




WHATCOUNTS

*Email Marketing in the 21<sup>st</sup> Century*  
THE MID-ATLANTIC CHESAPEAKE CONFERENCE

*Thursday, November 3, 2011*

*Who is WhatCounts?*



2




IS NOW  PART OF

# WHATCOUNTS

3

## Company Snapshot




- **Our Vision**
  - Recognized for our flexible technology and solutions for marketing professionals.
- **Our Mission**
  - To change the marketing game through innovative technology and service
- **Background**
  - 75+ Employees
  - HQ: Atlanta, GA
  - Offices: Baltimore, DC, Seattle, NYC, Sydney AUS
  - **Proven customer focus with > 90% retention rate**

“WhatCounts offers the most complete array of deployment options including self-service, collaborative service, and full service as well as an on-premises appliance that runs on the same application code base as does its hosted offering.”

David Daniels  


“Outstanding service, knowledgeable staff, cost-effective solution. Beyond their easy-to-use application, Blue Sky Factory continues to impress for their excellence in client satisfaction. From live chat to personal account management, they actively listen and continually respond with enhancements to their product. I would recommend Blue Sky Factory to anyone in the market for a powerful and affordable email service provider.”

Rose Norred  


4

*Components of a Successful Email Marketing Program*

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*Social Media & Email Integration*

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## Social Media & Email Integration

**Social Media & Email Integration**

- **Encourage Content Sharing**
  - Share With Your Network
  - Facebook Like
  - Forwarding with Subscribe Links
- **Use Social to Build your Email List**
  - Facebook Opt-in Form
  - Facebook Connect
- **Use Email to Grow your Social Media Presence**
  - Social Awareness Campaigns
- **Push Blog Updates via Email**
  - RSS to Email

7

## Social Media & Email Integration

**Encourage email sharing with Share With Your Network.**  
 Be sure to clearly define areas and call outs to distinguish between Connecting and Sharing via social.

Follow us on Twitter.

Become a fan

Like what you see? Share this email with your social networks:

Facebook
 Twitter
 Digg
 MySpace

**Baltimore Summer Restaurant Week Returns, August 13-22, 2010**  
 Baltimore offers a unique dining experience which encourages guests

Social Media & Email Integration

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View this email in your web browser

Share this email: [Facebook] [LinkedIn] [Digg]

CoupMe  
Your city. One deal a day. Today's CoupMe Deals | August 17, 2010

**Today's Deal in Boston, MA:**

\$25 for a One-Hour Restorative Massage at Sarah Vincent Massage (\$80 value)

**Buy Now** **Hurry! Expires 8/18/2010**

Price	Discount	You Save
\$25	69%	\$55

Sarah Vincent Massage  
24 Church Street  
Watertown, MA 02472

Only \$25 for a one-hour massage (either Relax or Craniofacial Therapy)

Customize this email to your preferences

From the blog  
Sticky Notes + a Dose of Happiness  
August 16, 2010 by Cynthia  
It's a world where fate intervenes and heaven

Deals across New England:

Best Deal  
Boston, MA: \$25 for a One-Hour Restorative Massage at Sarah Vincent Massage (\$80 value) Save \$55 today!  
North of Boston, MA:

Reach Increase: 39% Twitter, 30% Facebook, 29% LinkedIn, 2% Digg

9

Social Media & Email Integration

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**Facebook Like allows viewers to "like" the email in Facebook and expand a campaign's reach to a new viewing audience.**

Posts a link to the email on a subscriber's Facebook page and records as a "like" in the count on the email.

**Expect the Unexpected in Baltimore**  
Keep an eye out for our new advertising campaign that spotlights just a few of the treasures you can discover in Baltimore.

**FiFi at American Visionary Art Museum**  
Any exhibit can move you. But at the American Visionary Art Museum, many exhibits move themselves. There's Fifi, the poodle, a three-story tall whirligig and a school bus decked out entirely in mosaic. Learn more about art in Baltimore and view video at [www.baltimore.org/art](http://www.baltimore.org/art)

Like Be the first of your friends to like this.

SHARE  
Share on Facebook

Like Amy Holtzman likes this.

RECENT ACTIVITY

- Amy likes The Buzz in Baltimore.
- Amy commented on Stacy Ross's link.
- Amy commented on M. Kendall Ludwig's status.

**Expect the Unexpected in Baltimore**  
Keep an eye out for our new advertising campaign that spotlights just a few of the treasures you can discover in Baltimore.

