A Beginner's Guide to Successful Email Marketing

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What does Email Marketing have to do with Social Media Marketing?
everything!
Use email marketing to educate your target market about your product and services.
How we use email marketing...

Upcoming events to help grow your business:

- **FEB 25 2016**
  - **International Commerce Lunch and Learn**
  - Fulton Bank
  - Millsboro, DE

- **FEB 25 2016**
  - **Open For Business**
  - New Castle County Chamber of Commerce
  - New Castle, DE

- **MAR 1 2016**
  - **Export University**
  - Philadelphia U.S. Export Assistance Center
  - Philadelphia, PA
The right tools...
BE A MARKETER
All it takes is Constant Contact email marketing

Email address

SIGN UP FREE TODAY!
No risk. No credit card required

or Buy Now »

EASY TO USE FEATURES

WHY CHOOSE US

SEE HOW IT WORKS
Send Better Email

Can’t Choose? Let Them!

Join more than 10 million people who use MailChimp to design and send 600 million emails every day.
Grow your email database
Craft awesome emails!

Thank you for being a top listener.

Hey it's Charles Kelley from Lady Antebellum.

You're getting this email because you are one of Lady Antebellum's top listeners on Spotify. Thanks so much for listening to so much of our music.

I'm going on a solo tour and as a way to say thank you I want you to be one of the first to get access to tickets.

The presale starts Wednesday October, 14th at 10am and runs until Thursday, October 15 at 10pm. You'll be able to purchase up to 6 tickets while supplies last. The password is BELIEVER.

I have a new single out and would love for you to listen to it on Spotify. It's called "The Driver" and also features Dierks Bentley and Eric Paslay. Hope you like it!
Match your brand!

Work is underway in Rulindo, Rwanda! Here's an update on your projects.

<table>
<thead>
<tr>
<th>CAMPAIGN YOU GAVE TO</th>
<th>AMOUNT DONATED</th>
<th>WHERE YOUR MONEY WENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sam &amp; Jen’s Wedding + Honeymoon</td>
<td>$20.00</td>
<td>Rwanda</td>
</tr>
</tbody>
</table>
Don’t send yet!

Have someone else proof the email.
According to HubSpot,

“Research carried out by MailChimp, found that 8am – 11am and 12 – 2pm is the best time to send your newsletters for the best response rate but that timings varies enormously depending on audience.”
Okay, now push send!
Metrics

Open rate
Clickthrough rate (CTR)
Conversion rate
Don’t be discouraged...
Constant Contact’s average industry rates

**Comparison by Industry Chart**

If you’ve selected your industry in your My Account settings, you can view this data as a comparison to your stats in your reporting. Keep in mind that you may need to have more than one sent campaign to see the trends.

As of September 2015:

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Open Rate</th>
<th>Bounces Rate</th>
<th>Clicks (Click-Through Rate)</th>
<th>Opt-out Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations (ex. hotel, inn, B&amp;B, campgrounds)</td>
<td>17.69%</td>
<td>8.36%</td>
<td>7.21%</td>
<td>0.29%</td>
</tr>
<tr>
<td>Accountant</td>
<td>13.18%</td>
<td>6.16%</td>
<td>6.90%</td>
<td>0.13%</td>
</tr>
<tr>
<td>Animal Services</td>
<td>22.70%</td>
<td>8.06%</td>
<td>7.28%</td>
<td>0.35%</td>
</tr>
<tr>
<td>Art, Culture, Entertainment (ex. galleries, museums, musicians, theatre, film, crafts)</td>
<td>24.73%</td>
<td>8.35%</td>
<td>6.95%</td>
<td>0.17%</td>
</tr>
<tr>
<td>Automotive Services</td>
<td>16.11%</td>
<td>4.86%</td>
<td>10.68%</td>
<td>0.38%</td>
</tr>
<tr>
<td>Child Care Services</td>
<td>26.46%</td>
<td>5.91%</td>
<td>6.55%</td>
<td>0.68%</td>
</tr>
<tr>
<td>Civic/Social Membership (ex. associations, chambers, clubs)</td>
<td>9.42%</td>
<td>3.07%</td>
<td>6.74%</td>
<td>0.04%</td>
</tr>
</tbody>
</table>
Ongoing…

Never stop analyzing the metrics!
Always continue to try new strategies for growing your subscriber base!
Thanks!

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Photos from Unsplash.com