



EMAIL MARKETING BEST PRACTICES & MUST-DOS

Who the heck is this guy?

Tourism Industry since 2003

Former Marketing Director for the Fargo CVB

Speaker at National, Regional & State Conferences

Director of Education & Strategy at TwoSix Digital



Who We Are



➔ 100% Digital Agency Focused on the Travel, Tourism & Hospitality Industry

➔ 40+ Years of combined hospitality industry experience



➔ Headquartered in Brighton, Michigan



WHO WE WORK WITH



WHY IS EMAIL MARKETING IMPORTANT?

- Consumers are dedicated to their personal email addresses and, on average, *99% of consumers check their personal email every day*
- Across home, work and mobile, the average user checks their inbox *20 times a day*.
- In the U.S. alone, more than 85% of adults read or send an email each day. In comparison, 61% of adults use social media.

WHY IS EMAIL MARKETING IMPORTANT?

- 90% of all emails sent reach the consumer's inbox, while only 2% of Facebook followers see a business' (organic) posts in their news feed.
- Email marketing can reach a consumer in a direct way that other social media platforms cannot.
- Stats courtesy of



"It has the power to engage visitors to your website... reengage past [visitors], and deepen relationships with current lists so you can better serve them." **Forbes**



IT ALL BEGAN IN 1971-ARPANET



QWERTYUIOP

RAY TOMLINSON

HONORABLE MENTIONS



Tom Van Vleck
Multi-user – One computer



Leonard Kleinrock
Two computers

HOTMAIL ARRIVES: 1996



By the end of 1997:

8 million users

Purchased for \$400 million

Microsoft

Why Hotmail?

HoTMaiL

Free online storage:

2 MB

EMAIL CAUGHT ON...



AND MARKETERS RUIN IT



Oxford English Dictionary

1998

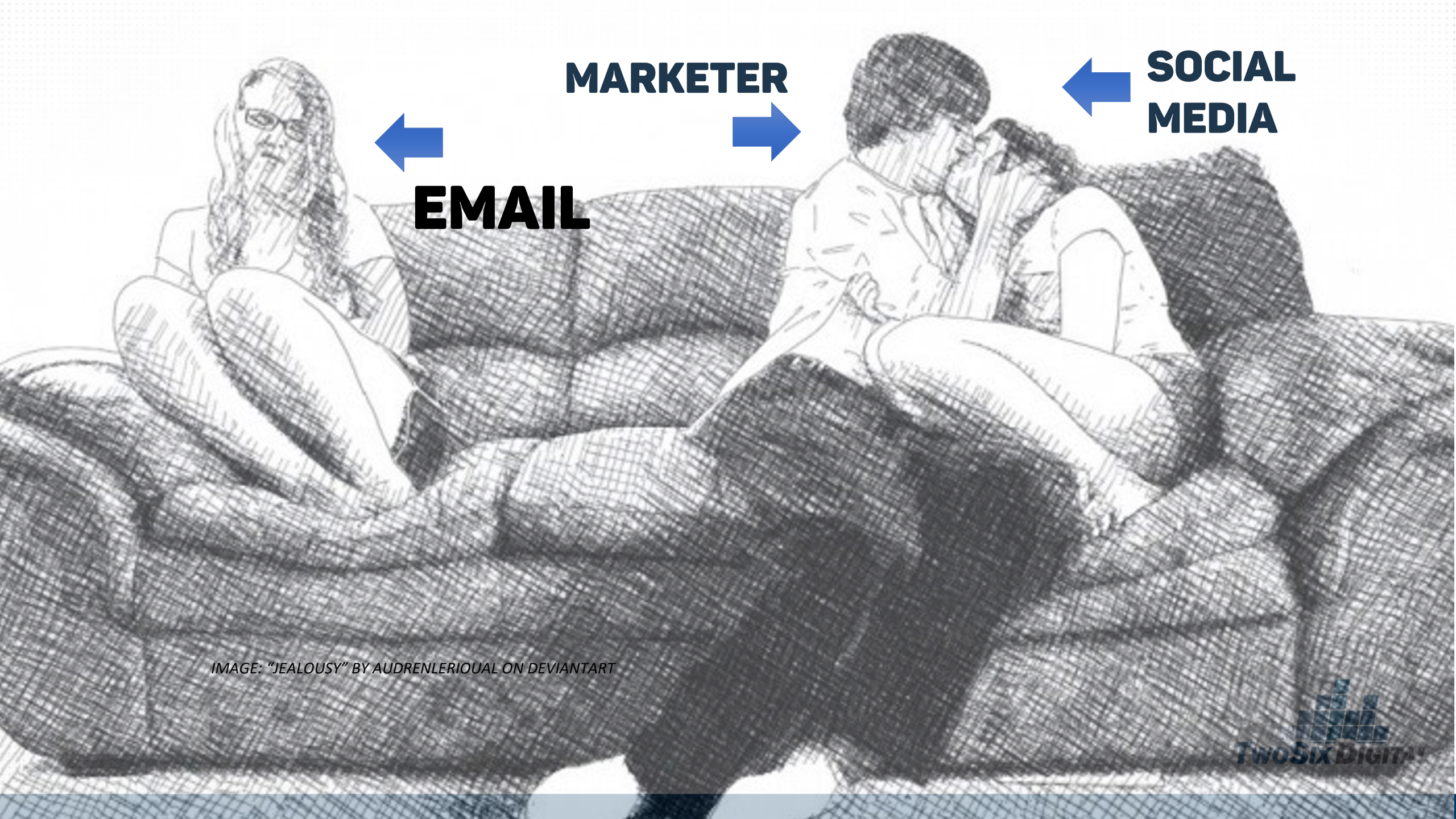
2003



**EMAIL
MARKETING**

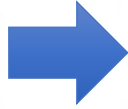
**SOCIAL MEDIA
MARKETING**

IMAGE SOURCE: SHOKAI: [HTTP://SHOKAI.BLOGSPOT.COM](http://shokai.blogspot.com)



EMAIL

MARKETER



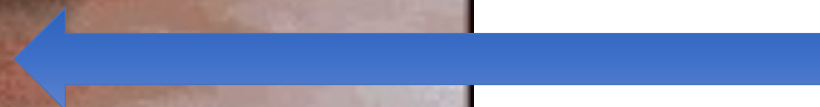
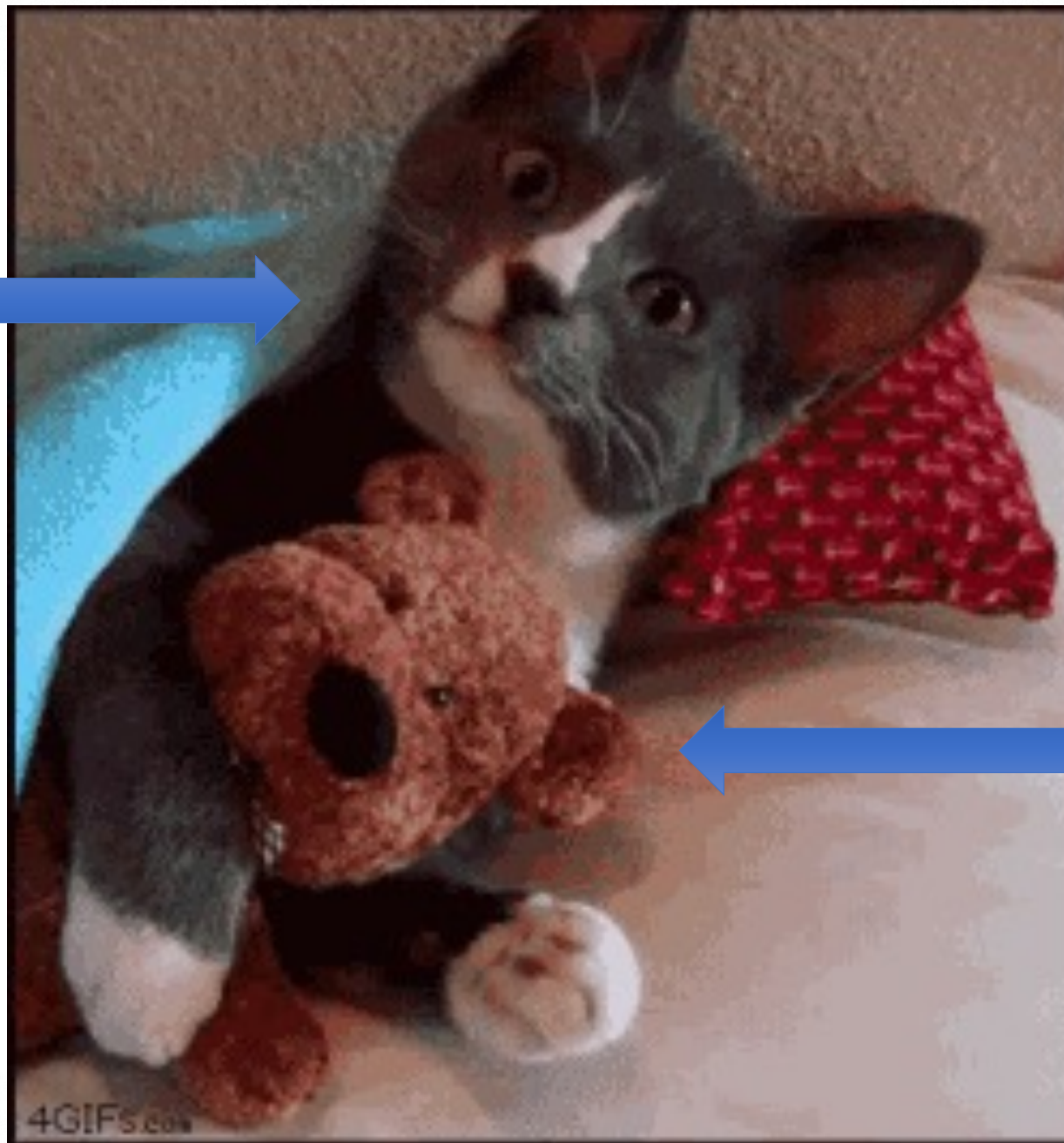
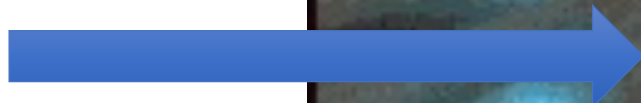
**SOCIAL
MEDIA**

