

The Power of Email Marketing

Interactive Seminar & Workshop

Presented by: Pamela Adams

The Power of Email Marketing

Session 1:

Email Marketing 101: Why and How it Works

- Understand the Basics Before Starting on Your Strategy
- Why Invest in Building Relationships?
- How Technology has Made it Affordable for Smaller Businesses to Communicate
- Getting Started

What Is Email Marketing?



Utilizing email to deliver **professional communications** to an **interested audience** containing information the recipient finds **valuable** in order to:

- establish regular, ongoing relationship
- educate
- promote identity awareness
- stay "top-of-mind" with subscribers
- spark immediately action
- broaden your audience



What can it do for Your Business?



Boost Repeat Business

"Our revenue from return customers has increased about 30% since we began sending out our 'New Arrivals' email campaign, and we've found that a number of customers who have never purchased from us before, will buy after we send out an email campaign."

Bijoux Mart International



Create & Increase Awareness

"Within a few weeks of using Constant Contact our number of subscribers grew more than 15 percent; it's tripled in less than two years. And we recently won a national award from our professional Episcopal Communicators group."

Episcopal Diocese of Atlanta



Drive Revenue & Profit

"We started small, asking the contacts I had in Microsoft® Outlook® if we could add them to the list. Also, everyone in the firm asked their friends and colleagues if they wanted to be added, and many did. Our email newsletter has played a critical role in our revenue growth."

Communiqué Public Relations



Customer Spotlight: Xtreme Transformations



List Size: 2136

Open Rate: 30.1%

Location: Suwanee, GA

Customer Since: May 2005

Website: www.XtremeTransformationsPT.com

- Announce training dates and special offers.
- Track sources from sign-ups and review reports to determine what advertisements to repeat.
- Use results from 3 minute customer satisfaction surveys for quality control to determine bonuses and raises for trainers.
- Website statistics spike from 20 to 75 visitors when email campaigns are sent.
- In 3 years, grown from in-home personal training with 2 trainers to 2 studios, franchise locations, 7 trainers and 2 companies, XtremeTransformations & Xtreme Bootcamp.

"Constant Contact Email Marketing and Survey products are the best bang for the buck...by far."

Pete Peidra, CPT, AFTA, Certified Personal Trainer

Xtreme Boot Camp
Now 6 Metro Atlanta Locations all 100% Trade

Locations & Hours

- Alpharetta
10th Park
681.48.7700
- Bellford
Powers 10th St.
681.48.7700
- Duluth
Powers 10th & Chm Dr
681.48.7700
- Lansdowne
Smallwood Park
681.48.7700
- Norcross
10th St
681.48.7700
- Smyrna
Towers 10th St
681.48.7700

Special Offer
For more info visit
www.xtremetransformations.com

Testimonial
Tanya G. Newman, GA
Lost 83 Lbs (from size 16 to Size 6) with Xtreme Boot Camp in just 6 Months!
[Click here to read more about Tanya and other Xtreme Boot Camp Locations](#)

Program Details
4 weeks / 4 Days a week
45 minutes a day
\$279
Space is limited call now to reserve your space!
770.495.5008

The Xtreme Team
We invite you to experience the most effective, most intense and fastest weight loss program around. Call now, all you have to lose is weight.
770.495.5008



Why Invest in Building Relationships?

Because When Nurtured They Multiply



How Technology has Made it Affordable
for Smaller Businesses to Communicate

Why Email?



It's Cost Effective: Direct Mail vs. Email

- For the same response, direct mail costs 20 TIMES as much as email¹
- Email marketing returned \$57.25 for every dollar spent in 2005²



Sources:
1 Forrester Research, Inc.
2 Direct Marketing Association

Marketing Media Mix



LEVENGER

You're invited to
become a member of our
**Preferred Customer
E-List and**
save
20%
on your next order

Offer applies to merchandise total. May not be combined with any other offer and excludes gift cards. Limit one offer per household. This offer is only available to current Levenson customers who have received their special password, and is not transferable. Offer expires February 29, 2006.

We're delighted to have you as our customer. Now, we invite you to become a Preferred Customer by joining our E-List (E for elite, and E for e-mail).

Enjoy the rewards of Preferred Customers

- You'll be the first to see our new selections, and you'll be able to purchase limited editions not offered anywhere else.
- We'll also offer you periodic gifts with purchase and special E-List pricing.
- And as a new member of our E-List, you're automatically eligible to win a \$500 Levenson Gift Card, awarded quarterly.

Sign up now and enjoy a 20% savings on your next order. Ah, the delights of preferential treatment!

It's easy to RSVP

Sign up at Levenson.com/elist2A

Your special offer code will be presented to you so that you can enjoy your savings right away.

Best wishes,

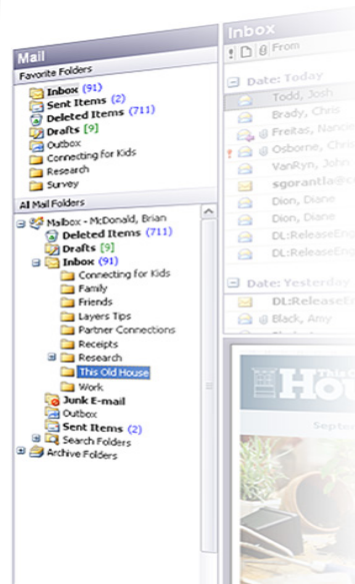
Steve Levenson, CEO & Co-Founder

Your e-mail address is safe with us; we don't share it.
And of course, our site is secure.

Why Does "Good" Email Work?



Because people open email from businesses they know and trust...



Getting Started

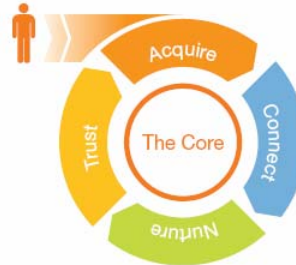


Getting Started



It's a multi-step process...

