



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?

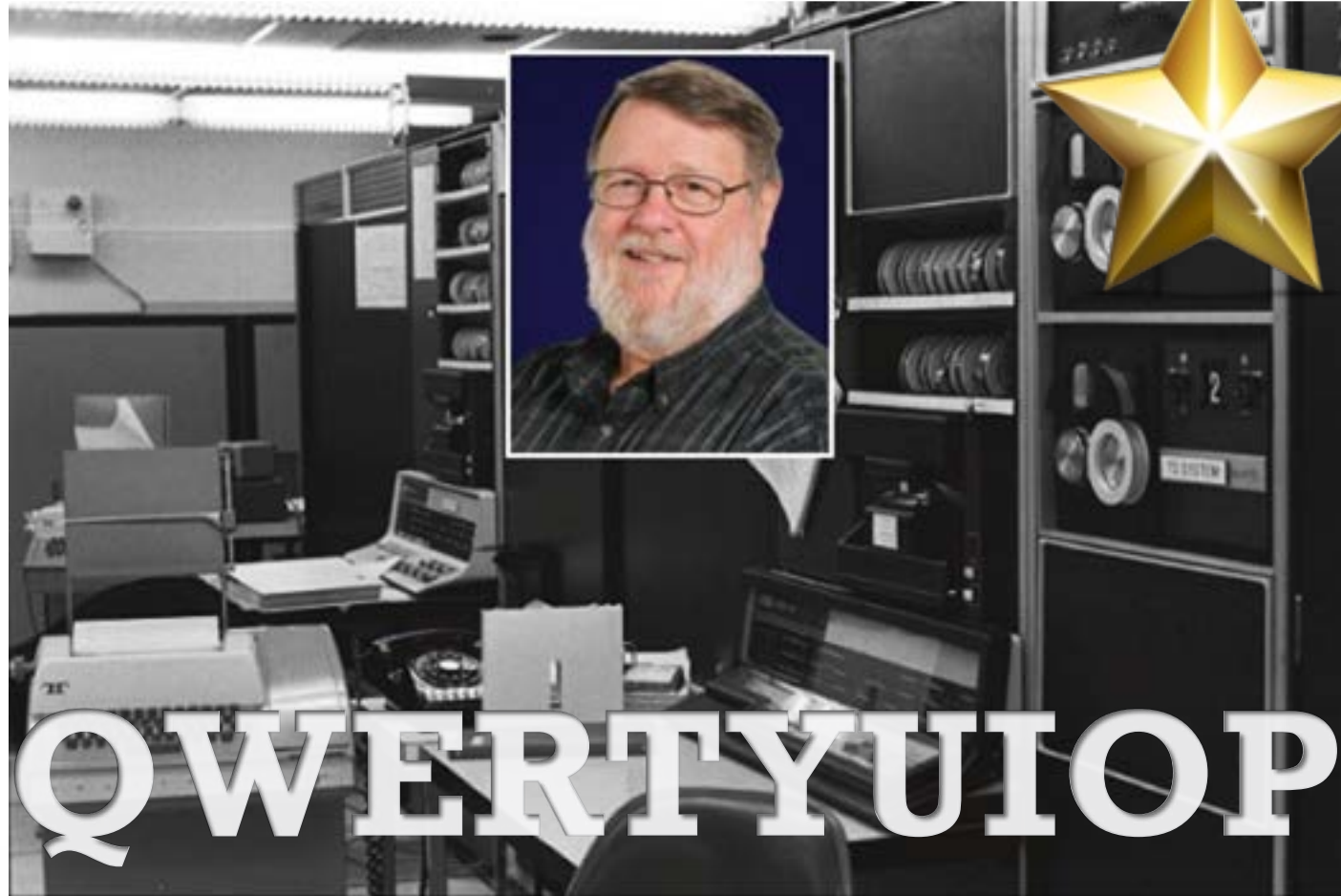
- 90% of all emails sent reach the consumer's inbox, while only 2% of Facebook followers see a business' (organic) posts in their news feed.
- Email marketing can reach a consumer in a direct way that other social media platforms cannot.
- Stats courtesy of



