BEYOND DESIGN:
Elevating Your Email Marketing
homebuilder TECH
A meeting of digital minds.
INTRODUCING THE PRESENTERS

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BEYOND DESIGN:
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OBJECTIVES TODAY:

- What impact you have on delivery
- Beyond creation
- Engagement
DOES EMAIL STILL WORK?
The number of worldwide email users will increase to over **2.9 billion** by the end of 2019. Active email accounts are expected to hit **5.6 billion** by 2019 and gmail has over **1.5 billion** active users worldwide.
Even in a world filled with mobile and social media marketing avenues, Millennials still use emails. In fact, many young adults prefer email to other marketing channels.

Nearly 68 percent of teens and 73 percent of Millennials said they prefer to receive communication from a business via email. In addition, more than half rely on email to buy things online.

Adestra’s 2018 Consumer Adoption & Usage
EMAIL MARKETING

HOW SHOULD EMAIL BE USED KNOWING THERE ARE OTHER COMMUNICATION VEHICLES?

• If there’s a immediate need: a mobile text
• If there’s a more of a rich interactive format: email may be a better vehicle
• It’s not a should we continue to use email, rather it’s more about when it should be used
WHAT DOES EMAIL MARKETING SUCCESS LOOK LIKE TO YOU?
EMAIL PERFORMANCE HASN'T CHANGED
HOW CAN YOU IMPACT DELIVERY TO THE INBOX?
THE PATH TO THE INBOX
EMAIL DELIVERY IS ...

Emails accepted at gateway

Emails sent

Delivery rate
DELIVERED ≠ INBOX
THE EMAIL DELIVERY ECOSYSTEM

- Spam filters and email user interfaces change frequently
- Number of malware and phishing campaigns is increasing
- New laws and compliance regulations alter the data privacy landscape
Your sending reputation is one of the most important factors in email deliverability and one of your most valuable assets.

Understanding that your **content** choices, the quality of your **lists** and the **results** of your campaigns all factor into your sending **reputation** is the first step towards improving your email deliverability.
HOW CAN YOU IMPACT DELIVERABILITY

• Domain authentication (SPF, DKIM, and DMARC)
• Recognizable sender/domain (ensure it’s monitored)
• Never send from gmail/yahoo/outlook
• Monitor bounces, complaints, unsubscribes
• Domain reputation
• Clean, valid HTML
The question is no longer “Is my mail getting delivered?,” it is “Are my most important subscribers receiving mail?”

Deliverability 2.0 puts more of a focus on continual engagement than in the past. Mailbox providers place a larger deliverability penalty on consistently un-engaging content.

Understanding where in the customer lifecycle customers disengage is more important than ever.
MEASUREMENT OF SUCCESS: BENCHMARK DATA

- Average open rate: 17.92% (18.88%)
- Average unsubscribe rate: 0.17% (0.18%, should not be higher than 0.3%)
- Average click-to-open rate: 14.10% (16.47%)
- Average bounce rate: 1.06 (1.08%)
- Average spam rate (Real Estate, Design & Construction: (0.00%) – this number should not be higher than 0.1%

Source: CampaignMonitor
IMPROVE OPEN RATES

- Improve your subject lines (tone, length, 40)
- Optimize for previews: preheader text (100)
- Check email sender email address
- Test date/time and cadence
- Relevant content using personalization and segmentation
- Use the “above the fold” space wisely
REDUCE COMPLAINTS

- Use a familiar ‘From’ name so subscribers recognize you
- Avoid a from email addresses like ‘noreply@company.com’
- Only email people who have given you permission to email them
- Send from a business-configured domain
- Review the source of the list. Consider putting a content block at the top of the email asking if they want to continue receiving email.
IMPROVE CLICK RATES

- Make your email more scannable
- Customize the message (list segmentation)
- Design for conversion
- Image use
- Good copy
- Make it easy to click (button vs hyperlink)
IMPROVE YOUR UNSUBSCRIBE RATE

• Grow a healthy list from the start
• Consider automation to build long-term brand engagement
• Segment your audience to send more relevant, targeted emails
• Remember that some list churn is normal and healthy
LOWER YOUR BOUNCE RATE

- Don’t send to stale lists (email churn)
- Never use purchased lists
- Remove/correct invalid email addresses
- Use confirmed opt-in
- Suppress previous bounces
The personalization starts with the subject line
By knowing that the email contains personalized information, curiosity naturally increases and will increase the chance of an open.
Leverage and make the most out of the data that the company sits on to provide useful insight for the recipients
More than just Hi <First Name>
INACTIVE SUBSCRIBERS

• OLD SCHOOL: Remove inactive subscribers
• NEW SCHOOL: Reengagement campaign
Hey, Mike!

It seems that you had no writing activity with Grammarly last week. Just to be safe, please make sure you are logged in. We’d like to send you a weekly round-up that includes personalized stats that we think you’ll like. Write on!

Visit My Editor

Come back?

We haven’t seen you launch a campaign in a little while. Which has us like:

You’ve had some awesome progress since starting on Teespring a while back, let’s keep it going! In total, you’ve sold 214 products, or $8016.39 in total sales. You’ve also averaged a 80% success rate, overall.

What do you think - ready for another go of it?

Launch your next campaign
OBJECTIVES TODAY:
Less design, more delivery

- Delivery
- Engagement
- Content
- Compliance – *bonus!*
DOING THE RIGHT THING:

COMPLIANCE

- Explicit Consent
- Email sending policy
- Responsibility to do the right thing
RELATABLE. HELPFUL. HUMAN.

DOING THE RIGHT THING

- Define your goals
- Craft your content
- Create great designs
- Thoroughly test your emails
- Analyze results
COMMUNICATION
PUT YOURSELF IN YOUR BUYERS’ SHOES
If you’re hoping to get a high open rate, your best bet is to send email on a **Tuesday** (usually in the afternoon)
Apple products account for about 90% of all mobile email opens. This is likely because Apple will display content by default while other device manufacturers will not.

Source: Campaign Monitor
Emails with no subject lines (from legitimate sources) were so intriguing that they were 8% more likely to be opened than an email with one.

Source: Omnicore
Using the words **thank you** in a subject line will net higher-than-average open rates.

Source: Omnicore
home builder

TECH

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