

Three keys to email marketing

**Presented to
Diocese of Phoenix – In Service
March 6, 2014**



(888) 468-8785
fasturtle.com

Introduction



Eric Olsen
CEO, Fasturtle

Authorized Local Expert,
Constant Contact

facebook.com/fasturtle
[@fasturtle](#)
[@ericsolsen](#)



(888) 468-8785
fasturtle.com



fasturtle.com



(888) 468-8785



@fasturtle



fasturtle®

(888) 468-8785
fasturtle.com

Key #1

Build relationships to grow a
Quality Email List



(888) 468-8785
fasturtle.com

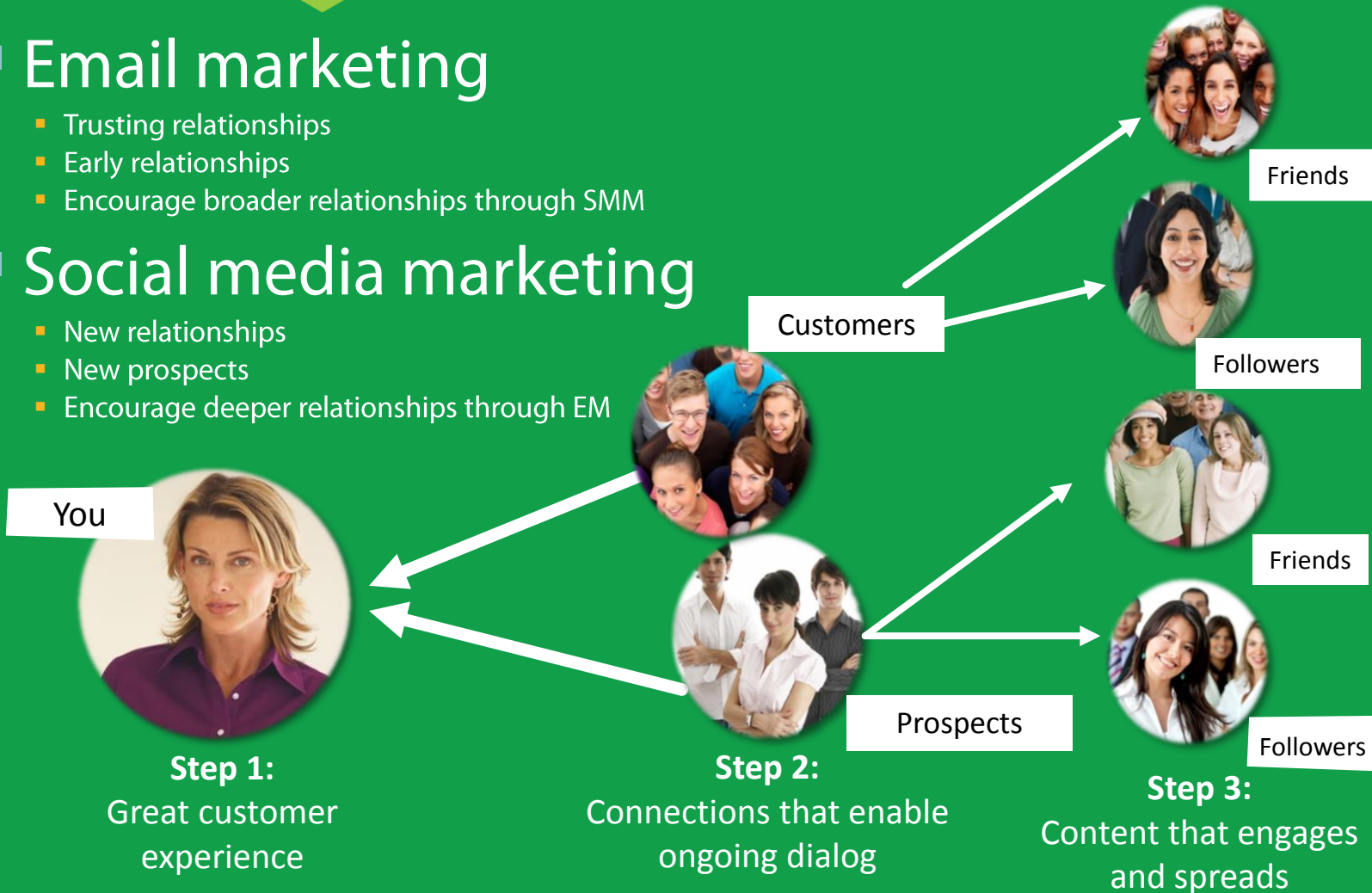
3 steps to building relationships

■ Email marketing

- Trusting relationships
- Early relationships
- Encourage broader relationships through SMM

■ Social media marketing

- New relationships
- New prospects
- Encourage deeper relationships through EM



Key #2

Set your objective...then choose the appropriate format and frequency



(888) 468-8785
fasturtle.com

Why email?