"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

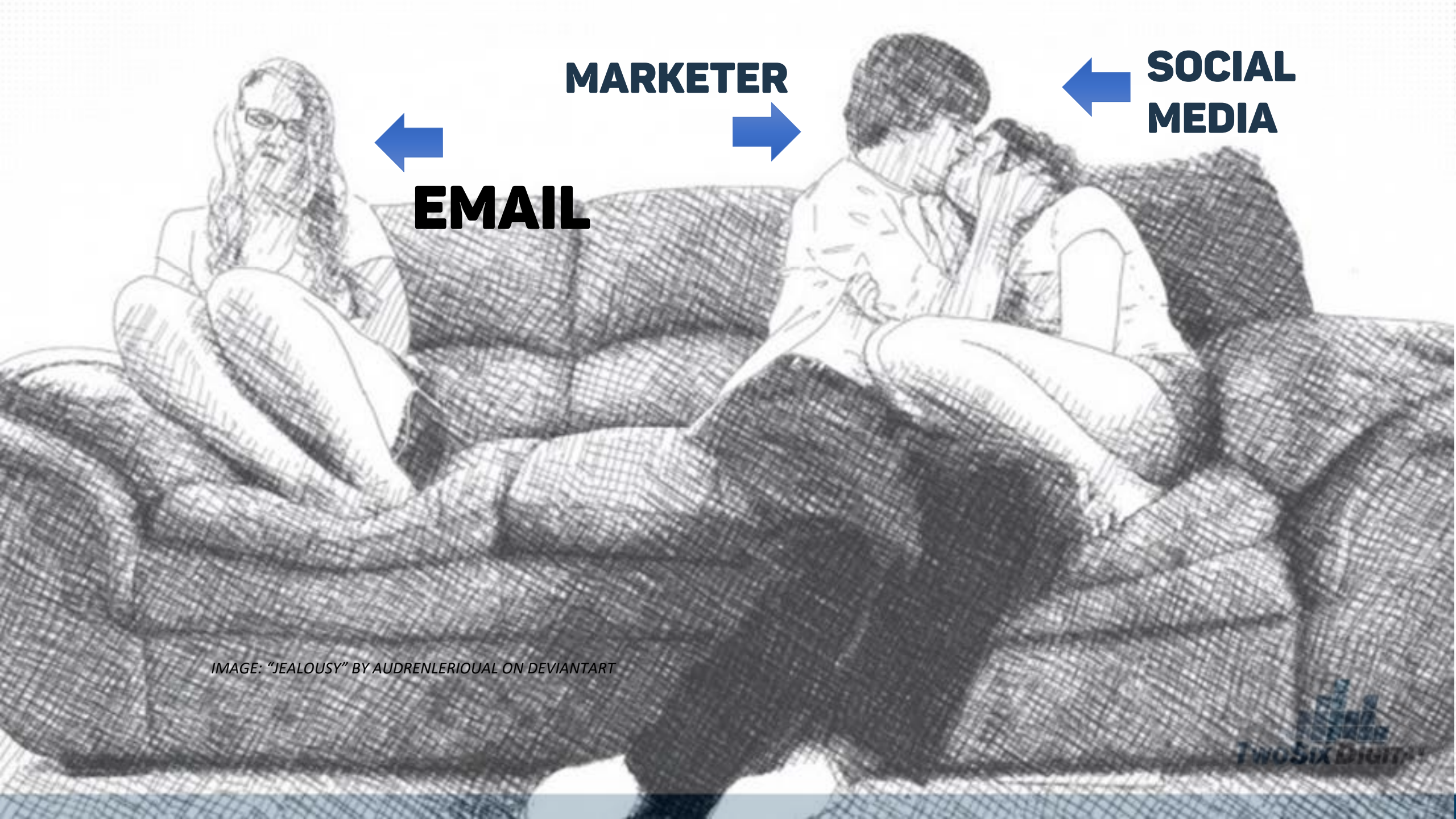
1998

2003



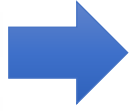
**EMAIL
MARKETING**

**SOCIAL MEDIA
MARKETING**



MARKETER

**SOCIAL
MEDIA**



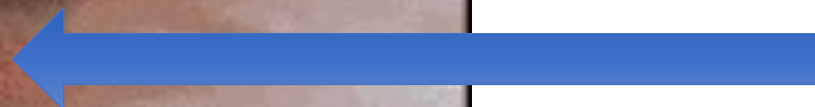
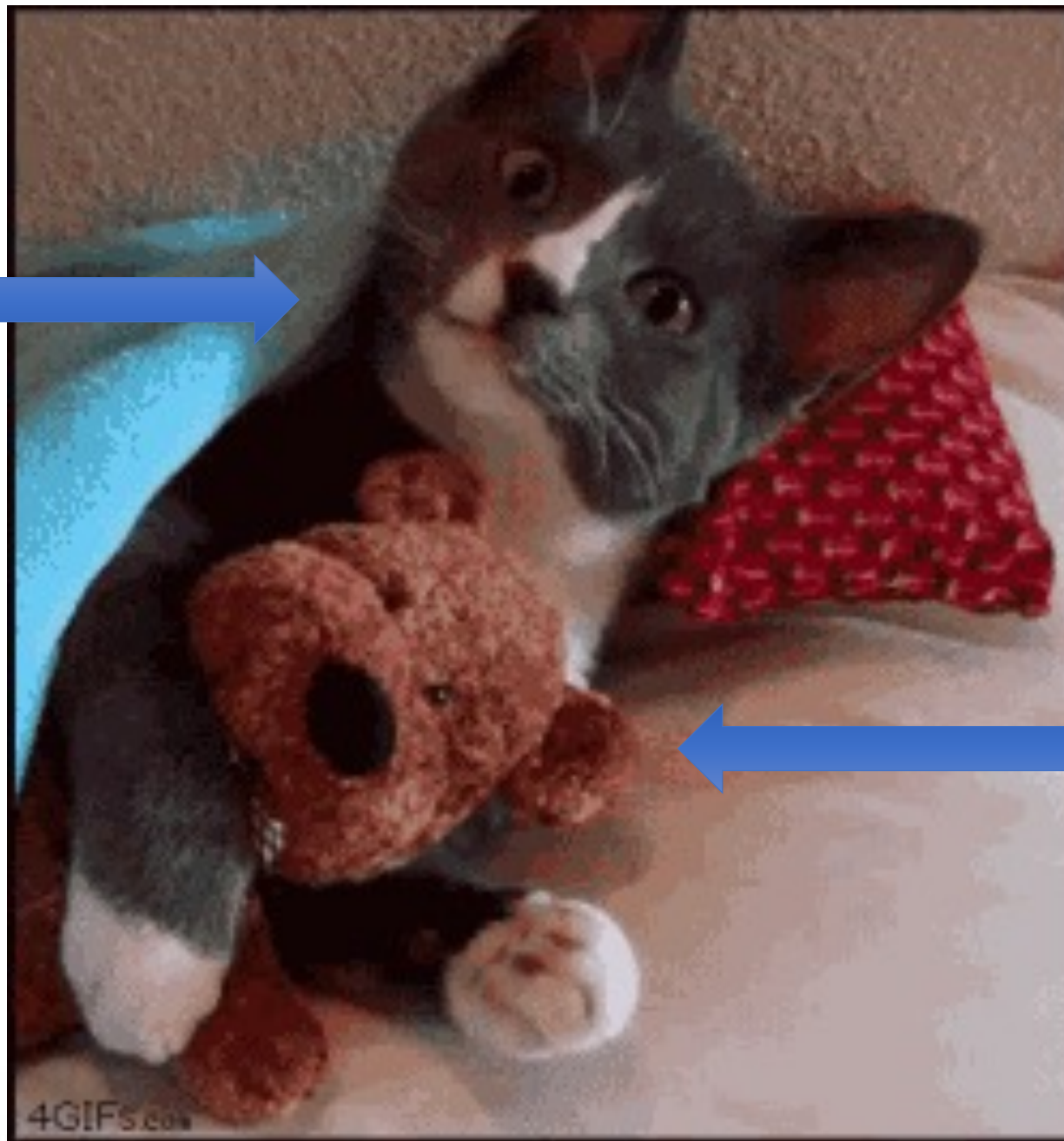
EMAIL

IMAGE: "JEALOUSY" BY AUDRENLERIOUAL ON DEVIANTART



TIME FOR A COMEBACK

EMAIL



**SOCIAL
MEDIA**

Your Emails





THE DATABASE



Rented

VS

Owned

CHANGING RULES

YOUR RULES

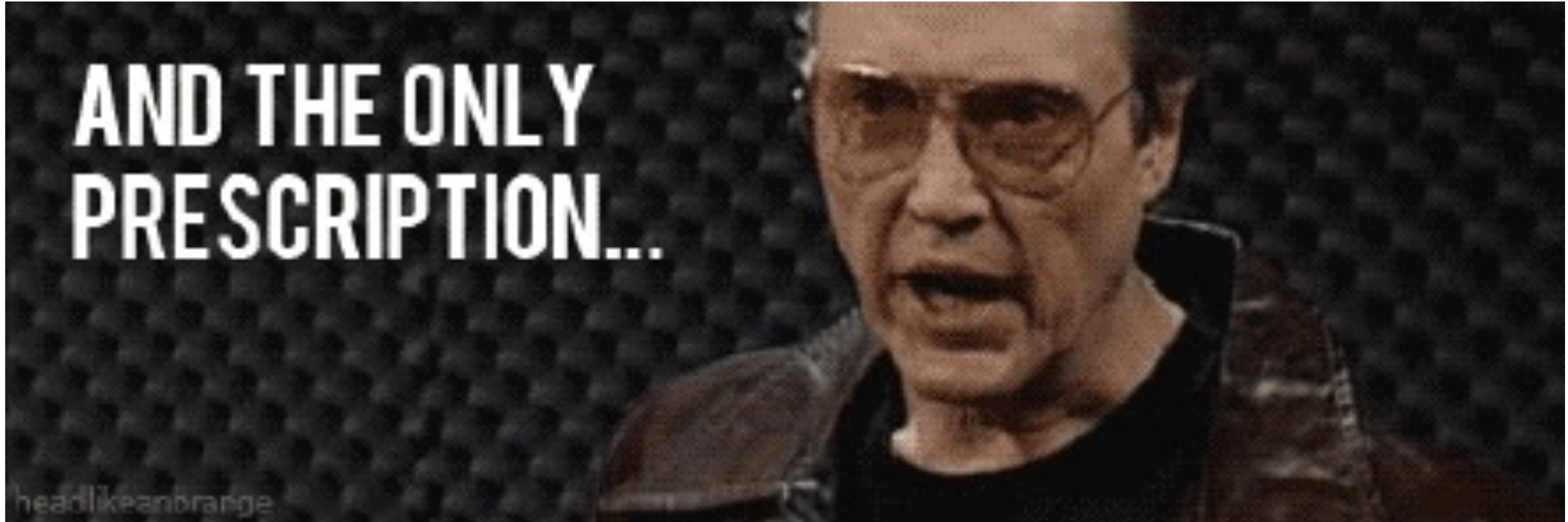
SHELF LIFE

IT LAST FOREVER

PAY TO PLAY

YOU ALREADY BOUGHT IT

I GOT A FEVER FOR E-MARKETING...



