

**NYC** BUSINESS  
SOLUTIONS ←

## How-To Guide: Email Marketing (Part II)

*Mad Mimi*

Simple. Lovely. Email Marketing.



## Getting Started - Why Email?

### Is Email Marketing Right For You? Consider These Facts:

- **More than one in five people worldwide use email.** That's about 1.9 billion people.
- That number is predicted to increase to 2.5 billion email users in the next 2 years. The Radicati Group, who came up with that info, also reckon that the world sends about 294 billion emails daily.
- As a customer, we expect businesses to email if there's anything we need to know — whether it's a sale or a new product release. It's all about email. It's the standard!
- **For every \$1 spent, \$44.25 is the average return on email marketing investment.**<sup>1</sup>
- Let's put it simply. Email is a **vibrant** and **powerful** way to connect with people.

1. Experian, 2013

# Email Marketing

## Getting Started - An Overview

This guide will help you complete your first email marketing campaign from start to finish. We'll cover:

- **Content:** Design your first email newsletter from scratch.
- **Contacts & Sending:** Upload your email list and send out your mailing.
- **Analytics:** Track your email and understand the results of your campaign.
- **Maintenance & Growth:** How to continue your email marketing regularly.

Before you read on, make sure you're registered with a reputable email marketing service. Search reviews online to find the right service for you. Most providers offer a free option to help get you started.

## Content - Creating Your Email

### What You'll Need:

- Banner or logo - 590px wide, any length you want, but 200px works!
- Text & Images - Draft text on a single topic like an upcoming sale and find a few images to compliment your words. If you can't think of anything, just use placeholder text for now.

### Layout & Content:

- Look at major blogs and publications for design inspiration. Those layouts translate well to email.
- Most include a main title, an article heading, a teaser and then some text.  
**Keep it simple!**

#### Banner/Logo

B U S a Y O

Join us in celebration of Busayo (the Fashion Line)

Time: Saturday, August 21st

Place: A Supreme Agent,

Address: 262 West 38th Street, #1002.

Single Topic Focus

Feel free to drop in anytime between 5-10 p.m. Bring guests and come prepared to shop!

Cash and checks accepted.

Images illustrate event

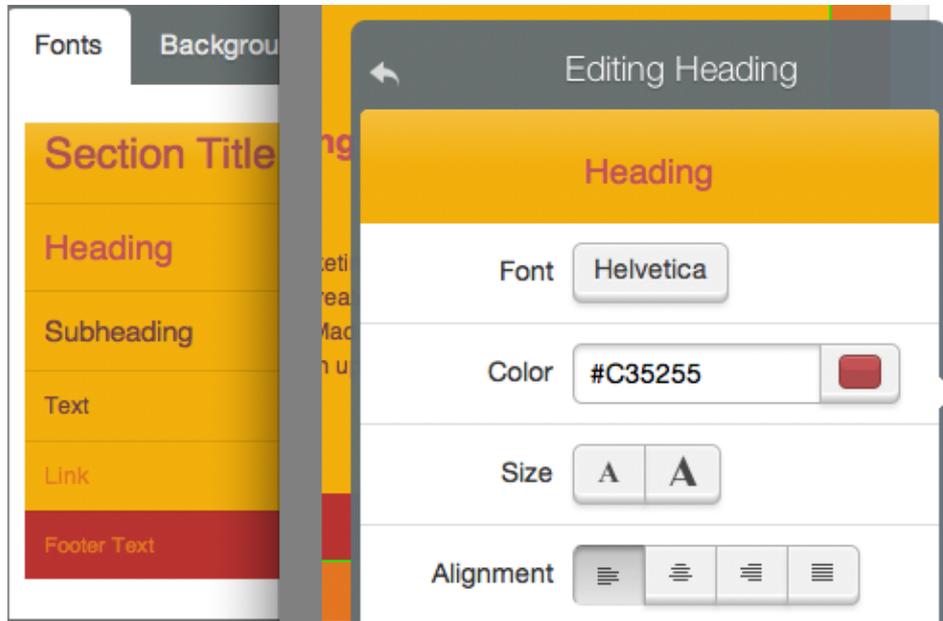


Busayo means simply "brings joy" in Yoruba and that is exactly what our line aims to do for your wardrobe.

