



EVANS DESIGN
AMPLIFY YOUR MARKETING

Email Marketing

Legacy & Fundamentals



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Email Marketing History



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Genesis

- Genealogy traced to “**direct mail**” campaigns
- Many similarities.....
 - Target database
 - Theme
 - Art
 - Copy
 - Delivery
 - Metrics



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Direct Mail Facts

- Target database
 - “snail mail” addresses
 - Less accuracy required
- Theme
 - Recipient relevant content
- Art
 - Supporting the theme & the brand
 - Fairly costly high resolution imagery



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Direct Mail Facts

- Copy
 - Supporting the theme & the brand
 - “tag lines”
- Delivery
 - Via “snail mail”
 - More control of user experience
 - Image quality, paper stock, etc
 - Expense structure
- Metrics
 - Very soft



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Early Emails

- 1990's and the “mail merge”
- Mostly via MS Outlook
- Utilizing MS Excel
- Clunky, cumbersome, etc.
- However, the following points remained:
 - Target database
 - Theme
 - Art
 - Copy
 - Delivery
 - Metrics



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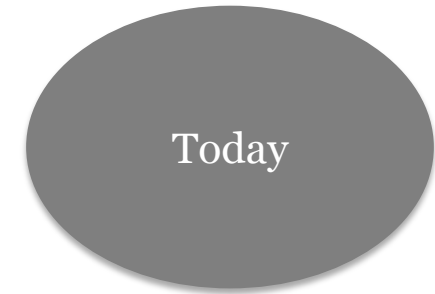
Email Marketing Today



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Flash Forward

- Target database
 - Email addresses
 - “flat database” – Excel
 - “relational database” – CRM over SQL
 - Great accuracy required
- Theme
 - Recipient relevant content
 - Defined by “subject line”
- Art
 - Supporting the theme & the brand
 - Inexpensive “internet ready” (loadable) imagery





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Flash Forward

- Copy
 - Supporting the theme & the brand
 - “tag lines”
- Delivery
 - Via 3rd party providers
 - Less control of user experience
 - Android, Blackberry, iPhone, iPad, desktop/laptop monitors
 - Various email clients....Outlook, Gmail, Yahoo, etc.
 - Very low cost expense structure
- Metrics
 - Very defined ...more to come.....



Today



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Glossary & Regulations



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Glossary

- “bounces”types
 - Non-Existent
 - The address does not exist or was cancelled
 - The address may have a typo
 - The person with that address might have left the company
 - Undeliverable
 - The receiving server was temporarily unavailable
 - Mailbox Full
 - The mailbox was full
 - The email address may be abandoned
 - Vacation/Auto Reply
 - Unlike with other kinds of bounces, *your email was delivered successfully*
 - Blocked
 - The receiving server blocked our inbound email
 - Other
 - We don't know why the email bounced



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Glossary

- “opt outs”
 - An opt-out occurs when someone on your email list clicks the "Safe Unsubscribe" link.
 - When someone unsubscribes, they are added to your "Do Not Mail" list which prevents us from accidentally adding them again
- “open rates”
 - The open rate is the percentage of recipients who opened your email compared to how many were sent the email. This percentage is calculated to exclude bounces.



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Glossary

- “click-throughs”
 - The visits or “clicks” to each unique link visited in our emails
 - This information is useful in helping us determine which links in our emails are drawing the most interest from our recipients
- “forwards”
 - Our email is forwarded from the contact to new recipients



The Law

- **Don't use false or misleading header information**
 - Your “From”, “To”, “Reply-To”, and routing information – including the originating domain name and email address – must be accurate and identify the person or business who initiated the message
- **Don't use deceptive subject lines.**
 - The subject line must accurately reflect the content of the message
- **Do tell recipients where you're located.**
 - Your message must include your valid physical postal address.
- **Do tell recipients how to opt out of receiving future email from you.**
 - Your message must include a clear and conspicuous explanation of how the recipient can opt out of getting email from you in the future.
- **Do honor opt-out requests promptly**

Contact Us

john@evansdesignstudio.com



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