

Purposeful Personalised Marketing



email
Smarts



Before
You
Begin

Email vs Online Advertising

- email has 5.5 billion users
- Facebook only has 1 billion users
- Customers give you permission to send them emails
- Ads on social media are seen as spam by users
- 90% of email gets delivered to the right inbox
- 1 in 100 may see your FB post



Email vs Online

Return on Investment (ROI)

- 4.24% of visitors from email marketing links buy something
 - 2.49% of visitors from search engines
 - 0.59% from social media
-
- An email forwarded by a subscriber is worth \$12.41
 - A share on social media is worth \$5.62
-
- for every \$1 spent on email marketing, the average return is \$38.
 - for every \$1 spent on online advertising, the average return is \$2.87.

\$40^{.00}

EMAIL

\$22^{.24}

SEO

\$19^{.72}

CATALOGS

\$10^{.51}

MOBILE

\$7^{.30}

INTERNET
DISPLAY

\$2

BANNER
ADS

The Verdict

an email subscriber is more engaged with your business compared to someone who is simply glancing past your ad on social media



Define Your Promotional Purpose



Who is your audience?



What is your connection?

- ▶ Potential Client
- ▶ Current Customer
- ▶ Lapsed Client



What does your audience want from you?





Relationship Building

- Regular interactions
- Informational emails
- Educational content

Transactional

- Links to ecommerce
- Subscriber signup confirmations
- Welcome emails
- Order or purchase confirmations
- Acknowledgements of changes to subscriber information



Hi Kimberlie,

You've connected a new app, 'Notability', to your Dropbox.

You can check on this and any other apps you've connected by visiting your [account page](#).

Happy Dropboxing!

- The Dropbox Team

P.S. Here are some other apps that can connect to your Dropbox.



Feedly

RSS blog reader



Microsoft
Office...