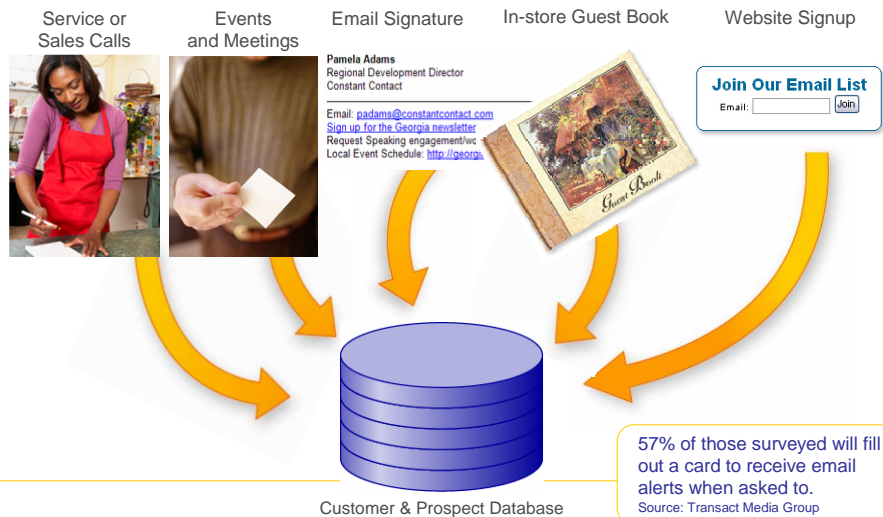
- **Make a connection** and build permission-based lists
- **Nurture the connection** to form a relationship through your email campaigns
- **Invest in the relationship** to build trust (evaluate your results and refine your process)



Step 1: Making the Connection



Build Your List Where You Connect!



Step 2: Nurture the Connection



Communications Impact:

On average, it takes 7 touches for a sale to occur.

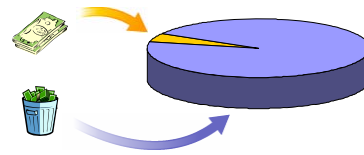
One-time touch

Immediate Purchaser

Immediate Purchase

Interested (Buy Later)
Not Now (Maybe Later)
No Interest

Unlikely to Return



Ongoing Interaction

Immediate Purchaser

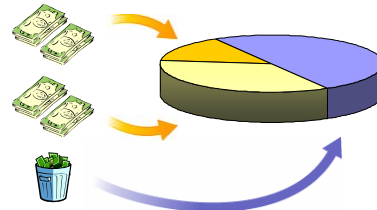
Immediate &
Follow-on Purchases

Interested (Buy Later)
Not Now (Maybe Later)

Capture Interests
& Communicate

No Interest

Unlikely to Return



Step 3: Invest in the Relationship



The Value of a Customer

- You've already paid for them
It's 6-7 times more expensive to gain a customer than to retain a customer¹
- They spend more
Repeat customers spend 67 percent more²
- They are your referral engine
After 10 purchases, a customer has already referred up to 7 people²

Sources:
1 Harvard Business Review
2 Bain and Company, 2002



The Power of Email Marketing

Session 2:

Email Marketing Tips: Strategy and Techniques

- Why Use an Email Service?
- Permission and SPAM
- Targeting and Segmentation
- Format and Frequency
- Getting Email Opened

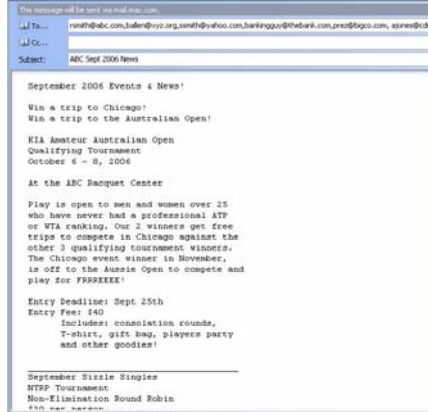
Why Use An Email Service

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



Customer Spotlight: Bella Web Design, Inc.



List Size: 207

Open Rate: 50.1%

Location: Marietta, GA

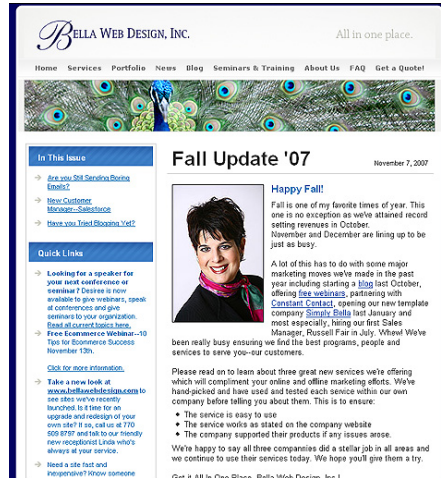
Customer and Business Partner Since: October 2006

Website: www.bellawebdesign.com

- Send quarterly emails to announce new clients and services
- Uses website sign-up box to increase list size
- Includes links to current projects and business tips

"Constant Contact has been crucial in communicating with more than 200 clients. We used to use Outlook but could only send 25 at a time and the graphics were unprofessional. Constant Contact raised our customer awareness of our services and has given us a very professional look which comes through with each email we send. It keeps us at the top of our customer's thoughts when they need online marketing assistance."

Desiree C. Scales, CEO



Permission and SPAM



Permission – What is It?