**FiFi at American Visionary Art Museum**  
Any exhibit can move you. But at the American Visionary Art Museum, many exhibits move themselves. There's Fifi, the pedal-powered poodle, a three-story tall whirligig and a school bus decked out entirely in mosaic. Learn more about art in Baltimore and view video at [www.baltimore.org/art](http://www.baltimore.org/art)

Like One person likes this.

10

**Social Media & Email Integration** WHATCOUNTS

**Facebook Opt-in Form and Subscription Center**

Build your brand and spread your awareness with a Facebook Opt-in form.

<http://tinyurl.com/34x9uhv>

The screenshot shows the Facebook profile for 'All Inclusive Outlet'. A prominent banner asks visitors to click the 'Like' button. Below the banner, there is a sign-up form with the text: 'The Best Place for All Inclusive... is the Outlet. Welcome to the All Inclusive Outlet Facebook Fan Page! Feel free to sign up for our email list to receive the latest All Inclusive Travel Deals!'. The form includes an 'Email Address:' field and a 'Signup' button.

This screenshot shows the 'Email Marketing' opt-in form on a Facebook page. A red box highlights the 'Email Marketing' link in the left-hand navigation menu. A red arrow points from this link to the form itself. The form includes fields for 'First Name', 'Last Name', and 'Company', and several subscription checkboxes for newsletters and announcements. A 'Submit' button is at the bottom.

11

**Social Media & Email Integration** WHATCOUNTS

**Create a social awareness campaign to use email to grow social media.**

- Run an email campaign dedicated to introducing your email community to your online platforms, such as Facebook, Twitter and LinkedIn.
- Highlight the value of joining your social community to generate more fans and increase the effectiveness of your community efforts.

The advertisement features the 'VisitMyBaltimore.com' logo at the top. Below it, there is a paragraph of text: 'Find out what all the buzz is about! Stay connected with Baltimore on Twitter and Facebook. Whether it's baseball and beer, pop culture and pop art, the classics and the contemporary, live drag and festive events. There's something new and unexpected to discover in Baltimore.' In the center, there are large, stylized icons for Twitter and Facebook. At the bottom, there is a 'Watch, Speak, Listen' logo and a call to action: 'VisitMyBaltimore.com You are already out making your Baltimore videos and posting them to YouTube. You're already posting your Baltimore photos on Flickr. You're sharing your Baltimore, the sights and sounds and charms you know and love the most, with the entire world. Now, share it with us on VisitMyBaltimore.com'.

12


Social Media & Email Integration WHATCOUNTS

The screenshot shows a promotional banner for Next Day Flyers. The main headline reads: "Like Us on Facebook and Be Automatically Entered to Win \$100 Print Credit!". Below this, it says "Already a Fan? You're automatically entered to win!". A list of benefits for being a fan includes: news on upcoming product releases, previews to promotions, blog post alerts, and links and free resources. A prominent orange button says "LIKE US NOW >>". The banner also features a Facebook logo and a URL: <http://www.facebook.com/nextdayflyers>. At the bottom, there are icons for various social media and utility sites: Twitter, Facebook, YouTube, LinkedIn, and iApps.

**224% increase** in fans from one campaign

13

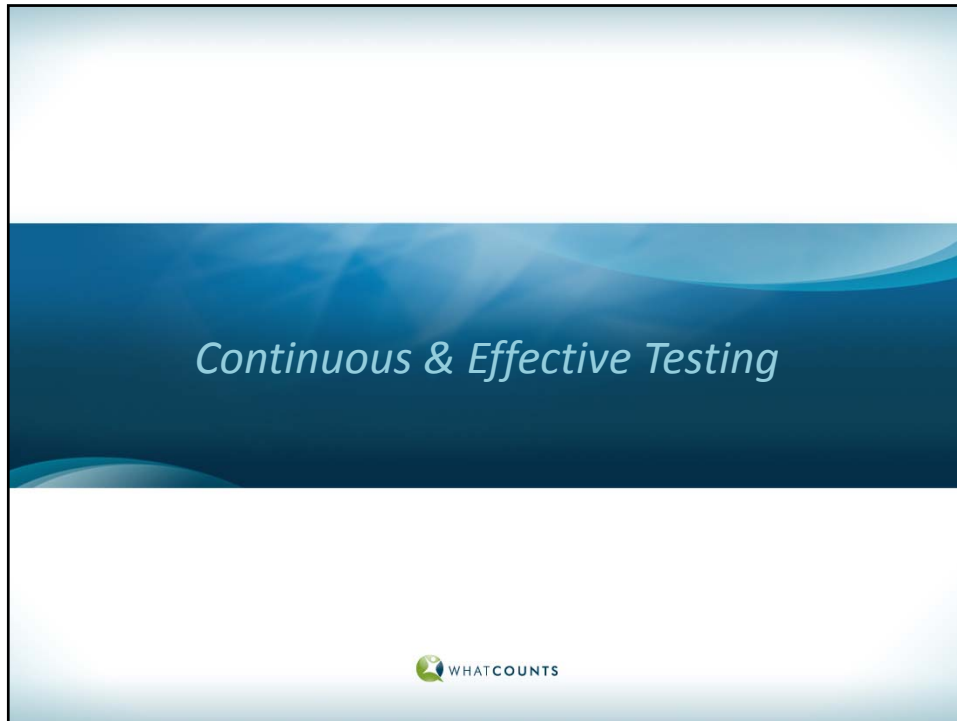
Social Media & Email Integration WHATCOUNTS