Edit Office
documents



WebDAM

Digital asset
management



20 HEALTHY BREAKFAST
RECIPES FOR YOU TO TRY

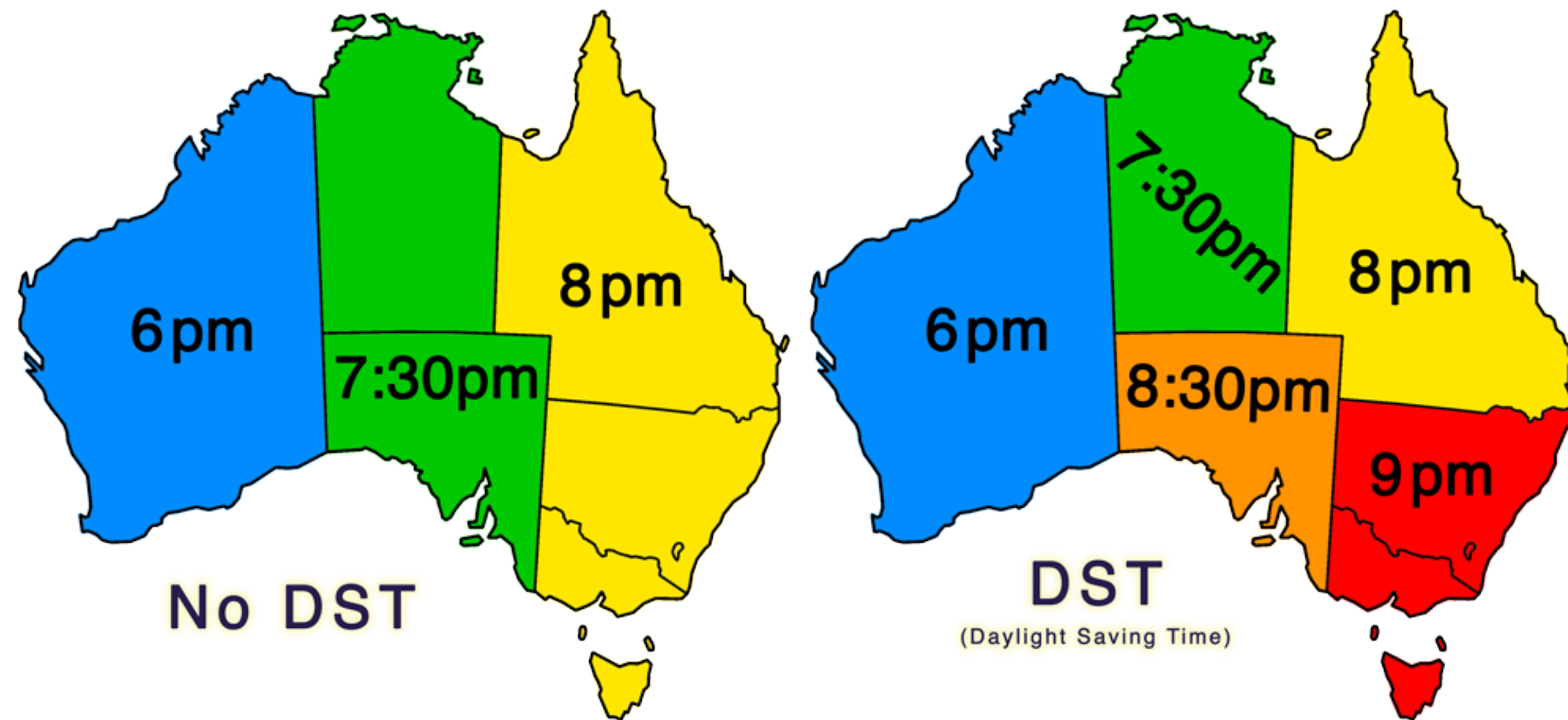
Promotional

- Offers
- Sales
- Specials

Where are they located?



Why do you need to know?



- ▶ Time zones for delivery
- ▶ Cultural expectations
- ▶ Privacy Laws

Data Privacy & Security



Data Breaches

Oct - Nov 2018

262

notifications

33%

human error

64%

**malicious or
criminal attacks**

3%

system faults

Protect Your Clients Data

“any data that relates to an identified or identifiable living person. This includes pieces of information that, when collected together, can lead to the identification of a person.”



Privacy Policies



Before capturing any client data you need to have a privacy policy in place and available for people to read on your website.

Your **privacy policy** must cover how your business

- handles
- uses
- manages personal information



Privacy Policies

Must follow the:

Australian Privacy

Principles & the

GDPR (if you have

European customers)



Australian Privacy Policies

- Transparency of collection
- Privacy Policy
- Respecting individuals' rights
- Appropriate usage
- Secure storage
- Individuals' access

General Data Protection Regulation





GDPR

Specifies **how personal data** should be **lawfully processed** (including how it's **collected, used, protected or interacted with** in general)

How to attract new subscribers





Create Compelling Offers

Join our newsletter to
receive the ultimate Visual
Content Cheat Sheet!

50 links to all the tools our team
use every week **plus** early access
to our weekly Creative Challenge
themes and content highlights
from our client work!



Enter your email

Creatively Squared

Think carefully about
what you're offering in
exchange for a potential
clients email address

FREE Money Mindset Workshop

50% Complete



Enter Your Details to Watch Now &
Download Your FREE e-Book

[CLICK HERE FOR INSTANT ACCESS >>](#)


Privacy Policy: We hate spam and promise to keep your email address safe


[CLICK HERE FOR INSTANT ACCESS >>](#)


Signup Boxes


Enticing Freebies are a great way to capture limited amounts of your website visitors' information.

Using eCommerce for segmentation

[CONTINUE SHOPPING](#)

**3 YEAR WARRANTY**

**GLOBAL DELIVERY**

**SECURE PAYMENT**

EXPRESS CHECKOUT

Please enter your details below to complete your purchase...

