

the power of e-mail marketing

Dave Yunghans, Regional Director
Constant Contact



Email Marketing™
from Constant Contact®



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twitter: [@dyunghans](https://twitter.com/dyunghans)



why email?

because people read it:

- 95% of Internet users between the ages of 18 and 64 send or read email
- 235 million people across the country use email, most use it every day

» eMarketer



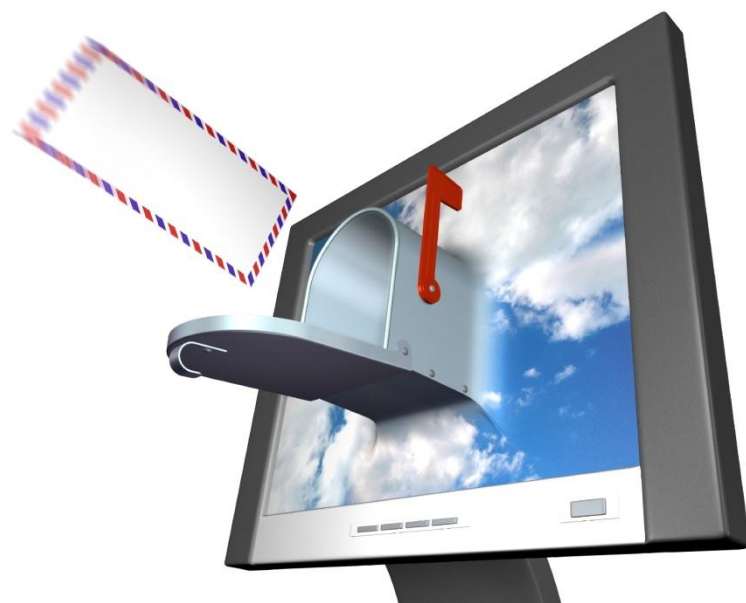
why email?

it's cost-effective:

Direct Mail vs. Email

- for the same response, direct mail costs **20 TIMES** as much as email
- email ROI:
\$44.05 returned for every \$1 spent

» Forrester Research, Inc.



core elements

delivering professional
email communications...

...to an interested
audience...

...containing information
the recipient finds
valuable.



pick a template

The screenshot shows the Constant Contact web interface. At the top is a blue navigation bar with the Constant Contact logo and links for My Account, Pricing, Community, Marketplace, Help, and Log Out. Below this is a secondary navigation bar with tabs for Home, Email (selected), Social Campaigns, SaveLocal, Events, and Survey. A welcome message 'Welcome to Constant Contact, Ron!' is on the right. Below the navigation bar is a yellow bar with links for My Emails, Create, Reports, Autoresponder, Archive, Remove, and Restore. The main content area is titled 'Select a template' and includes a search filter 'You are browsing Newsletters'. On the left is a 'Template Selector' sidebar with options for Color (a grid of 12 color swatches), Layout (a grid of 4 layout icons), Industry (a dropdown menu set to 'All Industries'), and Type (a dropdown menu set to 'Newsletters'). A 'Reset' button is at the bottom of the sidebar. Below the sidebar is a green button that says 'Want a custom template? Let us create it!' and a blue button that says 'Use My Own Code'. The main area displays a grid of template thumbnails. The first row includes 'Business', 'Construction', and 'Financial Services'. The second row includes 'Non-Profit', 'Playful', and 'Professional'. Each thumbnail shows a preview of the newsletter design and a 'Select' button.

change the images

The screenshot displays the Constant Contact email editor. On the left is a sidebar with the following sections:

- Preview** (with a magnifying glass icon)
- Preview Archive** (with a magnifying glass icon)
- Anti-Spam Check**
- Undo Delete**
- Add Blocks** (with a blue arrow icon)
- Global Colors & Fonts** (with an 'i' icon and a help icon)
- Fonts & Colors** (with a color palette icon)
 - Body Background Image**: Click on thumbnail to edit image. A green grid thumbnail is shown with a 'Use no image' checkbox below it.
 - Top Main Background Image**: Click on thumbnail to edit image. A blue patterned thumbnail is shown with a 'Use no image' checkbox below it.
 - Main Border**: A blue border thumbnail.
 - Accent 1**: A blue accent thumbnail.
 - Accent 2**: A blue accent thumbnail.
 - Left Column Background**: A blue background thumbnail.
 - Right Column Background**: A blue background thumbnail.
 - Table of Contents Background**: A blue background thumbnail.

The main preview area shows a newsletter layout for 'Curves' with the following blocks:

- Title Block**: Contains the 'Curves' logo.
- Table of Contents Block**: Contains the heading 'In This Issue' and three links: 'Featured Article', 'Article Headline', and 'Article Headline'.
- Greeting Block**: Contains the text 'Dear (Contact First Name)' and a paragraph: 'Your offer(s) should cover the basics - name of the product or service, price, terms of payment, time limit, any incentives or guarantees and of course, how to get it.'
- Divider Block**: A simple horizontal line.
- Quick Links Block**: Contains the heading 'Quick Links' and three links: 'Register Now', 'News', and 'More About Us Our Sponsors'.
- Article Block**: Contains the heading 'Article Headline', a paragraph: 'Know your target audience. Who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your newsletter each month. Include a photo to make your newsletter even more appealing.', and another paragraph: 'Insert a "read on" link at the bottom of your article to...'. It also features a placeholder for an image with the text 'YOUR IMAGE HERE Click to change in edit mode. 100 x 100 pixels'.

