

Email Marketing Rocks

Let's find out why

Thank you to our supporters



*Atlantic Presenters
Association*

ONTARIO
PRESENTS

Canada 

Webinar reminders

You can hear us, we cannot hear you!

Can't hear?

- Try turning up your volume
- Call in by phone or use your computer headphones

Have a question?

- Use the chat box, any time. Will have time at the end and after the webinar.

Downloads

- Slide Presentation, other materials and webinar recording will be available on Ontario Presents site in one week

We are so glad you are here!



- First of webinars for digital marketing for arts presenters
- Sign up for the next three on the Ontario Presents website
- Ask me any questions anytime via email at jfossitt@cityofkingston.ca or on Twitter or Instagram @juliefossitt

Welcome to our special guest

- Jennifer Covert, Marketing Officer at the National Arts Centre, Ottawa
- 17 years experience in Arts Marketing
- 8 years as eMarketing Officer

Email marketing rocks

- Why?
 - Cost-effective
 - Direct
 - Agile

Agenda

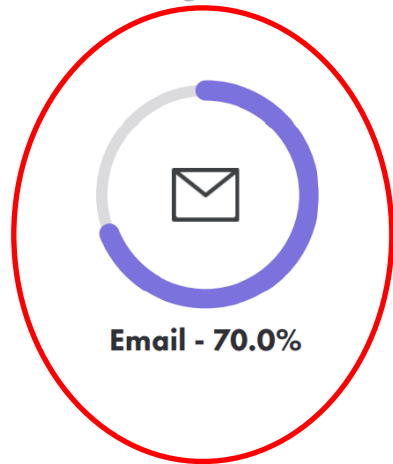
- Building your email database
- CASL basics
- Communication strategies
- Template design best practices (including mobile)
- Metrics and Analytics

But it still rocks

EMAIL IS SO EARLY 2000'S

People love email and think it will last

Percentage of consumers who think the following channels will still exist in 10 years



Email - 70.0%



Facebook - 67.6%



Cable TV - 67.4%

litmus Fluont



Twitter - 60.2%



Snapchat - 57.1%



Postal Mail - 56.2%



Pinterest - 55.5%



Print Media - 51.5%

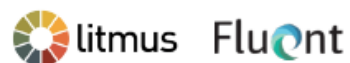
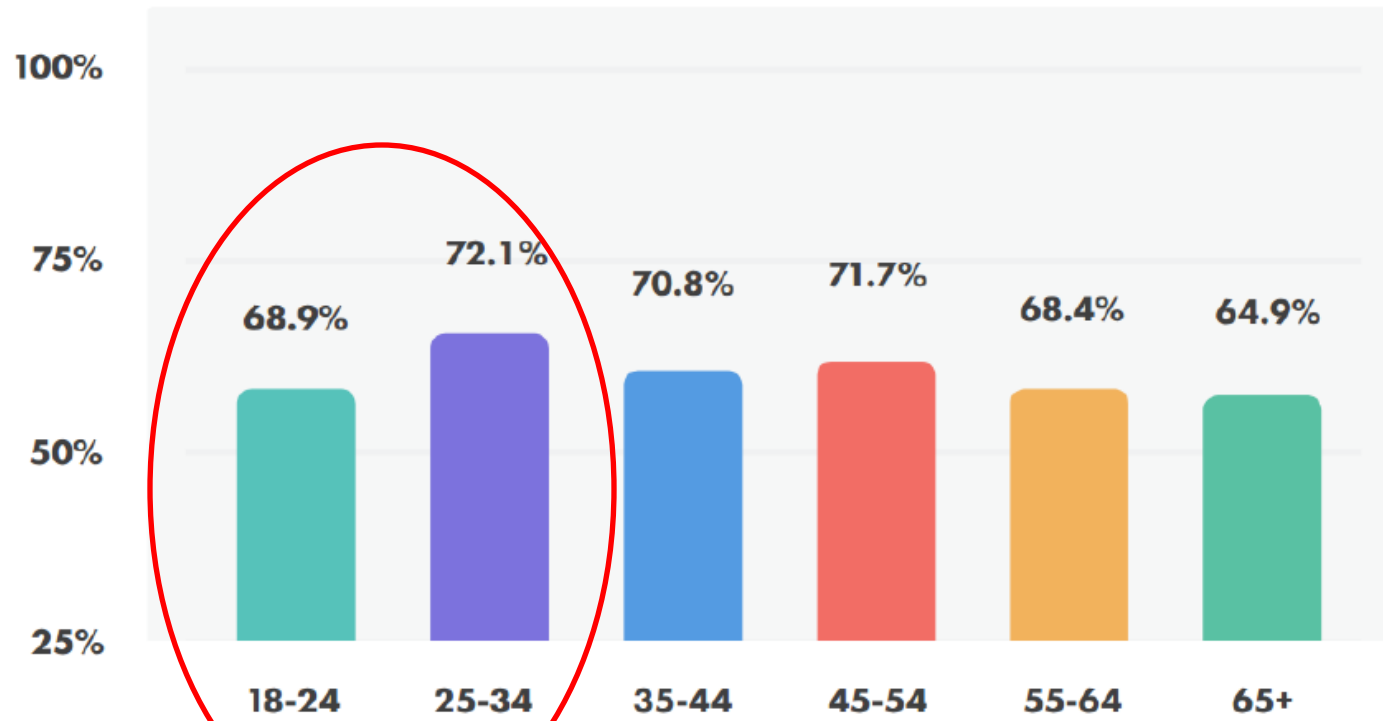