IMAGE: "JEALOUSY" BY AUDRENLERIOUAL ON DEVIANTART



TIME FOR A COMEBACK

EMAIL



**SOCIAL
MEDIA**

Your Emails





THE DATABASE



Rented

VS

Owned

CHANGING RULES

YOUR RULES

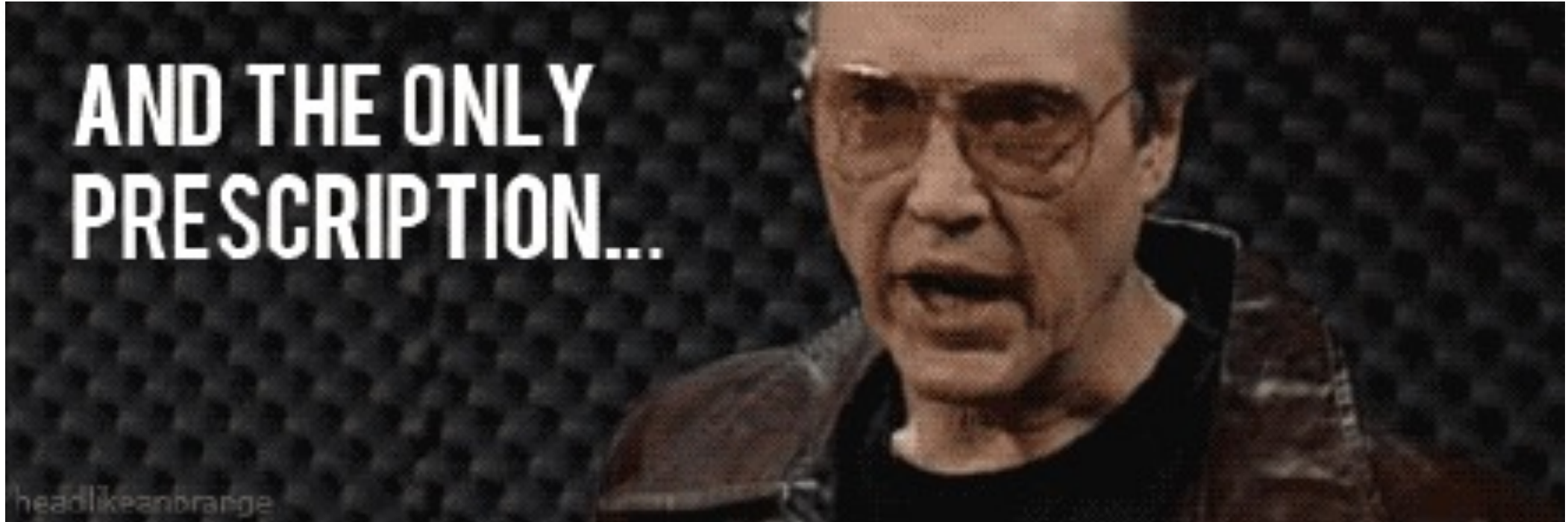
SHELF LIFE

IT LAST FOREVER

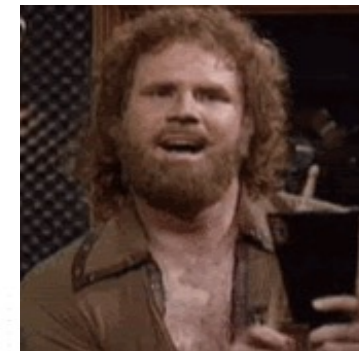
PAY TO PLAY

YOU ALREADY BOUGHT IT

I GOT A FEVER FOR E-MARKETING...



...is MORE Emails!



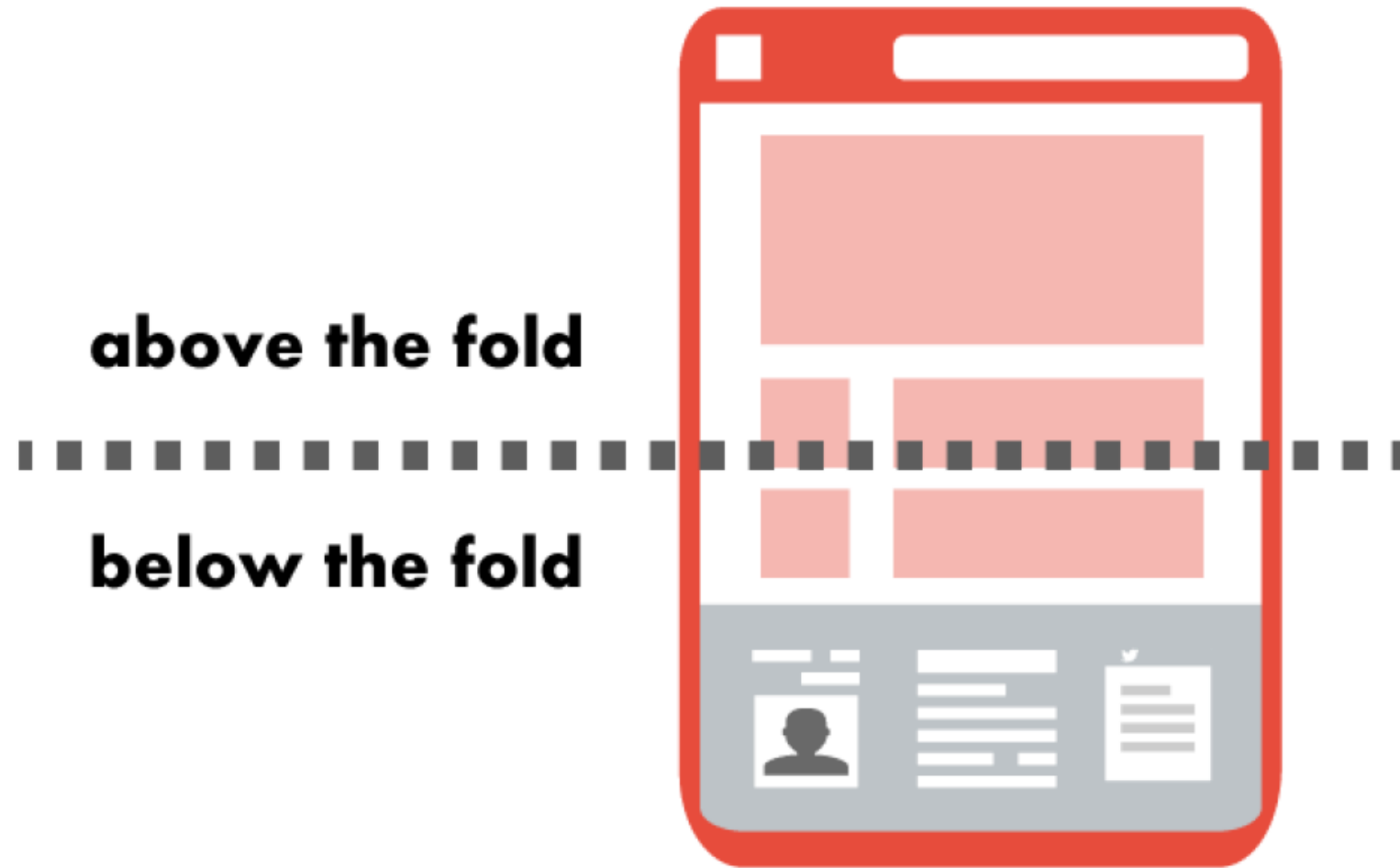


DON'T BE A HOARDER! USE THEM!



