

MAKING TOMORROW BETTER

Taking Digital Action
in the Performing Arts

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Module 3: E-mail Marketing

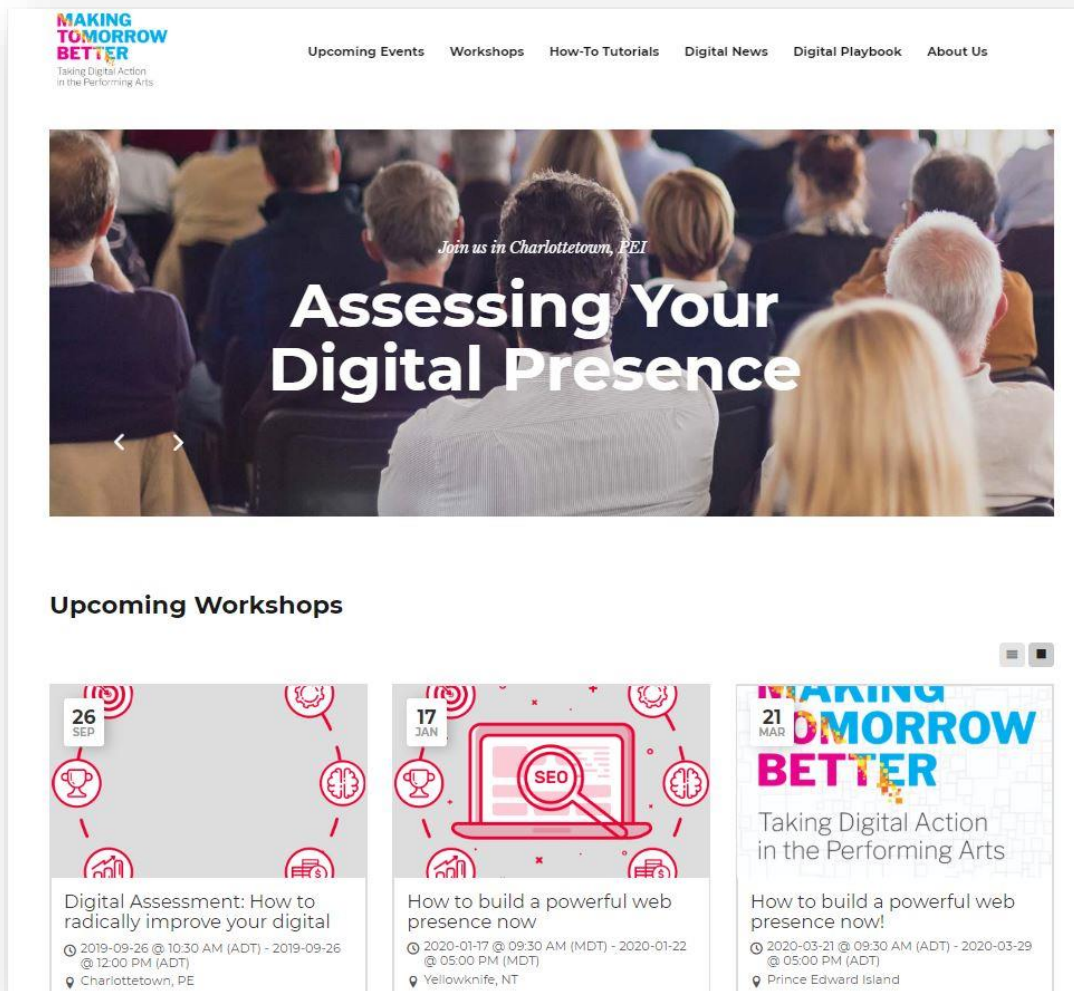
Arts Council of Ladysmith
and District
Ladysmith, BC

Created and presented by
Inga Petri, Strategic Moves
November 27, 2019
10 am to 12:30 pm

We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.

We acknowledge that we are on territory of the Coast Salish Peoples, including the territories of the Snuneymuxw, Stz'uminus, Hul'qumi'num Treaty Group.