change the background

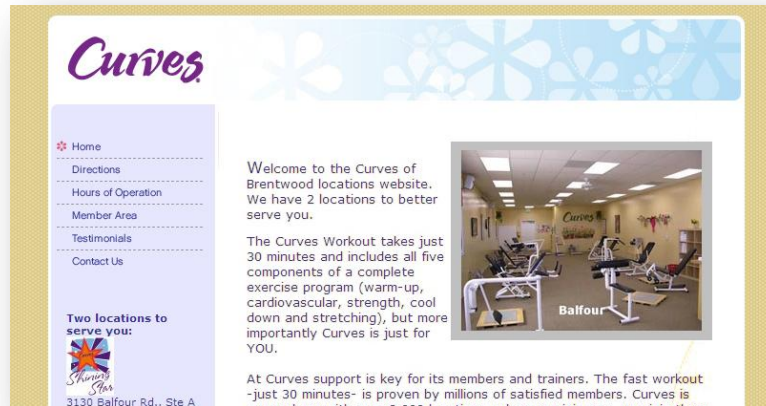
The image shows the Constant Contact email editor interface. On the left is a sidebar with various options:

- Buttons: Preview, Preview Archive, Anti-Spam Check, Undo Delete.
- Section: Add Blocks
- Section: Global Colors & Fonts (with help and question icons)
- Section: Fonts & Colors (with a thumbnail icon)
- Body Background Image: Click on thumbnail to edit image. A yellow square thumbnail is shown. Below it is a checkbox for "Use no image".
- Top Main Background Image: Click on thumbnail to edit image. A blue patterned thumbnail is shown. Below it is a checkbox for "Use no image".
- Main Border: A thumbnail icon.
- Accent 1: A thumbnail icon.
- Accent 2: A thumbnail icon.
- Left Column Background: A thumbnail icon.
- Right Column Background: A thumbnail icon.
- Table of Contents Background: A thumbnail icon.

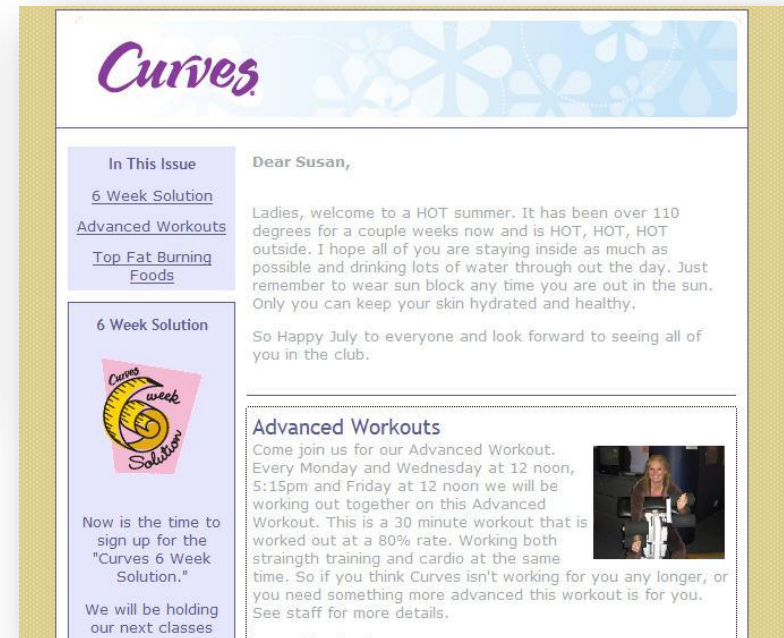
The main preview area on the right shows a newsletter template for "Curves". The template includes the following blocks:

- Title Block: Contains the "Curves" logo.
- Table of Contents Block: Contains the heading "In This Issue" and three links: "Featured Article", "Article Headline", and "Article Headline".
- Greeting Block: Contains the text "Dear (Contact First Name),".
- Text Block: Contains the text "Your offer(s) should cover the basics - name of the product or service, price, terms of payment, time limit, any incentives or guarantees and of course, how to get it."
- Divider Block: A horizontal line.
- Quick Links Block: Contains the heading "Quick Links" and three links: "Register Now", "News", and "More About Us Our Sponsors".
- Article Block: Contains the heading "Article Headline" and the text "Know your target audience. Who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your newsletter each month. Include a photo to make your newsletter even more appealing. Insert a 'read on' link at the bottom of your article to". To the right of the text is a placeholder for a 100 x 100 pixel image with the text "YOUR IMAGE HERE Click to change in edit mode."
- Join Block: A button with a sunburst graphic.

replicate your branding



web



email

what is email marketing?


A black and white photograph of a dark-colored Audi A6 sedan parked on a paved surface. The car is viewed from a front-three-quarter angle, showing its headlights, grille with the Audi logo, and front bumper. In the background, there is a dark building and some foliage.

Audi and the Supercharged A6 are here.

The new Audi A6. Supercharged. Millions saw the redesigned Audi A6 star in the Audi commercial during the Super Bowl. Now you can take a closer look for yourself. As the only luxury sedan to combine a powerful and fuel-efficient* V6 supercharged engine with the superior handling of rear-biased quattro® all-wheel drive, the A6 delivers an unrivaled driving


Audi North Scottsdale
18088 North Scottsdale Road
Phoenix, AZ 85054
(480) 538.4000
www.audinorthscottsdale.com

View as web page: [Click Here](#)



Tennis Tips from Ron's Racquets

Improving Your Forehand

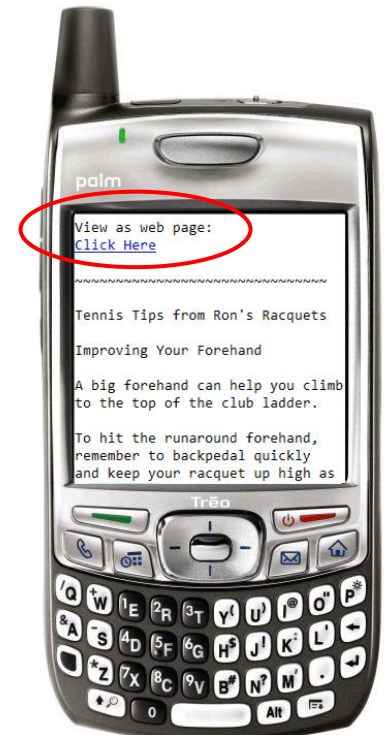


A big forehand can help you climb to the top of the club ladder.