Because almost everyone your organization needs to reach reads it:

- 94% of Internet users between the ages of 18 and 64 send or read email
 - An even higher number of users ages 65 or older do the same
- 61% Use a social networking site
- 147 million people across the country use email, most use it every day

Sources: Pew Internet and
American Life Project 2010



(888) 468-8785
fasturtle.com

Why email?

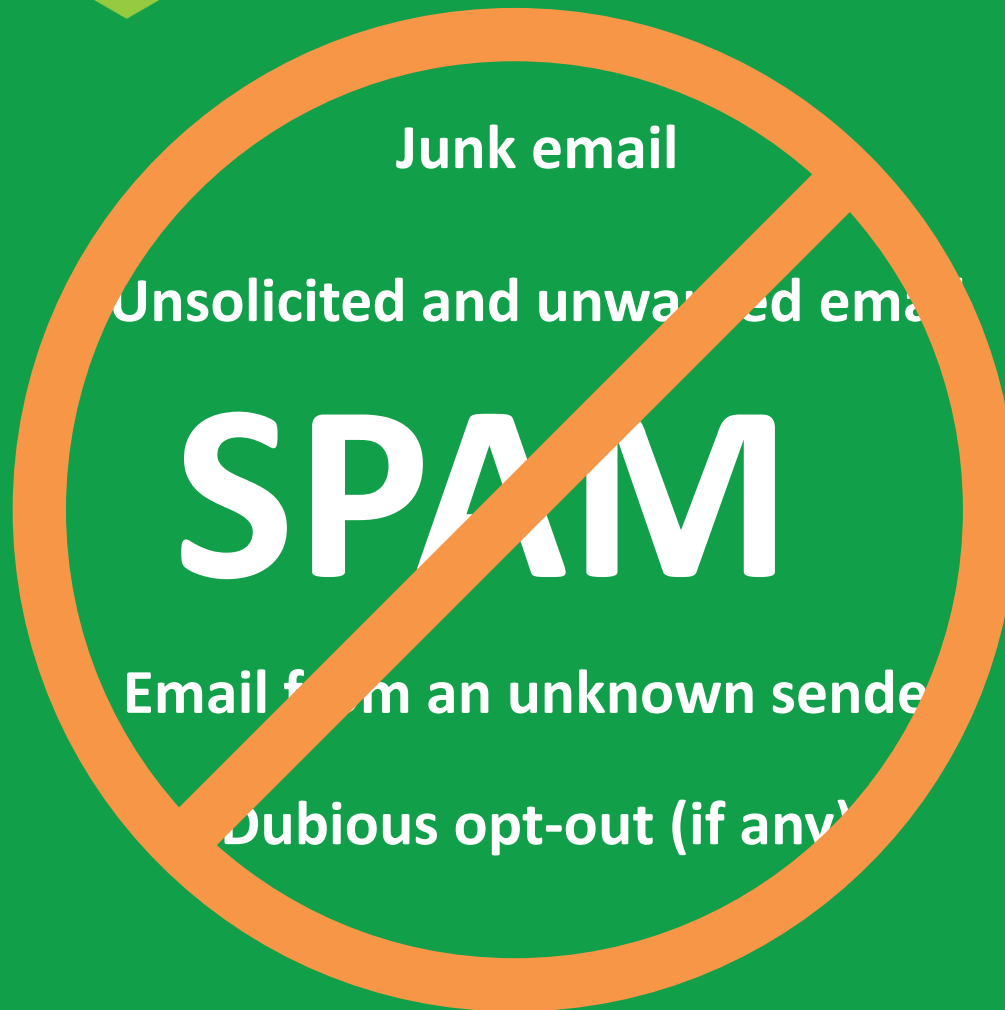
- It's cost-effective: Direct mail vs. email
 - For the same response, direct mail costs 20 TIMES as much as email ¹

Sources: Forrester Research, Inc.



(888) 468-8785
fasturtle.com

Email marketing is not...