In Whitehorse, Yukon I am grateful to live and work on the Traditional Territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation, self-governing nations that negotiated modern treaties (2002; 2005) under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.



<https://DigitalArtsNation.ca/>
 How-to tutorials
 Digital News
 Digital Playbook

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Canada Council
for the Arts

Conseil des arts
du Canada



Atlantic Presenters
Association

Introductions



1. Your name
2. Your interest in arts and culture
3. When do you remember first using email?



The opportunity

Top 10 activities online

1995

1. Email (20 million /week)
2. Research
3. Downloading files
4. Discussion groups (UseNet, ListServ)
5. Interactive games
6. Education and self-improvement
7. Friendship and dating ('personals')
8. Electronic newspapers and mags
9. Job-hunting ('classifieds')
10. Shopping ('cybermall')

<https://www.edn.com/electronics-news/4351406/Top-10-uses-of-the-Internet>



Today

1. Email
2. Book tickets (flights, movies)
3. Banking
4. Chatting
5. Make friends
6. Shopping
7. Data sharing (social media)
8. Freelancing
9. Education
10. Search for information

<https://www.ultimatestealth.com/top-10-internet-uses/>



Email facts and stats

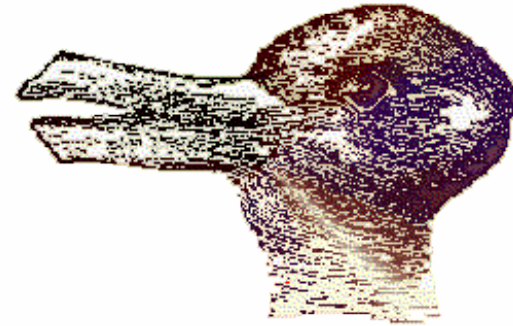
- 293 billion a day, forecast to grow to 347 billion by 2023
- Average office worker receives 121 emails/day
- Open rates
 - mobile 56%
 - webmail 28%
 - desktop 16% (perhaps due to preview panes)
- Click-through rates 3.1%