Landline Phone - 46.6%

litmus Fluont

Even Millennials

Percentage of consumers by age who think email will still exist in 10 years



Source: Litmus, 8 Trends That Will Define the Future of Email Marketing

WE READ EMAIL EVERYWHERE

While
watching TV

70%



While resting
in bed

50%



While
on vacation

50%



AND, I MEAN EVERYWHERE

While in
the bathroom

42%



While on
the Phone

43%



While out
driving

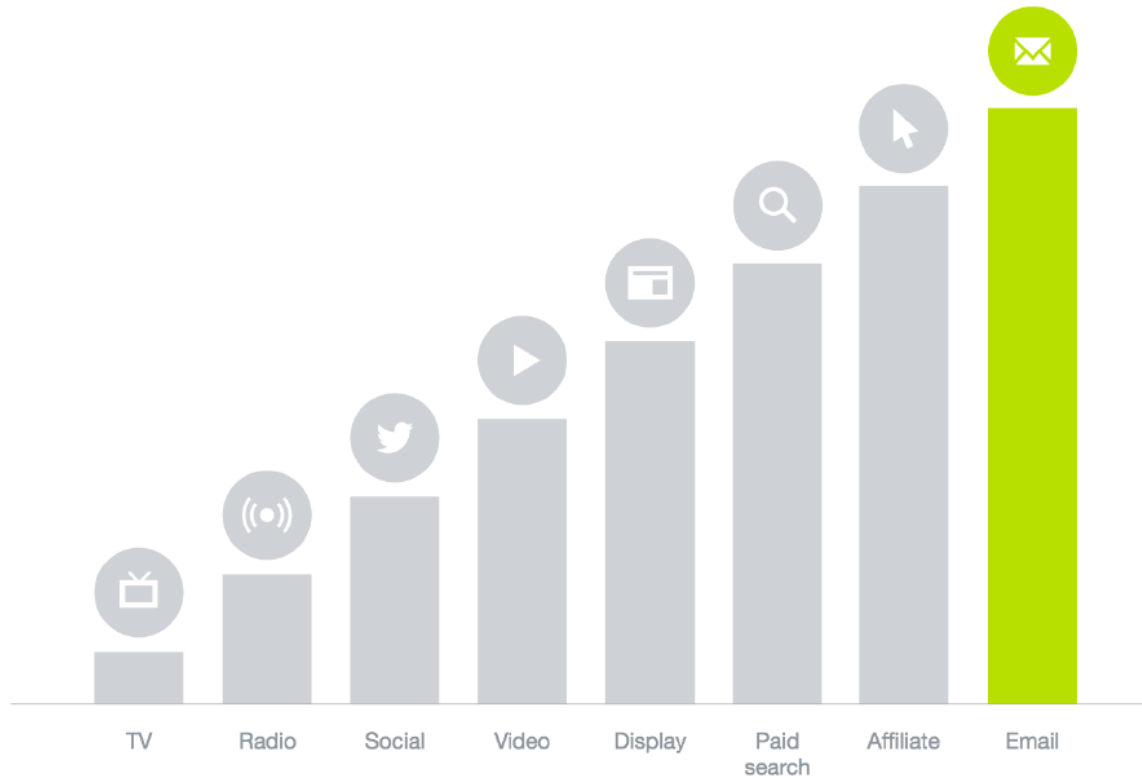
18%



Poll question #1

- What delivers the highest return on investment for marketers?
- A) Social media
- B) Video
- C) Email
- D) TV and Radio advertising

EMAIL DELIVERS THE HIGHEST ROI FOR MARKETERS



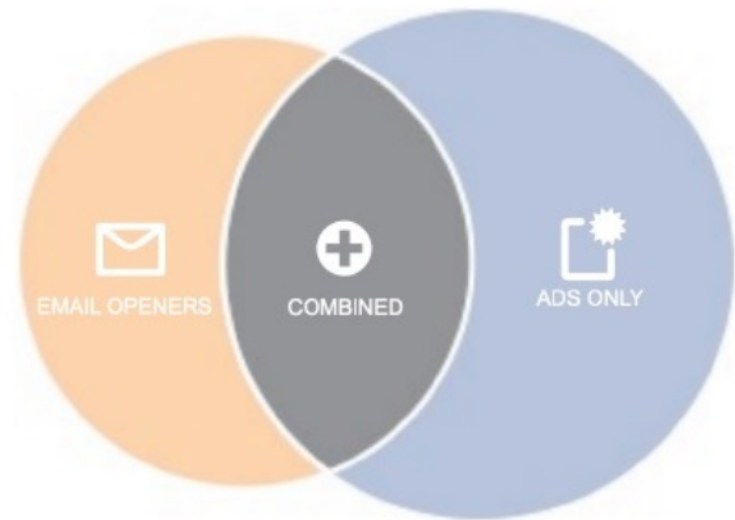
Source: VentureBeat

ASSISTS OTHER CHANNEL INTERACTIONS

Email openers who saw ads were more likely to purchase.



When reached with Facebook ads, email openers were **22% more likely to purchase**



TEST GROUP: ■ OPENED EMAILS ONLY ■ SAW BOTH EMAILS & ADS ■ SAW FACEBOOK ADS ONLY

Source: Salesforce Marketing Cloud

People love email,
it works,
so let's do it really, really well

If you build it they will click

BUILD YOUR DATABASE

ABB (Always Be Building)

- Unsubscribes
- Hard bounces
- Invalid emails
 - Leads to email list churn

Get express consent where your patrons are:

- On-site at your organization
- On your website

Email sign-up on-site

- Box Office/Donation/Membership transaction
- Computers or iPads in lobby
- Volunteers with sign-up sheets
- Clip boards on tables
- Ballots for contesting
- Community events
 - Must have patron actively opt in

Website: pop-up, 1 click in

The screenshot displays the Gap website's header and a central pop-up. The header includes the Gap logo (NAVY, BANANA REPUBLIC), a shipping notice (FREE SHIPPING ON ALL ORDERS OVER \$50), a sign-in link, and a promotional banner (40% OFF EVERYTHING ONLINE & 50% OFF YOUR PURCHASE IN STORES). The pop-up, titled "Be the First", features a smiling woman and a sign-up form with fields for "Email, please" and "Confirm your email", followed by a "SIGN UP NOW" button. Below the form, it says "Let's text. Gap ASAP" and "Text YES to 36888 and never miss a thing.**". A small disclaimer at the bottom of the pop-up states: "Yes! I would like to receive style news and exclusive offers from Gap Inc. and related companies and brands including Gap (Canada) Inc., Old Navy (Canada) Inc., Banana Republic (Canada) Inc., and Athleta. You can withdraw your consent at any time. For more details see our Privacy Policy or". The background shows the website's navigation menu (WOMEN, GAPBODY, etc.) and a "GAP CASH" promotion.