...is MORE Emails!



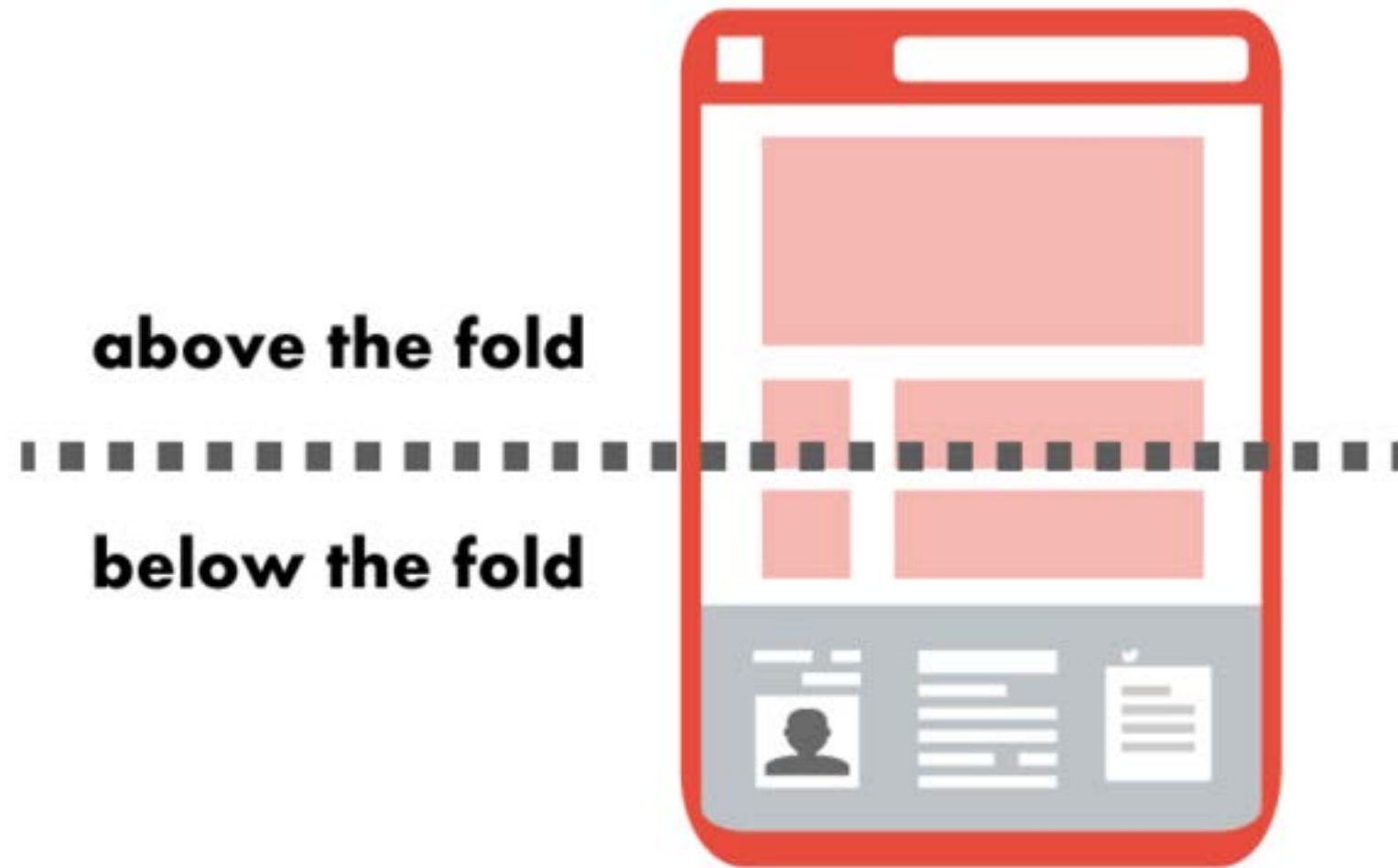


DON'T BE A HOARDER! USE THEM!



HOW?

LIST SIGN-UP FORM



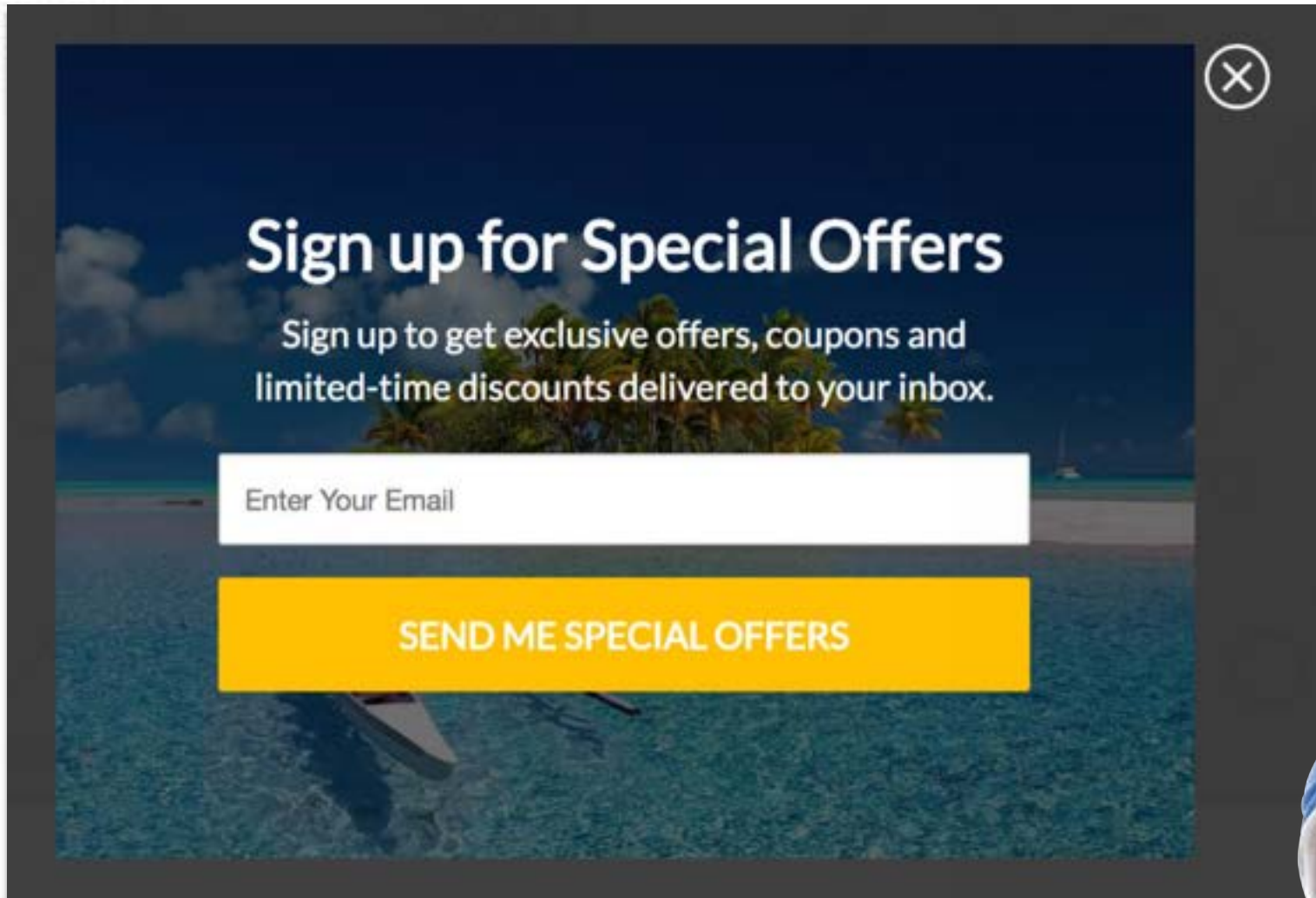
above the fold



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 United 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



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.