THE CRUX OF EFFECTIVE COMMUNICATIONS



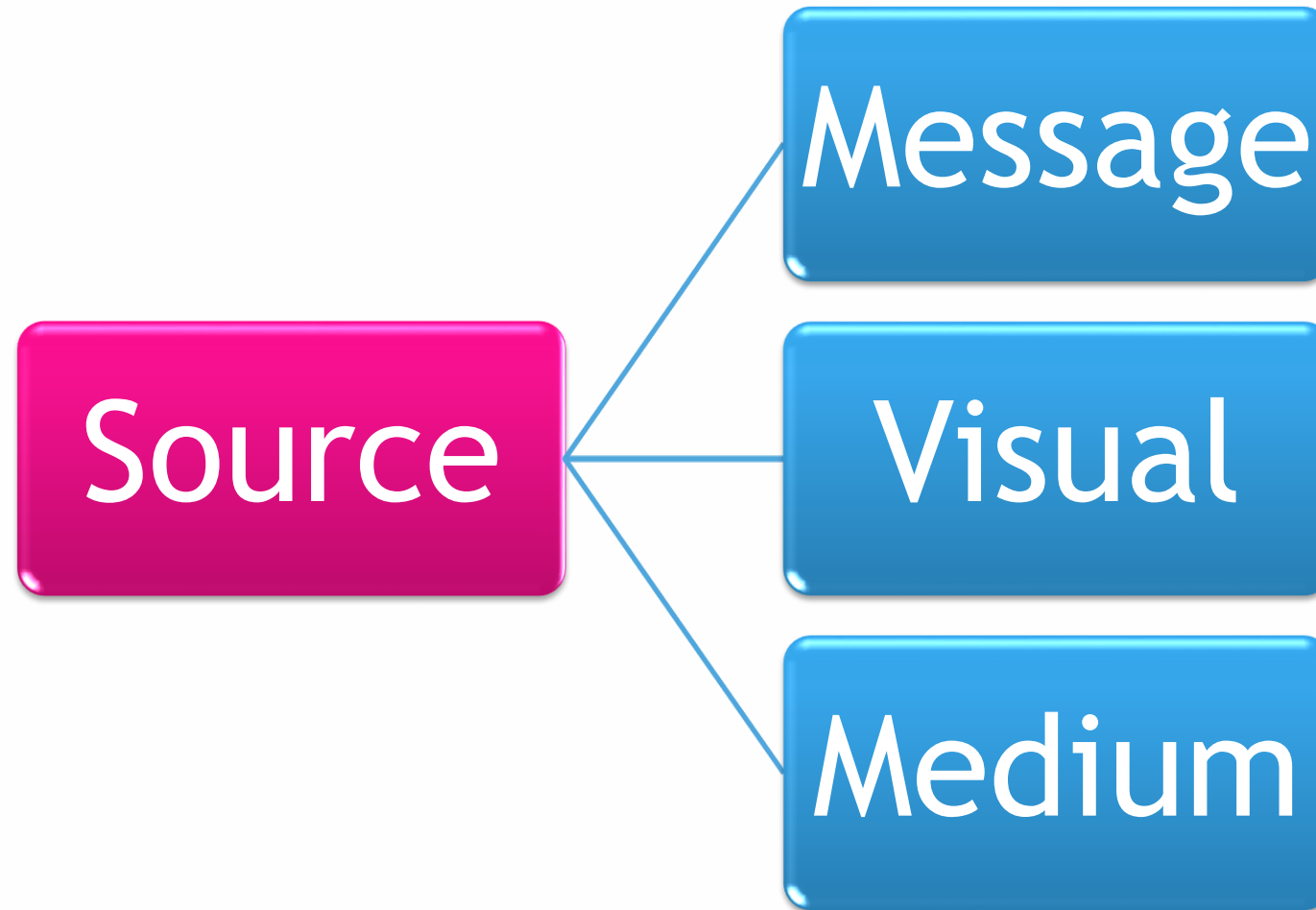
What do you see?