1. BILLING ADDRESS

First Name*

Last Name*

Email Address*

Telephone*

Address*

Suburb/Town*

State/Territory*

Postcode*

Country*
United States

☒ Ship to the same address

2. SHIPPING METHOD

We've noticed that customers in your country have been asked by customs to pay import duties or taxes when ordering from Bellroy and selecting Express Shipping.

Please consider this when selecting your shipping options.

☐ Regular (1-6 wks, no tracking)

\$8.00



☐ Express (2-8 days, tracking)

\$14.00

[See more info on shipping](#)

3. PAYMENT METHOD

☒ Credit Card



Credit Card Type*


Credit Card Number*

Expiry Date*

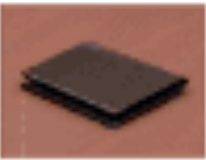
What is this?

Card Verification Number*

☐ PayPal Express Checkout



4. REVIEW YOUR ORDER



Slim Sleeve Wallet - Java

1

\$79.95

Subtotal	\$79.95
GRAND TOTAL	\$79.95

☐ Our newsletters are infrequent, but rad. Want in?

PLACE ORDER

SINGLE VS DOUBLE OPT-IN

the pros and cons

SINGLE OPT-IN

- ✓ Build a large list quickly
- ✓ No contact 'leakage'
- ✗ Potential for low quality, unengaged subscribers
- ✗ More time spent on list maintenance
- ✗ Higher risk of spam complaints and lower deliverability

DOUBLE OPT-IN

- ✓ 'Cleaner' list
- ✓ More active, engaged database
- ✗ Slower list growth
- ✗ Potential for contact 'leakage'

Bad email etiquette



- Send through gmail or Outlook
- From address is no-reply@
- Typos
- Generic content
- Copyright infringed content
- No Call to Action
- Too many emails
- Not enough emails
- Sending Spam



What is Spam

Irrelevant or unsolicited email messages sent to a large number of people for the purposes of advertising, phishing, spreading malware.

What effect does Spam have?



45% of all emails sent are classed as Spam by inboxes

Spam costs businesses in the USA approximately \$20.5 billion every year in terms of reduced productivity and technical expenses

Spam Trigger Words

- amazing
- cancel at any time
- check or money order
- click here
- congratulations
- dear friend
- for only (\$)
- free or toll-free
- great offer
- guarantee
- increase sales
- order now
- promise you
- risk free
- special promotion
- this is not spam
- winner

How to reduce the risk

In Australia it is illegal to send unsolicited emails - Australian Spam, Act 2003

- Send your emails to the right person
- Be careful with your subject line
- Be consistent with your branding so people remember who you are
- Include your physical address
- Personalising & segmenting your emails helps reduce the risk of your emails being sent to spam.



Sent to: Brightcraftskits@gmail.com

[Unsubscribe](#)

Claire Barton, PO Box 52, Bellbowrie QLD 4070, Australia

The Power of Personalisation



Where does the data come from?



What data is collected?

- User generated profiles
 - Name, Address, Gender
- People they shop for
- Specifics of purchases
 - size, colour, shape, style
- Shopping delivery preferences
- Life stage events
- How many times they've log into your
 - app, website, product page