To hit the runaround forehand, remember to backpedal quickly and keep your racquet up high as you move into position. Once there, be sure to swing out and give the ball a ride.

Adding a weapon, no matter what the stroke, can significantly elevate your game. When you have a shot that you can use to dictate points and that your opponent is afraid of, you're going to win a lot of matches. One of the best shots to develop, and possibly the easiest, is a dominating forehand.

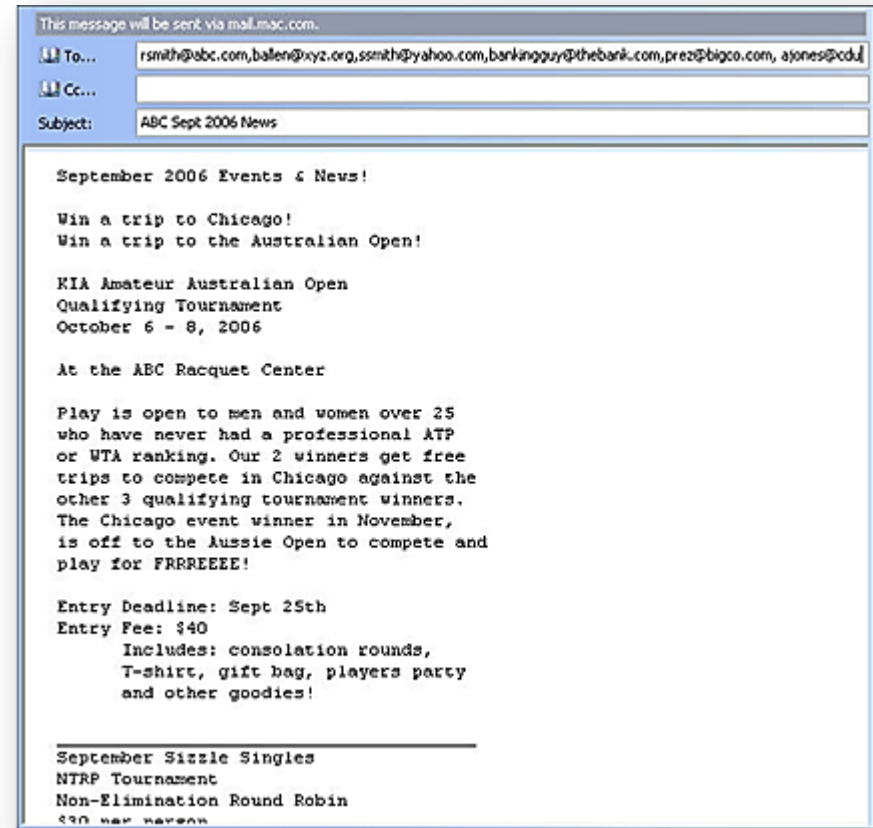
[Click to continue](#)



email service vs. Outlook

standard email programs
(e.g. Outlook, Hotmail)

- Limited # of emails sent at one time
- No formatting control
- List break up more susceptible to filters
- No cohesive branding
- No tracking and reporting of email results



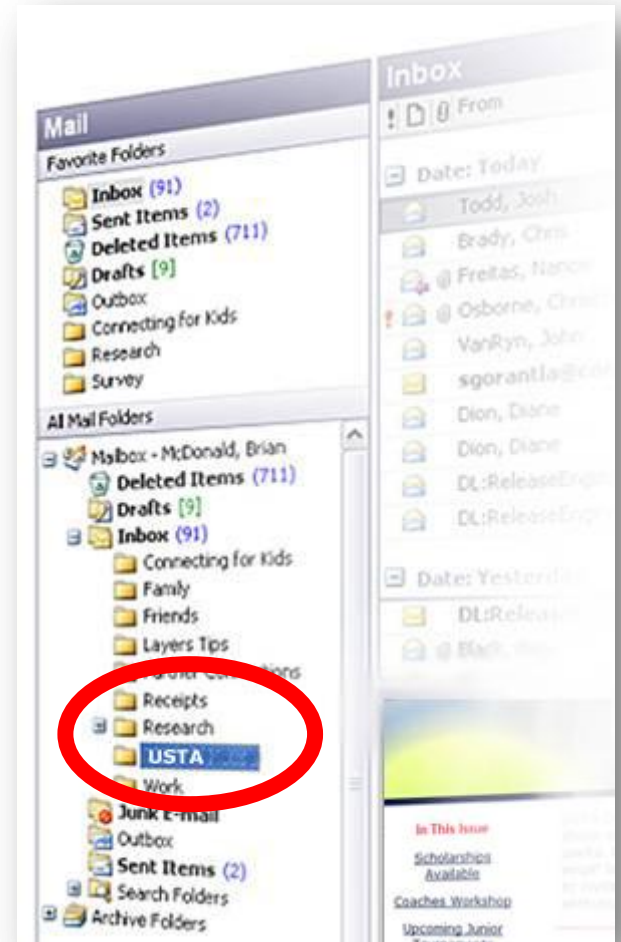
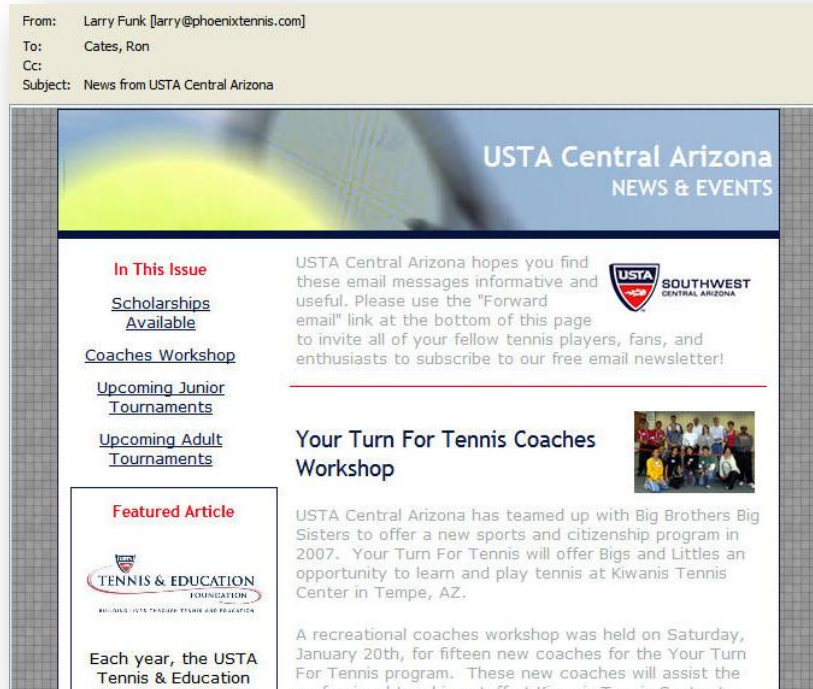
email service vs. Outlook