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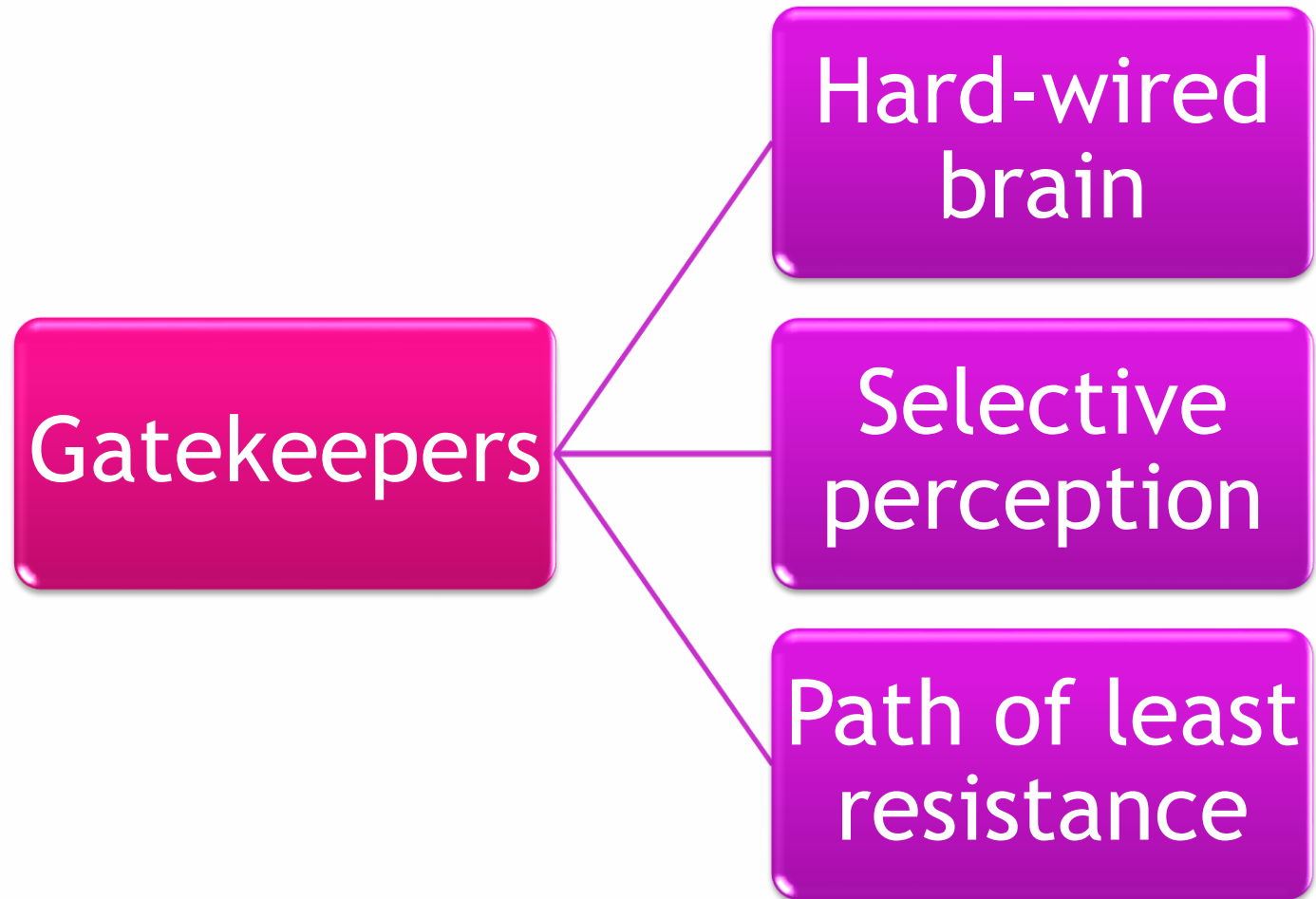