HOW?

LIST SIGN-UP FORM



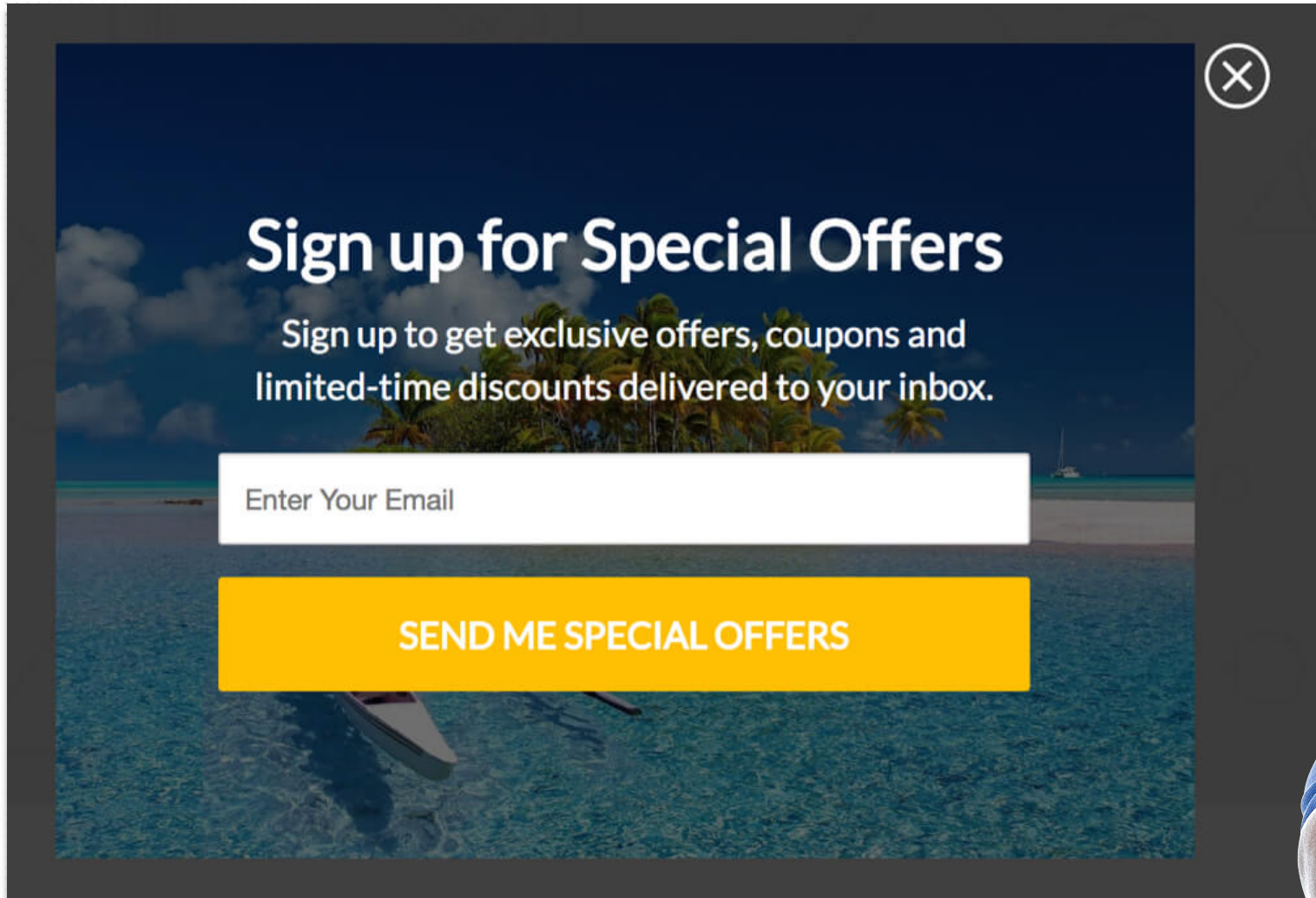
above the fold



below the fold

CTAS

LANDING MATS



✕

Sign up for Special Offers

Sign up to get exclusive offers, coupons and limited-time discounts delivered to your inbox.

Enter Your Email

SEND ME SPECIAL OFFERS



LIST SIGN-UP FORM

ENEWSLETTER

GET THE LATEST HAPPENINGS DELIVERED TO YOUR INBOX

Join over 50,000 subscribers across Michigan and the Unites States who receive the Travel Insider each month for the latest trip planning inspiration and information on visiting the Ann Arbor area.

Become a Travel Insider!

First Name*:

Last Name*:

Enter your Email Address*:

Yes, sign me up to receive your monthly e-newsletter!

* Indicates a required field.



1. Your Email

You'll receive receipts and notifications at this email address.

Already have an account? [Sign In](#)

[Subscribe to our mailing list](#)



Continue

2. Shipping

Order Summary



Serving Board
Size: Large, angled

\$110.00

Qty **1**

[Remove](#)

Apply

Subtotal	\$110.00
Tax	\$0.00
Shipping	\$20.00
Total	\$130.00

Real Estate
Imagine Great Here



Start Price
\$35K
Limited
time offer

Start
\$3
Limit
time of

MODERN
**HOME
FOR SALE**

More information call us
01 123 456 789

CONTACT US

Want A Morden Home
In Las Vegas ?

FEATURES

- 3 Modern Bedrooms
- Open Modern Kitchen
- Top Security System
- Premium Location
- Easy Installments



Sign-up Here

Scan QR code to sign-up
and subscribed.

MOD
**HOM
FOR SALE**

More information call us
01 123 456 789

CONTACT US

Want A Morden Home



Sign-up Here



Sign Up

Please fill in the form to create an account!

First Name Last Name

Email Address

Password

Confirm Password

I accept the Terms of Use & Privacy Policy

Sign Up



Stay tuned !

Subscribe our newsletter and get notifications to stay update

Enter your e-mail Address



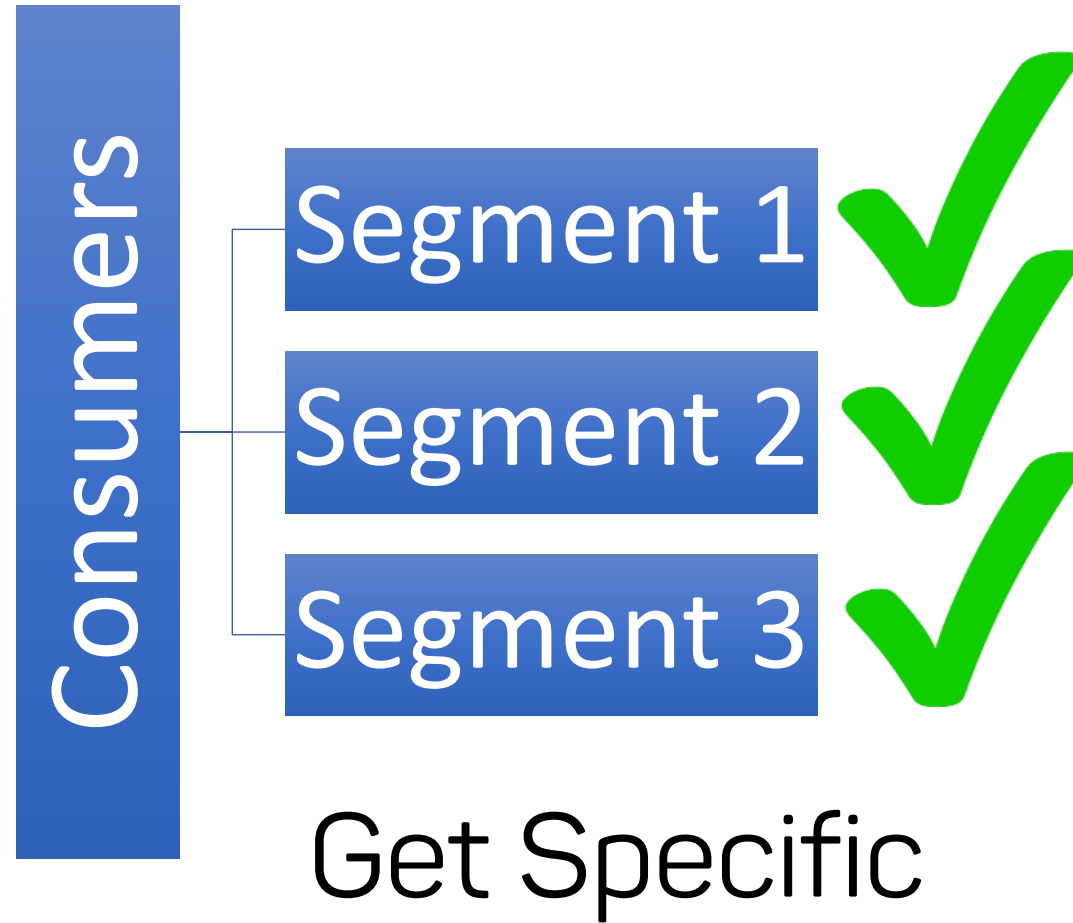


PERSONALIZATION OF MESSAGE

IS



SEGMENTATION



WHAT IF I DON'T KNOW?