NAVY BANANA REPUBLIC

FREE SHIPPING ON ALL ORDERS OVER \$50 [DETAILS](#)

Sign in
Your Account

40% OFF EVERYTHING ONLINE & 50% OFF YOUR PURCHASE IN STORES.
PLUS, ALL ORDERS SHIP FREE! [CLICK FOR CODE](#) [DETAILS](#)

FIND A STORE

Search

WOMEN GAPBODY

LER BABY #GAPLOVE

Now thru 5/9
Earn
GAP CASH
Earn \$25 in GapCash for every \$50+ you spend.
[LEARN MORE](#)

deals
we ♥ spring: styles up to 50% off
new to sale

Be the First

Join our list to hear about new arrivals, exclusive savings and more. Plus, get **30% off*** reg. price styles.

Email, please

Confirm your email

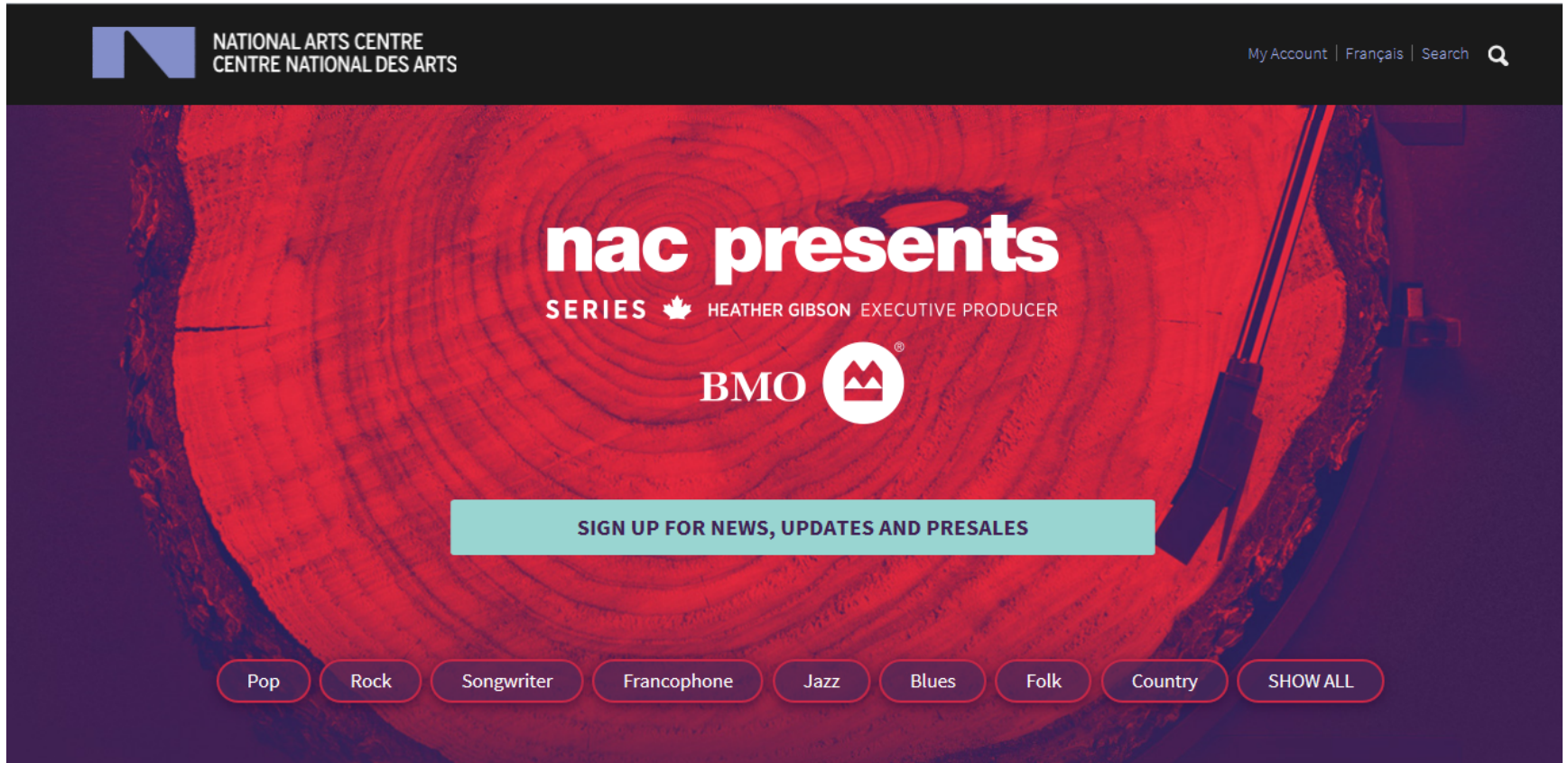
SIGN UP NOW

Let's text. Gap ASAP

Text YES to 36888
and never miss a thing.**

Yes! I would like to receive style news and exclusive offers from Gap Inc. and related companies and brands including Gap (Canada) Inc., Old Navy (Canada) Inc., Banana Republic (Canada) Inc., and Athleta. You can withdraw your consent at any time. For more details see our [Privacy Policy](#) or

Website: prominence



Website: Make it easy

Join our email list for the latest programming updates!