- Email marketing services automate best practices
- Provide easy-to-use templates
- Reinforce brand identity
- Email addressed to recipient only
- Manage lists – adding new subscribers, handling bounce-backs, removing unsubscribes
- Ensure email delivery, tracks results and obeys the law



why does email work?

because people open email
from those they know and trust...



...and simply delete everything else



making the connection

Incoming or
Outgoing Calls



Events
and Meetings



Email
Signature

Kelly Flint
Regional Development Director
Los Angeles
Constant Contact

[Click here to subscribe to
Kelly's Free Newsletter](#)

Place of Business
Guest Book



Online
Presence

Join Our Email List

Email:

facebook

myspace.com

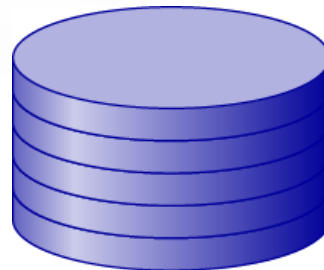
LinkedIn

twitter

57% of consumers will fill out
a card to receive email alerts
when asked to by a clerk at a
local small business.

Transact Media Group

customer + prospect database



making the connection

CHEESESTEAK 22828

iCapture QR Code



Dave Yunghans

Philadelphia Regional Development Director

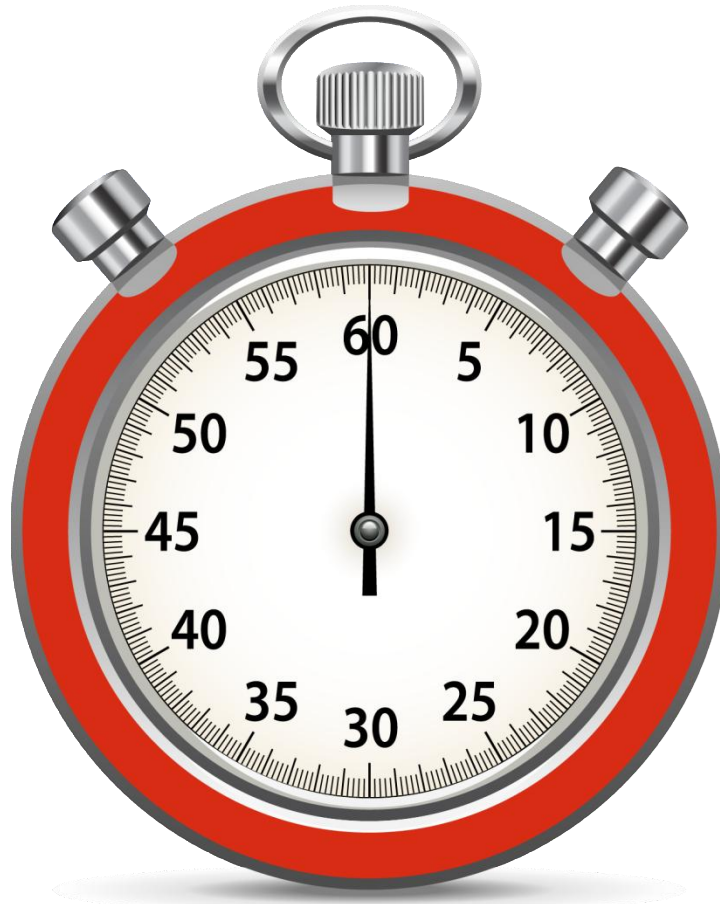
Toll Free: 877.461.1701

Cell: 610.505.9996

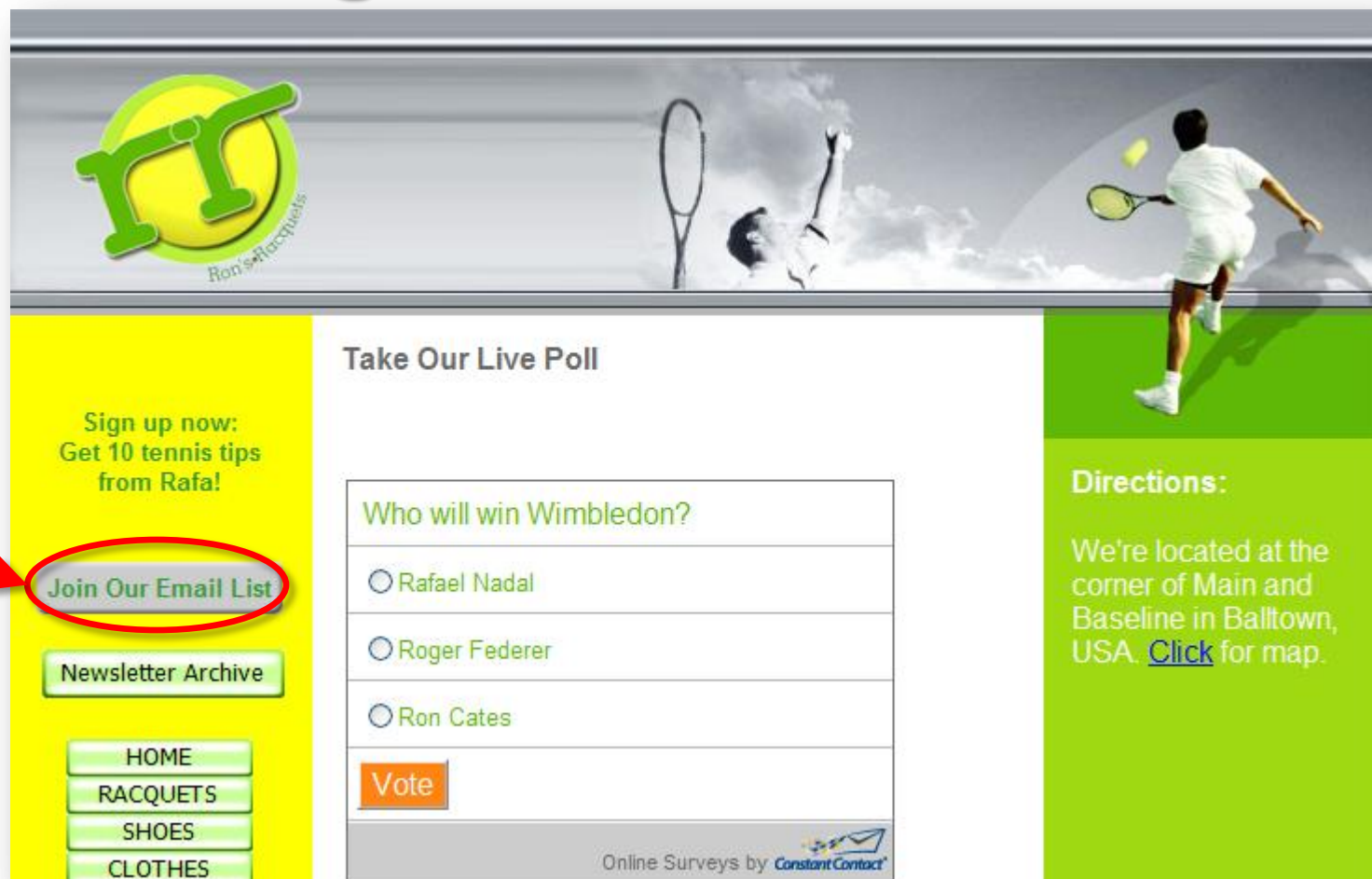
[Join My Mailing List](#)

Privacy by  **SafeSubscribeSM**

1-minute networking – ask for permission



list-building tools



The screenshot shows the homepage of 'Ron's Racquets'. At the top is a banner with a tennis player and a logo. Below the banner, on the left, is a yellow sidebar with a 'Join Our Email List' button circled in red and pointed to by a red arrow. The main content area features a 'Take Our Live Poll' section with a question 'Who will win Wimbledon?' and three radio button options: Rafael Nadal, Roger Federer, and Ron Cates. Below the options is an orange 'Vote' button. At the bottom of the poll section, it says 'Online Surveys by Constant Contact'. On the right side, there is a green sidebar with 'Directions' information.