Memory

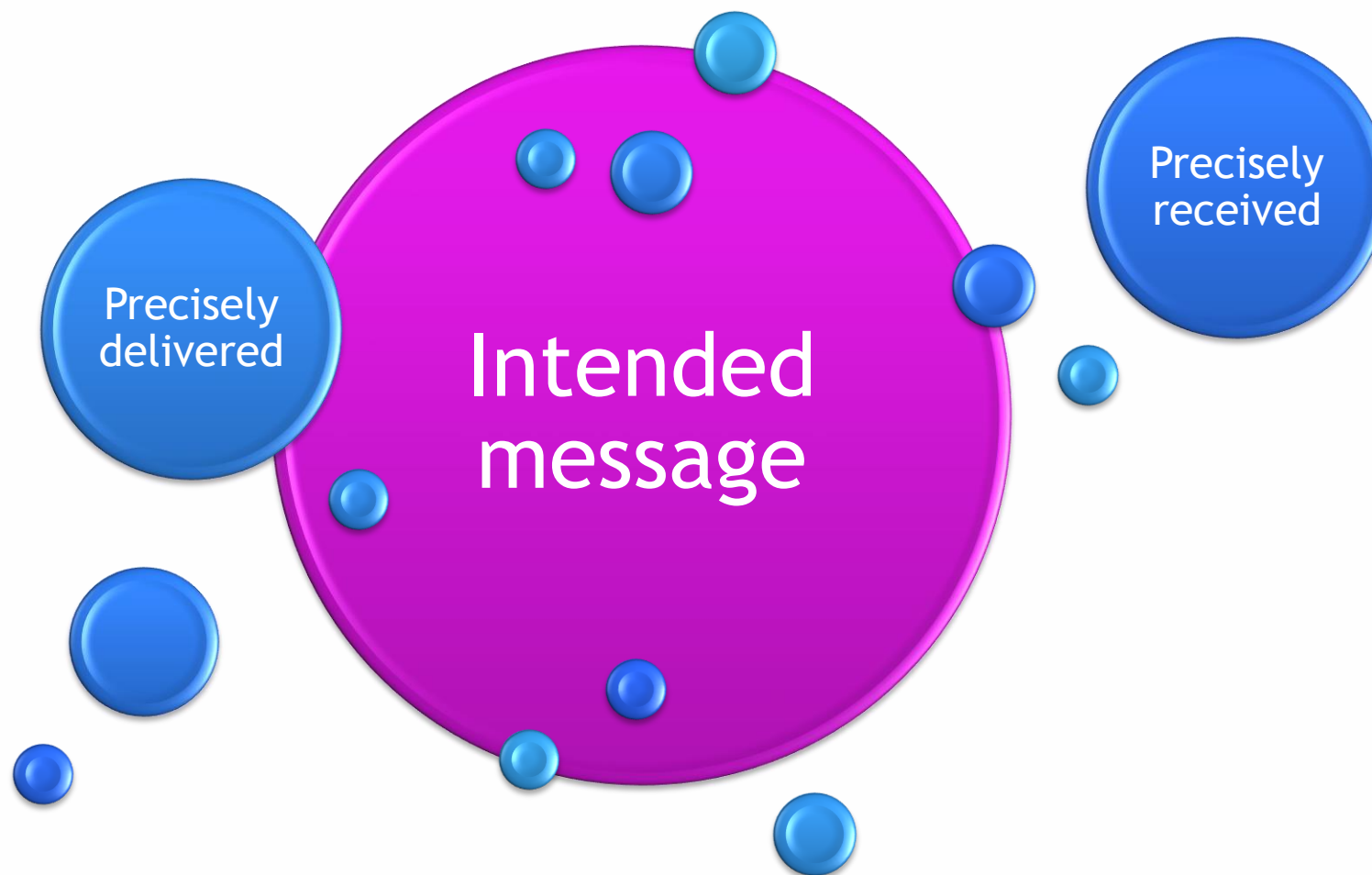
What creates a communication?



What gets in the way of communication?



Message: What is a successful communication?