ASK

Research your audiences



+

in·cen·tive

/in'sen(t)iv/

noun

a thing that motivates or encourages one to do something.

An advertisement for a survey. It has a light blue background. At the top, "SURVEY SAYS..." is written in yellow, bold, sans-serif font inside a dark blue oval. Below this, the text reads: "The key to any good product is research. That's why we're asking you to take a little time from your busy day and give us feedback on our Visit Ypsi newsletter." Further down, it says: "Simply give us your feedback and be entered to win a \$100 Amazon gift card." To the right of this text is a small image of an Amazon gift card with the Amazon logo and the number "100". At the bottom of the ad, there is a link: "CLICK HERE TO GET STARTED OR FOLLOW THE HYPERLINK BELOW" and a smaller link: "CLICK HERE". At the very bottom, in small text, it says: "Take our quick survey, be entered to WIN a \$100 Amazon gift card!"

ASK THE RIGHT QUESTIONS

How can our newsletters be most useful to you?



QUESTIONS

DON'T ASK:

Desktop VS Mobile

What operating system they use

What browser they use

How important a subject line is

QUESTIONS

DO ASK:

What is valuable to them

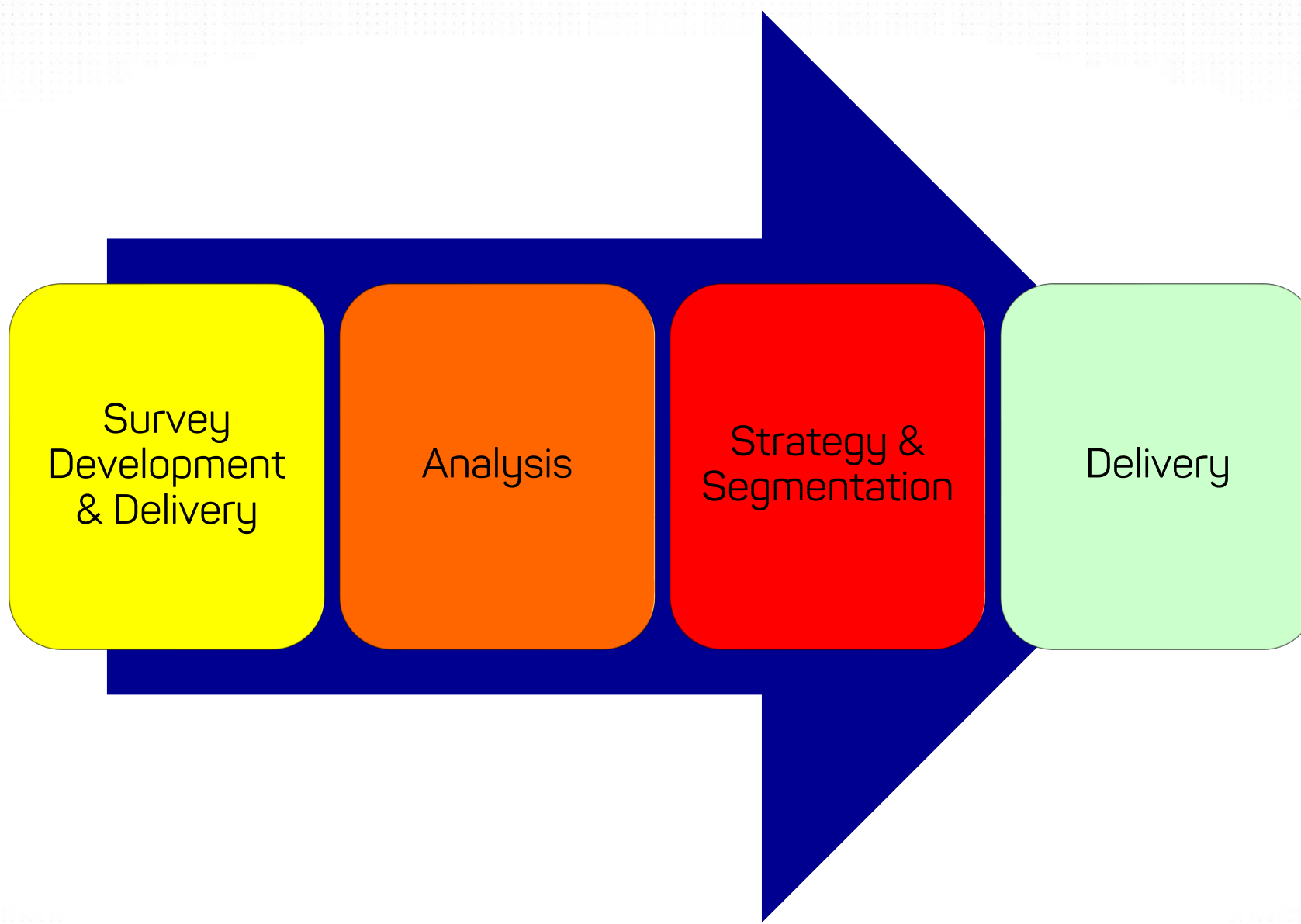
Have they visited you

What types of content do they want to see

How often do they want to hear from you

This is also a great time to establish segments

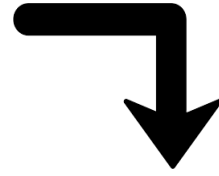






PAY A LITTLE




LEAD GENERATION ADS



Frankenmuth Sponsored ·  




Keep up on what's happening in Michigan's little Bavaria with the Frankenmuth ...See more





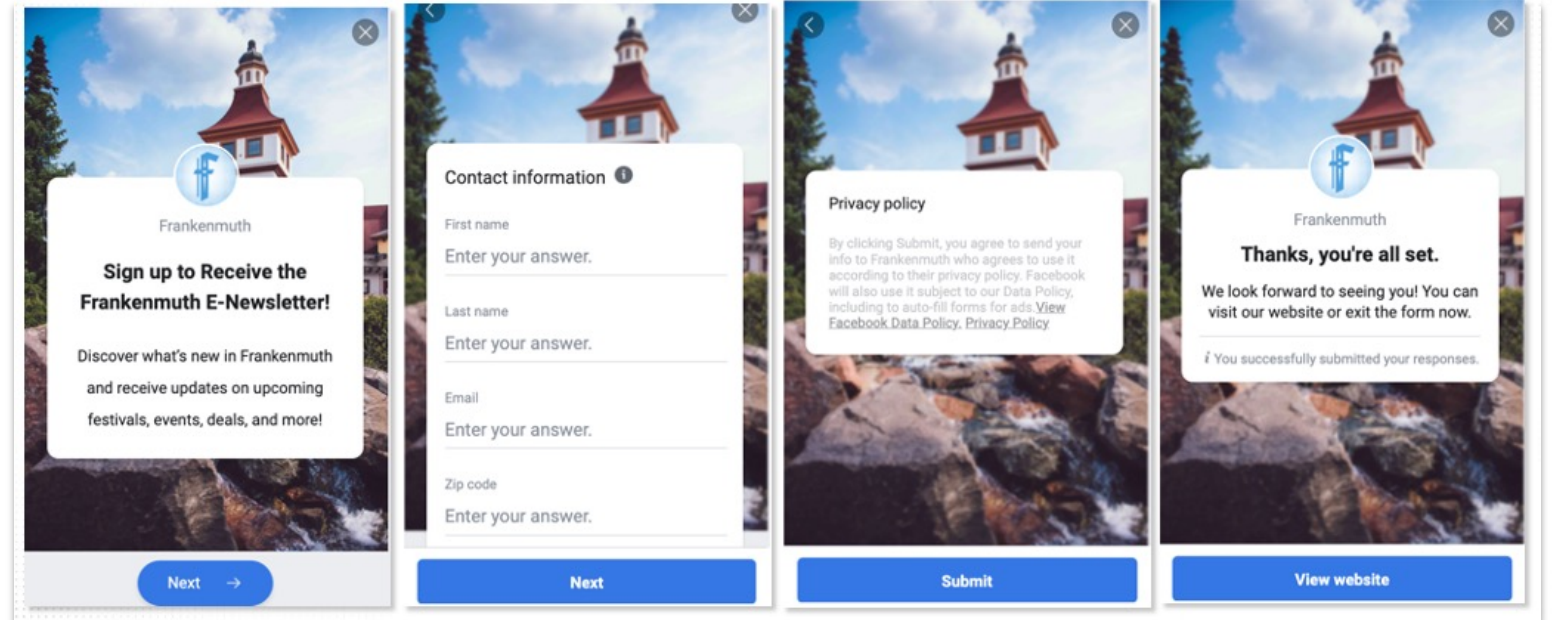
FORM ON FACEBOOK

Sign-up for the Frankenmuth E-...