**Sign up now:
Get 10 tennis tips
from Rafa!**

Join Our Email List

Newsletter Archive

HOME
RACQUETS
SHOES
CLOTHES

Take Our Live Poll

Who will win Wimbledon?

☐ Rafael Nadal

☐ Roger Federer

☐ Ron Cates

Vote

Online Surveys by **Constant Contact**

Directions:

We're located at the corner of Main and Baseline in Balltown, USA. [Click](#) for map.

forward to a friend

If you're having trouble viewing, [see the eNewsletter on the Web.](#)



DECEMBER 2007
Photo: Ben Arnold

az3sixty ADVENTURE PASSPORT The eNewsletter of AZ 3Sixty Magazine

CLIMB TO THE TOP
Download '08 Media Kit

FORWARD NEWSLETTER	SIGN UP FOR NEWSLETTER	PAST NEWSLETTER
SUBSCRIBE TO MAGAZINE	TRY A RISK-FREE TRIAL MAGAZINE	GIFT SUBSCRIPTION

The car-crushing, fire-breathing Robosaurus will be on the auction block this January

az3sixty

be a trusted sender

- remind recipients why they are receiving an email from you at the beginning of each message

You are receiving Email Marketing Hints & Tips as a Constant Contact customer or because you subscribed on our website. To no longer receive our emails, click to [unsubscribe](#).

- include unsubscribe or one-click opt-out line

✉ **SafeUnsubscribe™**

This email was sent to partnermarketing@constantcontact.com, by

partnerconnections@constantcontact.com

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

- *immediately* handle unsubscribes (CAN-SPAM Act)
- monitor your email frequency

a “winning strategy” includes:

- **setting objectives**
- **collecting contact information**
- **determining message format**
- **creating a schedule**
- **building professional communications**
- **analyzing results**

frequency + delivery

- how often to send

- create a master schedule
- include frequency in online sign up: “Monthly Newsletter”
- coordinate timing of announcements
- announce new content