First Name

Last Name

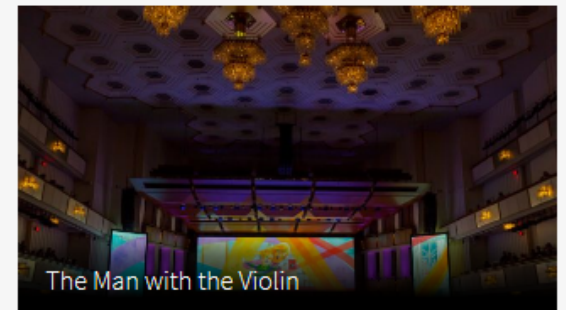
Email

Sign-up

You can unsubscribe at any time. [Learn more.](#)

Recent stories

[MORE STORIES >](#)



Incentive: Discount

**BED BATH &
BEYOND**



INTERNATIONAL CUSTOMERS

click here to sign up for email

CONNECT WITH US!

Become An Email Subscriber

Be the first to hear about products, offers, tips and more.
Receive exclusive email offers and promotions from Bed Bath & Beyond and its subsidiaries.

First-time email subscribers get a 20% off one item in-store Savings Certificate! You will receive your in-store offer with your welcome email within 24 hours.

Email *

Zip *

Submit

20% OFF

ONE SINGLE ITEM IN-STORE

SOME EXCEPTIONS APPLY

As a Bed Bath & Beyond email subscriber, you'll get offers and coupons to use on your online and in-store purchases. Using your coupons in the store is easy: you can print it out, or access your offer and show it to the cashier on your mobile device. You'll also get email offers that are good for online purchases, where you can choose from hundreds of thousands of great products at bedbathandbeyond.com, where many orders over \$49 qualify for free standard shipping (see site for details). Email subscribers are also the first to hear about new and exciting products, and to get access to our e-catalogs. First-time email subscribers get a 20% off in-store savings certificate (you can call it a coupon!) to use on their next purchase. There are so many smart reasons to become a Bed Bath & Beyond email subscriber. Plus, you can manage your email preferences, or unsubscribe at any time, by clicking the link at the bottom of any email. The best way to guarantee you won't miss a Bed Bath & Beyond coupon, offer or information about the newest and most helpful products for your home is to just sign up!

Incentive: Contest

FRANÇAIS | FIND A STORE | MY ACCOUNT

MY BAG 0 ITEM(S)

NEED HELP? CALL 1.866.720.7463

number

Home / Customer Service

- ▶ ACCOUNT SERVICES
- ▶ CUSTOMER SERVICE
- ▶ COMPANY
- ▶ SITE TERMS
- ▶ CONTESTS

SIGN UP FOR A CHANCE TO

WIN A \$1,000*

BROWNS SHOPPING SPREE!

Enter your email address here **SIGN UP**

Sign up for our emails and get insider access to exclusive deals, updates on the season's hottest trends, and chances to win great prizes!

[*Click here for rules and regulations](#)

PRIZES

There will be four (4) prizes awarded during the contest period. Each prize is a \$1,000 Browns Shopping Spree gift card to be used in-store or on

purchase will
00 AM (ET)
are calculated

Directors,
ons,
(and parents)
and regulations.
d by and accept

List retention

- Don't spam
- Offer value
 - Presales
 - Discounts
 - Breaking news
- Email send-out calendar

No SPAM, thank you

CASL

What is CASL?

- Designed to stop spam
- Requires organizations to be responsible email marketers
- For all emails that encourage commercial activity (buying tickets, fundraisers, donations etc.)

Consent

- Organizations must have
 - Express consent AND have a record of that consent
 - Implied consent, if you have a business relationship with the patron (bought tickets, made a donation, volunteered)
 - This expires after 2 years

Opt-in

- Can't have a pre-checked box that requires the patron un-check it to be opted out of the email

Unsubscribe method

- This must
 - be contained within every email you send
 - come at no cost to the patron
 - take effect 10 days after patron requested unsubscribe
 - inform patrons that they will be able to unsubscribe at any time

Mailing Address

- Must be at the bottom of every email you send out
- Must be on your website as well

Don't always sell to me

TALK TO ME

Communication Strategies

- Build relationship with patron
 - Feedback loop
- Direct sales
 - Segmentation

Pre-show emails

- Help patron prepare for upcoming event
 - Info about venue
 - Parking
 - Restaurants
 - Coat check
 - Info about show
 - Program notes
 - Featured performers
 - Letter from Artistic Director

Know Before You Go

Open Rate: 61%-85%

Click-through Rate: 2-22%

UNREQUITTED DREAMS

The Evening Telegram
SMALLWOOD TURNS THE TIDE

KNOW BEFORE YOU GO

If your land and your people wouldn't change, how much is the notion of your "country" worth to you?

Hello Jennifer,

When I'm talking to my mainlander friends about the events leading up to the 1949 referendum, in which Newfoundland voted itself out of nationhood and into union with Canada, many of them were surprised to find it was in any way a contentious issue on the island. Who wouldn't want to be part of Canada? I'm a fan of Canada myself, however I do understand the nationalist resistance to such a move. I know as a Canadian, I'd be loath to be absorbed by America, or any other place for that matter. It seems absurd in a way but my parents were not born in Canada, they were born in the Country of Newfoundland – that very year put under British commission of Government after the Newfoundland bank and government fell.

Newfoundland was a self governing colony from 1855, and became, along with New Zealand, a dominion – a country – in 1907. The country had its own money, its own Prime Minister, and its own national anthem (we still sing it). Here is a great, easy to digest website dedicated to those tumultuous times that will give you an even more in-depth look: http://www.heritage.nf.ca/nlsociety/chapter6topic6_1.pdf.