Get monthly updates delivered straight ...

   Cynthia Olivero an... 31 Comments

 Like  Comment



Frankenmuth

Sign up to Receive the Frankenmuth E-Newsletter!

Discover what's new in Frankenmuth and receive updates on upcoming festivals, events, deals, and more!

Next →

Contact information ⓘ

First name
Enter your answer.

Last name
Enter your answer.

Email
Enter your answer.

Zip code
Enter your answer.

Next

Privacy policy

By clicking Submit, you agree to send your info to Frankenmuth who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#). [Privacy Policy](#)

Submit

Frankenmuth

Thanks, you're all set.

We look forward to seeing you! You can visit our website or exit the form now.

👏 You successfully submitted your responses.

View website

LEAD ACQUISITION

WOOBX
SIGN UP TO WIN



Enter this sweepstakes

Your Email Address

Receive updates from Visit Independence

First Name Last Name

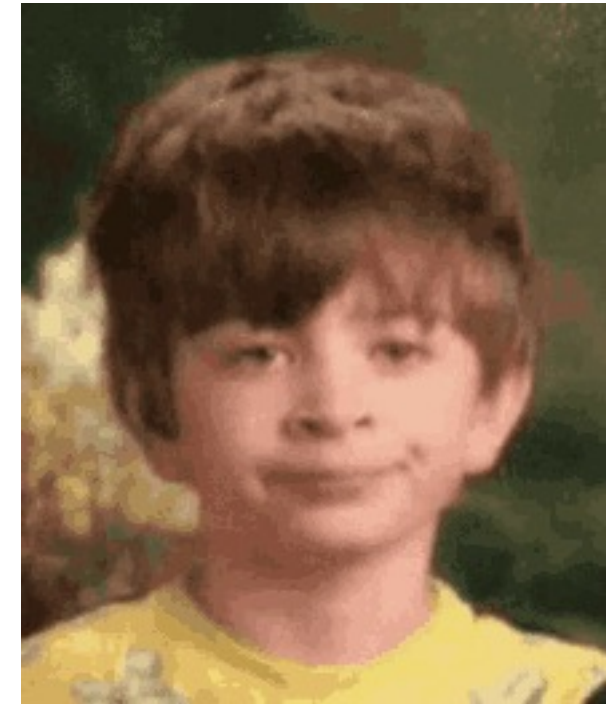
City

State

Zip Code

I have read and agree to the [official rules](#).

Enter



**PUT YOUR
LISTS TO
WORK**

CUSTOM AUDIENCES

The image displays the Facebook Custom Audiences interface. A central dialog box titled "Create Audience" is shown, featuring the following fields and options:

- Audience Name:** An empty text input field.
- Type:** Three radio button options: "Emails" (selected), "UIDs", and "Phone Numbers".
- File:** A "Choose File" button followed by the text "No file chosen".

Below the input fields, there is a note: "Files need to be in CSV or TXT format with one entry per line." and a privacy notice: "Any personally identifying information will be hashed before being uploaded to Facebook. Learn how this works". At the bottom of the dialog are "Create" and "Cancel" buttons, and a link for "Custom Audience Terms".

To the right of the dialog box is a diagram illustrating audience types. It shows two silhouettes of people at the top. Below them, a blue box labeled "MATCH" is connected by a horizontal line to a single silhouette. Below that, another blue box labeled "LOOK-A-LIKE AUDIENCES" is connected by a horizontal line to two silhouettes.

Overlaid on the top of the dialog box is a dark blue rectangle with the text "facebook Custom Audiences" in white.



Plan | eNewsletter

THANK YOU

SUCCESS!

Thank you for subscribing to the monthly Ann Arbor area Travel Insider e-newsletter.



Thanks for
signing up!





Strike while the iron is HOT.

Robert Thomas Iron Design

AUTOMATION RESPONSE



Social Links



Thank them for signing up

Awesome! You're In!

Thank you for joining Discover Southern Indiana's e-newsletter! Stay tuned – we can't wait to share the great things to see and do in our region, including fun events and festivals.

CTA directed to your website

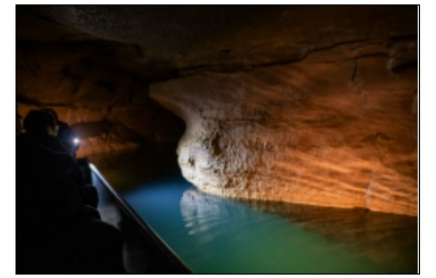
Come 'Discover' what we're all about – your pleasant surprises await at the button below!



Top content

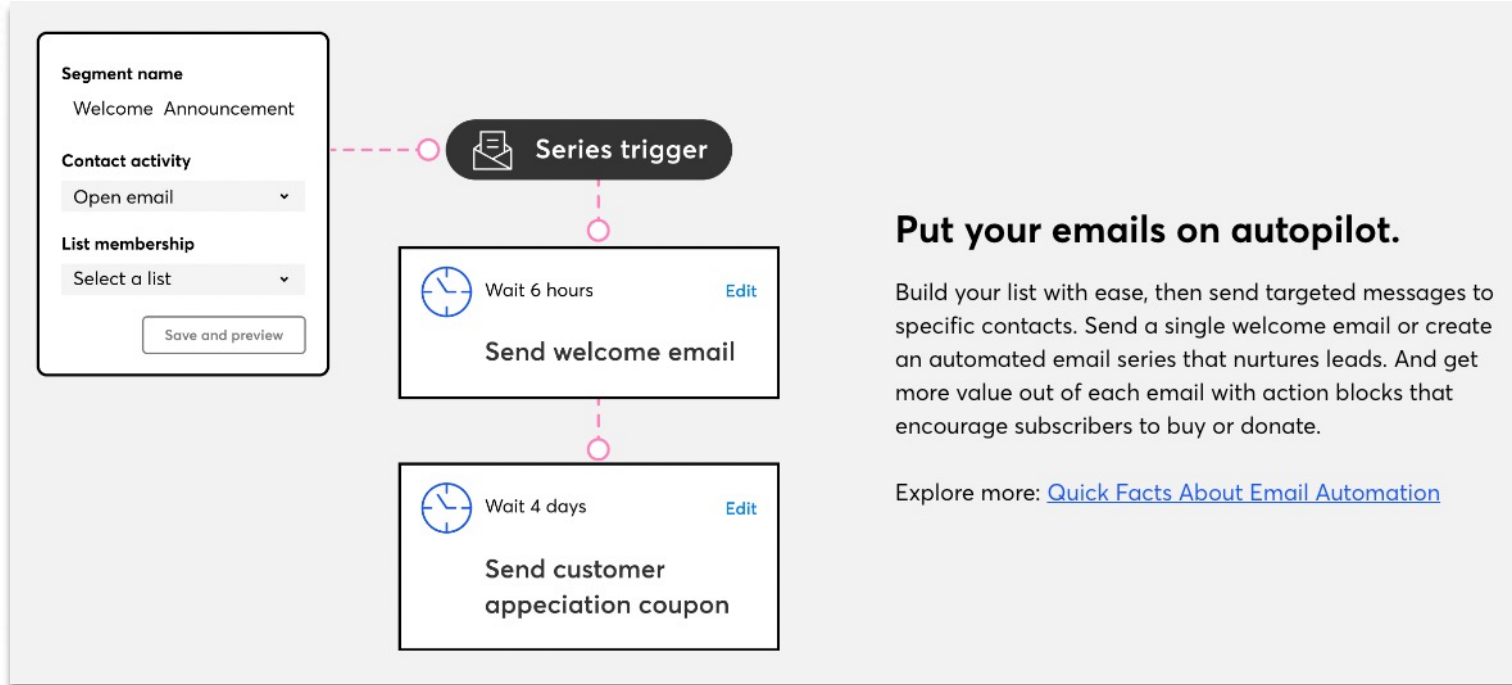


[Top Spring Activities in Southern Indiana](#)



[5 Things You Didn't Know About Southern Indiana](#)

AUTOMATIONS



Put your emails on autopilot.

Build your list with ease, then send targeted messages to specific contacts. Send a single welcome email or create an automated email series that nurtures leads. And get more value out of each email with action blocks that encourage subscribers to buy or donate.

Explore more: [Quick Facts About Email Automation](#)

Strike while the iron is hot!



THE TYPICAL E-NEWSLETTER

Hopeful
 Dale & Carol Miller
 (507) 451-1288
 Main St. - Hope, MN 55046
 Hours: 11 - 12:30 on Saturdays 11 - 7 pm
 and No Charge on Appointments

Steele County Humane Society
 "We speak for those who cannot speak for themselves."

