EMAIL DOMINATES
Is it working for you?

Matt Bailey
Trainer, Speaker & Best-Selling Author
SiteLogic
@MattBaileySays

Matt Bailey

@MattBaileySays
@SiteLogic

Consultant	Trainer	Author

Channel Analysis: 4Q 2016

Traffic
1. Organic Search
2. Search Ads
3. Direct (25.3%)
4. Email (15%)

Sales
1. Search (40%
2. Direct (2
3. Email (17.8
4. Display (1.2
5. Social (0.

Source: MediaPost/ Adobe

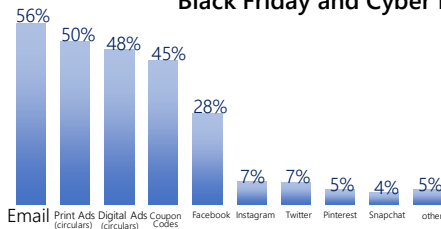
Email:
Generated 1 of every 5 sales on CyberMonday

20%

Up 33% from 2015

Email:

Most Influential Advertising Media: Black Friday and Cyber Monday

- 56% Email
- 50% Print Ads (circulars)
- 48% Digital Ads (circulars)
- 45% Coupon Codes
- 28% Facebook
- 7% Instagram
- 7% Twitter
- 5% Pinterest
- 4% Snapchat
- 5% other

Source: JDA

Multi-Channel
Campaign Analytics

Email ROI Analytics
Channel Analysis

Medium	Visitors	Transactions	Revenue	Conversion rate	Average Value	Per Visit Value	Marketing Cost	Profit	Profit per $
Organic	150,000	3,000	$200,000	2.0%	$66	$1.30	$15,000	20%	$13.33
CPC	65,000	1105	$55,000	1.7%	$50	$0.84	$30,000	6%	$1.83
Social Assist	45,000	180	$18,000	0.4%	$100	$0.40	$10,000	2%	$1.80
Email	55,000	880	$60,000	1.6%	$75	$1.09	$3,000	14%	$20.00
Direct	45,000	585	$40,000	1.3%	$70	$0.88	-	9%	
Display	35,000	420	$20,000	0.6%	$45	$0.57	$6,000	3%	$3.30
Shopping	10,000	250	$25,000	2.3%	$100	$2.50	$5,000	5%	$5.00

Get updates delivered to your inbox

Subscribe before it's too late!

Subscribe Now! "Don't Miss Out!"

Get Updates

Sign up

Get Email Updates

Get daily delivery

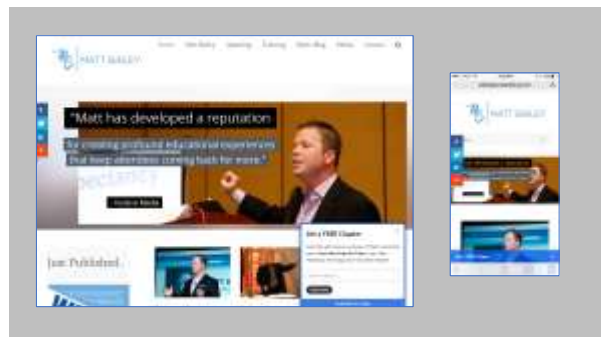## Build Your List

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Build Your List
Just Ask…

Lightbox Pop-Up

Usually shown to non-subscribers at intervals, many sites have claimed 75-80% increases in subscriptions

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Build Your List

Make Fans Subscribers
Use Facebook to Build Your Email List

Make Fans Subscribers

#1
Call to Action

Make Fans Subscribers

#2
Email tab Integration

Make Fans Subscribers

#3
Add Call to Action in Header image

Make Fans Subscribers

#4
Pitch Exclusive Content by Email

Make Fans Subscribers
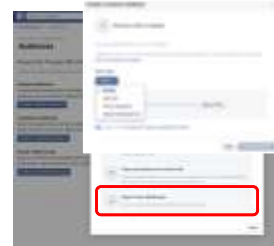
#5
Promote Published Email Newsletters