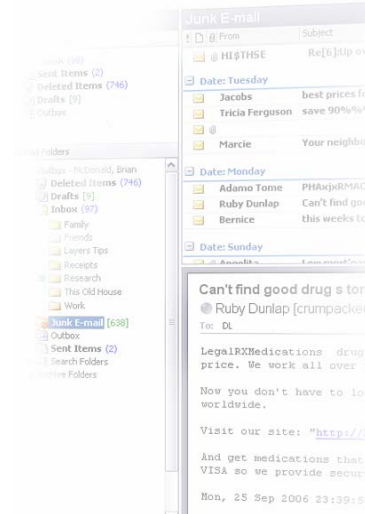
Types of permission

Explicit: Opt in from your website or storefront

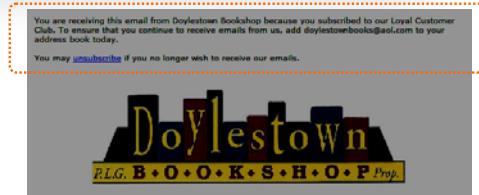
- “Join our mailing list”
- Single vs. Double Opt-in

Implicit: Requests for information / registration forms, existing customer relationship

No Permission: Don't do it! While it may seem tempting, it will have a negative impact on your business.



Permission Reminder Example



You are receiving this email from Doylestown Bookshop because you subscribed to our Loyal Customer Club. To ensure that you continue to receive emails from us, add doylestownbooks@aol.com to your address book today.

You may [unsubscribe](#) if you no longer wish to receive our emails.

Staff Picks Updated	The bookshop will also be host to a great assortment of special events, from our usual First Friday celebration featuring a children's story time and authors Nancy Scott and Karen Tauber, who will be on hand on Friday, May 6th to sign copies of their books to Philadelphia icon Larry Kane, who will be here on May 12th to sign copies of Lennon Revealed. Also in May, we will host another craft event, this time taking a pattern from One Skin Wonders. If you've never been to one of our craft events and are even remotely interested, it's a great way to spend a Saturday afternoon (May 19th).
May Special Events	Read below for further information about all our events.
Children's Story Time - NEW INFORMATION	Please take a minute to visit our website for further information at www.doylestownbookshop.com .
CURIOUS LINKS	If you have any questions, please feel free to call us at 715.238.7518 or e-mail doylestown_books@aol.com .
Reserve your copy of the new Harry Potter book	May Coupon
The Berenstain Bears	
New York Times Bestsellers	

Be a Trusted Sender



CAN-SPAM Act Compliance: US Federal Requirements

- “real” (clearly identified) Sender Address
- real, working “Reply To” address
- clearly defined content (reason to contact recipient)
- real, working unsubscribe link
- clearly identified Corporate Address
- you can find more information at www.ftc.gov/spam

From: Stu Carly / Constant Contact / SF Bay Area -sccarty@constantcontact.com
Subject: REMINDER: Mon 4/23 Email Marketing Workshop in downtown San Francisco
Reply: sccarty@constantcontact.com

Workshop Registration Confirmation
 “The Power of Email Marketing” for Small Business
 Monday April 23, 2007
 1:00 PM to 3:00 PM

This is a quick reminder (and registration confirmation) message that you have registered to attend “The Power of Email Marketing” workshop in San Francisco on Monday April 23, 2007 from 1:00 PM to 3:00 PM.

If possible, please arrive early. The workshop will start promptly at 1:00 PM.

The workshop will be held at:
 The Palace Hotel
 2 New Montgomery St
 San Francisco, CA 94105

Here is a [Google Map link](#) to the workshop location. If you are driving by car to the Workshop, there are several good parking garages nearby.

If you were put on a “waiting list” to attend this workshop we have made extra seats available for you to attend!

“The Power of Email Marketing” for Small Business (workshop description)
 This free, informative workshop is suitable for all experience levels. The seminar will teach you how to master email marketing communications with a comprehensive look at best practices and winning strategies for getting and keeping quality subscribers, increasing deliverability and open rates, writing good headlines and content, saving time, getting readers to take action, and more! This is really an “Email Marketing 101” workshop.

The seminar will help you to:

- Reach more people with your message
- Create email campaigns that get results
- Get your emails opened and read
- Write compelling subject lines and copy
- Interpret email campaign results

Additional information from Constant Contact:
[View our ongoing workshop calendar](#) (future events) for the San Francisco bay area
[Sign up here](#) for a free 60-day trial of Constant Contact

[Unsubscribe](#)
 This email was sent to sccarty@constantcontact.com by sccarty@constantcontact.com
 Update my Email Address | Instant removal with [SafeUnsubscribe](#) | Contact Us

Constant Contact - San Francisco Bay Area | 1402 Trespino Road, Suite 329 | Walnut Hill, CA | 92481

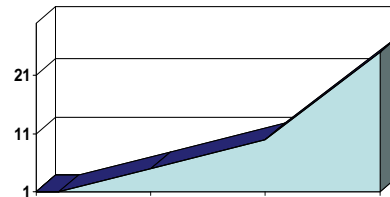
Spam – What is It?



Spam or Unsolicited Commercial Email

(no relationship / no permission)