 P.O. Box 230
 Owatonna, MN 55060
 507-451-4512
 sdhopeful@yahoo.com
 steelecountyhumane.org

THE SHOP
 9151 37th Ave SW
 In hope next to R&L Postage
We'll Keep You Running Strong

Mechanical Metal Auto Body

\$35/hr
FREE CHECK ENGINE TEST
 (on models 1996 and newer)

We Are Happy To Install New Or Used Parts At Your Request

Mechanical Services Include:	Metal Services include:	Auto-Body Services:
Oil Changes - 525 and up Belts Hoses Brake Ends Align Spark Plugs Spark Plug Wires Distributors Brakes Brake Lines Tire Repair Thermostats Transmission Filter Alternators Power Steering Pumps Water Pumps Exhaust And More	Welding Tackling Grinding Lathe Work Drill Press Work General Metal Repairs Tap and Die Work Custom Rod Iron Work And More	Sheet Metal Replacement Sheet Metal Repair Part Swapping Painting Bent Repair Undercoating Glass Replacement Classic Lead Work And More

Sales:
 Oil And Other Fluids
 Wiper Blades
 Lights
 Nuts And Bolts
 And More

We Also Build And Repair 3 Phase Rotary Converters

Feel Free To Call Or Stop By
 507-214-2909

LITOMYSL Summer Festival
Sunday, July 31, 2011
 On the Grounds of Holy Trinity Catholic Church

Polka Mass at 10 a.m.
 Festival From 11 a.m. - 5 p.m.

GAMES for ALL AGES
SIT DOWN LUNCH
LIVE MUSIC
FOOD FILLED BISCUITS
LIVE & SILENT AUCTIONS
COUNTRY STORE & USED-A-BIT SALE

www.litomysl.webs.com

Holy Trinity is 8 miles south of Owatonna on County Road 45, then 2 miles east on County Road 4 (SE 98th St.),
 5 miles north of Blooming Prairie on Hwy 218 to Bixby, then 4.5 miles west on County Road 4 (SE 98th St.),
 or
 6 miles south of Owatonna on I 35 to Hope Exit #32, then east on County Road 4 to County Road 3,
 then south for a 1/2 mile, then 3 miles east on 98th St. SE.
 (8946 SE 24th Ave, Owatonna, MN 55060)

Backdoor, Basement Activity
 First Lutheran Church of Ho
 6:00 pm to 8:30 pm
 Sunday Evenings This summer
 (except July 2)

MUSIC - Top Artists

MOVIES - Family orientate

Games - all kinds

Puzzles

EVERYONE WELCOME

F
 Uncle Tom's Antique Mall
 Will be holding it's Third
 Annual Flea Market
 Summer



Aug. 22-23
[Conneaut Annual D-Day Reenactment](#)
 Conneaut Township Park, Conneaut

Aug. 23-24
[Governor's Cup Regatta](#)
 Grand Lake St. Mary's, Celina

[More events>>](#)

Travel Publications
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More Ohio Information
[DiscoverOhio.com>>](#)
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[Enter the Monthly Contest>>](#)
[Read Our Blog>>](#)
[Military Discounts>>](#)

THE BIGGEST PROBLEMS...

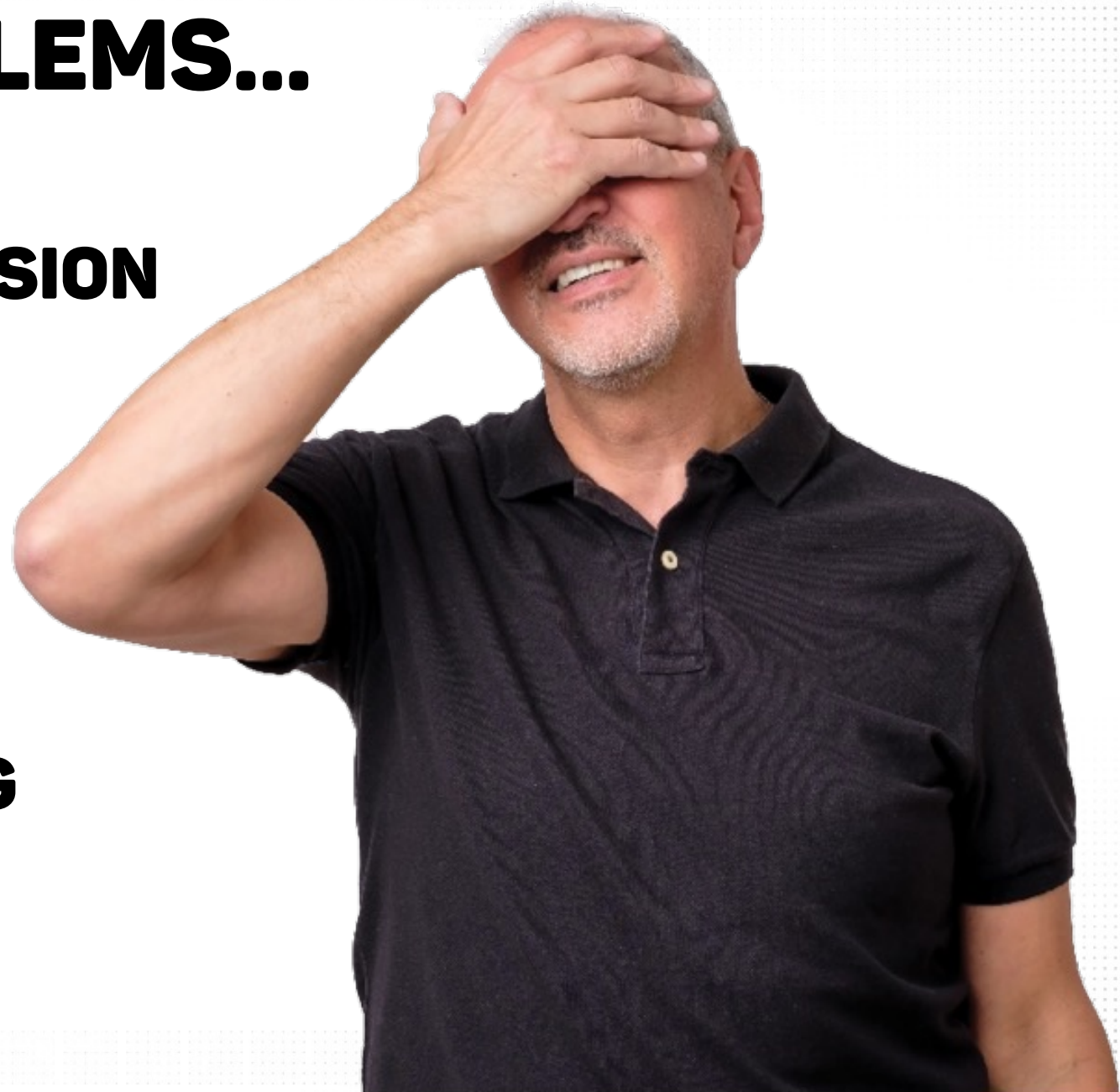
LACK OF INSPIRATION & VISION

SAYING TOO MUCH

**NOT SPEAKING TO YOUR
AUDIENCE'S INTERESTS**

NO INTEGRATED PLANNING

A TO-DO LIST ITEM



TENDENCIES & MISSED OPPORTUNITIES



CONTENTS

Limit Yourself to 3-5 Items
(OR LESS)

