

Developing an Email Marketing Plan

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Today's Presentation



Email marketing is a valuable channel because it allows businesses to have a one-on-one conversation with their customers.

Key takeaways:

- Tips on how to build your email marketing strategy
- Integrations: website and social
- How to properly segment: lists, groups and tags
- The right way to follow-up with customers: automated campaign
- How to test the effectiveness of your campaign

Platform and Data Collection



- Assessing technology infrastructure
 - Does your company have a CRM and what are the capabilities?
- Most common platforms: MailChimp, Constant Contact, Emma, Drip
- What are your data sources and how are capturing information?
 - Website, transactions
- What's the best information to capture?

Website Integration



- Website
 - Create pop-up forms

chqtickets.com

Your site connected since March 8, 2019 11:48 am

Switch site ▾



List settings

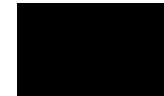
Connected list: **Chautauqua Institution**



Pop-up Form

Active

Last edited 1 month ago



Site code

Add our code to your site so you can easily share data with Mailchimp. [Check connection](#)

Disconnect

Social Integration



- Social Media
 - Set up business manager
 - Custom Audiences
 - Create a campaign that includes your email subscribers


<input type="checkbox"/>	Chautauqua Institution List Chautauqua Institution MailChimp List	Custom Audience MailChimp
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Social Integration




- FB Lead forms and automation
- Use social to collect leads and to engage with your existing audiences




rs Feed ▾ 1 of 7




 **Chautauqua Institution** ⋮
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There's always more to experience at Chautauqua -- return this #CHQ2019 season to explore impactful ideas and artistic presentations that are shaping our world in a community that looks forward to welcoming you home. It won't be Cha_ta_q_a without u.



Let us help plan your next Chautauqua experience

   381 35 Comments 1 Share

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Social Integration



- FB Lead forms and automation

It won't be CHQ without U Sign Up Form - SL-copy-copy

Save Finish

Content Settings

Questions

You can customize the headline on the top of questions. (Optional)

Headline

What information would you like to ask for?

User Information

Email Full name

Fewer options

Contact Fields

First name Last name
 Phone number Street address
 City State
 Province Country
 Post code Zip code

Demographic Questions

Date of birth Gender
 Marital status Relationship status
 Military status

Work Information

Job title Work phone number
 Work email Company name

National ID Number

CPF (Brazil) DNI (Argentina)
 DNI (Peru) RUT (Chile)
 CC (Colombia) CI (Ecuador)

More Volume - Form Preview

Facebook Instagram

Subscribe to Chautauqua Institution by providing your info below.

Email
Enter your answer.

Full name
Enter your answer.

Phone number
Enter your answer.

By clicking Submit, you agree to send your info to Chautauqua Institution 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](#). [View Chautauqua Institution's Privacy Policy](#).

Submit

Form 1 of 2

Social Integration



- FB Lead forms

It won't be CHQ without U Sign Up Form - SL-copy-copy

Save Finish

Content Settings

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You can customize the headline on the top of questions. (Optional)

Headline

What information would you like to ask for?

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Fewer options

Contact Fields

First name Last name
 Phone number Street address
 City State
 Province Country
 Post code Zip code

Demographic Questions

Date of birth Gender
 Marital status Relationship status
 Military status

Work Information

Job title Work phone number
 Work email Company name

National ID Number

CPF (Brazil) DNI (Argentina)
 DNI (Peru) RUT (Chile)
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More Volume - Form Preview

Facebook Instagram

Subscribe to Chautauqua Institution by providing your info below.

Email
Enter your answer.

Full name
Enter your answer.

Phone number
Enter your answer.

By clicking Submit, you agree to send your info to Chautauqua Institution 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](#). [View Chautauqua Institution's Privacy Policy](#).