## Content - Creating Your Email

### Designing Your Theme

- A theme is your email's style. Depending on the service, it may go by another name (i.e. template) but it always consists of basic components: The color of your backgrounds, borders, your font styles, sizes, and colors.



- Most services offer pre-designed themes, or the option to customize your own.
- Create or choose a theme that matches your brand or enhances your email newsletter message. Styles from your website or banner usually work well.
- Once you're happy with your email content and styles, save the template.

- We'll return to content in a moment. Now it's time to focus on your list!

## Contacts - Opt-In Email Marketing

### What Is An Opt-In List And Why Does It Matter?

- **Opt-in** or **permission-based** email marketing means your contacts gave you permission to email them. That means **you specifically**. Purchased lists are always no good!
- Your email list should also be up-to-date. That means all contacts signed up in the past 18 months, or you've been in touch with them in the past 18 months and have consistently removed bounces and unsubscribes.

### These Guidelines Keep Your Emails Out Of The Spam Folder

- In order for your emails to arrive to the inbox, it's important that you follow the rules above.
- If contacts don't recognize you, they'll mark your emails as spam.
- If your list contains "spam traps" or old email addresses that haven't been accessed in years, ISPs also send your emails to the spam folder.
- There are no second chances, so you need to be aware from the start.

# Email Marketing

## Contacts - Adding Your Email List

### Uploading Your Opt-In List:

- Most email address books, databases, and service providers export and import contacts using a .csv file. Collect your contacts into a spreadsheet and use this file type to import the list in your email marketing audience.

### Always Use Headers:

- "Headers" label your data so it's easy to read. They're found in the top row of a spreadsheet or csv.
- Make sure your file has headers before importing!
- Other options like copy/paste or adding contacts one-by-one are always available, but a .csv file makes life simple!
- Review the lists and contacts in your audience area. If everything looks good, you're ready to send!

1	2	3	4	5
A	B	C	D	E
1	firstname	email	food	
2	Support	Support@mad	salad	
3	Joe	Joe@hello.com	oranges	

these are "headers"

## Sending - Adding Your Subject Title And Sending Your Email

### Send Time:

➤ When is the best time to send an email? View rates increase more through great subject titles and content. Focus on those, rather than on perfect timing.

### Subject Title And From Address:

➤ Use a human email address as the “from” contact. It helps readers recognize you, helps your email delivery, and gives readers the option to ask questions!

- Add your subject line. The best subject lines concisely describe the email’s content and avoid excessive punctuation.
- Review your content one final time. When you’re ready, click send!



From Name	From Email
Dean at Mad Mimi	dean@madmimi.com
Subject	
What A Beautiful Day For A Trip	

## Analytics - Understanding The Basics

### Email Marketing Stats:

- Now that your email is sent, it's time to track how each contact received your mailing.
- The big 3 stats that best indicate the success of your email campaign are:

#### 1. Opens/Views

Contacts that viewed your email. Aim for a view rate between 10%-25%, that's the average for email marketing.

#### 2. Clicks

Contacts that clicked a link in your email. This total is typically smaller than your view rate. Always place links visibly in your email to drive traffic to your website!

#### 3. Opt Outs

Contacts that unsubscribed. It's normal for your list to lose subscribers over time (you're gaining new contacts too), however, if you see above 0.5% in unsubscribes, review your list and content.

### Stats Totals

- ✉ 808 sent
- 👤 220 engaged
- 👍 687 accepted
- 🔄 67 shared
- 🚫 121 bounced
- 🗑️ 22 unsubscribed
- 🗑️ 13 marked spam



## Maintenance - Using Stats To Keep A Healthy Email List

### Other Stats:

**Bounces:** Contacts that were not successfully reached. The specific reasons behind the undeliverable address depend on the bounce type. Your email service provider will help you manage these automatically.