Make Fans Subscribers
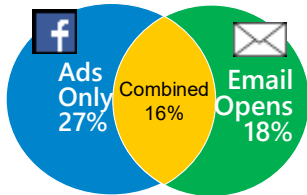
#6
Drive Subscriptions in the About section

Increase Subscriber Engagement

Create Custom Audience from Email List

Cross-Promotions

Ads Only 27% **Combined 16%** **Email Opens 18%**

77% more email opens when running coordinated Facebook ads

Source: Salesforce Retailer Test

Increase Subscriber Engagement

Email openers were 22% more likely to purchase when running Facebook ads

Source: Salesforce Retailer Test

1 Autoresponders Triggers

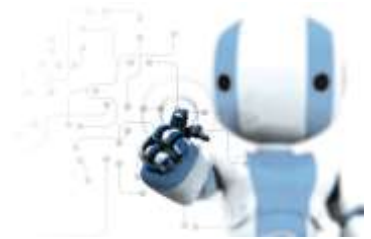## Triggered = Relevant

People respond to conversations

Open rates are
119%

above normal email communications

Trigger Automated Events

Browsing
Annual Events
Request Reviews
Thank You
Reactivation
Renewal
Welcome
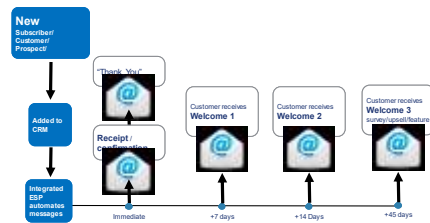**Receipts**
Preferences

2 Welcome Series

44% of salespeople give up after **1** attempt

80% of sales require **5** follow-up calls after the initial meeting.

(Source: Sirius Decisions)

Auto-Responder Welcome Series

Welcome Series
First "Welcome" Email: "How to"

Welcome Series
Second "Welcome" Email: Features
+7 days

Welcome Series
Third "Welcome" Email: "Hook"

+14 days

Welcome Series
Fourth "Welcome" Email: Features

+60 days

Welcome Series
Fifth "Welcome" Email: Feedback

+ 120 days

Welcome Series Benefits

4x Open Rate

8x Click Rate

5x Revenue

Source: Inbox Group
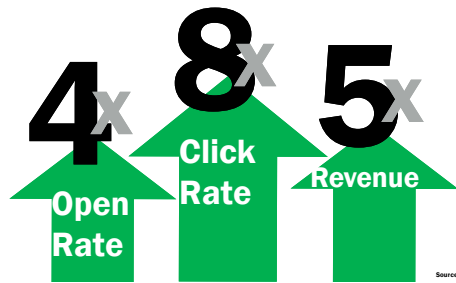
Design that adapts

Brands testing responsive design have seen:

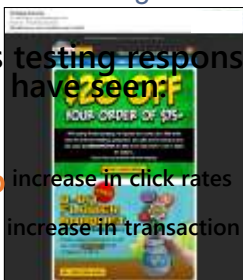**63%** increase in click rates

18% increase in transaction rates

Source: Experian Marketing Services

5 ways to optimize for mobile delivery

1

Navigation
- **Streamlined**
- **Efficient**
- **Specific to mobile needs**

5 ways to optimize for mobile delivery

2 Slimmer Design
- **560-580 pixels wide in design** (Responsive)
- **Mobile email area is mostly 320x480**
- **Scalable by at least 50%**

5 ways to optimize for mobile delivery

3 Larger Text
- **Minimum font size (iPhone) 13 pixels**
- **Sub-copy should be at least 14-16 points**
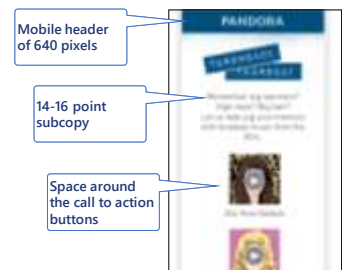- **Scalable by at least 50%**