**RSS to Email - Send Your Audience News In Real Time.**

- An **RSS to Email** functionality allows you to set up emails to trigger to subscribers with content from an RSS feed, such as a blog.
- This type of campaign can be set to send emails in real-time or to aggregate all updated feed content since the last send on a daily or weekly basis.

14



Continuous & Effective Testing

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### A/B SPLIT TESTING

Utilize an automated A/B split testing tool to optimize all areas of a campaign.

Add Google Analytics Tracking:

Campaign Series: Newsletter

From Address: bsinfo@blueskyfactory.com (Blue Sky Factory)

Reply To Address: Please choose a 'Reply To' address...

Decision: Highest Click %

Select % of the list to sample: 20 % Send Winner After: 24 Minutes Hours Days Weeks

Save Send Details From Above:

ADD EMAIL

Specify the email to deliver...

Folder: eBook Email: 100223 eBook FINAL

Subject #1: A Free Email Guide for White Belts, Black Belts, and Battle	<input type="button" value="ANALYZE"/>	<input type="button" value="REMOVE"/>
Subject #2: Type an email subject line here...	<input type="button" value="ANALYZE"/>	<input type="button" value="REMOVE"/>
Subject #3: Type an email subject line here...	<input type="button" value="ANALYZE"/>	<input type="button" value="REMOVE"/>

Launch Samples Date and Time (EST):

New Winning Criteria Options

- Opens
- Clicks
- XXXX

16

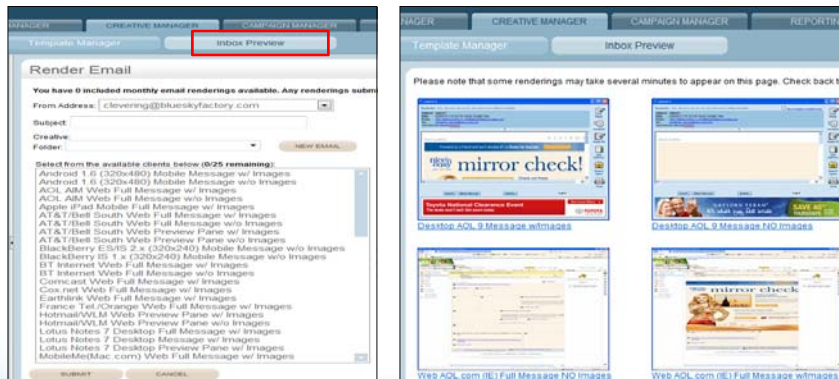
## Continuous & Effective Testing



### Inbox Rendering

Utilize an Inbox Preview tool to ensure all email creatives render properly in the major ISPs and mobile devices.

Inbox Previews allows you to select up to 20 email clients to view with a variety of settings (images on/ images off) in only a few minutes



## Continuous & Effective Testing



### Creative Testing

Continually testing elements within a creative campaign will lead to improved results over time.

#### Steps:

1. **Identify** - select elements to test (start with more radical ideas and then proceed with fine tuning)
2. **Test** - create revised creative versions and send using an A/B split feature, available through many ESPs or manually
3. **Review Results** - review winning creative, draw conclusions and identify additional elements to test. Look to see if trends can be established and greater knowledge of a list's behavior can be determined.
4. **Repeat** - steps 1-3 for continuous optimization

#### Possible elements to test:

- Graphics—size, type of image
- Call to action—soft sell, hard sell, online action, call
- Copy—paragraph, bullets, different copy, font, color
- Links—text, buttons, underlined text
- Content placement
- email width and length
- Text font and color
- Header- image vs. text

*Continuous & Effective Testing*

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**Creative critiques can be an important beginning step to creative testing.**

Highlight opportunities to improve creative design elements and calls to action.