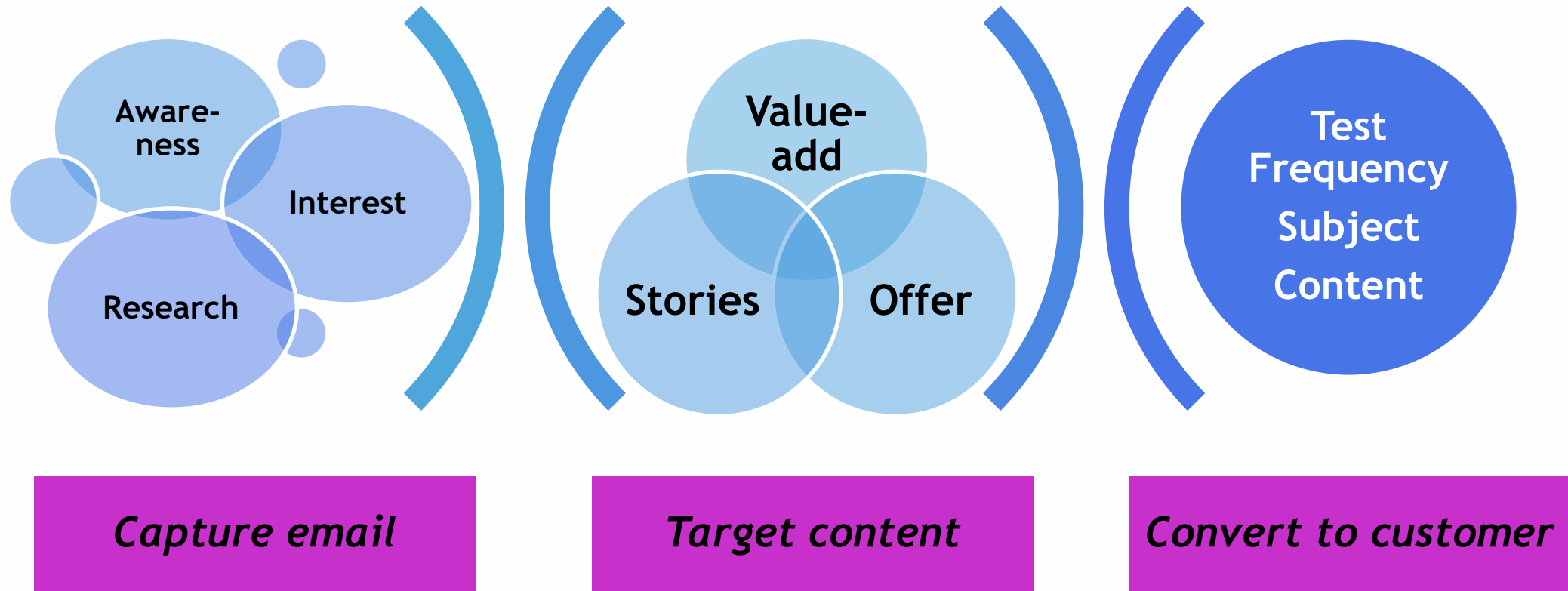
**Say what you mean
Mean what you say**



E-mail Marketing System

An email marketing system

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Got a minute?



Literally.

<https://www.nngroup.com/>



Connecting art and audience through email

In groups of 3 or 4 – take notes

- What do you want to accomplish through email
- Can you best accomplish this purpose through email or are there other ways?



Define your audiences

Who is your target audience?

What do you want them to do?

What do they want?



E-mail modes

- ListServ!
- Google Groups
- Yahoo Groups (discontinued in December 2019)
- Email notifications



Eye-tracking studies

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Media: Diapers-01.jpg
Time: 00:00:00.000 - 00:00:06.033
Participant filter: All



Extra gentle for the
most sensitive skin.

So gentle for sensitive skin, add the chemicals and moisture
of a diaper and you have diaper rash.

Baby's unique high-absorbency natural-blend cotton
padding provides cotton-soft, extra thick, gel-free protection
for your baby's sensitive skin. The chlorine-free materials and
absorbent polymers is non-toxic and non-irritating. Clinically
tested and pediatrician recommended for babies with allergies
and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

Participant filter: All



Extra gentle for the
most sensitive skin.

So gentle for sensitive skin, add the chemicals and moisture
of a diaper and you have diaper rash.

Baby's unique high-absorbency natural-blend cotton
padding provides cotton-soft, extra thick, gel-free protection
for your baby's sensitive skin. The chlorine-free materials and
absorbent polymers is non-toxic and non-irritating. Clinically
tested and pediatrician recommended for babies with allergies
and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

<https://neilpatel.com/blog/eye-tracking-studies/>

<https://www.nngroup.com/>

F-pattern works



List building

- Ask for their email at events, meetings, gallery openings, shows
 - Opt-in
- E-mail sign up on your website
- E-mail sign up on Facebook
- Promote e-news in social media
- Third-party mailings can sometimes work, e.g. Arts Council as a connector of arts and audiences
 - Generally, don't buy/trade lists, but earn subscriber

Content plan and e-news schedule

- What specific content
- When and how often
- Think about the specific email audience and what you want them to know and do



E-mail marketing platform

Do not use your personal email to send group marketing e-mails

- Get an e-news engine - consider price, function, integration
 - ConstantContact.com
 - MailChimp.com
- List management that ensures best marketing and legal framework re: list building, managing, opt-in, opt-out
 - Information on e-mail marketing practice

E-news templates that work

- E-mail marketing platforms have many canned templates that are effective
- Pick one and customize as needed



Call to Action

- Your message is critical
- Subject lines matter to open rates
- Content matters to click-through rates
 - Text and editorial images
- Link to specific pages, content
- Consider landing pages for your e-news