- List purchase, CD-ROMs
- Directory crawling
- Monitor your email frequency

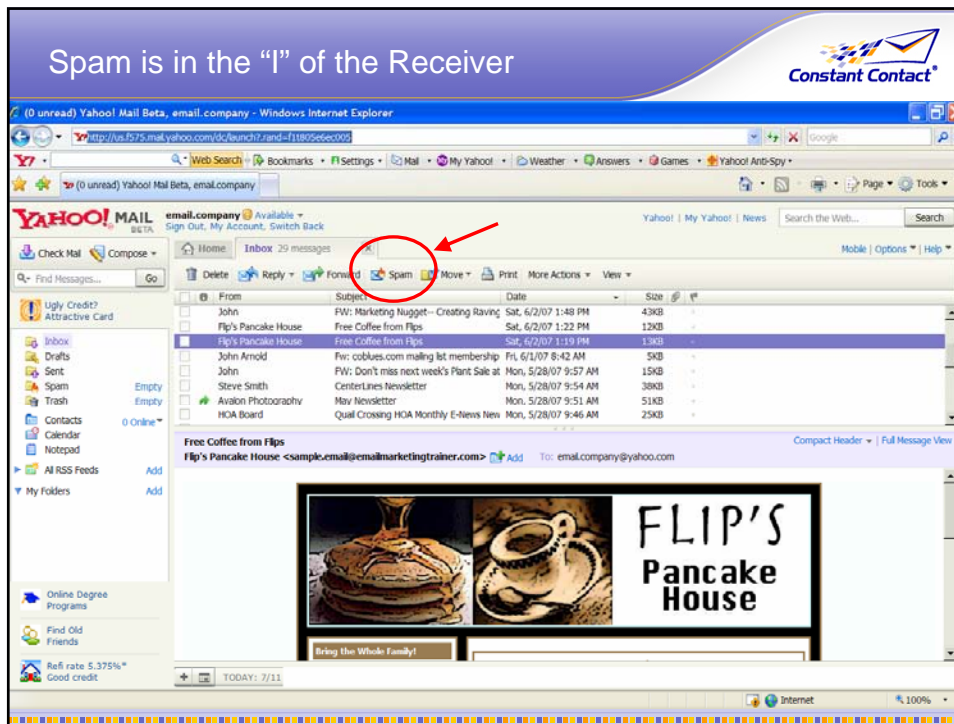


Ask Yourself:

- Do they know you?
- Do they want your email?

There is a direct correlation between SPAM complaints and permission:

- SPAM complaints will increase as permission becomes “less explicit”
- SPAM complaints will increase as your email contact list gets “old” (> 6 months)
- SPAM complaints will increase if you email too often or not often enough (frequency)



What is a SPAM Complaint?

A spam complaint happens when someone on your list clicks a button identifying your mail as unwanted

- Alternate way to unsubscribe
- No longer interested in your content
- Don't recognize your name / brand
- Don't remember subscribing
- By accident (while junking all the real spam)

Email Statistics

[See All Email Reports](#)

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
10016	4.7% (468)	1	0.6% (59)	28.2% (2688)	15.5% (416)	0.2% (5)

Targeting and Segmentation

Setting Objectives

Define objectives: “I want to...”

- Motivate purchases
- Enhance customer / brand awareness
- Interact with my customers
- Increase event attendance
- Bring visitors back to my website
- Obtain donations for my nonprofit

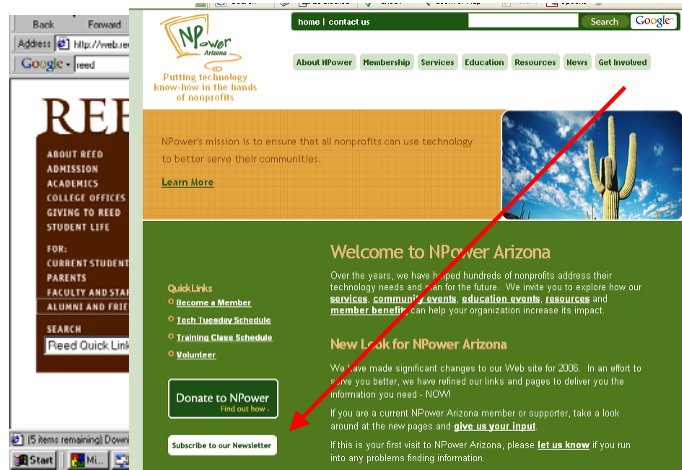
Use objectives to determine:

- What information to collect
- Communication type
- Communication frequency
- Measuring success

Make it Easy to Subscribe



Where do I sign up?



Gathering Your Contact's Interests



- Add your own logo and message to subscribers.
- Use data collected to send your customers only what they want
- Learn about your customers' interests
- Collect names to personalize emails
- Determine your own interest categories and other data required.

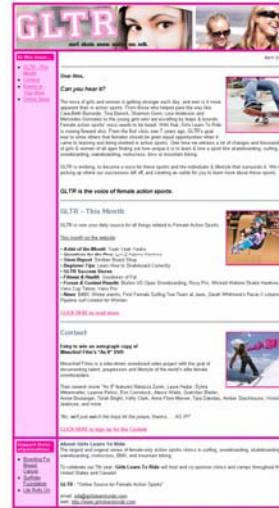
The screenshot shows a Constant Contact email sign-up form for 'Sunset Travel'. The form is titled 'Register/Subscribe' and includes a thank-you message: 'Thank you for joining the Sunset Travel mailing list. We look forward to keeping you informed.' The form is divided into two main sections: 'Your Interests' and 'Your Information'. The 'Your Interests' section has a heading 'Please select the areas of interest for which you would like to receive occasional email from us.' and includes several checkboxes: 'Featured Vacation Specials' (checked), 'Cruise Vacations', 'Caribbean Vacations', 'Family Vacations', 'Last Minute Deals', and 'Travel Advisory Updates'. The 'Your Information' section has a heading 'Please provide your information here. Items marked with an "*" require a response for sign-up.' and includes fields for 'First Name', 'Last Name', 'Home Phone', 'Address Line 1', 'Address Line 2', 'City', 'State/Province (US/Canada)', 'Country', and 'Zip/Postal Code'. There are 'Cancel Changes', 'Save Changes', and 'Subscribe All' buttons at the bottom. A note at the bottom states: 'Note: In each email you receive, there will be a link to unsubscribe or change your areas of interest. Your privacy is important to us - please read our Email Privacy Policy. Your email address will not be sold or traded, and will be used only to send you requested information.'

Case Study: Girls Learn to Ride



List Size: 10,000
 Open Rate: 36%
 Location: National, based out of California
 Customer Since: 2002
www.girlslearntoride.com

- Runs snowboarding, skateboarding, and other “extreme sports” clinics for young women across the country.
- Sends a monthly e-newsletter and announcements about upcoming events
- Uses the Interest Category feature to segment lists by geographic region and sport.
- Started with 250 emails and now is at 10,000



How Do They Grow Their List?