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More information call us
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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



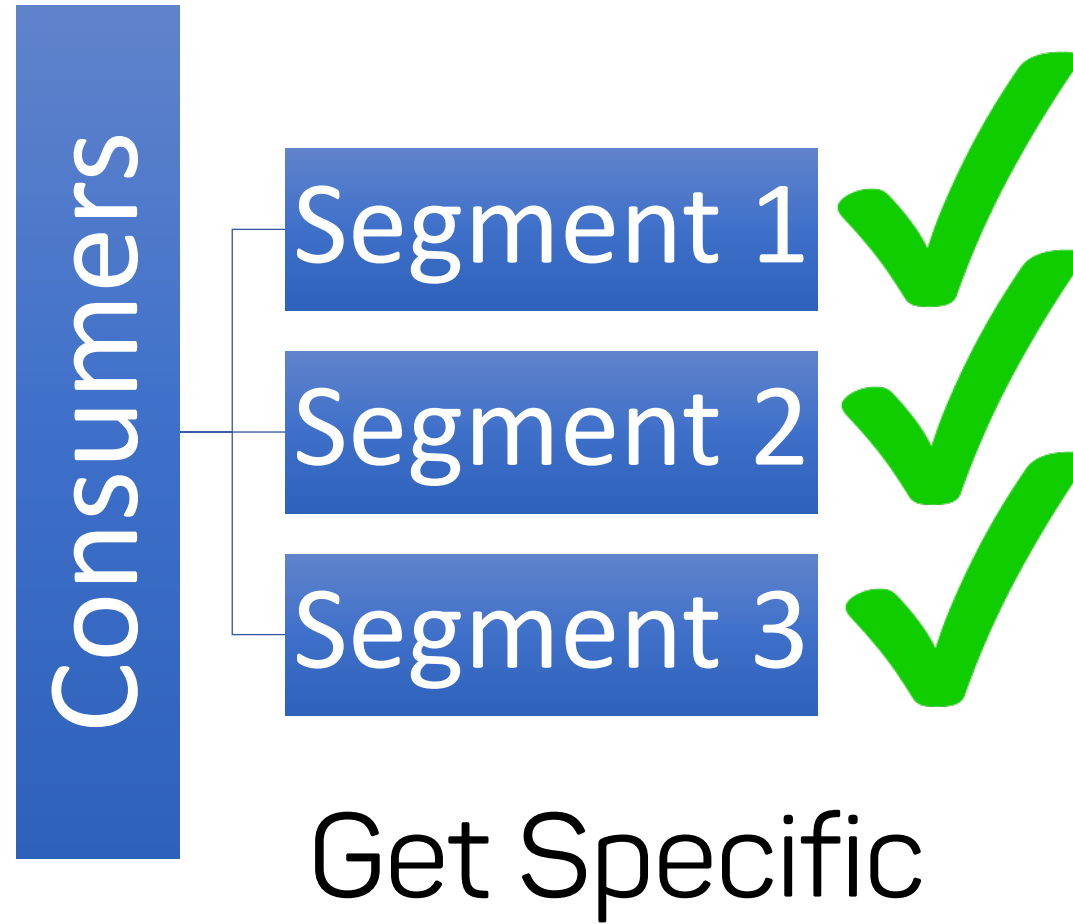


PERSONALIZATION OF MESSAGE

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, there is a call to action: "CLICK HERE TO GET STARTED OR FOLLOW THE HYPERLINK BELOW" in blue, bold, sans-serif font. Below that, in smaller text, it says "Take our quick survey, be entered to WIN a \$100 Amazon gift card!" and "CLICK HERE" in blue, bold, sans-serif font.