(888) 468-8785
fasturtle.com

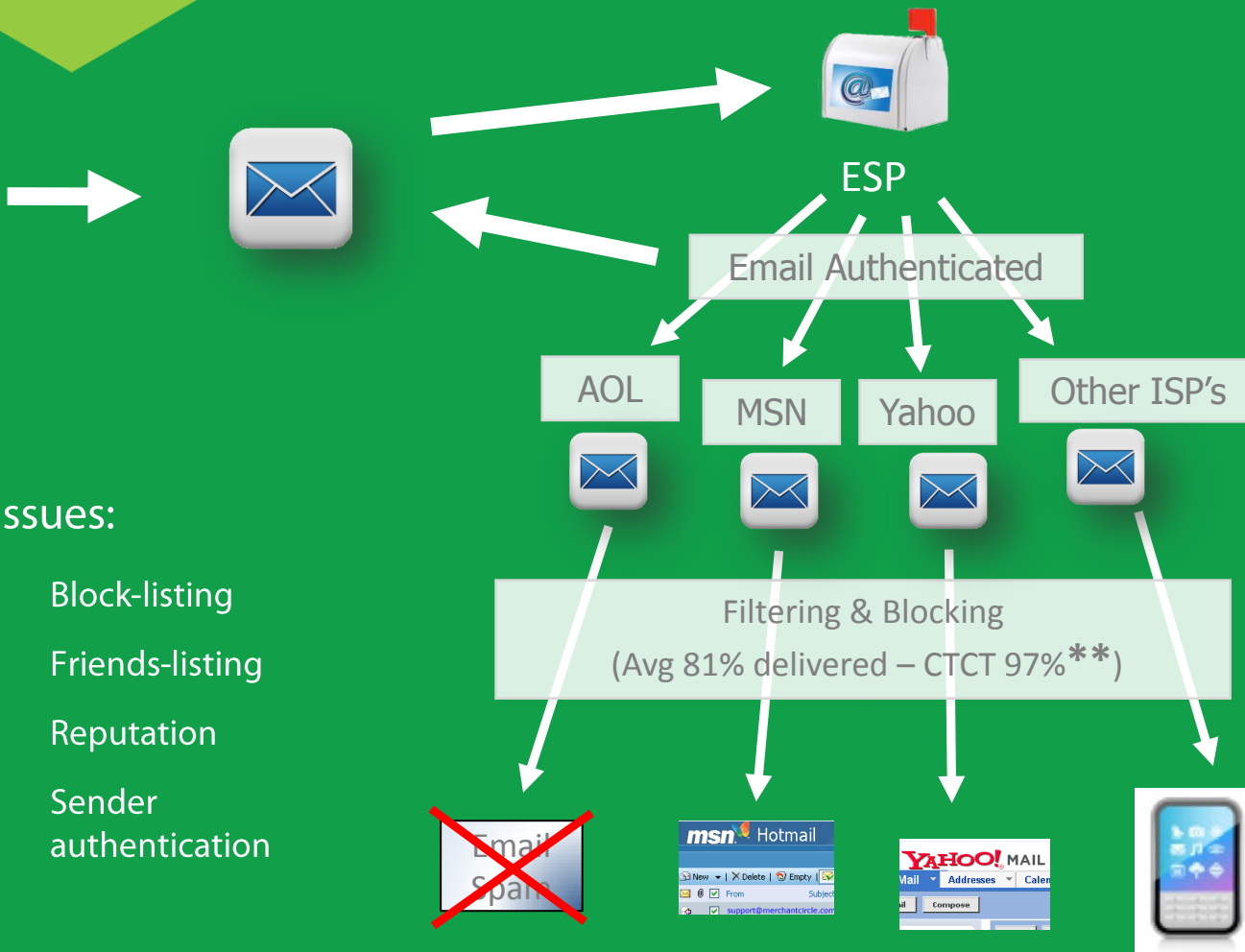
Key #3

Get your emails opened



(888) 468-8785
fasturtle.com

Is your email fabulous or filtered?



Deliverability issues:

Image blocking

Individual filters

Bouncing

Challenge responses

Blocking

Block-listing

Friends-listing

Reputation

Sender authentication

**Return Path verified

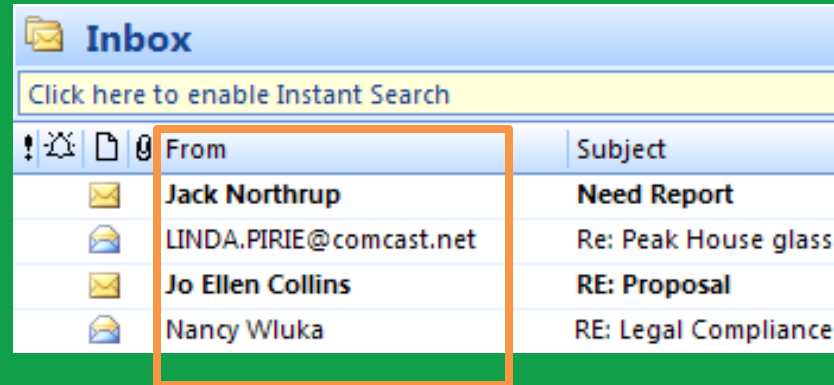

fasturtle®

(888) 468-8785
fasturtle.com

Getting email opened

The “From” line – Do I know you?