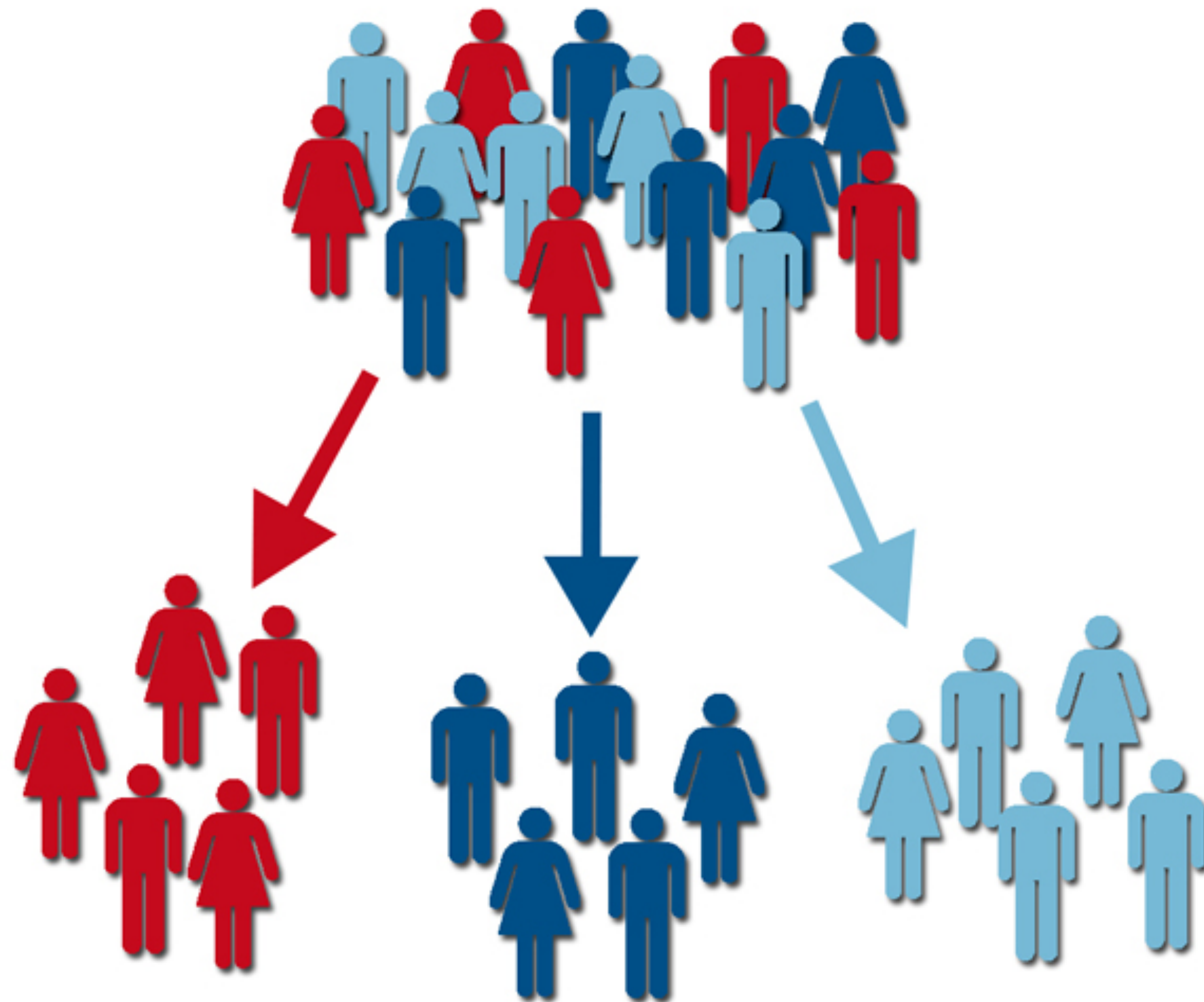


What is personalised marketing?

- Personalisation is the act of changing the content of your marketing depending on who's looking at it.
- Personalisation is delivered by segmenting your email list.



Segmentation



Delivers more relevant email marketing to subscribers based on their geographic location, interests, purchase history etc.

Segmentation helps you deliver

- the right message
- to the right person
- at the right time.

The Benefits of Segmentation

70% of Millennials don't mind brands' tracking their browsing and purchasing behaviours so that they can receive more individualised communications

Emails with personalised subject lines are **26 - 29%** more likely to be opened.

Marketers have found a **760%** **increase** in email **revenue** from segmented campaigns.