- “Join my email list” sign-up box on website
- Website Contests—give away snowboards, tickets to concert, etc. to get people to join
- Give prizes to active members who forward the newsletter to friends and get them to sign up.



Email Address	Status	Date Forwarded
dave@mydomain.com	Active	12/21/2006 2:55 PM EST
bobsmith@website.com	Active	12/21/2006 2:55 PM EST
sbrown@internet.org	Active	12/21/2006 2:55 PM EST
lppublic@someplace.com	Active	12/21/2006 2:55 PM EST
alice@melsdiner.com	Active	12/21/2006 2:55 PM EST
ybear@ellystone.edu	Active	12/21/2006 2:55 PM EST

Save as List Export

...which guarantees the permanent...
 ...there will be a link to unsubscribe or change your areas...
 ...please read our [Email Privacy Policy](#)

Format and Frequency

Determine Appropriate Format



Newsletters

- Frequency: monthly / quarterly
- Lots of educational content
- Most encompassing format for communication



Announcements and Invitations

- Frequency: event-driven
- Educational with targeted message
- Invitations, special events, internal communication



Promotions

- Frequency: event-driven
- 2, 4, 6 product promotions, coupons
- Focus on promotion / limited content

Frequency & Delivery



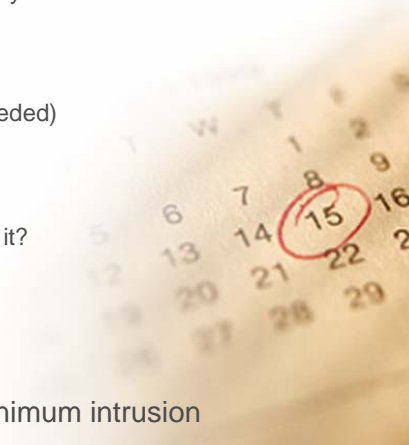
How often to send

- Create a master schedule
- Include frequency in online sign-up “Monthly Newsletter”
- Coordinate timing for maximum impact
- Newsletters (monthly / quarterly)
- Announcements / Event Invitations (as needed)

When to send

- When is *your* audience most likely to read it?
 - Day of week (Tuesday & Wednesday)
 - Time of day (10am to 3pm)
- Test, test, test

Maximum impact with minimum intrusion



Create a Schedule



Communications Calendar

	Jan				Feb				Mar				Apr				May				Jun				Jul				Aug				Sep				Oct				Nov				Dec							
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
News letter																																																				
Events																																																				
Save the Date																																																				
Signup																																																				
Reminder																																																				
Announcements																																																				
Product Launch																																																				

Email Frequency Planner



Email Frequency Planner

List Name: _____

Formats	#/year	Frequency	Day	Time	Notes
Newsletters	24	2x per month	Tuesdays	9:30 AM	send to all lists
Promotions	15	every other month	Fridays	1:30 PM	additional promotions during end of year
Event Invitations	10	every other month	Wednesdays	9:30 AM	include next event in right column of each newsletter
Announcements	6	date driven	date driven	3:00 PM	
Press Releases	3	event driven	Thursdays	8:00 AM	send to press list only
Other_Holiday Card	3	date driven	date driven	3:00 PM	
Other	0				

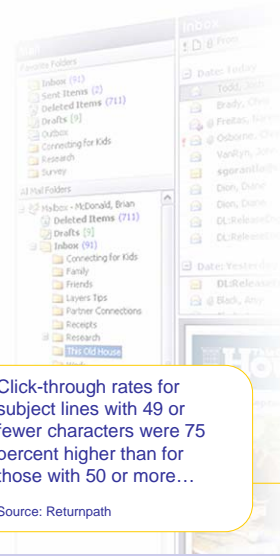
		N = Newsletter; P = Promotion; E = Event Invitation; R=Event Reminder; A = Announcement; PR = Press Release																														Tracking Totals					
		Total emails	Bounce Rate	Open Rate	Click Rate																																
January	A	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			%	%	%
February	N	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29					%	%	%
March	N	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			%	%	%
April	N	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				%	%	%



Getting Email Opened

The "Subject" line

- Keep it short and simple
 - You have 3 seconds or less
 - 30-40 characters including spaces (5-8 words)
- Incorporate a specific benefit
- Include your brand
 - Branding in the subject line can increase open rates by as much as 60% (Source: SilverPop)
- Capitalize and punctuate carefully



Click-through rates for subject lines with 49 or fewer characters were 75 percent higher than for those with 50 or more...

Source: Returnpath

What would you change?

Before:

Our Monthly Tax Newsletter

After:

3 End of Year Tax Tips

Before:

New Line of Jeans Now Available

After:

Get Jeans that Fit Right

Before:

We discovered a great anti-aging product

After:

Take Years Off Your Face

Getting Email Opened

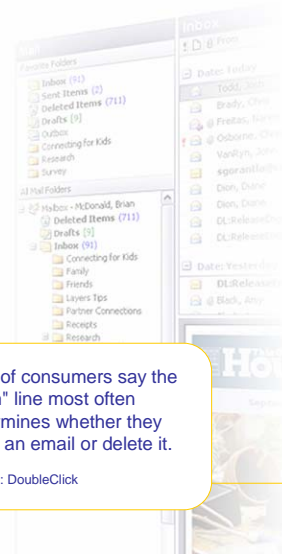


The "From" line

- 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

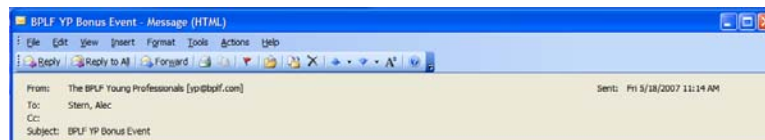


Getting Email Opened

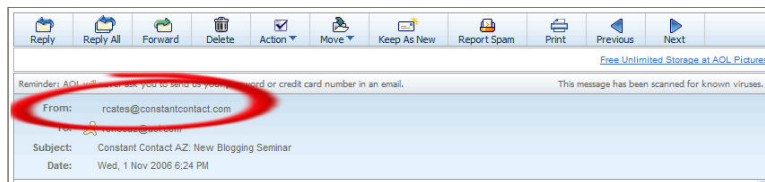


The "From" line – Outlook vs. AOL

Outlook



AOL



The Dos and Don'ts



- ✗ The words: free, guarantee, spam, credit card etc.
- ✗ ALL CAPITAL LETTERS
- ✗ Excessive punctuation !!!, ???
- ✗ Excessive use of "click here"
- ✗ \$\$, and other symbols
- ✗ Info@url.com or Sales@url.com as "From:" address
- ✗ Misleading subject lines