The *Colony of Unrequited Dreams* was made in three short acts – around 45 minutes



KNOW BEFORE YOU GO

Ariane

We hope you're looking forward to your upcoming NAC Presents Performance: [Bobby Bazini with guest Gabrielle Shonk](#) on February 4 at 8:00 p.m. Here are some helpful tips before you head out



Doors open about a half hour before the performance



Drinks will be allowed inside the performance venue during the show



Allow plenty of time for use of the NAC Parking garage

personalize
where possible!

Post-show emails

- Get feedback on their experience
 - Link to quick survey
 - Send email or Facebook post
 - Important to interact with patron (respond to feedback emails)

NATIONAL ARTS CENTRE
CENTRE NATIONAL DES ARTS
Canada is our stage. Le Canada en scène.

201617

WE LOVE
CANADIAN
MUSIC



THANKS FOR COMING!

We hope you enjoyed your recent NAC Presents performance, **Bill and Joel Plaskett with Mayhemingways!** We'd love to know what you thought of the experience, so let us know:

COMMENT ON FACEBOOK

SEND US AN EMAIL

Thank you email:

Open rate 40%-72%

Click-through rate 3-9%

Feedback email and Facebook posts: over 100 this year

SoftMoc® FREE SHIPPING - FREE EXCHANGES - FREE RETURNS

WOMEN'S

MEN'S

GIRLS'

BOYS'

BRANDS

HANDBAGS

Please Rate Your Experience With Us!

Hi **JENNIFER COVERT**,

We would love to hear from you.

Your feedback helps us to continuously exceed expectations. Please take a moment to let us know how your recent experience with us went. Your opinion is very much appreciated and valued.

[Click Here To Rate Your Experience](#)

If you're having trouble with our link, please copy and paste this link into your browser:
<https://www.softmoc.com/ca/rateyourexperience.asp?a=6390-7830-1967-5815>

Your Recent Purchase:

Women's CLASSIC ROSEY TALL black
waterproof boots



Donation thank you email: the next day

- Thank you for your gift!

• **McMaster University** <giving@mcmaster.ca>

To jcovert@rogers.com



Your gift matters! | View as a [web page](#).



Dear Ms. Covert,

Because of you, students like us will be able to continue to pursue our degrees – thank you!

Not only does your gift to McMaster University provide deserving scholarships and bursaries, it also funds unique opportunities and supports critical technology.

Help! Too much to click on!

EMAIL DESIGN: SIMPLE AND MOBILE-FRIENDLY

Direct Sales

- The more targeted the better
 - Even if the list is smaller
 - Email will perform better (open rate, click-through rate)

What do you want someone to do?

scene TD

VANCE CINEMATEATRE VISUAL AND MEDIA ARTS

**HIERONYMUS BOSCH:
THE GARDEN OF
EARTHLY DELIGHTS**

Compagnie
Marie Chouinard
JULY 14, THEATRE

ONE NIGHT ONLY!

PHOTO CREDIT: NIC INTERPRETES

BUY NOW

NATIONAL ARTS CENTRE
CENTRE NATIONAL DES ARTS
Canada is our stage. Le Canada en scène.

nac presents
SERIES HEATHER GIBSON EXECUTIVE PRODUCER
BMO

THE WRITES OF SPRING:
TIM BAKER, AMELIA CURRAN,
DONOVAN WOODS AND HAWKSLEY WORKMAN

April 28, 2017 | NAC Theatre | 7:30 p.m.

Lions, lambs & songs from the hands of **Tim Baker** (Hey Rosetta!), **Amelia Curran**, **Donovan Woods**, and **Hawksley Workman**. The four talented singer-songwriters will join forces for a night of music and conversation.

BUY TICKETS

epicurious

COOK THIS NOW

"Tzimmes" Chicken with Apricots, Prunes, and Carrots



URGENT

Q1: The Conservative Party could out-raise us.

Unless our fundraising pace picks up now, we could fall behind the Conservative Party and our important Q1 goal. We simply cannot afford to fall short within days of the biggest by-election day our party has faced in 15 years -- especially with the strong support our Team Trudeau candidates are seeing in their communities.

30,413 Canadians have already contributed to help grow our movement this quarter -- and we need your help to get to 35,000 grassroots supporters by midnight, March 31. [A contribution of \\$5, \\$10, \\$25, or even \\$1 - any amount you can afford -- will help our party continue working hard to grow and strengthen Canada's middle class.](#) Without you, we won't make that goal and the Conservative Party could out-raise us again.

Give \$5 →



TD Ottawa Jazz Festival lineup Revealed!

From the world's greatest jazz improvisers, jazz piano trios, to big band extravaganzas and a remarkable assemblage of the finest female vocalists in the world today, this year's 37th edition of the **TD Ottawa Jazz Festival** from June 22 – July 2 has it all! Programming Manager **Petr Cancura** guides us through a remarkable gathering of jazz genres and musicians...

[View 2017 Lineup](#)

[Purchase Passes & Tickets](#)

help!

February 2017 Newsletter

Food News and Events in the Ottawa Region

Just Food News and Events

- [1. March Farmer Training: Best Practices for Starts and Transplanting, and Tractor Training](#)
- [2. Seed Workshops: Best Practices for Commercial Seed Saving, and The Regional Seed Project](#)
- [3. A Night with Stephen Barstow on Thursday, April 6th from 6:00 - 9:00](#)
- [4. Farms for Sale in Eastern Ontario](#)
- [5. A Student Design Competition for an Outdoor Pavilion at the Just Food Farm](#)

Other Community News and Events

- [6. Summer Camps at the Just Food Farm](#)
- [7. The Sacred Gardener School: Intern Positions](#)
- [8. Taste Your Future Contest](#)
- [9. IMPACT! Youth Sustainability Leadership Program comes to Ottawa](#)
- [10. Presentation of Eastern Ontario Research](#)

If you received this monthly newsletter from someone else and would like to receive it directly, sign up [here](#). If you have a food or farm-related event or issue that you would like posted on this newsletter, send a request to info@justfood.ca.