An average **increase of 20%** in sales when using personalised experiences



PILLARS of SEGMENTATION

GEOGRAPHICS

- Country
- City
- Density
- Language
- Climate
- Area
- Population

DIGITAL DNA

DEMOGRAPHICS

- Age
- Gender
- Income
- Education
- Social status
- Family
- Life stage
- Occupation

FIRMOGRAPHICS

PSYCHOGRAPHICS

- Lifestyle
- AIO: activity, interest, opinion
- Concerns
- Personality
- Values
- Attitudes

CONTEXTUAL

BEHAVIORAL

- Benefits sought
- Purchase Usage
- Intent
- Occasion
- Buyer stage
- User status
- Life cycle stage
- Engagement

DIGITAL BODY LANGUAGE

Business to Business

Futura Group

View a Demo

Take a unit for a test drive and see how to provide your students with an inspiring learning environment. Access hundreds of skills videos, interactive challenges, virtual environments and more with Futura Group's eLearning Resources.

Your Full Name

*

RTO / Company

*

Email

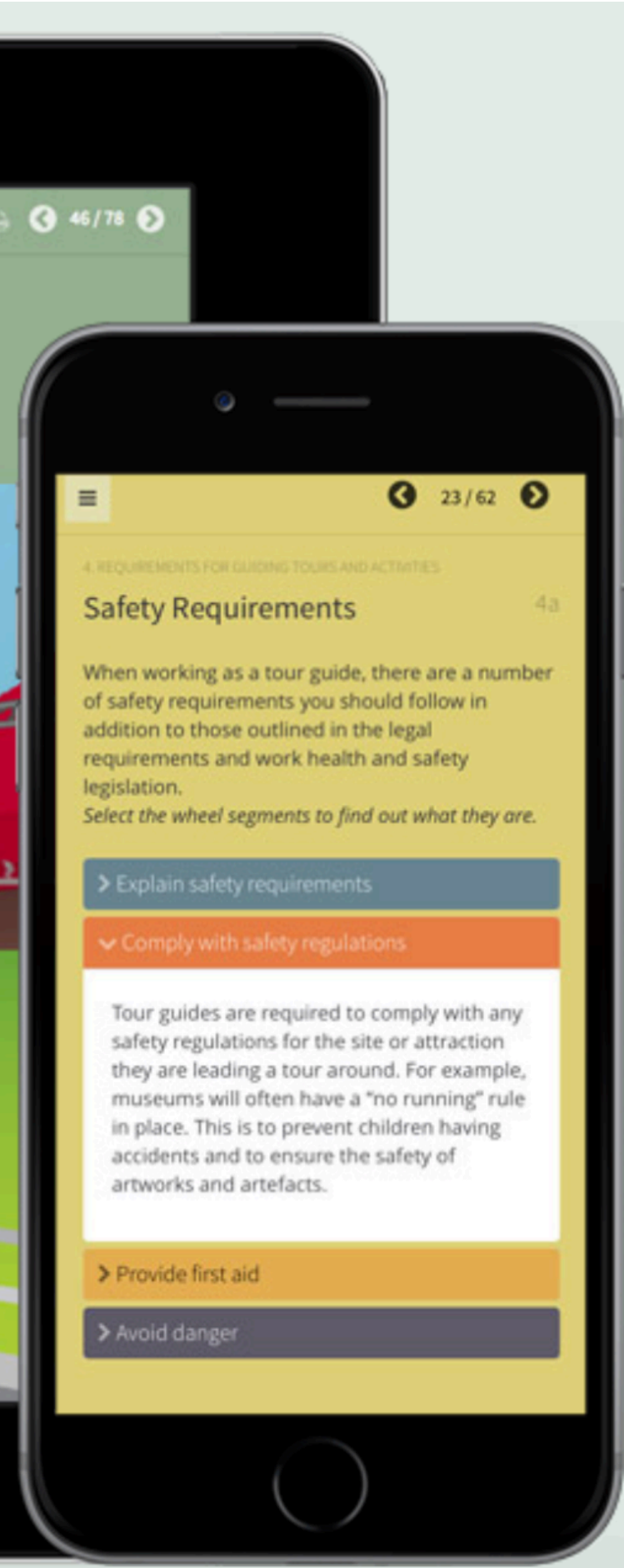
*

Phone Number

*

Number of Students

Access Demo



Data Source	Information received	Mailchimp use
Website form	Business and personal contact details - Add tag “viewed demo”	<i>Automated email sequence; salesperson phone call</i>
Xero	Purchase history and pattern - Add tag “purchased product X”	<i>Interest-specific news updates and product information</i>