**maximum impact with
minimum intrusion**

- when

- when is your audience most likely to read it?
- day of week (Tuesday & Wednesday)
- time of day (10 am to 3 pm)
- test, test, test



frequency by list



content by list



Tennis Tips from Ron's Racquets



Improving Your Forehand



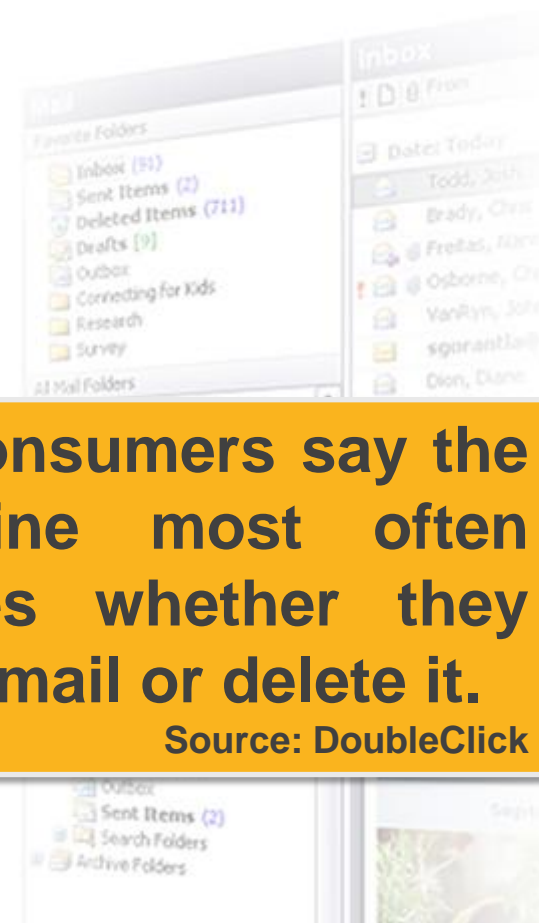
A big forehand can help you climb to the top of the club ladder.

To hit the runaround forehand, remember to backpedal quickly and keep your racquet up high as you move into position. Once there, be sure to

getting email opened

- The “From” line

- Use a name the recipient will recognize
- Include your company name or brand
- The clearer the better
- The shorter the better
- Be consistent



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

Source: DoubleClick

getting email opened

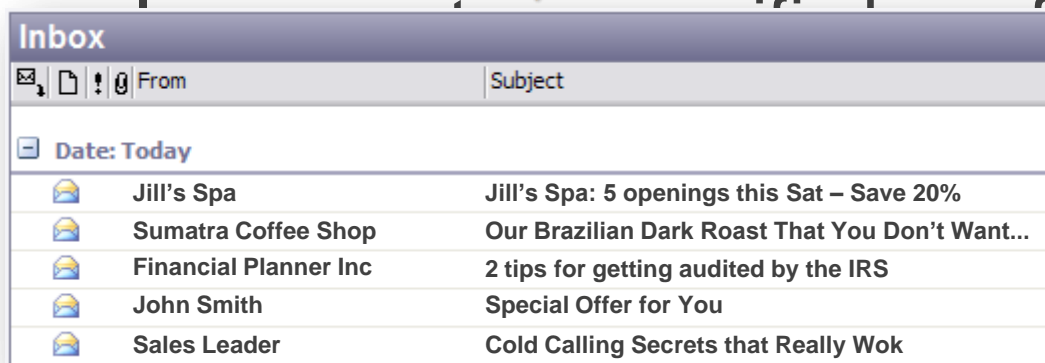
- The “Subject” line

- Keep it short and simple
- You have 3 seconds or less to get their attention
- 30-40 characters including spaces

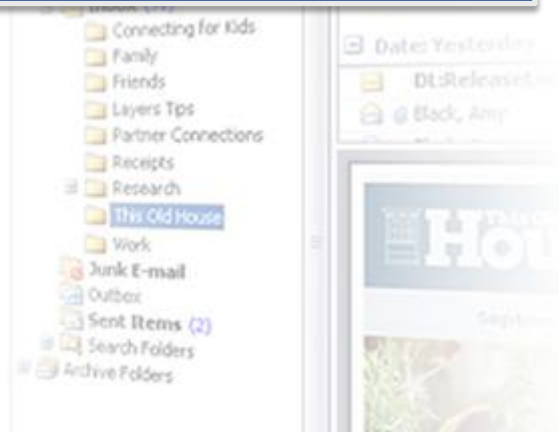


30% of consumers say the “subject” line most often determines whether they open an email or delete it.