- Use a name your audience recognizes
 - Include your organization name or brand
 - Refer to your business in the same way your audience does
 - Be consistent



60% of consumers say the "from" line most often determines whether they open an email or delete it.

Source: DoubleClick



(888) 468-8785
fasturtle.com

Create a great subject line

The “Subject” line – do I care?

- Keep it short and simple
- 30-40 characters including spaces (5-8 words)
- Capitalize and punctuate carefully
- Avoid copying the techniques inherent in spam emails



Inbox	
Click here to enable Instant Search	
From	Subject
Matt Long	Need Report
Lynn.Mann@AOL.com	Re: Peak House glass negat
Joe Hahn	RE: Proposal
Nancy Feldman	RE: Legal Compliance Upda



(888) 468-8785
fasturtle.com

Avoiding “spam-speak”



(888) 468-8785
fasturtle.com

The words: free, guarantee, spam, credit card etc.

ALL CAPITAL LETTERS

Excessive punctuation !!!, ???

Excessive use of “click here”

\$\$, and other symbols

No “From:” address

Misleading subject lines



Example: Typical spam “From” and “Subject” lines

Junk E-mail					
!		From	Subject	Received	Size
!	✉	Dan Keyes	Cash credit / Home credit	Sat 9/9/2006 3:1...	1 KB
	✉	acrylate	How to be irresistible to the opposite sex 4179-4	Sat 9/9/2006 3:0...	1 KB
!	✉	Louella	???5?4? ??????? ????????	Fri 9/8/2006 10:2...	3 KB
	✉	Andres Alexan...	Hey you!	Fri 9/8/2006 3:08 ...	697 B
	✉	vendor. actual	~::~~Guaranteed Instant Approval!..!	Fri 9/8/2006 3:41 ...	2 KB
	✉	bosonic	Increase sexual satisfactions!!!! 7344	Fri 9/8/2006 1:51 ...	11 KB

Email marketing best practices

- Use varying and creative subject lines
- Include visually stimulating images
- Develop engaging content with your audience in mind
- Create a compelling call to action
- Test email using different email clients & on mobile
- Complete A/B testing to identify best send time
- Send consistently
- Track open rates, clicks, unsubscribes, and spam reports



(888) 468-8785
fasturtle.com

Clear Branding

Visually Appealing

Contact Information

Photos

Article Sections

Links to Event Info

Event Registration

Donor / Sponsor Logos

Social Media Icons

The screenshot shows the Northwoods Catholic School website. At the top is the school's logo, a shield with a cross and the text "NORTHWOODS CATHOLIC" and "SEMPER ALTUS". Below the logo is the address "5500 FM 2920 RD Spring, TX 77388" and phone number "(281) 350-0300". The date "February 18, 2013" and "President's Day" are also displayed. The main content area features a large photo of a group of children, a section titled "A Letter from the Principal" with a photo of the principal, and a "Northwoods News" section with a photo of a man. The left sidebar contains a "Contact Information" section with the school's address and phone number, a "Calendar" link, a "Northwoods News" section with links to "Chaplain's Corner", "Dean of Academics", "Dean of Students", "Athletics", "Campus Ministry", "Fine Arts", and "NAPA", and a "Quick Links" section with links to "The Northwoods Experience", "A Knights Welcome", "About Northwoods", and "Admissions". At the bottom of the sidebar are logos for "Haras Dos Cavaleiros" and "Haras". The footer contains social media icons for Facebook, YouTube, and Twitter, and the website URL "www.NorthwoodsCatholic.org".


fasturtle®

(888) 468-8785
fasturtle.com

Take the next step

Email Marketing 60-Day Trial

Sign up for a **free, 60-day trial** of Constant Contact Email Marketing

No risk, no credit card required. Get coaching and support, grow our email lists, access to over 400+ templates, and measure and track results

Visit: www.fasturtlecc.com



(888) 468-8785
fasturtle.com