Offline meeting	Source of information - Add tag “conference lead”	<i>Conversion tracking; business analysis</i>
Xero	Purchase volume - Add tag “VIP”	<i>High-volume discounts; special event invitations</i>
LinkedIn	Job role - Add tag “Compliance Manager”	<i>Targeted messaging focussing on particular product aspects</i>

Business to Customer

Retail



In store purchase of dog food & dog bowls

Segment	Mailchimp use
“customer”	General store-wide deals and loyalty program
“dog owner”	Pet-specific product range (chew toys, leads, kongs, etc.)
“dog owner seasonal”	Springtime worming/tick/flea treatments
postcode	Specific services, e.g. Home delivery service
product specific	Niche product range, e.g. products over \$X if purchasing Royal Canin

Business to Customer

Travel Agents





Business to Customer

Travel Agents

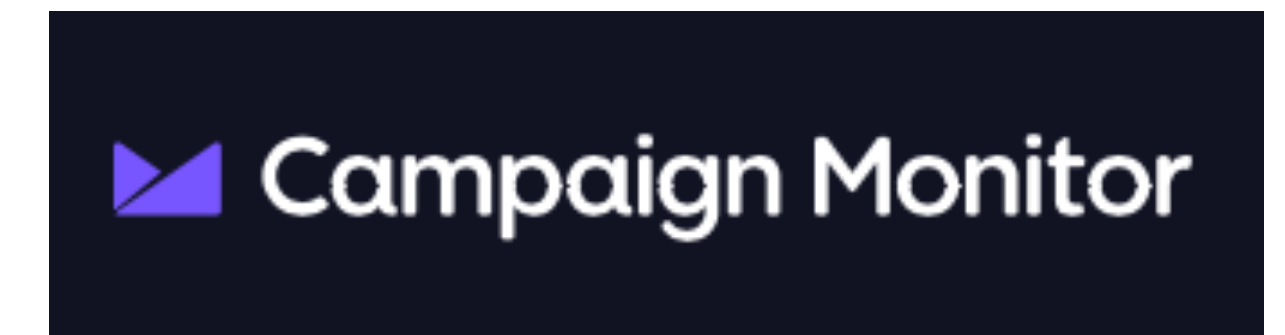
Customer data

- Previous tour preferences (personal preferences)
- Reasons for booking travel (corporate/leisure – pricing/packaging)
- Transport/accommodation preferences (product matching)
- Dates when making enquiries (travel planning pattern)
- Age and interests (tour preferences)

Categories

- Consumer (full pricing, generate interest)
- Wholesale buyer (latest packages, families, group buying)
- Corporate agent (multiple rooms, repeat reservations)