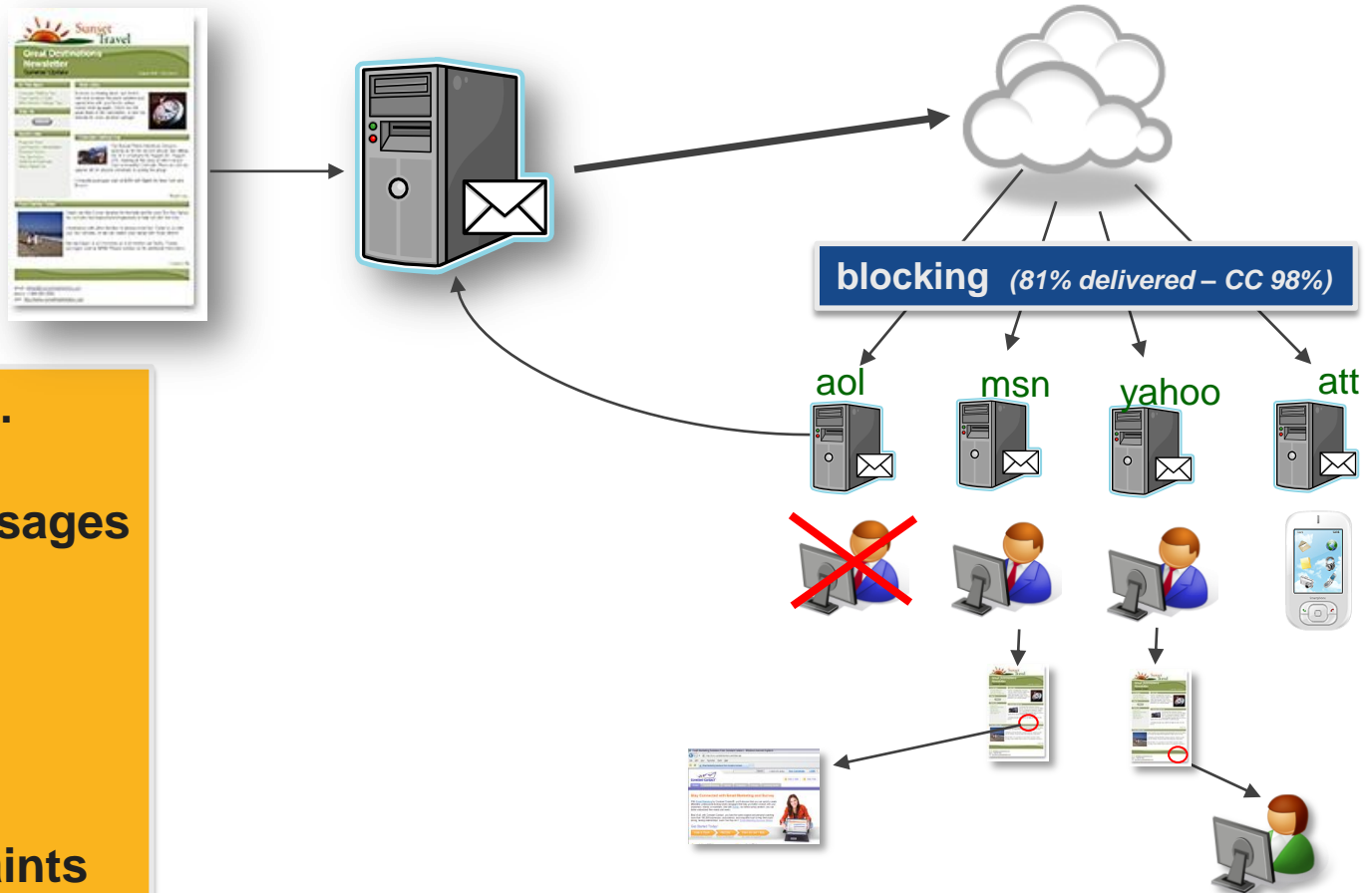
Source: DoubleClick



	From	Subject
Date: Today		
	Jill's Spa	Jill's Spa: 5 openings this Sat – Save 20%
	Sumatra Coffee Shop	Our Brazilian Dark Roast That You Don't Want...
	Financial Planner Inc	2 tips for getting audited by the IRS
	John Smith	Special Offer for You
	Sales Leader	Cold Calling Secrets that Really Wok



what gets tracked?

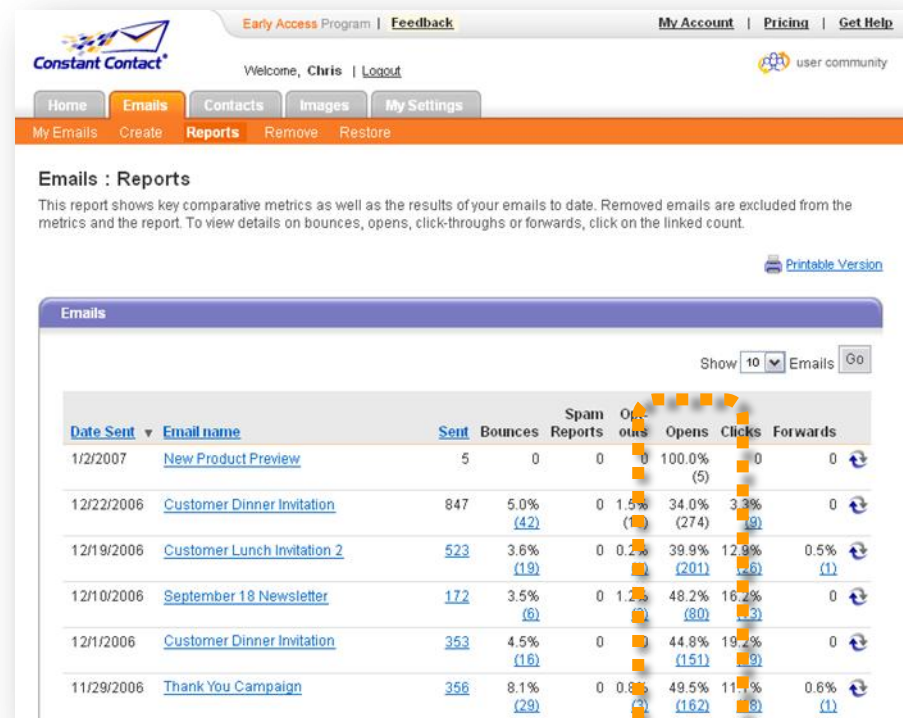


Lots of Things...

- ✓ Number Sent
- ✓ Bounced Messages
- ✓ Delivery Rate
- ✓ Opens
- ✓ Clicks
- ✓ Forwards
- ✓ Unsubscribes
- ✓ Spam Complaints

what does it mean?