Alternate for the word Free

Since "free" causes Spam Filters to trap your message, try these alternatives:

- On the House
- Our Treat
- Be Our Guest
- Giveaway
- Zero Cost

Anti-Spam Check



Anti-Spam Check

[Close](#)

Your Score: **0.0**(Scores of 5 or higher are likely to be blocked)

Result: **Low** - Your email should not be affected by spam filters.

The Power of Email Marketing

Session 3:
Content Tips and Ideas, Interpreting Results

- Creating Compelling Content
- Evaluating Your Campaign Results

Creating Compelling Content

Getting Email Read



The Email "Body"

- Justify your place in their Inbox by providing relevant valuable information
- Be clear and concise
- Use appropriate graphics
- Use white space effectively
- Include "Call to Action" links
- Create sense of urgency
- Capitalize and punctuate carefully
- Proofread
- Design for "above the fold"

Free Content Article Resources



Amazines – www.amazines.com

EzineArticles - www.ezinearticles.com

Go Articles – www.goarticles.com

Idea Marketers – www.ideamarketers.com

iShare Articles – www.isnare.com

Archiving Now Available



My Account | Pricing | Get Help

user community

Home | Emails | Surveys | Contacts | Images | My Settings

My Emails | Create | Reports | Archive | Remove | Restore

Speak Up! : Manage Archive

Expand your influence. Grow your list. Showcase your email communications. With Email Archive.

Learn more: [Take a tour](#)


Add Archive Today
Just \$0.00/month!
Archive up to 100 emails.

Instantly transform your email newsletters and promotions into easy-to-view web pages, and display your archived emails in an intuitive, organized presentation.

With its drag-and-drop simplicity and point-and-click capabilities, Email Archive makes it easy for you to:

- Give your contacts a fast and easy way to view email communications
- Create a single, customized "archive homepage"
- Personalize your archive homepage with colors, fonts, and images that match your organization's website

Use Email Archive to help grow your list:
Link your archive homepage to your website and capture new contacts with an online sign-up form.



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Consider Archiving:

- Want to keep a history of content to link to from your website?
- Want your content to be indexed by the search engines?
- Don't have a website? Create a home page for links to the emails you select for archiving.

Two Different Approaches



EVERGREEN GARDEN CENTER

Gardening With Kids Idea #102
From your local gardening experts.

Getting your entire family into gardening is a great way to spend time with your kids. Here is our latest tip for fun gardening with kids.

Plants Kids Will Love

All plants are not created equal in the eyes of children. Although they don't differentiate when it comes to flowers, green vegetables, annuals or perennials (in fact they're likely to plant them side by side), kids have their hands-down favorites.

Kids like extremes: huge flowers, like the classic sunflower, and small vegetables, like cherry or tiny grape-like tomatoes. If you have room, try zucchini, pumpkins, if you don't, try bush cucumbers and jack-o-lanterns at a garden store for less. Try plants that come in surprising colors, such as purple carrots, striped beets, rainbow chard, and 'Easter egg' radishes.

Contact Us
email: egrc@evergreen.com
phone: 781-444-6140
web: www.evergreengarden.com

[Read more about plants kids will love](#)

Save 25%

We have created a special "Plants Kids Will Love" section at our garden center for this weekend only. As a member of our preferred customer email program you can receive an additional 25% off all plants in this section. All you need to do is print out this coupon and bring it with you this weekend!

Offer Expires: September 16, 2005

forward email

Powered by **Constant Contact** 1.8.1.5

500 Green | 1402 Tregolo Road | Suite 246 | Waltham | MA | 02455

EVERGREEN GARDEN CENTER

Weekend Sale
Stop by this weekend

We are having a sale this weekend. Hope you can come by.

Regards,
Eric's Garden Center



Case Study: Rothmans



List Size: 1,764
 Open Rate: 45.9%
 Location: New York City
 Customer Since: Sept 2003
 www.rothmansny.com

- A men's clothing store specializing in formal and casual business attire.
- Relies on email to promote further new arrived items and clothing trends.
- Preferred customer list receives specials
- Sends bi-monthly promotions with coupons
- Sales generated per campaign \$5K - \$10K

ROTHMANS
 LINCOLN SQUARE

Rothman's Flash Email Special
Score Some Savings

Rothman's winter warehouse sale

Rothman's winter warehouse sale begins on **Thursday January 26th** with ridiculous savings on just about everything in the store.

As a member of our flash e-mail list, you can use this note to get an additional 20% discount on any ONE sale item. This discount can not be combined with other offers or applied to previous purchases.

Thanks and see you soon.

Contact Us
 email: info@rothmansny.com
 phone: (212) 777-7400
 web: <http://www.rothmansny.com>

Save 20%

Rothman's Flash Email Members can save an additional 20% on any ONE sale item. All you need to do is print out this email and bring it with you to any of our locations. This discount can not be combined with other offers or applied to previous purchases.