Although all volunteers and community partners of Just Food want to ensure Ottawa has a vibrant, accessible, sustainable food system, we have many diverse perspectives on how to get there. Just Food welcomes this diversity and believes that it is through working collaboratively with different opinions that we will arrive at a healthy food system for all. Any information that Just Food sends can include information from different community members and community partners and does not necessarily reflect the opinions of Just Food. If you ever have a question about any information listed here, please do not hesitate to e-mail info@justfood.ca or call 613-699-6850 x10.

Make it personal

- Personalize
- Know their language preference
 - Your metrics will improve

All about that thumb!

MOBILE

Poll

In the last 3 months of 2014, what percentage of emails were opened on a smartphone or tablet?

A) 43%

B) 55%

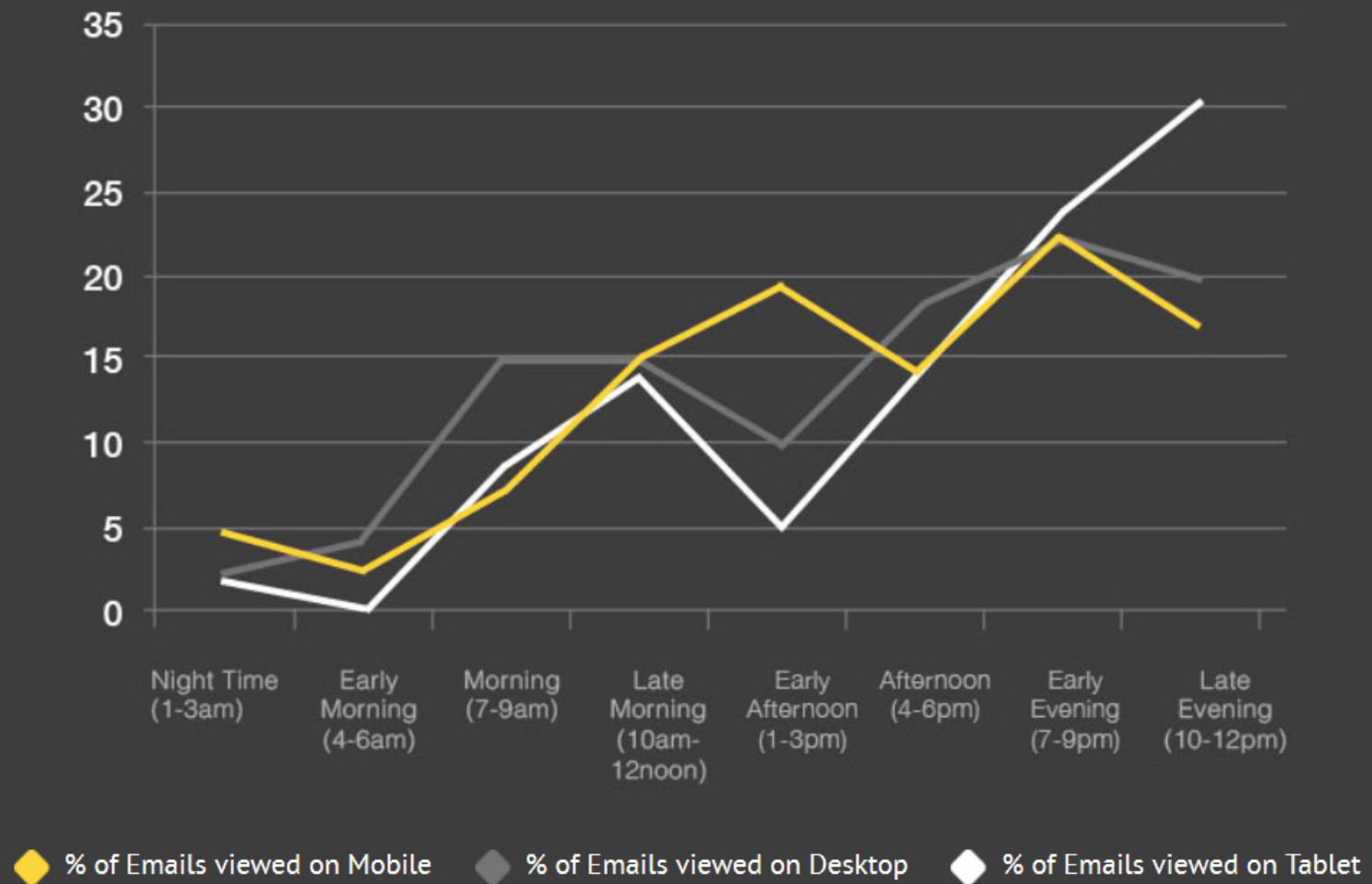
C) 60%

D) 67%

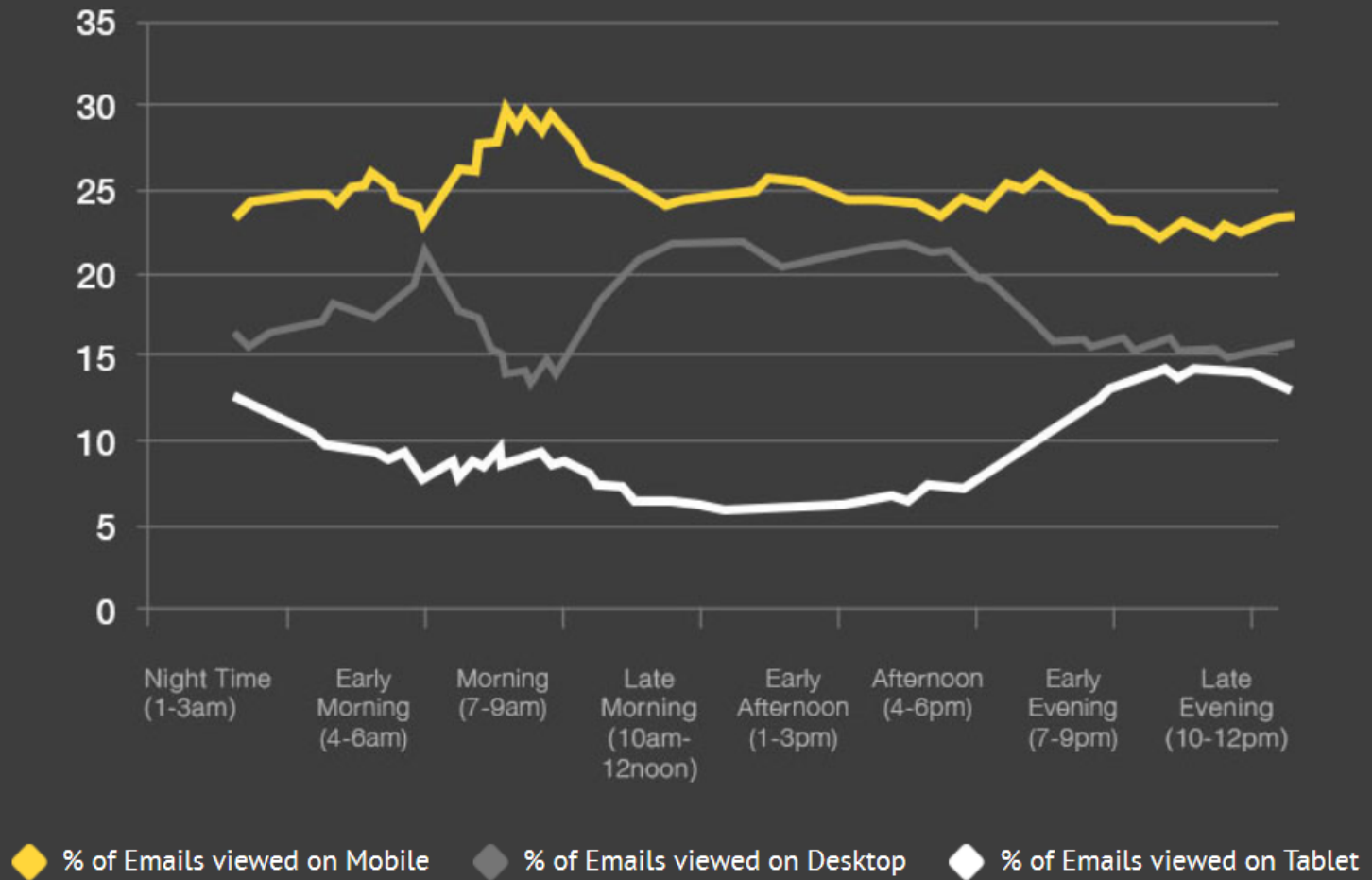
67% of emails opened on smartphone or tablet

50% of emails were opened on mobile while we published [our last infographic back in 2013](#), the recent report from Movable Ink said that **67%** of emails were opened on either a smartphone or tablet in Q4 2014.

2013 VIEWING PATTERN



2015 VIEWING PATTERN



“one eyeball, one thumb, and arm’s-length.”

- on a small screen: easily readable with one eye
- links and calls-to-action: usable with one thumb