Pre-header area takes up too much space. Recommend placing teaser offer but not entire offer.

Add sharing features. SWYN, FTF

All of the links go to the same page. Are there specific section we want to send recipients to?

Promo codes could be larger. Stand out more.

Main call-to-action is hidden.

Discourage the use of 3 big images stacked on top of each other in a table. Image maps should be removed. Needs alt tags.

The design needs to be modified for email. A balance of images and HTML text needs to be introduced. Clearer call to action. Overall, it looks like a magazine ad pasted into an email template which is visually appealing but not ideal for email engines.

19

*Continuous & Effective Testing*

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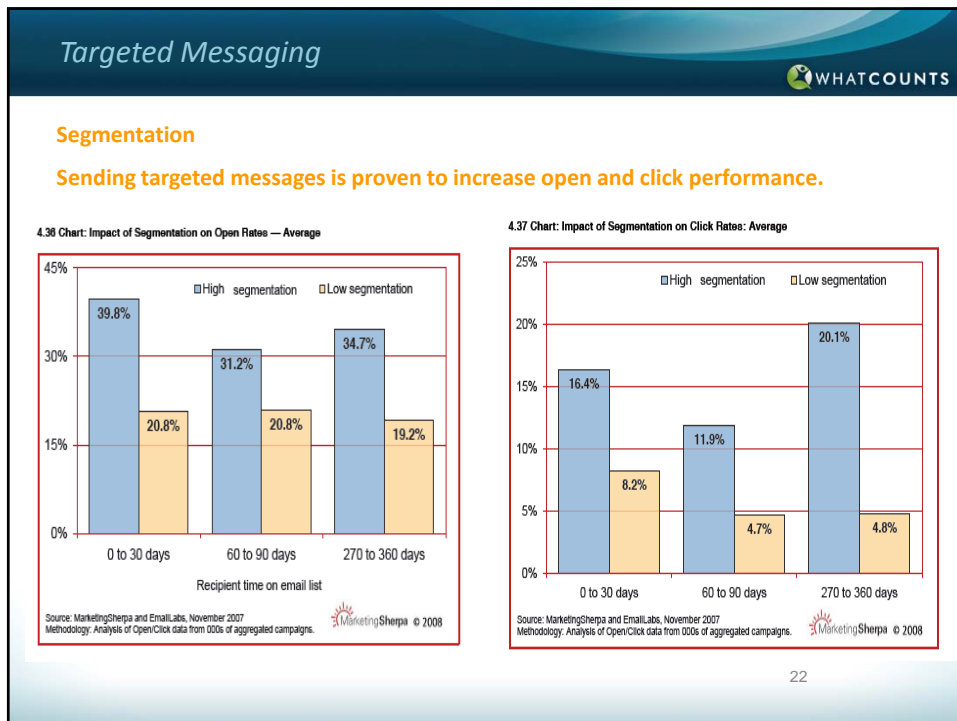
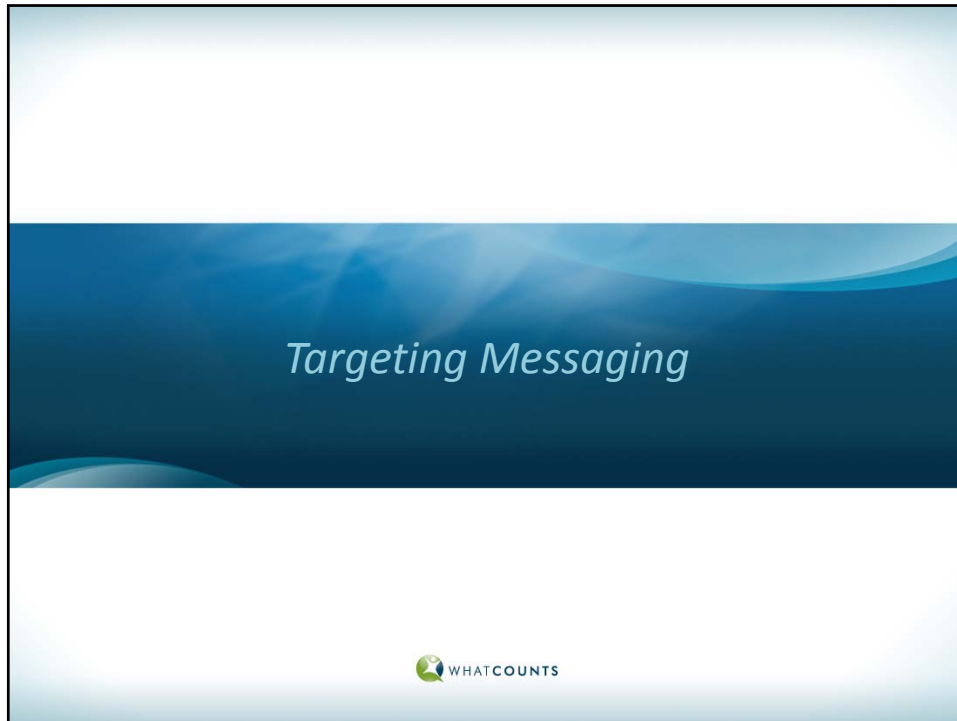
**<< Previous Template**