Submit

Form 1 of 2

Social Integration



- FB Lead forms and email automation
 - Connect Facebook business manager to your email marketing platform
 - Create automated campaigns and follow-up tags

A screenshot of an email automation workflow interface. The top bar shows the list name "2019_ChautauquaInstitution2019Season_SL_Leads". The workflow consists of three steps:

- Step 1:** Trigger: Immediately after subscribers join or are imported to your list. Action: 2019 Visitor's Guide. Schedule: Every day, all day. Filter by segment or tag: None. Post-send action: None.
- Step 2:** Trigger: 1 week after subscribers are sent previous email. Action: Accommodations & Ticketing. Schedule: Every day, all day. Filter by segment or tag: None. Post-send action: None.
- Step 3:** Trigger: 1 week after subscribers are sent previous email - Edit. Action: Hotel Special_AH. Status: Paused. Edited 1 week ago by you. Schedule: Every day, all day - Edit.

Each step includes a thumbnail image of the email content, which features the text "EXPLORE RETHINK RECHARGE".

Strategy and Audience Development



- Who is your audience?
- Transactional versus marketing emails
- Structure and Workflow
 - Groups (external, self selected)
 - Segmentation
 - Tags (internal): 2019 cold prospects, 2019 warm prospects, 2019 leads, 2019 hot leads, 2019 customers

Groups, Segments and Tags



- Groups
 - Where a segment is a filter, groups are a way to categorize subscribers, typically organized by interests or preferences. These are often self-selected by the customer
 - Example: Arts and Entertainment, Youth Activities, Hotel Specials
- Segments
 - Segmenting is a way of filtering your subscribers based on information you know about them. What sort of information can you know about your subscribers?
 - Examples: signup page, gender, purchase activity, birthday month
- Tags
 - Similar to structure of a Customer Relationship Management System
 - Tags are a way for you to label, or categorize, contacts based on information only you have about them.

Groups, Segments and Tags



Content Strategy: Subject Lines



- Content Strategy: Subject Lines
- Objective: Increase email open-rates
- Insights:
 - Emails with shorter subject lines seem to trend higher open rates
 - Keep subject lines at ~50 characters to be straightforward and avoid missed content
 - Use emojis to grab attention
 - Consider personalization on regular or retargeting emails using merge tags
 - Consider using multivariate emails to A/B test subject lines for campaigns
 - Example: `*|FNAME|*`, you're invited to our next art opening!

Content Strategy: Email Content



- Content Strategy: Email Content
- Objective: Increase email click-through rates
- Insights: Emails with shorter email content seem to trend higher click-through rates
 - Find out percentage of mobile viewers and make sure your email is mobile friendly.
 - Recommendations:
 - Consider using multivariate emails to A/B test email lengths
 - Break up content into multiple emails for digestible reading and increase touchpoints
 - Eliminate unnecessary content by establishing a messaging hierarchy for each email

Content Strategy: calls-to-action



- Content Strategy: Calls-To-Action
- Objective: Increase email click-through rates
- Insights: Emails with less/more streamlined CTAs seem to trend higher click-through rates
- Recommendations:
 - Limit to 1-3 clear call-to-actions
 - Limit external links (non-sales) to avoid distractions
 - Calls-to-action should be in order of desired actions
 - Every call-to-action should have a follow-up trigger to create a tag or workflow
 - Breaking up emails into multiple emails can minimize confusion and increase touchpoints

Email Marketing Strategy

Example: CSO Packages



Chautauqua Symphony Orchestra Campaign

- Audience
 - Group: Arts and Entertainment
 - Segment: CSO and other classical and/or performing arts single ticket purchasers
 - Tags: CSO Packages lead (post-send action)

Email Marketing Strategy

Example: CSO Packages



Email 1

*Extraordinary music in Western
New York's best outdoor venue.*



The Chautauqua Symphony Orchestra celebrates 90 years

Celebrate the Chautauqua Symphony Orchestra's 90th anniversary season this summer by purchasing a special concert pack. Packages include Preferred seating and parking!