- text or visual cues: large enough so that all of the above can be done comfortably at arm’s length.


Top Mobile Design Concepts

1. Design with fingers in mind
2. Keep the [Calls to Action](#) easily tappable
3. Don't crowd links together, use buttons
4. Provide [linked phone numbers](#)
5. Shorter emails are easier to skim

What to do in June

May 29, 2016 at 9:57 PM

Having trouble reading this newsletter in your email? [CLICK HERE for online version](#) .



TASTE * TOUR * EXPLORE * UNWIND June 26

It's JUNE in the County! Join us for The Great Canadian Cheese Festival, live music and theatre, garden tour, strawberry social, seasonal markets and more ... Come and enjoy all that is featured in [CanadianTraveller.com](#) "[10 Things to Do in Prince Edward County](#) ."

YOUR JUNE GETAWAYS

Find your perfect Getaway in the County. Wine & Culinary Experiences, Rejuvenation Getaways, Romantic Hideaways, Family Fun and more ...


[Jacksons Falls Country Inn / Public House](#) :: Girlfriends Getaway • Group getaways Authentic native fare • Wine Tours • Public house opening • Summer live music series.

[Black River Bed & Breakfast](#) :: Waterfront adult-only B&B in a park-like sanctuary. Gourmet Italian dinners with local ingredients, and/or Italian cooking sessions.

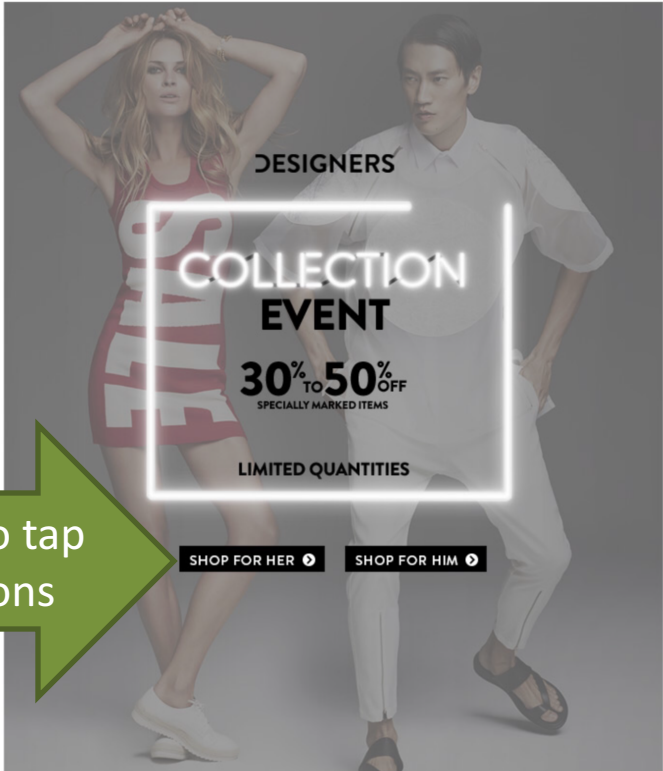
[County Experience Package](#) :: Enjoy the perfect vacation at Sandbanks Summer Village, a beautiful 80-acre lake-side resort. Weekend packages include a wine tour or dining experience.