- One column with no column structure
- Large header image that would have difficulty rendering
- No clear call to action

**New Template >>**

- Two column format which allows for more template structure
- Header image is broken up allowing for easier rendering
- Clearer call-to-action with subscription center broken out as well as "In This Issue" and "What's New" sections

20



**Targeted Messaging** WHATCOUNTS

**Subscriber Preference Center**

**Segmentation efforts should start with the opt-in process.**

**Subscriber Preference Centers allow you to collect further information for future segmenting:** This will allow recipients to update their preferences and information at any time. This is also a good place to cross-promote other email offerings available to the subscriber.

23

**Targeted Messaging** WHATCOUNTS

**Segmented Lists**

**Make your campaigns relevant by sending targeted messages.**

**Create lists based on a common list criteria and ensure that the content speaks to this commonality or area of interest amongst the list.**

**Segment your lists based on conditions**

- Influencers
- Re-engage
- Actions –click/open
- Content they have repeatedly shown interest in by clicking

24

## Targeted Messaging

**Personalization**  
 Speak to your subscribers directly by personalizing emails.

**Static Personalization:**  
 Insert information into email that is always available via your email marketing platform (subscriber's email address, current date, etc.)

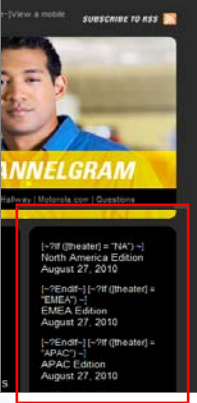
**Personalization from List Data:**  
 Pull content from subscriber's record in the list (areas of interest, purchase history, etc.)

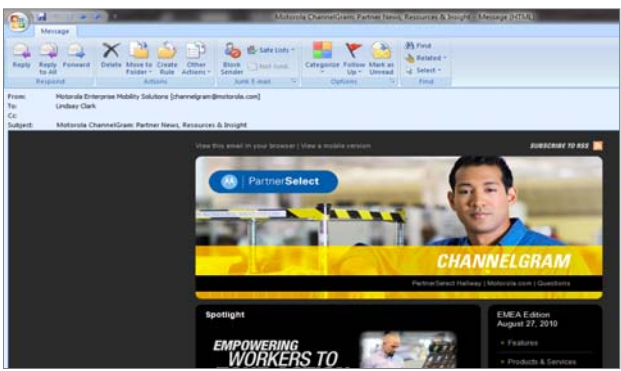



## Targeted Messaging

**Personalization**  
 Speak to your subscribers directly by personalizing emails.

**Dynamic Content** uses sets of expressions that will display different blocks of HTML code in an email based on conditions that are met from the field data for each subscriber.





26

## Targeted Messaging

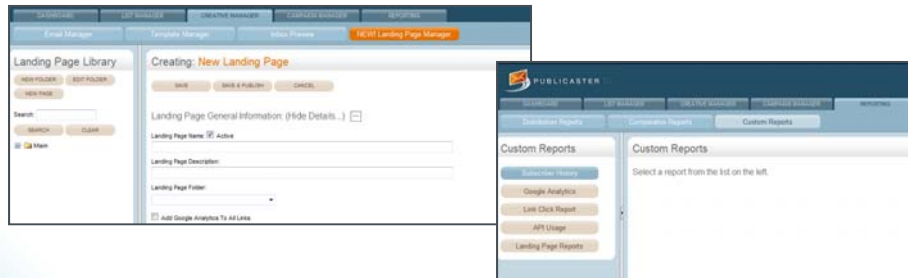


### Landing Pages

Send users to a customized landing page.