Single column/Full Width

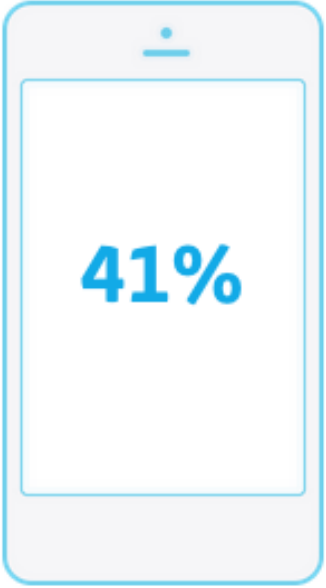
Be visual with content

Send them somewhere valuable

LESS IS MORE



GOING MOBILE



MOBILE

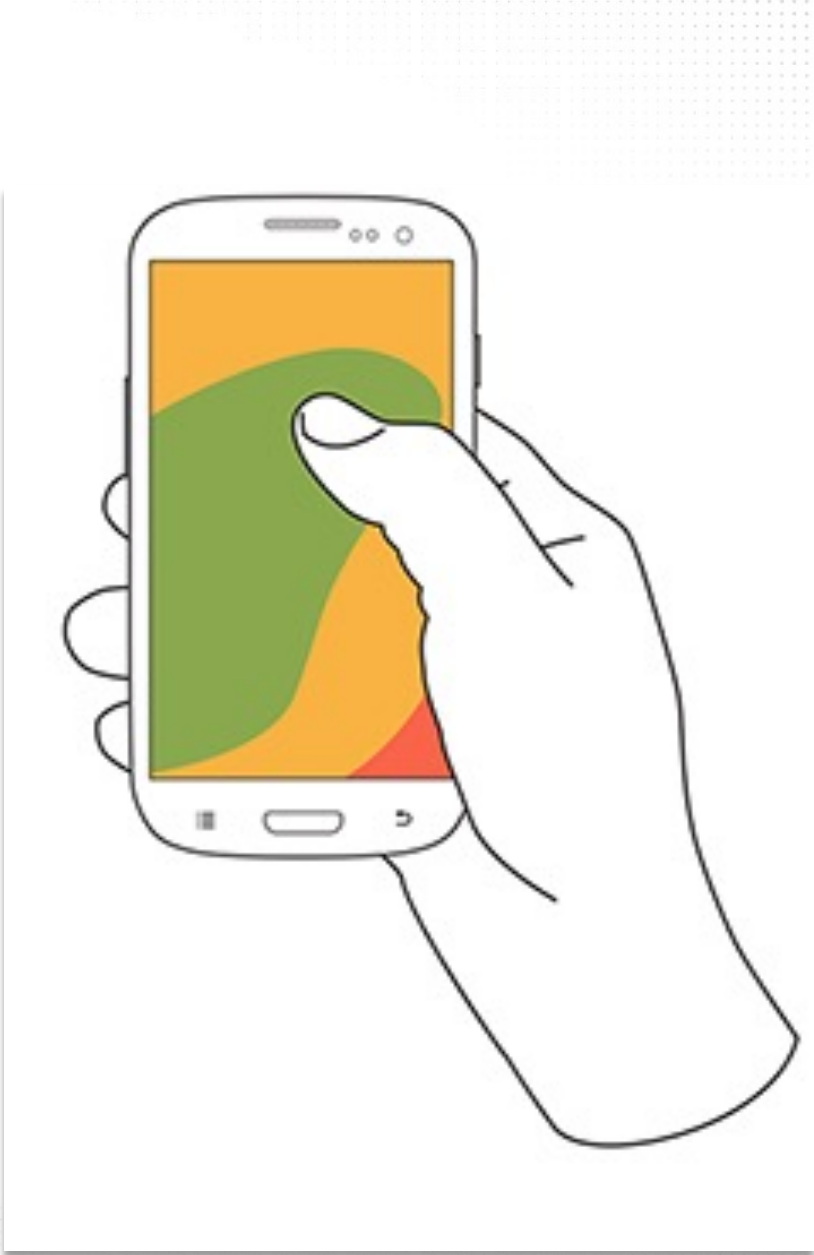


DESKTOP



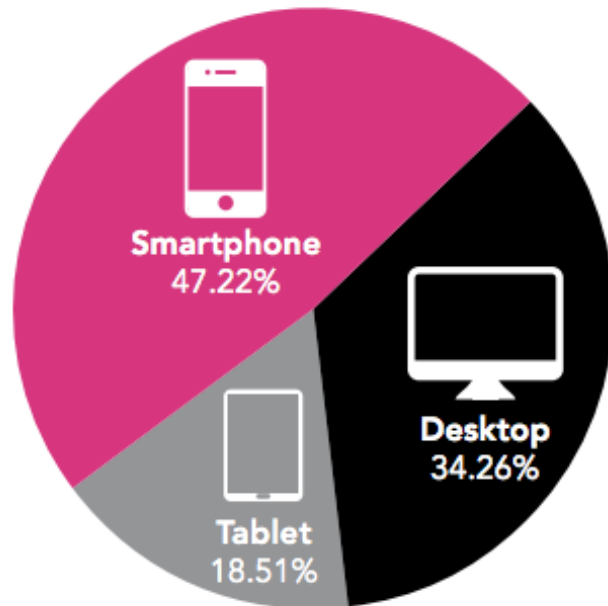
WEBMAIL

** Data is based on 1.8 billion opens from nearly 22 billion email recipients. 9% of opens occurred in an undetectable environment.*



Be consistent - Think “Mobile First”

66% of emails were opened on a smartphone or tablet



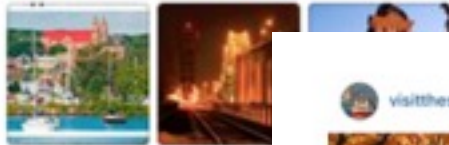
BUILD CONNECTION POINTS



CONTENT

INTEGRATION

The Soo History



Follow

Pinterest

Discover more about the rich history of Sault Ste. Marie, Michigan by exploring our [Pinterest board](#). Check out historic photos from the building of the locks, architecture from the late 1800's and stories from Native Americans. The Soo's history dates back to 1668 so there's a lot to discover

visitthesault



60 likes

Instagram

Be sure to [FOLLOW US](#) on Instagram. We'll be sharing some of the beautiful fall colors from around Sault Ste. Marie, MI.

We'll also be sharing some of our favorite shots from visitors like you!

Don't forget to **TAG YOUR PHOTOS** with [#ILoveTheSoo](#).

[#exploreBC](#)

This photo of Emerald Lake in the Kootenay Rockies was taken by [@kootenay_rocker](#).



and share the wonder of seeing [#exploreBC](#) on [Instagram](#) and [Twitter](#).

INTEGRATION

MY BOISE BY CHRIS HAUNOLD

FAVORITE THINGS TO DO IN BOISE BY CHRIS, OWNER, IDAHO MOUNTAIN TOURING:

Riding horses in the [foothills](#).

Catching a concert at the [Idaho Botanical Garden](#).

Enjoying a bottle of Idaho wine (and the show) at the [Idaho Shakespeare Festival](#).

Want more ideas on what to do in Boise? Like us on [facebook!](#)



Watch our newest vid!

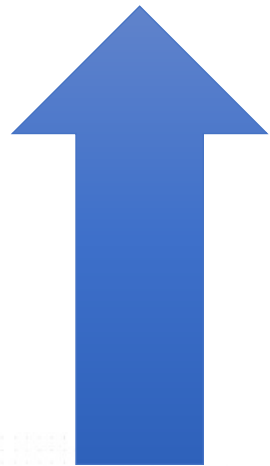
On October 24th, 2,096 Ypsilanti women broke the Guinness World Record for most Rosie the Riveters in one photo. You can see for yourself in our latest video! Check it out [here](#).



Read more blogs!

We're working around the clock to bring you regularly updated blogs about the Ypsilanti Area. [Click here to read about the history and hidden gems of Ypsi.](#)

Think of your e-newsletter as an opportunity to connect and engage with your audience across multiple channels