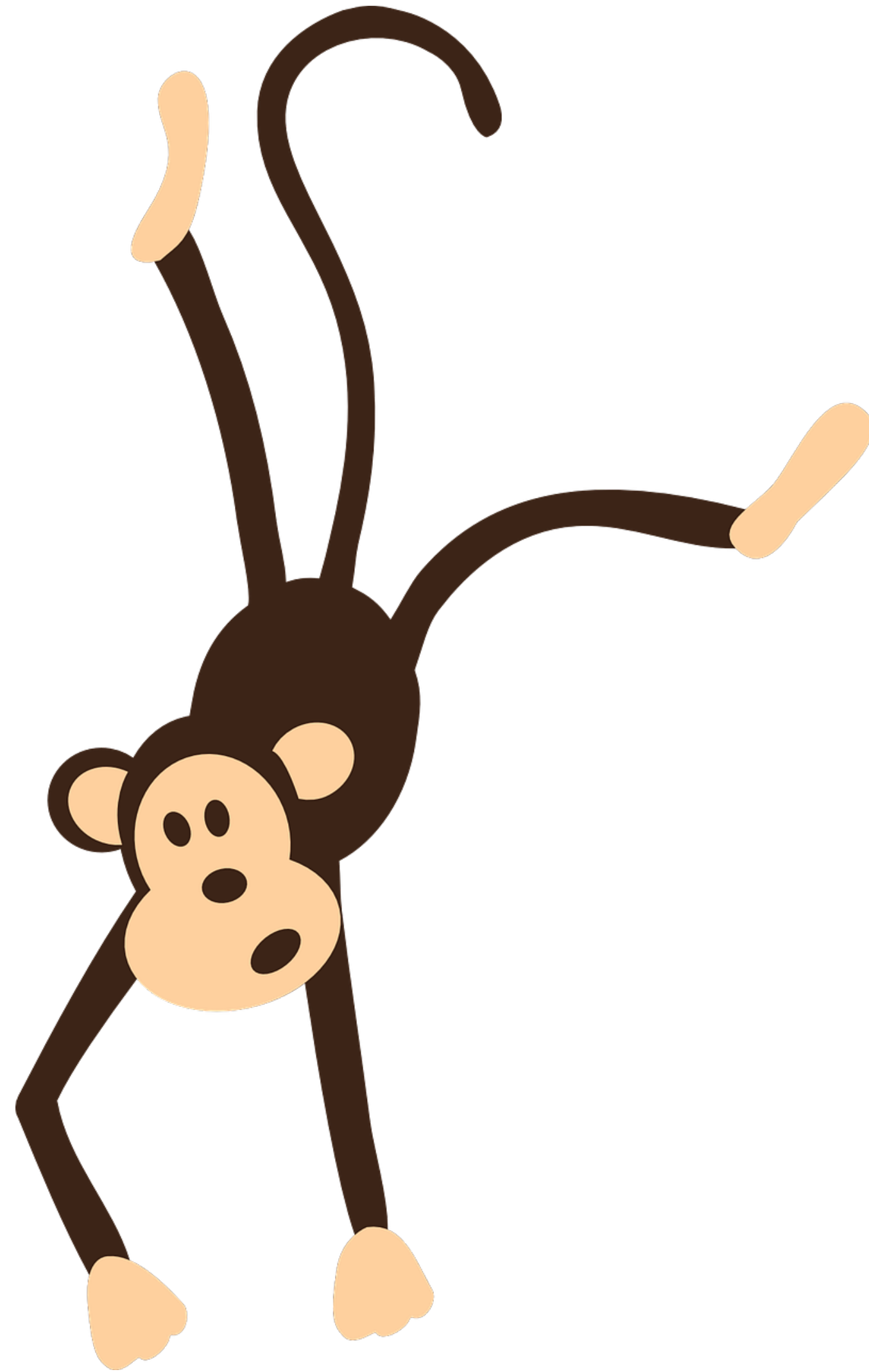
350 Newsletter Services to choose from!



How to Choose the Best Email Marketing Service



- Easy to use
- Automation
- Autoresponders
- Integration with your software & website
- Analytics of your email campaigns
- Number of Users on Plans
- Price point



1. Easy to use
2. Free for 2000 email members
3. Free to send 12,000 emails per month
4. Automation
5. Autoresponders
6. Integration with most software & websites
7. Analytics of your email campaigns
8. Landing pages
9. A/B testing



mailchimp



Email marketing engagement

Your subscribers, broken down by how often they open and click your emails.

23%

Often

Your percentage of subscribers who are highly engaged and often open and click your emails.



17%

Sometimes

Your percentage of subscribers who are moderately engaged and sometimes open and click your emails.



52%

Rarely

Your percentage of subscribers who are not very engaged and rarely open and click your emails.