Make custom landing pages for your email campaigns that use your subscribers' information to personalize offers or information for them.

- o Easily create pages dedicated to individual initiatives or offers
- o Track conversions from send to spend with built in conversion tracking
- o Compatible to use with SWYN and "Facebook like" features



27

## Automated Sending



## Automated Sending

**Automated Welcome Email** - Recipients should be sent an automated 'Welcome' email. The Welcome email should contain the following:

- Email should be consistent with future email branding
- Acknowledge the reason they are being added to your list
- Explain the benefits of the communications they will be receiving
- Prompt them to whitelist your From name/email
- Confirm that you will not be sharing their email address with other parties

You are receiving this message because you opted in for email communication from Visit Baltimore. If you are having trouble opening this message, please Contact Us Here. Click Here. Click Here. Click Here. Click Here. Click Here.

**Baltimore the BUZZ**

Hotels & Accommodations | Dining & Nightlife | Attractions | Shopping & More

**Follow us on Twitter.**

**Become a fan on Facebook.**

**Hello [-FirstName-]!**

Thank you for selecting to receive our newsletter. The Baltimore Buzz is delivered monthly and will let you know about all the upcoming events and hot happenings in Baltimore. Also included will be hotel packages, deals and discounts and other ways to save on your trip to Baltimore.

Continue to visit [Baltimore.org](#) to stay on top of all that's happening in Baltimore. Or, go to [VisitBaltimore.org](#) to see the local side of things with videos and pictures supplied by the people that know the city best, our residents.

Thanks and we look forward to seeing you soon, in Baltimore!

Look for The Baltimore BUZZ every month to highlight what's new, what's happening and what's hot in Baltimore.

You can also check out our [Calendar of Events](#) to see all that's happening in Baltimore.

Click here if you'd like to receive Southwest Airlines weekly Click 'n Save specials. Southwest Airlines does not sell any email addresses. We value and respect your privacy.

**SOUTHWEST.COM**

[Unsubscribe] [My Account]

[Send Out More by Email] [baltimore.org](#)

29

## Automated Sending

**Automated Time Based Campaign** – Sample \*\*30 Day Coupon

**20 days left - get \$100 OFF!**

Here's your code for \$100 off your order of \$150 or more... Seriously.

Use Coupon [-coupon-] Expires [-expiration-]

GET STARTED

\*I will continue to use you for all of my photo art canvas needs. I have used Canvas On Demand for both myself and for friends. I have been extremely happy with the quality and the

**10 days left - get \$100 OFF!**

Here's your code for \$100 off your order of \$150 or more... Seriously.

Use Coupon [-coupon-] Expires [-expiration-]

GET STARTED

\*The custom canvas prints bring out the high quality of the image. The colors are saturated and real.

Triggered on Day 10

Triggered on Day 20

30

## Automated Sending

### Automated Time Based Campaign – Sample \*\*Follow up series for an Insurance Quote

**Triggered on Day 2**

**Triggered on Day 10**

31

## Automated Sending

### Automated Behavior Based Campaign – Sample Product Follow-up

**Product Follow Up**

**Shopping Cart Abandonment**

32

## Automated Sending



**API (Application Programming Interface) – API integrations allow for more accurate and timely updating of subscriber information.**

- The seamless exchange of information across platforms associated with APIs increases efficiencies by avoiding human error and time involved with manual exporting/importing of lists.



## Strategic Planning & Analytics



*Strategic Planning & Analytics* WHATCOUNTS

Activate **Google Analytics** to monitor email activity alongside your web analytics

Add the provided **Conversion Tracking Code** to key pages on your website to track how many subscribers get to that page from your email campaigns.

Email Address	Date Converted	Is Conversion?	Order ID	Payment Amount
barbra7734@gmail.com	8/19/2010 12:28:54 PM	True	4120750	\$8.99

**Other:**

Clickthrough Performance	Complaint Detail	Subscriber History
Click Detail	Top Domains	Link Click Report
Open Detail	Delivered Detail	Landing Page Reports

35

*Strategic Planning & Analytics* WHATCOUNTS

**Proper planning and critical thinking are the keys to increasing campaign performance.**

- Coordinated campaigns
- List growth techniques
- Deliverability best practices
- Proper feature usage and automation
- Strengthening customer loyalty & retention
- Successfully launching new products & services
- Recipient engagement
- Customer lifecycle development
- Creative critiquing
- Increasing campaign metrics
- Social media strategy

36