Measure success

- Watch your metrics - open, click-through, unsubscribe rates
- Conversion rates for Call to Action and ultimately fulfilling your purpose
- Split A/B testing for subject, headlines etc



Automated responders

- Automated emails for new subscribers - with messages and frequency you pre-program
- Welcome message - immediately (part of double opt in)
- Offer for new subscribers - a few days later
- Encourage to follow in your social media - a couple of weeks later
- Regular e-news



Recap

1. Purpose, goal, objective
2. Audience
3. List building
4. Content plan and e-news schedule
5. Email marketing platform
6. E-news templates
7. Message, Subject line, Call to Action
8. Measure Success
9. Auto-responder

Top Tips

1. Test your subject line
2. Real name as sender
3. Personalization (Dear Inga, ...)
4. Customization, if warranted (segment for interests)
5. Compelling content - connect audience and art, draw them inside your story
6. Short sentences, get to your point to start
7. Use images to support message, not clutter it
8. Keep text in HTML, not embedded in image
9. Link images to landing pages
10. Multiple links in e-news
11. Consider preview pane

Legal Framework for Marketing

Laws

PIPEDA

Provincial
Privacy Law

DNCL /
Telemarketing

CASL

Purpose

Consumer Protection

Bottom line

Respect the customer

Use sound marketing practices

Consent for commercial communications

PIPEDA

- How private-sector organizations collect, use or disclose personal information in the course of commercial activities

DNCL / CRTC

- To eliminate unwanted telemarketing calls / Governs Telemarketing

CASL

- Prohibits commercial email, social networking accounts and text messages without their consent

Provincial Privacy Law

- Substantially similar in BC
- Storage in Canada unless obtain express consent

Canada's anti-spam legislation

- Prohibits individuals and businesses from sending commercial email, social networking accounts and text messages to Canadians without their consent.
 - Express consent
 - Identify yourself and organization
 - Unsubscribe mechanism
- Charitable exemption includes: arts orgs' ticket sales as primary purpose of an email; e-newsletters not usually considered commercial

PIPEDA: What is personal information?

- Any factual or subjective information about an identifiable individual, including:
 - age, name, ID numbers, income, ethnic origin, or blood type;
 - opinions, evaluations, comments, social status, or disciplinary actions; and
 - employee files, credit records, loan records, medical records, existence of a dispute between a consumer and a merchant, intentions (e.g., to acquire goods or services).

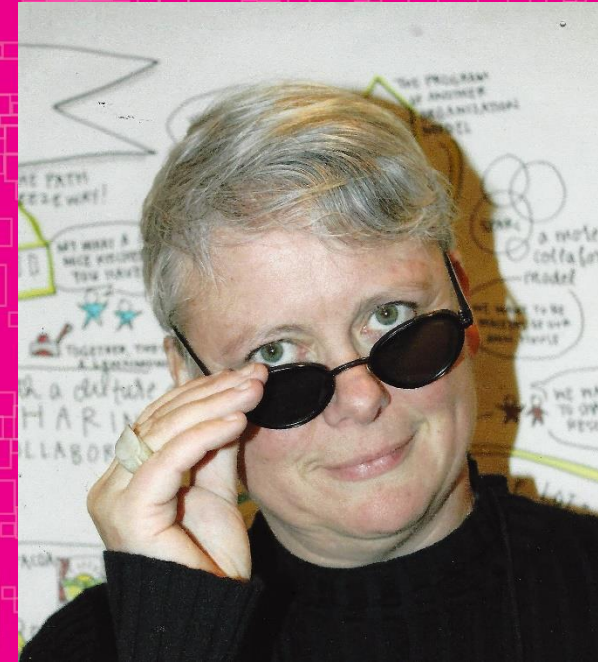
PIPEDA

1. Accountability
2. Identifying purposes
3. Consent
4. Limiting collection
5. Limiting use, disclosure and retention
6. Accuracy
7. Safeguards
8. Openness
9. Individual access
10. Challenging compliance

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LET'S STAY IN TOUCH

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