Lots of links, hard to tap

View on a [web browser](#)

 DESIGNERS WOMEN MEN HOME

Edit to
simons



DESIGNERS

COLLECTION
EVENT

30% TO 50%
OFF
SPECIALLY MARKED ITEMS

LIMITED QUANTITIES

SHOP FOR HER SHOP FOR HIM

Easy to tap
buttons

DESIGNER ACCESSORIES

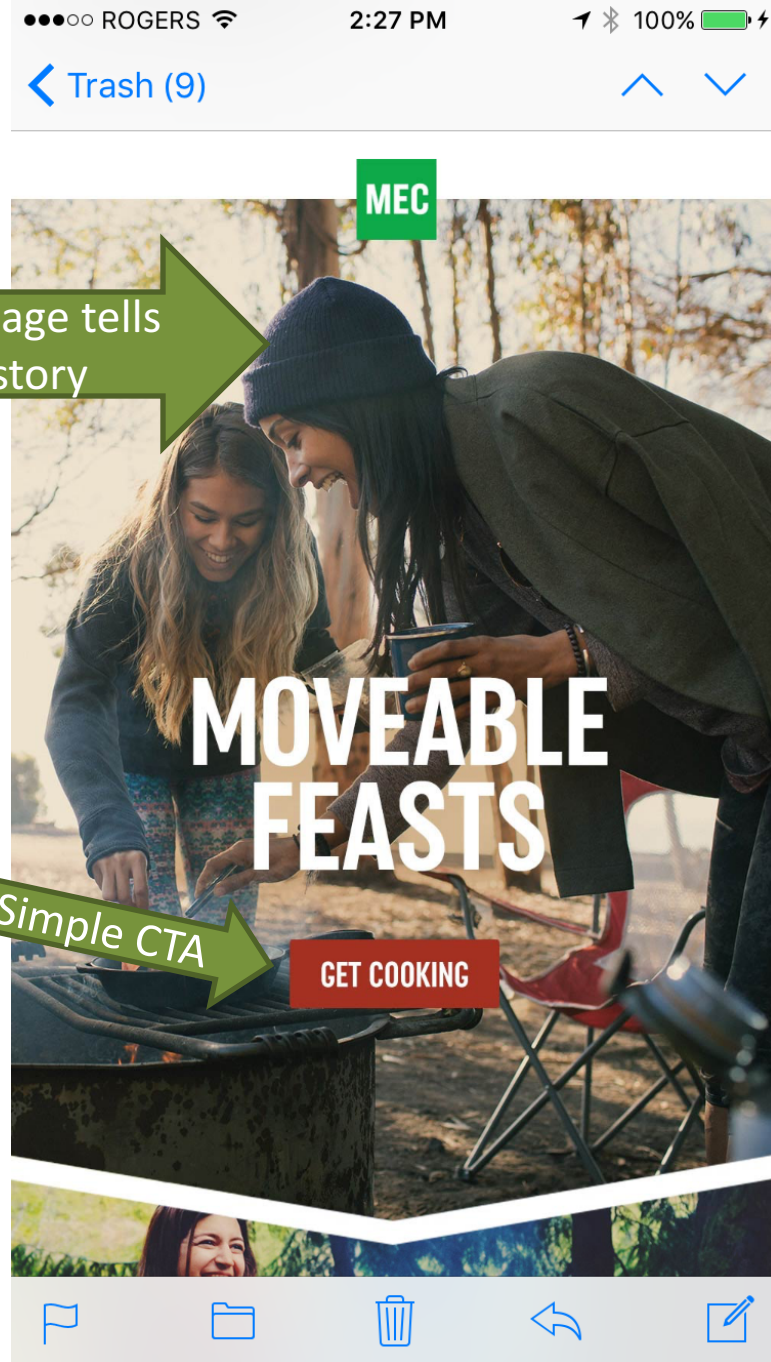


Lots going on

Clear image tells the story

Simple CTA

CTA buried



Do it!

TEST, MEASURE, REFINE

What are you measuring?

- Per email:
 - Open rate
 - Click-through rate
 - Unsubscribe rate
 - Conversion rate

What are you measuring?

- Overall list health:
 - Overall churn rate
 - High number of bounces

What are you measuring?

- What drives traffic to your website?
 - Google analytics insights
 - Analytics within your email tool

Use your insights

- If the stats tell you something doesn't work, change it
- Create your own benchmarks

In conclusion

- 1. Email rocks – if you aren't marketing your product through email, start today!
- 2. Be persistent – collect emails any way necessary!
- 3. Phone-friendly – make sure your emails are built with mobile responsive templates
- 4. CASL – make sure you are compliant with the law
- 5. Measure – if it's not working, stop doing it

Question time!

Please type your questions into the chat box

Resources

- CASL: <http://fightspam.gc.ca>
- Email design: <https://reallygoodemails.com>
- Email Marketing:
<https://mailchimp.com/resources>

Join us for the rest of our webinars:

- April 19 – Facebook with guest Jordy Yack
- May 10 – Content marketing with guest Patrick Bisson
- May 19 – Creating marketing plans with guest Karen Scott-Gagne

Thank you!

Please contact me with any questions via email at jfossitt@cityofkingston.ca or on Twitter or Instagram @juliefossitt.

@jcovert on Twitter or Instagram

You have been a great audience!