5 ways to optimize for mobile delivery

4 Larger tap-friendly interactions
- **Calls to action at least 40 pixels apart**
- **Minimum click target of 44x44 pixels** (Apple)

5 ways to optimize for mobile delivery

Mobile header of 640 pixels

14-16 point subcopy

Space around the call to action buttons

5 ways to optimize for mobile delivery

5 Mobile-specific call-outs
- *display:none;* **to hide unnecessary design elements**
- **Eliminate elements that will "clutter" in mobile**

Test Mobile Delivery

ESP Inbox Previews
- **Preview Mobile & Webmail**
- **Evaluate Preview Pane**
- **Ensure a visible Call to Action**
- **Avoid "view in browser" text**

Test Mobile Delivery

ESP Inbox Report
- **Find consistent mobile/tablet users**
- **Possible segments by iPhone, Android**
- **Ensure a visible Call to Action**
- **Market specific messages**

Test Mobile Delivery

Mobile-Compatible Landing Page

MUST BE:
- **Scalable**
- **Responsive**
- **Functional**
- **Visible Call to Action**

Technology

Real-Time Content
Target by Device
- **Call to Action**
- **Images**
- **Prompt to download app**
- **Custom action/message to device**

Downloading the AE App is the primary call to action for recipients using iPhone®, Android™ or iPad®
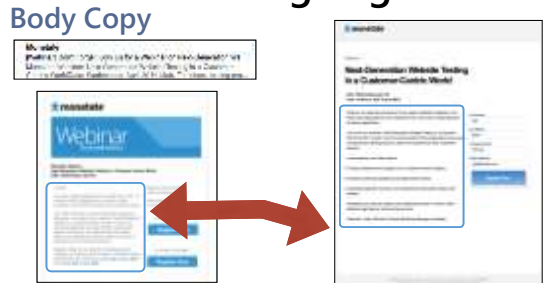

Landing Pages

Headline Copy

Landing Pages

Content of Images

Landing Pages

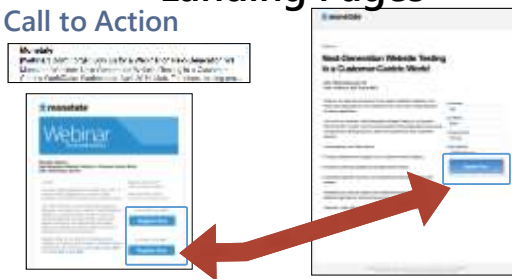**Body Copy**

Landing Pages
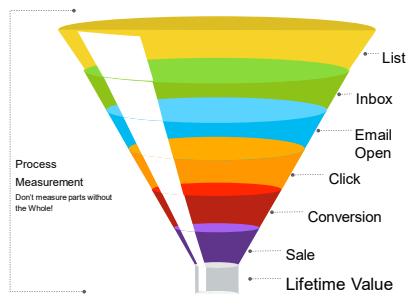### Form Layout

Landing Pages
Call to Action

Test Mobile Delivery

Evaluate Your Landing Pages:

- Primary purpose!
- Clear & concise headline
- Sum up offer clearly
- Remove distracting navigation options
- Provide seamless way to access the offer/information
- Design for scanning - Highlight important concepts
- Relevant image matched to the offer
- ONLY ask for information you need!

Measurement

Process
Measurement
Don't measure parts without
the Whole!

List
Inbox
Email Open
Click
Conversion
Sale
Lifetime Value

Matt Bailey

@MattBaileySays

Matt@SiteLogic.com

Coming Soon:

Podcast:

SiteLogic.com

EMAIL
DOMINATES
Is it working for you?

Matt Bailey
Trainer, Speaker & Best-Selling Author
SiteLogic
@MattBaileySays