Offer Expires: January 31, 2006

Case Study: Jack-Tar American Tavern



List Size: 950
 Open Rate: 43%
 Location: Marblehead, MA
 Customer Since: 2005
 www.jacktarmarblehead.com

- A classic New England tavern that specializes in creatively-prepared American fare
- Relies on email to communicate with customers in a timely, consistent, and personal basis
- Sends weekly email announcements and/or promotions
- Started a loyalty program and has grown "Admiral Club" membership to 1,000

JACK-TAR
 AMERICAN TAVERN
 128 Washington Street - Marblehead - Massachusetts 01948

Eat. Drink. Smile.

Dear Andrew Kramer,
 Let's cut to the chase. We've missed you. It's just that simple. As a member of the prestigious Jack-Tar Admiral's Club, our records indicate you have not dined with us recently. We'd like to change that.

10% Discount on a Pizza	50% Discount on a Dessert	25% Discount on an Appetizer
Thin-crust pizzas topped with the freshest ingredients - baked in our brick oven. 3 Different Pizzas	Enjoy cream brulee, chocolate, a little and- beyond, citrus or milk sauces, the graham cracker, raspberry and chocolate sandwich, right at your table. Jack-Tar's Desserts	Our famous crunchy, corned-beef-steak dinner topped with a lemon-salt sauce, hand-cut sweet potato fries, a heaping serving of PEI mussels... Jack-Tar's Starters

These discounts are valid through April 1, 2006. Simply print this email and bring it in when you dine to receive one of these incentive discounts. It's our way of saying, "welcome back."

Sincerely,
 Jack-Tar American Tavern
 email: jacktarmarblehead@att.net
 phone: (508) 451-2323
 web: <http://www.jacktarmarblehead.com>
Jack-Tar uses time zone info. Promotion ends on 4/1/06.

What Creative Promotions Do They Use?



- “Beat the Clock” emails
 - Order at 5:15 pm, pay \$5.15
 - Order at 6:25 pm, pay \$6.25
- “We’ve missed you” emails to Admiral Club members with coupons for 25% off certain menu items
- Announcements about special events and unique dining opportunities



Chamber of Commerce Partner Spotlight: DeKalb Chamber of Commerce



List Size: 2952
Open Rate: 23.8%
Location: Decatur, GA
Customer Since: Sept 2005
Website: www.dekalbchamber.org



- Keeps members & subscribers informed about events with a weekly newsletter.
- Utilize campaign scheduling to send reminders for seminars and events.
- Increase their non-dues revenue through paid member advertising opportunities with e-blast sponsorship campaigns and ad space in the weekly newsletter.
- Offer 3-part series Constant Contact seminars regularly.

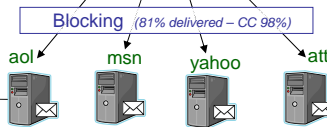
“Constant Contact is an invaluable marketing resource for our members. Given the slowing economy, this is a key time for them to invest in tools that will allow them to nurture their current customer relationships. Having Pam available to give seminars and answer questions is an important asset to our community and we’re excited to be working with her.”

Janniece Leonard, Marketing & Communications Manager
 DeKalb Chamber of Commerce

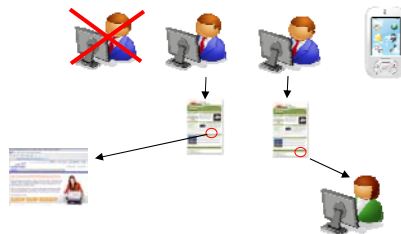


Evaluating Your Campaign Results

What Gets Tracked?



- Lots of Things...
- ✓ Number Sent
 - ✓ Bounced Messages
 - ✓ Delivery Rate
 - ✓ Opens
 - ✓ Clicks
 - ✓ Forwards
 - ✓ Unsubscribes
 - ✓ Spam Complaints



Evaluating Your Results



Why does email bounce?

- Email addresses are no longer valid
- Servers are down
- Mailboxes are full
- Email is blocked



Clean bad addresses out of your list!

Contacts : Manage Bounces

To display bounced email addresses (emails that have been returned without delivery), select an email from the list below. For emails sent less than 90 days ago, you can view, export, refresh or remove bounced email addresses from your list. To remove contacts from the bounced categories, check the box(es) next to the category name and click the remove button.

Select an Email

Email: December Newsletter - 12/18/06

Bounce Category	Bounce Count
<input type="checkbox"/> Non-existent address	5
<input type="checkbox"/> Undeliverable	0
<input type="checkbox"/> Mailbox Full	0
<input type="checkbox"/> Vacation/Auto Reply	0
<input type="checkbox"/> Other	1
<input type="checkbox"/> Blocked (more info)	0

View List | Export | Remove | Refresh

Evaluating Your Results



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

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	Opt outs	Opens	Clicks	Forwards
1/2/2007	New Product Preview	5	0	0	0	100.0% (5)	0	0
12/23/2006	Customer Dinner Invitation	847	5.0% (42)	0	1.0% (8)	34.0% (274)	0	0
12/19/2006	Customer Lunch Invitation 2	523	3.8% (19)	0	0.2% (1)	39.9% (209)	20	0.5% (1)
12/18/2006	September 18 Newsletter	122	3.5% (4)	0	1.2% (2)	49.2% (60)	2	0
12/12/2006	Customer Dinner Invitation	353	4.5% (16)	0	0	44.8% (157)	23	0
11/29/2006	Thank You Campaign	356	8.1% (29)	0	0.8% (3)	49.5% (176)	5	0.6% (1)

Evaluating Your Results



Why did people click through?

- Call-to-action
- Copy
- Offer

What were they interested in?

Date Sent: 12/19/2006
Email Link: <http://www.constantcontact.com/index.jsp?>

Email Address	Status	Click-through Date
dave@mydomain.com	Active	12/21/2006 1:08 AM EST
bobsmith@website.com	Active	12/20/2006 8:29 AM EST
sbrown@internet.org	Active	12/19/2006 11:38 AM EST
jpublic@someplace.com	Active	12/19/2006 11:13 AM EST

Save as List Export < Previous | Start of List | Next >

What next?



