crucial and very important channel  
Its accessible, easy to use and highly effective  
at reaching your target audiences**

Email is a powerful channel with unmatched reach for marketers that know how to use it.



2

## Send more emails

### If you want more customers and sales, send more emails

- ✓ 91% of consumers check emails daily (Forbes)
- ✓ So more likely to open an email than see a social post
- ✓ 49% like to receive emails from favorite brands on weekly basis (Statista)
- ✓ Loyal customers DO like to hear from you and email is preferred

### Average open rate is on average 20%

If you only send 1 per month it only reaches 1/5 every month  
or it takes 5 months to reach 100%

### TITLE is VIP to make sure they open

Send useful information, tips, advice, links to talks,  
videos increase click rates by 300%, webinars, resources, deals...  
Read more links back to your website

### TEST & LEARN

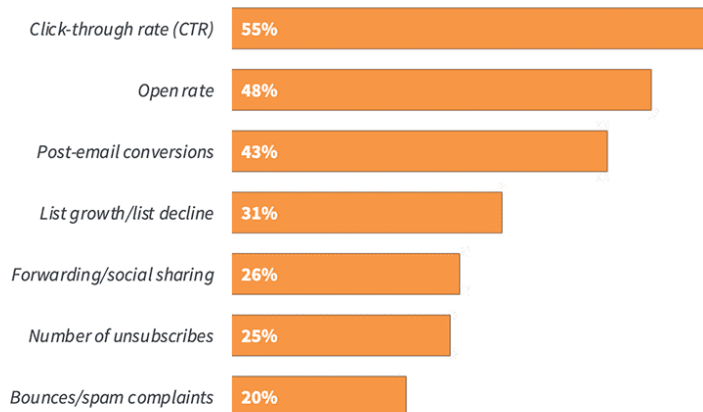


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3

## Important Metrics to Measure

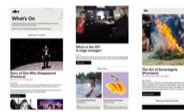
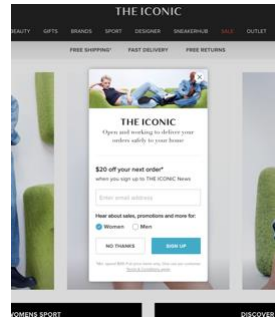
What are the most effective METRICS USED to measure the health of your email marketing program?



4

## Ways to Develop Email Database

1. Website sign up
2. A branded popup form and list growth rate increases by 50% ( Mailchimp)
3. Headline must explain the benefits - how subscription will add value
4. Have a call to action and encourage conversion
5. Forms must be simple and not too much
6. Additional sign-up opportunities can at store, market or a a conference
7. Sign up on Social media platforms



### Sign up to our newsletters

- Exclusive pre-sale access to events
- Special offers on a range of events and experiences
- The latest news and stories from backstage and beyond

**SIGN UP**

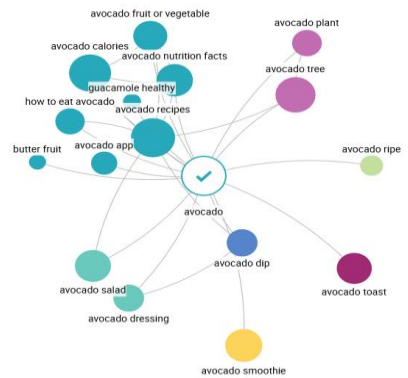
TIME: 50 minutes or less



5

## Email Marketing Plan

1. **Define Objectives** - engagement, build trust, nurture relationships, and inform about new products, sell, get referrals, introduce team
2. **Define your audience**
3. **Define segments/groups** so you can personalise and generate greater ROI
4. **Track and automate signup sources** – you can automate and knowing where they signed up helps you communicate to them – it's a segment
5. There are times when you'll want to send to your entire list
6. **Decide what to write** – Content Strategy = purpose
7. **Remember** why and what your subscribers signed up for
8. **Establish your sending frequency and goals** and make schedule
9. **Stay on track with a content calendar** to schedule your campaigns, blog posts, social media posts,
10. **Track results** - check the unsubscribe rates, opens, click thru rates



June	July	Aug	Sep	Oct	Nov
Winter recipes	Kids	Breakfast	Spring	Summer	Salads
	School holidays	Fathers Day		October Long weekend	
Storage	How to ripen	How your grow	Where	Different types	

6

## Email Marketing Content Plan

1. Know your Target Customer and speak your buyers language
2. Subject lines are the starting point
2. Stand out with your design and flow or user experience
3. Keep your readers engaged – call's to action
4. Do more than sell – inform and educate and build a community
5. Make every experience memorable - sales, rewards, what can you give ?
6. Follow up on Abandoned Carts
7. Follow up and re-engage Inactive prospects or lapsed users or members
- 8 Appreciate your subscribers - thank them for connecting & worth their while
9. Remember the 80/20 rule – reward loyalty and they will build your business
10. Track and measure, test and learn