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

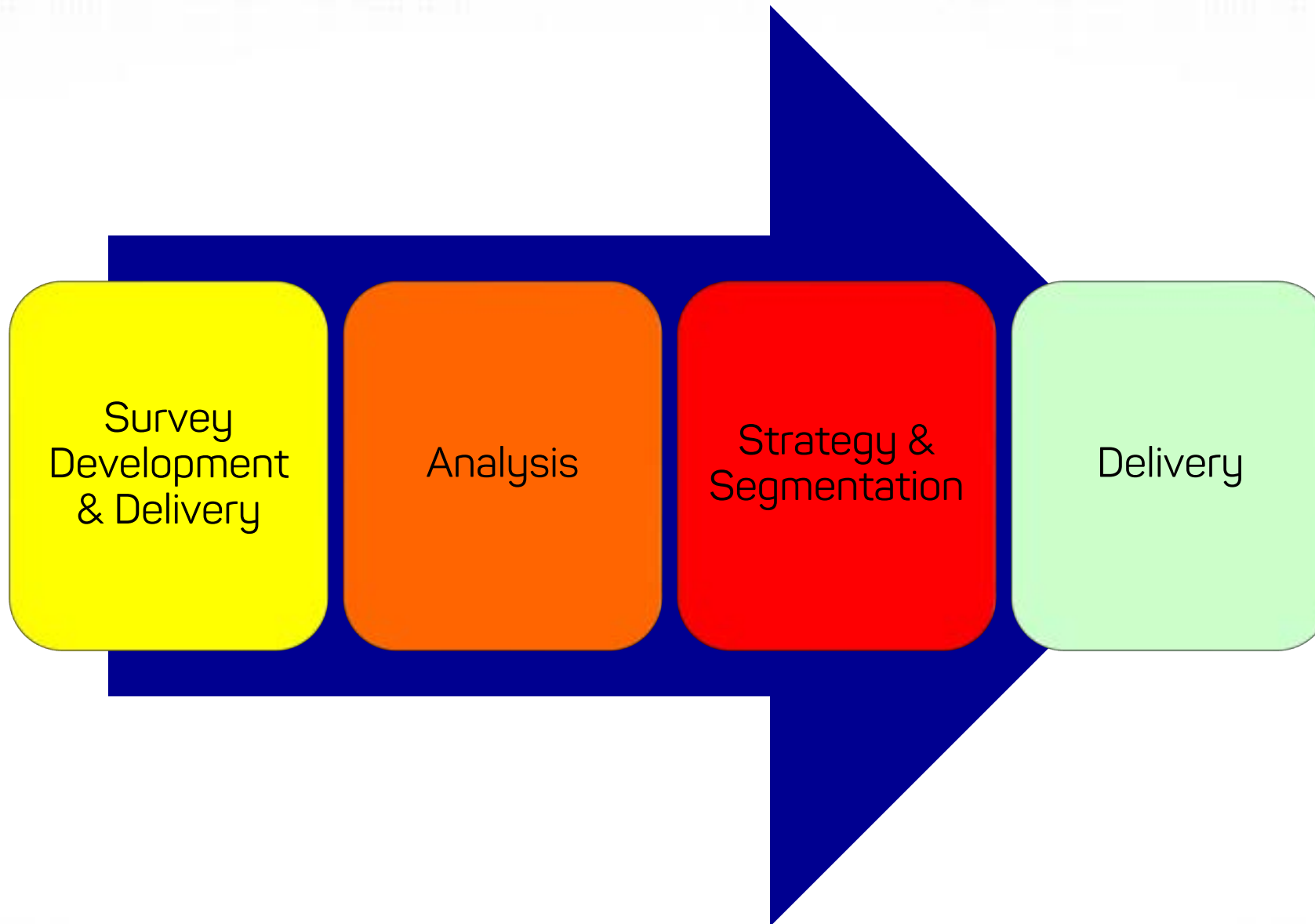
Have they visited you

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

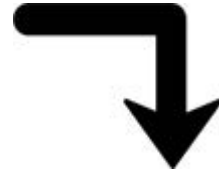




PAY A LITTLE




LEAD GENERATION ADS



Frankenmuth Sponsored · 🌐

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



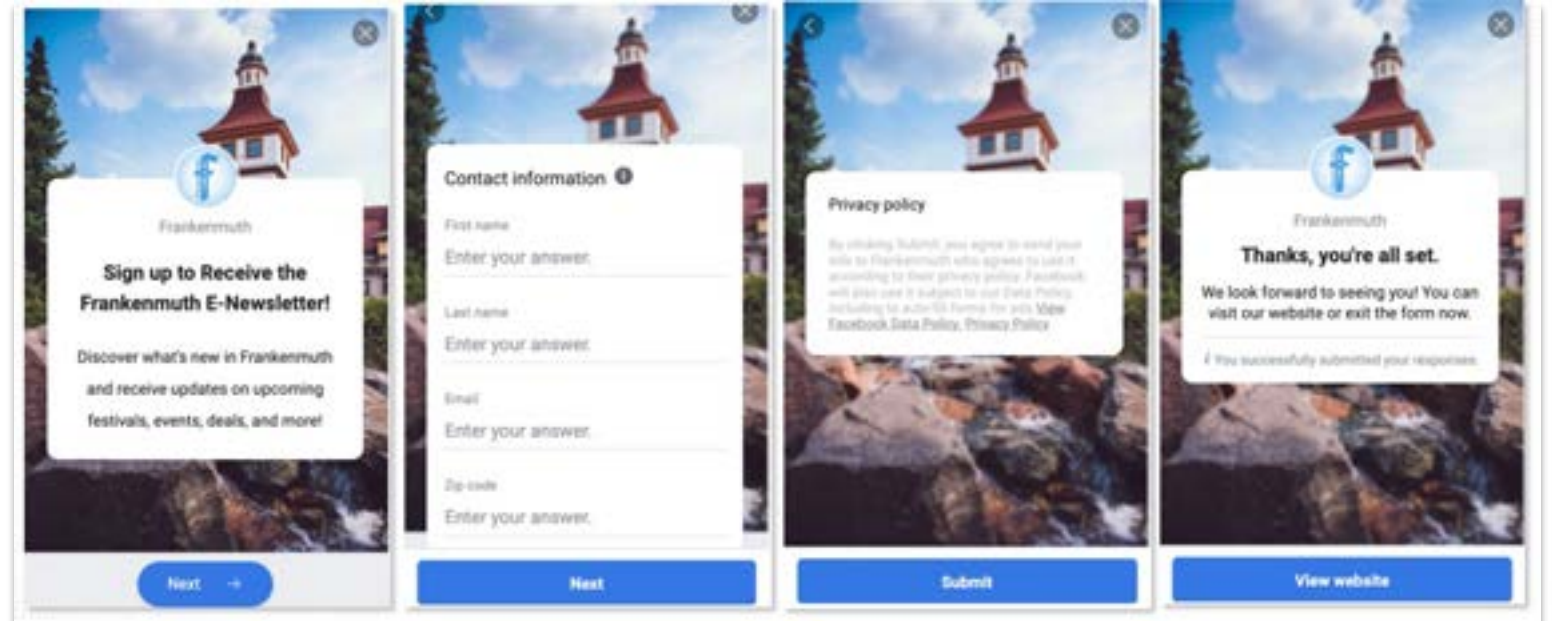
FORM ON FACEBOOK

Sign-up for the Frankenmuth E-... [SIGN UP](#)

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](#)

Frankenmuth

Contact information

First name
Enter your answer

Last name
Enter your answer

Email
Enter your answer

Zip code
Enter your answer

[Next](#)

Frankenmuth

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 you. 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

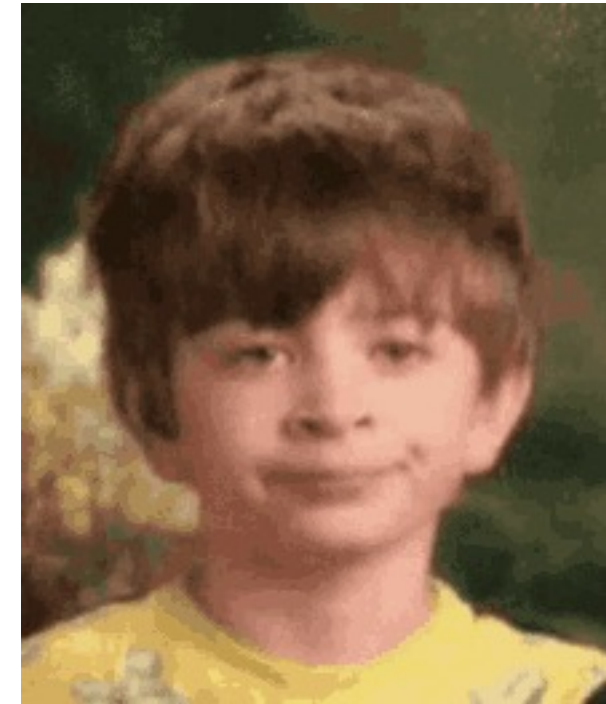
WOOBX
SIGN UP TO WIN



Enter this sweepstakes

Receive updates from Visit Independence

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



**PUT YOUR
LISTS TO
WORK**

CUSTOM AUDIENCES

The image displays the Facebook Custom Audiences interface. A central blue box contains the text "facebook Custom Audiences". Below it, a "Create Audience" dialog box is shown with the following fields and options:

- Audience Name:** [Text input field]
- Type:** Emails [?], UIDs [?], Phone Numbers [?]
- File:** No file chosen

Below the form, there is a note: "Files need to be in CSV or TXT format with one entry per line." and another note: "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, a diagram illustrates audience types. It shows two individual silhouettes at the top, with a blue box labeled "MATCH" below them. Below that, two silhouettes are shown together, with a blue box labeled "LOOK-A-LIKE AUDIENCES" below them.



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



BEST PRACTICE

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!