**Abuse Rates:** Contacts that marked your email as unsolicited. Your email service provider will also help you manage these contacts.

### Clean Your List Based On Reader Behavior:

- Add all contacts that view an email during a certain time frame, like 6 months, into one big list. Offer these regular readers special rewards, or promotions.
- Add all contacts that *did not* view an email during that time frame to a second list. Send a special email asking these contacts to re-opt in.
- Try to get their attention and if that doesn't work, remove these email addresses from your list. A contact that hasn't viewed an email in 6 months probably isn't interested in the next email either.

## Growth - Email Sign-up Forms

- The best way to grow your email list is with a sign-up form, or webform, on your website.
- A good email service will offer simple form building tools with a variety of options to help share your sign up form on social sites or embed code directly to your website.



## Sign-up Forms On And Offline:

- If you run a brick and mortar business, or participate in a live event, you don't have to go digital to grow your list.
- Use a paper sign-up sheet and input the contacts into your email marketing list later.
- It's also a nice idea to offer a free ebook, or another giveaway for new email subscribers. Most email providers have auto-responder tools to help with this process.

## Maintenance - Sending Emails Regularly When You Don't Have Much Time

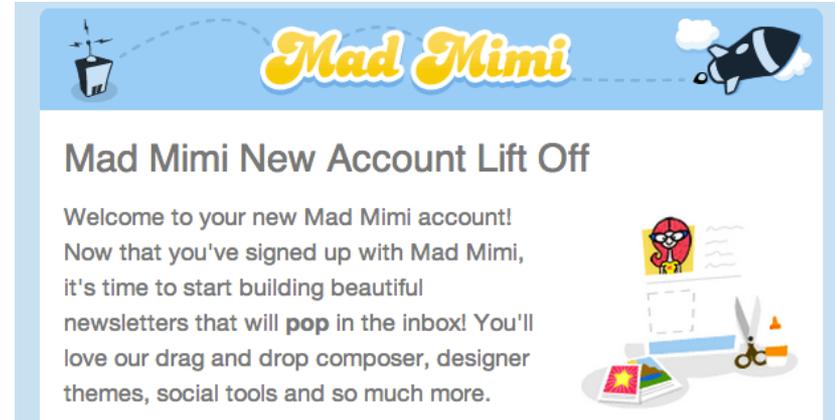
- Congrats, you now understand the basics of email marketing!

### We've Covered How To:

- Create, send, and track emails.
- Grow and maintain your email list

### How To Continue On Your Own:

- **Work with what you've got** - Use your first email as a template. Duplicate the original email, then simply update the existing format with new content.
- **Maintain a schedule** - Take advantage of your email service's scheduling tools. Pick a regular interval for sending (like monthly) then stick with it.
- **Give yourself room to change everything** - The more emails you send, the more you'll understand what works best for your business and your customers. Use the knowledge to evolve your email marketing strategy!



## Mad Mimi Email Newsletters

- [Mad Mimi](#) is an email marketing application that makes it simple and enjoyable to create beautiful HTML email newsletters. Our easy-to-use platform helps you create, send, and track your email campaigns, all from within the same intuitive interface.
- We publish more in-depth content regularly on [our blog](#), check it out!
- If you ever have any feedback, want more information about any topic, or want to share your thoughts on email marketing in general, email us at: [support@madmimi.com](mailto:support@madmimi.com).



## About

**NYC Business Solutions** is a set of services offered by the Department of Small Business Services to help businesses start, operate, and expand in New York City.

Our services are provided at no cost, regardless of the size or stage of the business. For more, go to: [www.nyc.gov/nycbusiness](http://www.nyc.gov/nycbusiness).



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become M/WBE certified



**LEGAL ASSISTANCE**  
receive legal advice



**INCENTIVES**  
access tax credits & other incentives



**NAVIGATING GOVERNMENT**  
cut through red tape