Just getting started?

- 1) Start building your list
- 2) Learn how to create a campaign

Been doing it a while?

- 1) Is your subject line inviting?
- 2) Does your content leave your readers wanting more?
- 3) Attend an webinar on content creation

Think you are an expert?

- 1) Test multiple subject lines, days of the week, time of day.
- 2) Check out the CC community to share ideas with other experts.

www.constantcontact.com

Want more on what we covered today?



The screenshot shows the 'Live Webinars' section of the Constant Contact Learning Center. It includes a sidebar with navigation links like 'Local Events', 'Recorded Tutorials', 'Blog', 'Hints & Tips', 'White Papers', 'Recommended Books', 'Directory', and 'Helpful Websites'. The main content area features a 'Live Webinars' header, a brief description of the service, a note to download the Webex Meeting Manager, and two 'Live Product Demos' for 'Email Marketing Demo' and 'Survey Demo'. Below that is an 'Upcoming Live Webinar Schedule' for 'Creating Marketing Emails' on 10/17/2007 at 4:00 PM - 4:45 PM ET.

Building Better Lists

- Ways to grow your list
- Getting permission

Subject Line Design

- The from and subject lines
- What to include / not include

Planning for Email Marketing

- Frequency calendar
- What and when to send

Segmenting Your List

- Ways to segment your list
- Increases opens / clicks

Deliverability

- Blocking / Blacklisting / Filters
- Spam complaints

Additional Resources



- **Constant Contact Free Trial**
Free 60 day trial for up to 100 email addresses. Signup form for your website, 300+ templates, free technical support. georgia.constantcontact.com.
- **ConnectUp! User Community – Visit the New GEORGIA Neighborhood!**
Meet others - like you - to share and gain insights on email marketing and other topics you care about. Read and post to the discussion boards on issues that matter to you.
- **Learning Center**
From live and recorded webinars to daily live product tours, the Constant Contact Learning Center is the place to find all the resources you need to successfully create and send a great email campaign
- **Best Practices Blog**
The experts at Constant Contact share practical ideas, inspiring success stories, and breaking industry news. Stay ahead of the latest trends and best practices — and boost the effectiveness of your email marketing and online survey communications. Visit the Learning Center and click the Blog link on the right.
- **Support Blog**
From creating links to changing column width, you'll find the advice, tips, and insights that will help you take your email marketing and survey communications to the next level. Click Support at the bottom of our site and click the Support Blog link.
- **Email Marketing Hints & Tips**
Our monthly email newsletter featuring email marketing insights from CEO Gail Goodman will help you create great campaigns, increase your open rates, build your list, and be the best email marketer you can be.
- **Constant Contact Professional Services**
Looking for some additional help? Ask about optional services, including email campaign creation, template creation, customer footer design, and more.

More Ways To Help You Get Started...



More ways to help you get started... and succeed.

Short on time or just need help getting started with Constant Contact? Our affordable Optional Services can help. The perfect complement to Constant Contact's industry-leading FREE support and personal coaching, our optional services are designed to get you started fast, and help you maximize the effectiveness of our email marketing and survey products.

Email Marketing Services

Email Quick Start \$99
Get started fast with Constant Contact. Get your contacts uploaded, account setup, and standard template modified with your logo and colors.

Email Campaign Creation \$199
Communicate with your customers when you need to—without having to pull it together yourself. Get a complete email campaign built entirely for you.

Email Template Creation \$300-\$500
Make a lasting impression with a custom email design that reflects your company's unique style and brand. Get a custom-built template, based on your specific design requirements.

Survey Services

Survey Creation \$199
Get insights and feedback from your customers—without having to do it yourself. Get a complete online survey built for you, based on your goals and objectives.

Combined Services

Custom Footer \$100
Match your unique look and feel—and enhance navigation. Get a modified footer applied to your email campaign and survey invitations.

Application Programming Interface (APIs) FREE
Collect contact data and control the visitor signup experience with your own web form. Get access to APIs to add and update contacts using your own web form.

Looking for additional services not listed on this page?

Constant Contact works with a wide range of highly qualified expert partners, who offer everything from website design... to marketing strategy... to small business consulting... and more! We will be happy to help you find the partner who can help you with your exact needs.

Simply complete the form at: ConstantContact.com/services/request



Learn More
Learn how Constant Contact's Optional Services can help you today!
Call us toll-free:
1-888-876-8464
Monday-Friday, 9:00 a.m. to 6:00 p.m. ET

Or, visit online:
ConstantContact.com/services/2007

Professional Services

- Custom Campaign Templates
- Account Set-up

Business Partners

- 3,000 local web designers, marketing agencies, and web developers.
- Complete email services
- Integrated web design, search engine optimization, and email marketing services

More Information

- Call our communications consultants for more information
- 866-876-8464

Speaking Engagements



- Constant Contact offers FREE Email Marketing training workshops/seminars to groups of 20+ people
 - Associations, Religious and Non-Profit Organizations
 - Groups with “multi-company” audiences
 - Chambers of Commerce, SBDCs, Main Streets, Downtown Associations
- We Need Your Help!
 - Do you know of any good Training or Meeting Room venues in the Metro Atlanta Area ?



TEAM GEORGIA



<http://Georgia.ConstantContact.com>

Regional Development Director – Pamela Adams

- 770-564-9055 or 866-848-0074, padams@constantcontact.com

Communications Consultant – Kate Webber

- 781-370-8522 or 888-523-8203, kwebber@constantcontact.com

Free Customer Support

- 866-289-2101, M-F 9am - 9pm EST, support@constantcontact.com

Professional Services – Bob Barton

- 781-472-8139, bbarton@constantcontact.com

Acct Manager Business Partner Programs – Michael Eubank

- 781-472-6265, businesspartner@constantcontact.com



Thank You!