Start Planning

Top content

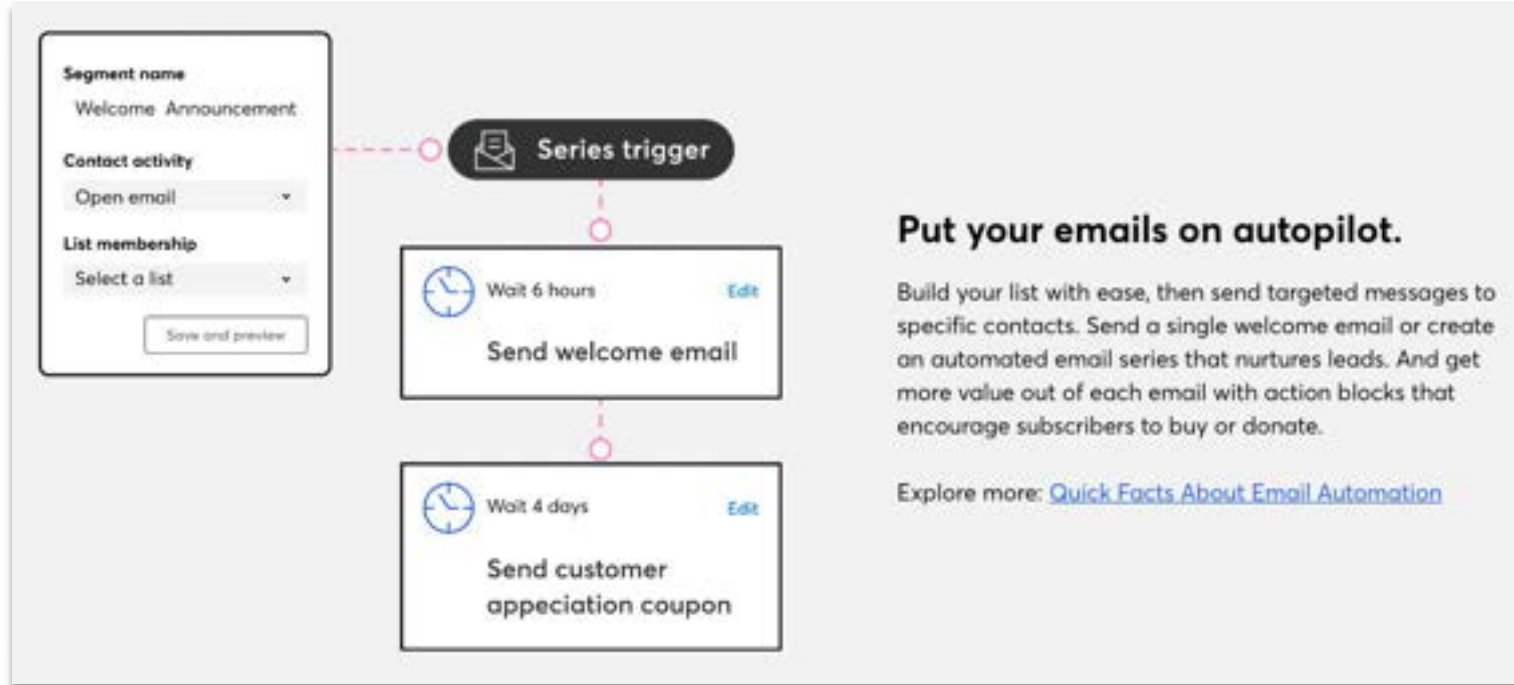


[Top Spring Activities in Southern Indiana](#)

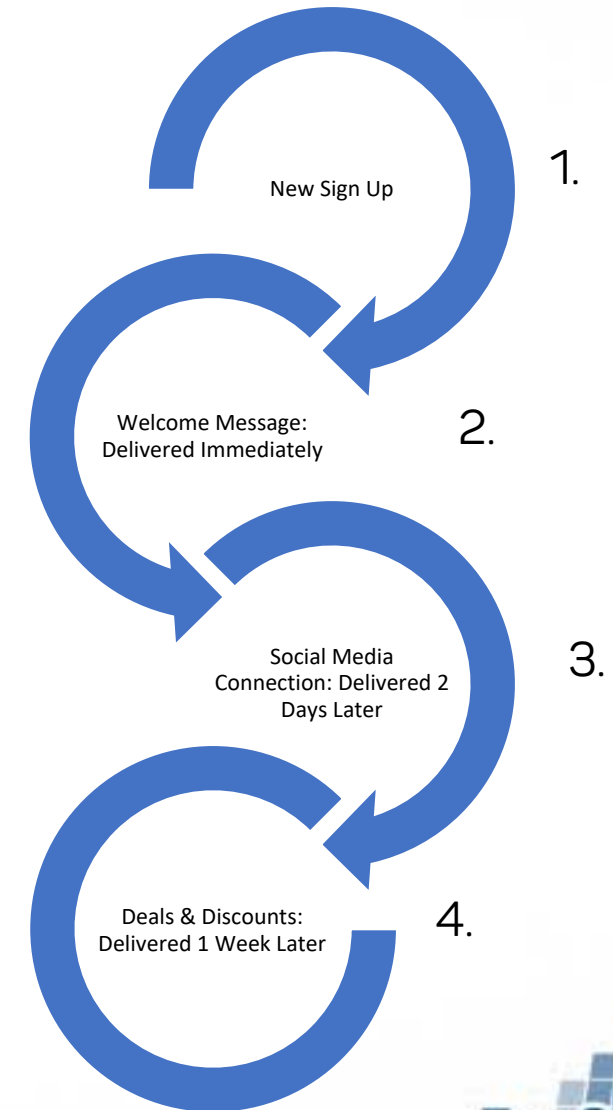


[5 Things You Didn't Know About Southern Indiana](#)

AUTOMATIONS



Strike while the iron is hot!



THE TYPICAL E-NEWSLETTER



THE SHOP

1075 17th Ave SW
St. Cloud, MN 56301
We'll Keep You Running Strong

Medical

Metal

Auto Body

\$35/hr
FREE CHECK-IN/OUT

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

Mechanical Services Include:	Welding Services Include:	Auto Body Services Include:
Oil Changes, Filters, Oil, Spark Plugs, Timing Belts, Air Filters, Cabin Air Filters, Brakes, Wheel Balancing, Tire Rotation, Wheel Alignment, Steering, Suspension, Clutch, Brake, Transmission, Fuel System, Exhaust, Cooling System, Power Windows, Power Locks, Power Seats, Power Mirrors, Power Sunroof, Power Door Locks, Power Windows, Power Locks, Power Seats, Power Mirrors, Power Sunroof, Power Door Locks.	Welding, Grinding, Brazing, MIG Welding, TIG Welding, Stick Welding, Plasma Cutting, Laser Cutting, Sheet Metal Fabrication, Pipe and Pipe Welding, Custom Steel Fabrication, Auto Body.	Auto Body Repairs, Paint Work, Sanding, Blending, Primer, Color Matching, Bumper Repairs, Rust Repair, Dent Repair, Glass Replacement, Window Regulators, Door Regulators, Tailgate Repairs, Wheel Well Repairs, Headlight Repairs, Hood Repairs, Trunk Repairs, Fender Repairs, Rear Bumper Repairs, Front Bumper Repairs, Rear Bumper Repairs, Front Bumper Repairs.

Fast Free To Call Or Stop By
927-214-2888

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
LIVEMUSIC
FOOD
FILLED BISCUITS
LIVE & SILENT AUCTIONS
COUNTRY STORE & USED-A-BIT SALE

www.litomysl.com

Rotarian Summer Activity
Holy Trinity Church of Holy
starts at 8:30 pm
Summer Meetings This summer
(except July 2)

Top Artists
Family oriented
Puzzles
EVERYONE WELCOME



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>>](#)

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- [More Ohio Information](#)
- [DiscoverOhio.com>>](#)
- [Create Your Ohio Itinerary>>](#)
- [Enter the Monthly Contest>>](#)
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Filled Biscuits
will be holding it's Third
Annual Flea Market
Summer

THE BIGGEST PROBLEMS...