Classical Saturday Series

Including six concerts, this series combines beloved music, world-renowned performers and the Chautauqua Symphony Orchestra — plus a Resident Artist Chamber Music Series that offers a rare chance to hear CSO musicians featured in the more intimate setting of Elizabeth S. Lenna Hall. Series includes six Amphitheater performances, six chamber music concerts in Lenna Hall, Preferred seating in the Amphitheater and parking. Your ticket grants you access to the beautiful grounds of Chautauqua at noon, so enjoy lunch and visit one of the art galleries before the Chamber concert.

Series price: \$420

[Learn more about the series](#)

Into the Music Series

A series of five concerts performed without an intermission where the conductor offers insights and musings before each piece.

Series price: \$275

[Learn more about the series](#)

Russian Festival Series

Embrace the best of Russian music with this three-concert Russian Festival from the Chautauqua Symphony Orchestra. The repertoire features some of the most beloved and enduring Russian composers, including Tchaikovsky, Shostakovich, Prokofiev and Rachmaninoff. The Festival also includes two "can't miss" guest soloists of the 2019 CSO season, pianist Daniil Trifonov and violinist Augustin Hadelich, and all three concerts are led by CSO Music Director Rossen Milanov. Series includes three Amphitheater concerts, Preferred seating and parking.

Series price: \$165

[Learn more about the series](#)

Email Marketing Strategy

Example: CSO Packages



Follow-up Automation: Based on timing and campaign activity

*Extraordinary music in Western
New York's best outdoor venue.*



The Chautauqua Symphony Orchestra celebrates 90 years

Celebrate the Chautauqua Symphony Orchestra's 90th anniversary season this summer by purchasing a special concert pack. Packages include Preferred seating and parking!

Into the Music Series

A series of five concerts performed without an intermission where the conductor offers insights and musings before each piece.

Tuesday, July 02, 2019 | 8:15 p.m.

Chautauqua Symphony Orchestra: "Brahms Piano Concerto No. 1"

Into the Music Series

A series of five concerts performed without an intermission where the conductor offers insights and musings before each piece.

Tuesday, July 02, 2019 | 8:15 p.m.

Chautauqua Symphony Orchestra: "Brahms Piano Concerto No. 1"

Tuesday, July 09, 2019 | 8:15 p.m.

Chautauqua Symphony Orchestra: "Beethoven's Triple Concerto"

Tuesday, July 23, 2019 | 8:15 p.m.

Chautauqua Symphony Orchestra: "Nutcracker in July"

Tuesday, July 30, 2019 | 8:15 p.m.

Chautauqua Symphony Orchestra: "Pictures at an Exhibition"

Tuesday, August 13, 2019 | 8:15 p.m.

Chautauqua Symphony Orchestra: "Bruch Violin Concerto"

Series price: \$275

Purchase the Series

Email Marketing Strategy

Example: CSO Packages



Post-send action: Tags

Trigger: 2 days after subscriber clicks [specific link](#) in, [2019_PA_CSO_Packages](#)



2019_PA_CSO_Packages_AUTO1 Edited 1 hou

Schedule: Every day, all day · [Edit](#)

Filter by segment or tag: None · [Edit](#)

Post-send action: Add Tag · [Edit](#)



Choose post-sending list action

This action is performed on each subscriber after the email is sen

Add Tag



2019 CSO Packs Leads

Send follow-up emails based on post-send action

Key Recommendations



- Set up a welcome email to all new subscribers and ticket purchasers
- Create groups in your email list so customers can tell you what they're interested in hearing about
- Set up automation with every campaign.
 - It seems like more work but once it's done you don't have to do anything!
- Create customized content that is tailored to a specific group, segment or tag
 - Examples: Happy birthday messages, new announcements, or a blog about a customers specific interests
- Balance content and calls-to-action. You are having a conversation with your customer. Make them want to read and see what you're sending them
- PERSONALIZE! Capture first names of guests subscribing
- A/B test content, imagery and subject lines
 - Remember: Only test one thing at a time

QUESTIONS?