**TOUCH
POINTS**

THE LANDING PAGE

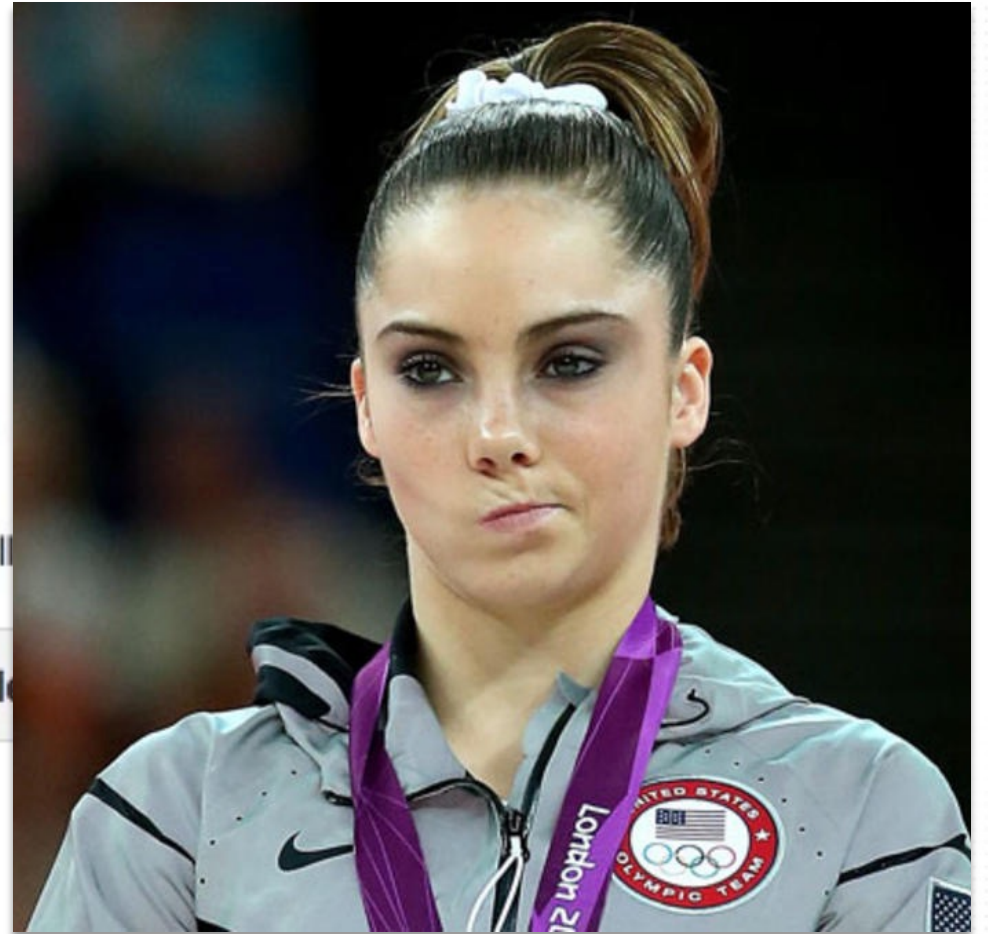
Big Whites at Big White



Date:
March 28th, 2015

Location:
Village Centre Mall

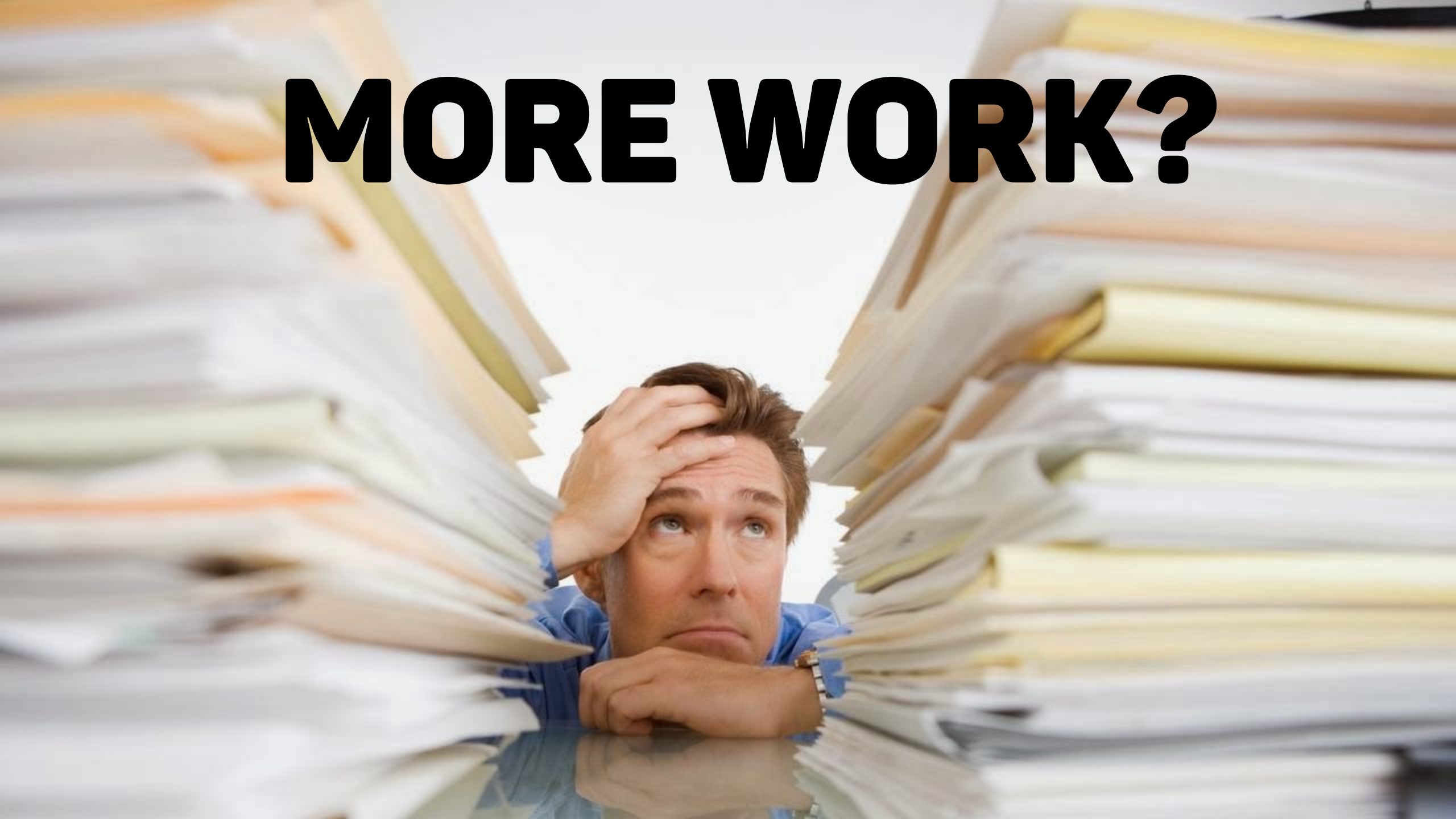
 **Add to Cal**



INITIATE THE DISCOVERY PROCESS



MORE WORK?



HOW OFTEN?





~~GO AWAY~~

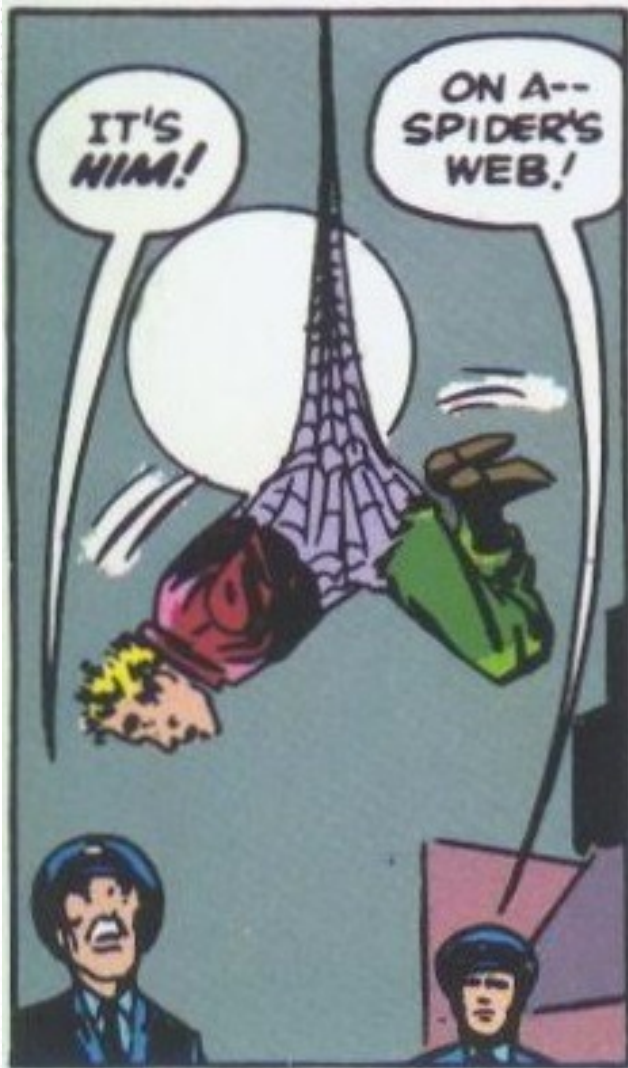
Reason #1: You send too many emails

According to the research findings, “receiving too many emails” was by far the number one reason people decide to unsubscribe from an email newsletter. The root causes behind sending too many emails could include:

- Forgetting to communicate your email send frequency in your opt-in form
- Sending emails more frequently than you originally promised
- Believing that your subscribers want to hear from you more frequently than they actually do



- Once per month
- Seasonally
- When you have something to say



AMAZING FANTASY #15

MARKETER

SOCIAL
MEDIA

EMAIL



A black and white photograph of George Bernard Shaw, an elderly man with a full white beard and hair, wearing a dark suit jacket. He is seated at a desk, looking down at a book he is holding with both hands. The desk is cluttered with papers and a pen. The background is dark and out of focus, showing a window with vertical blinds. The lighting is dramatic, highlighting his face and the book.

**“THE SINGLE BIGGEST PROBLEM IN
COMMUNICATION IS THE ILLUSION THAT IT HAS
TAKEN PLACE.”**

GEORGE BERNARD SHAW

© Lifehack Quotes

LEARN MORE....Conventionally

Sign up for the TwoSix Digital Monthly E-Newsletter
Monthly digital tips, tricks, and trends in the tourism industry.


Email Address *

First Name

Last Name

State

Subscribe




TwoSix Digital

[f](#) [t](#) [e](#)

6 Tips To Make An Awesome Landing Page

Creating pages with valuable information that drive conversions.



Marketers spend billions of dollars every year on digital advertisements, but continue to drop the ball on landing pages. Strengthen your next campaign by following these best practices.

[Read Now](#)

www.twosixdigital.com/e-news/



LEARN MORE.....Socially



Dave Serino
Founder & Chief Strategist



Brian Matson
Senior Director of Strategy & Education



Nick Danowski
Lead Content Strategist



Scout Delicato
Lead Digital Advertising Strategist



Ashley Maddix
Digital Advertising Strategist



Makenna Schmitz
Digital & Social Media Director

@TwoSixDigital & Facebook/TwoSixDigital





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