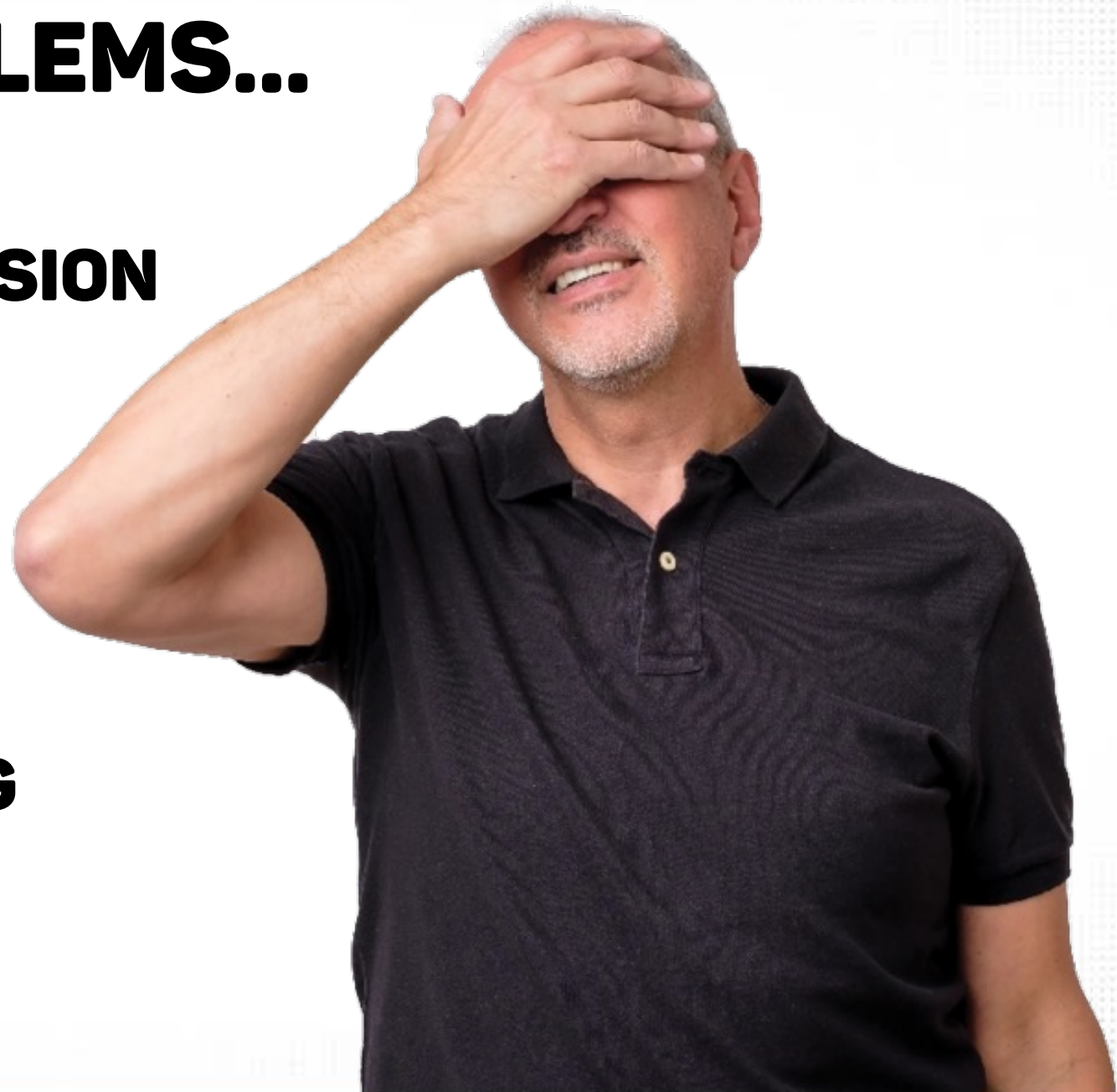
LACK OF INSPIRATION & VISION

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

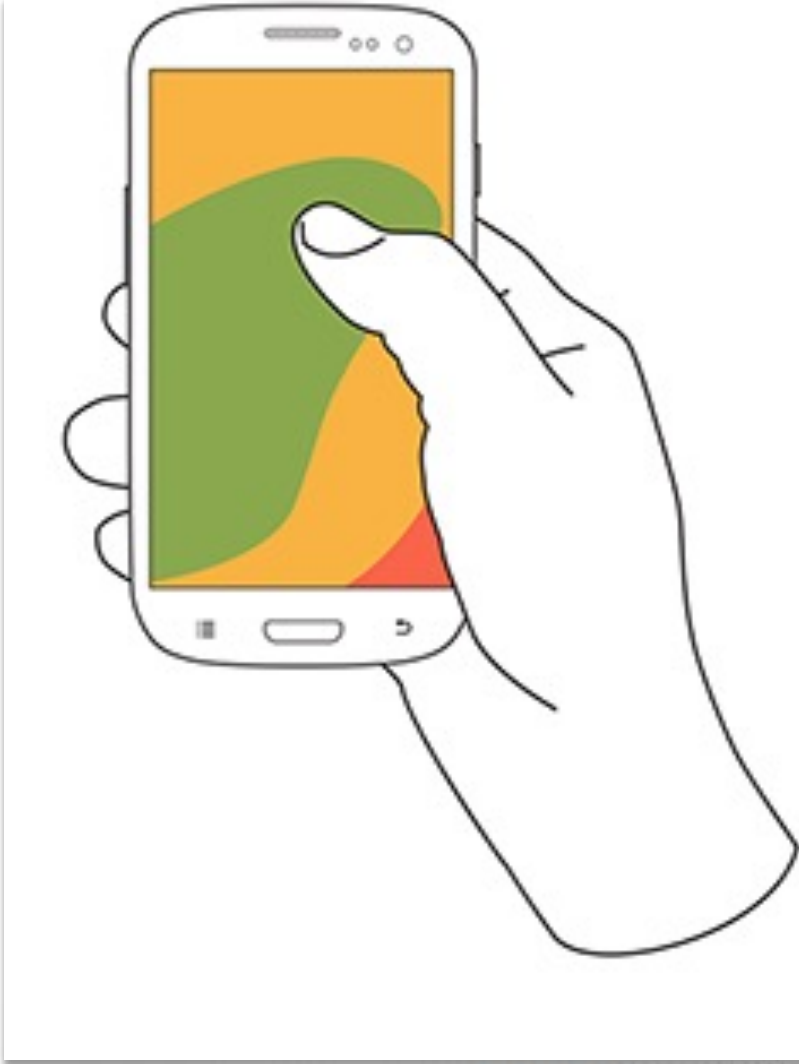


DESKTOP



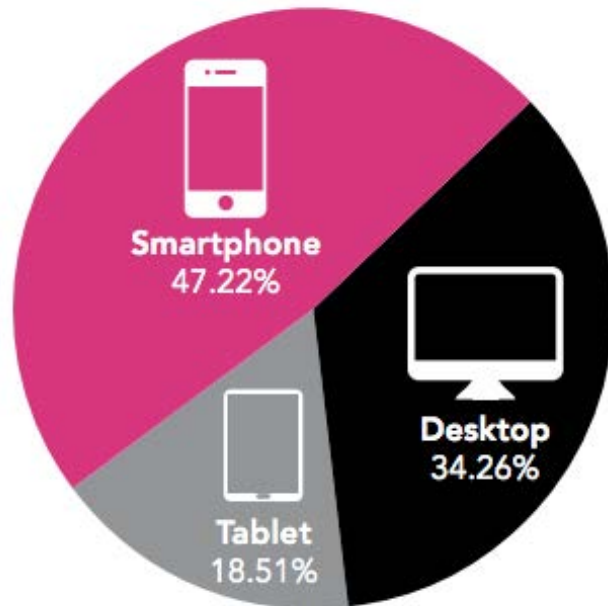
WEBMAIL

** 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



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

#exploreBC

This photo of Emerald Lake in the Kootenay Rockies was taken by @kootenay_rocker.



and share the wonder of
sing #exploreBC on
[gram](#) and [Twitter](#).