- what influences the open rate?
 - from / Subject line
 - delivery day / time
 - list overuse, age, or quality
 - device people are using
 - images disabled
 - watch your trends over time



Constant Contact

Early Access Program | Feedback

My Account | Pricing | Get Help

Welcome, Chris | Logout

user community

Home | **Emails** | Contacts | Images | My Settings

My Emails | Create | **Reports** | Remove | Restore

Emails : Reports

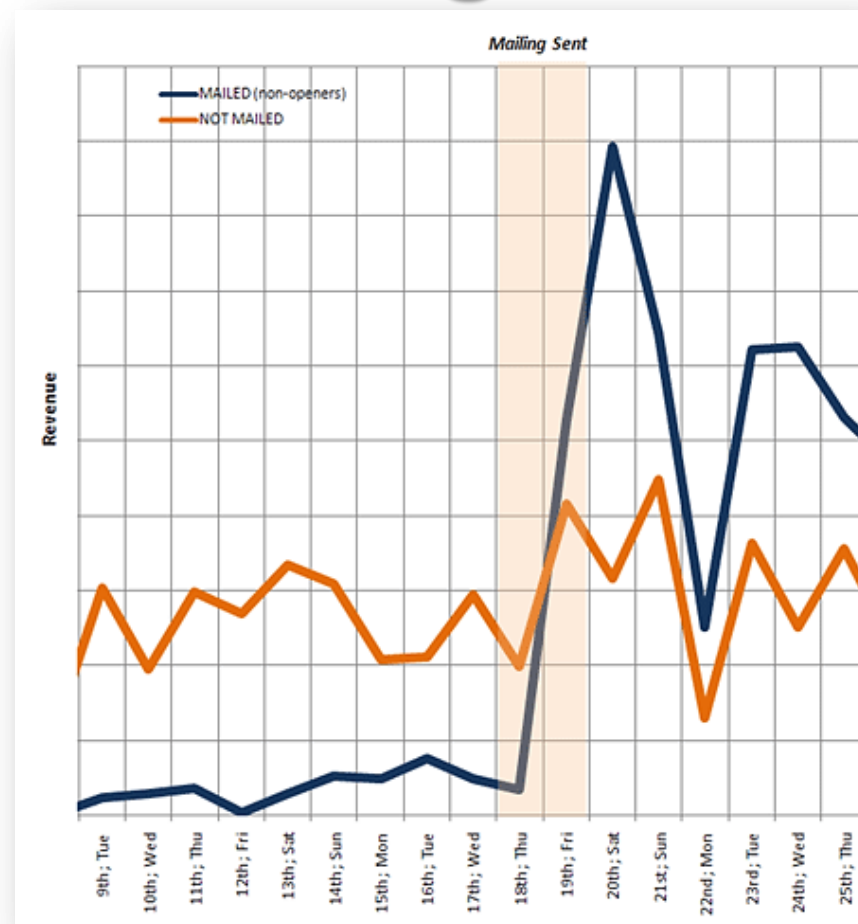
This report shows key comparative metrics as well as the results of your emails to date. Removed emails are excluded from the metrics and the report. To view details on bounces, opens, click-throughs or forwards, click on the linked count.

[Printable Version](#)

Date Sent	Email name	Sent	Bounces	Spam Reports	Opens	Clicks	Forwards
1/2/2007	New Product Preview	5	0	0	100.0% (5)	0	0
12/22/2006	Customer Dinner Invitation	847	5.0% (42)	0	1.5% (13)	34.0% (274)	3.3% (29)
12/19/2006	Customer Lunch Invitation 2	523	3.6% (19)	0	0.2% (1)	39.9% (201)	12.9% (66)
12/10/2006	September 18 Newsletter	172	3.5% (6)	0	1.2% (2)	48.2% (80)	16.2% (3)
12/1/2006	Customer Dinner Invitation	353	4.5% (16)	0	0	44.8% (151)	19.2% (9)
11/29/2006	Thank You Campaign	356	8.1% (29)	0	0.8% (7)	49.5% (182)	11.4% (8)

the power of email marketing

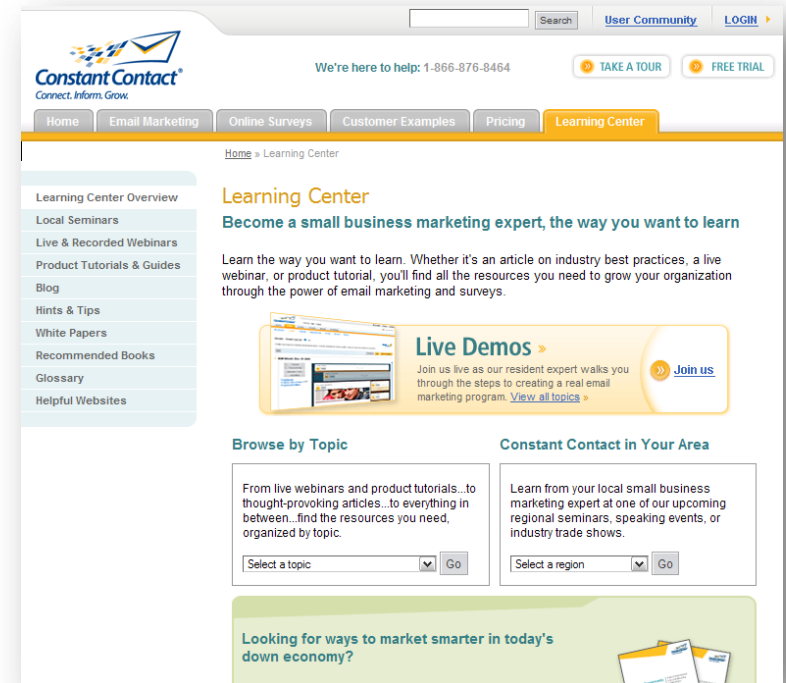
- The “Nudge Effect...”
 - 31% of those who didn’t open the email (above baseline) made a purchase



what next?

- **just getting started?**
 - Start building your list
 - Learn how to create a campaign
 - www.emailmarketingradio.com
- **been doing it a while?**
 - Is your subject line inviting?
 - Does your content leave your readers wanting more?
 - Attend a webinar on content creation
- **think you're an expert?**
 - Test multiple subject lines, days of the week, time of day.
 - Check out the CC community to share ideas with other experts.

www.constantcontact.com



what you could do next...

create your first email today...

constantcontact.com/email-marketing/signup.jsp

call a coach to learn more...

toll free: 866.876.8464