Follow

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](#).

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!

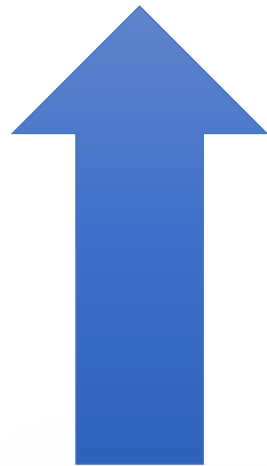
On October 24th, 2,096 Ypsilanti women broke the Guinness World Record for most Rosie the Riveters in one photo. You can see for yourself in our latest video! Check it out [here](#).



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



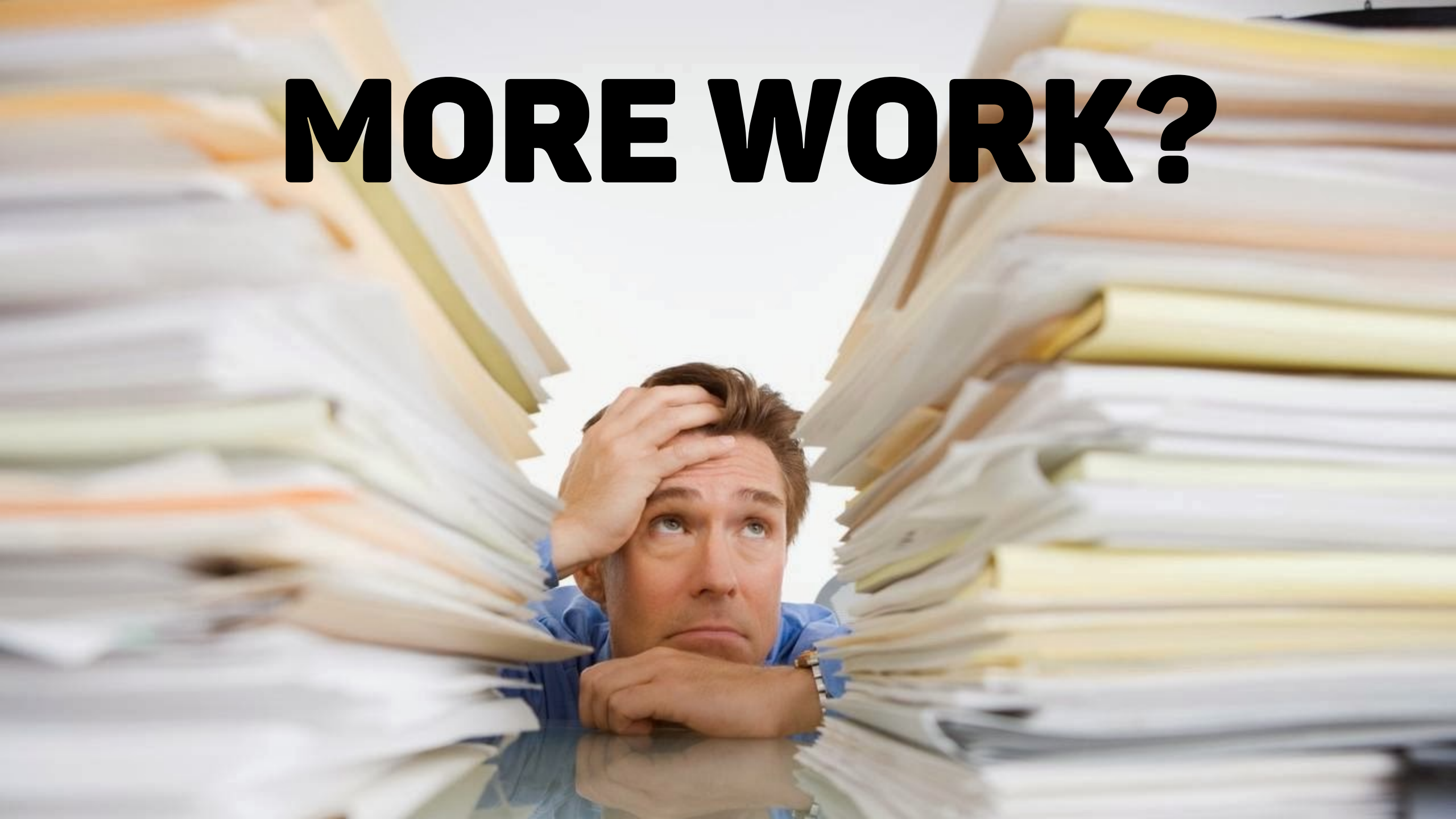
Add to Cal



INITIATE THE DISCOVERY PROCESS



MORE WORK?



HOW OFTEN?





GO AWAY

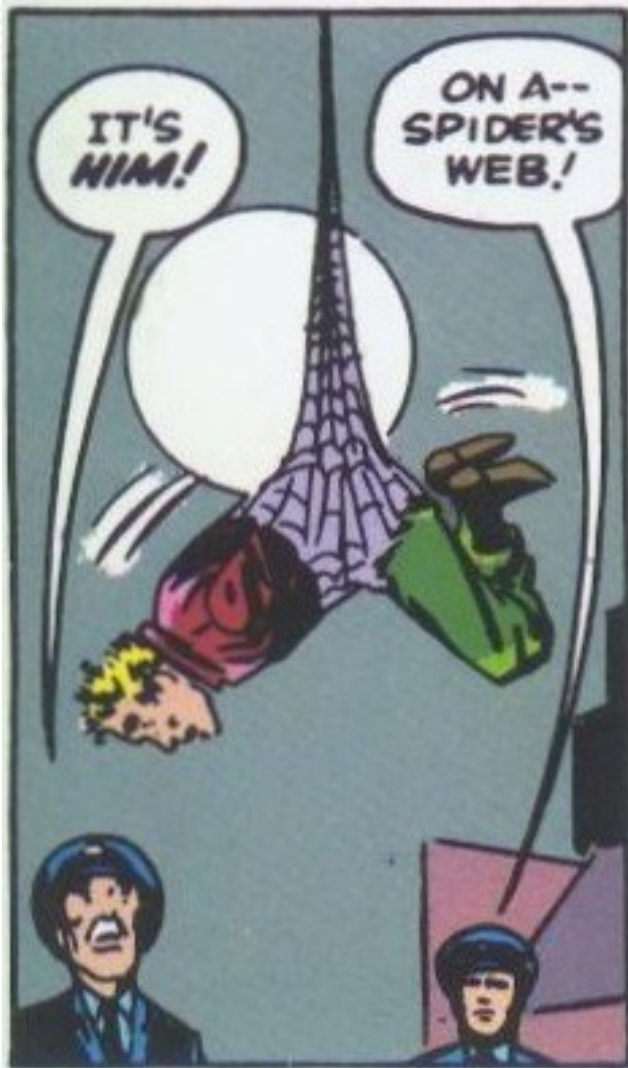
Reason #1: You send too many emails

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

Alabama

Subscribe




TWO SIX 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

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