DON'T GET INTO A SPIN!

look what you can do with mailchimp

using mailchimp to send beautiful newsletters



Reaper Enterprises

Get some doggy pics out there!

It’s time for your close-up, Jetta!

BarkPost Newsletter

4 Little Known Facts About The Ingredients In Quality Dog Food



Overview and then the Nitty Gritty

Reaper Enterprises

Tips to get more people to read your newsletter

Tip #1: Think hard about your subject line

The subject line is often cited as the single most important element in your recipient's decision-making process around whether they should open your email.

It's your one chance to tell people that there's something great contained within your communication.

Write your subject line being mindful that you want to grab attention, be interesting, different, personal and relevant. More on that in a bit….

Reaper Enterprises

Tip #2: Be human, be personal

it's about you!

We're all in the business of building relationships so use photos of you and your team in the eShot.

Often as not, a big part of your business is you – so don't hide!

One very successful newsletter from a very corporate firm ends with "I Love You", and can be rather irreverent in its content. Dog pics, too many cat pics out there…!

Reaper Enterprises

Tip #3: Less is More

what's happening?
what's it mean for me?
why I should do something about it?

Focus Your Message!!

Some of the most effective emails have one message to convey.

Be Concise!

Reduce your email until you can't cut it back any more.

Link out!

If you have a lot of information to convey, link to a page on your website where subscribers can learn more.

If there's a lot of info - use a short intro and link to the main content on your website.

Reaper Enterprises

Tip #4:
Be Relevant

target your content to your audience

Create groups within your mailing list – and then target those groups with focussed content.

Eg. DanceGrooves, or Family Workshop – send mailshots with special info to those who have signed up to particular events, eg film themed parties at the Half Moon, or people who have come to certain themed EFW events…

Requires group segmentation in your mailing list! More on that later…

Reaper Enterprises

Tip #5: Go Niche

no point talking to dead air, waste of time.

You don’t need huge audiences for your newsletter to be valuable, you just need the right people — those who care and who are engaged.

HubSpot removed 250,000 from its newsletter database, out of 600,000, to ensure that it was only sending it to those who actually wanted to receive it.

They culled those who had not clicked on the email from them at all in the last 6 months.

For smaller businesses, like ourselves, niche has another advantage — most email service providers offer free use of their software for smaller databases.

Reaper Enterprises

Tip #6: Find your content lilt

find a new angle on your subject

Content you've published on other channels doesn't have to be exactly what you put into your e-shots.

To help your brand stand out from the competition, consider taking your audience in a new and unexpected direction by exploring topics that are relevant – but not directly connected – to your business.

Eg. First Aid, Dance, Music, Childcare, Coaching other angles…

Reaper Enterprises

Tip #7: Give the eyes some space!

find a new angle on your subject

Try not to fill the eShot with lots of text and imagery.

Too much going on is **distracting** and will lead to recipients quickly hitting the delete button.

CLEAR CALL TO ACTIONS!!

Clear colour scheme to show sections.

Reaper Enterprises

Tip #8: Look good, look pro!

create something awesome to read, share, use

A well-designed email will carry the brand well. Avoid poor quality images and out of focus logos

Design plays a key part of demonstrating the value of your service and product…

If you look cheap, guess how that reflects on your services?!

Create something awesome. Your readers' inboxes are already flooded with things they don't pay attention to. Create something that they want to open, read, use, and share.

Reaper Enterprises

The eshot nuts and bolts

Reaper Enterprises

Email Lists

"On average, the click rates of segmented campaigns are about 55% higher than those of non-segmented campaigns.
– Mailchimp"

First create your main list, then separate that list into basic groups, then segments as well if needed.

Groups are a simple grouping of people, but if you want to get clever, you start diving into Segments;

3 types of segment: ***auto-update, static, and pre-built***—and they can help you target contacts based on their interests, location, demographics, subscriber activity, purchase history, and a whole lot more.

Reaper Enterprises

Segment Types

"On average, the click rates of segmented campaigns are about 55% higher than those of non-segmented campaigns. – Mailchimp"

Segment
A specific set of your list contacts with common qualities.

Auto-Update Segment
updates when pre-set conditions are met

Static Segment
a basic group really…

Pre-Built Segments

Using Mailchimp's suggested groupings like Inactive (eg. not opened last 6 emails) and Active subscribers

Reaper Enterprises

Merge Tags

Using shortcodes to pull in Email Address, Names, or other personalised info such as area where they live or anything else you can think of…

Hey *|FNAME|* … amazing offer. Only available to residents in *|BOROUGH|* for the next week…

Reaper Enterprises

What gets read on an eshot?

55% of Visitors Read Your Articles For 15 Seconds or Less

Not a lot…

A simple reason for people scanning so quickly:

they are looking for a specific piece of information and they don't want to read the whole article/newsletter to find it.

Reaper Enterprises

Subject Lines

try to keep them within 50 characters, you can include emojis too!

1– Curiosity. ...
2 – Offer. ...
3 – Urgency/Scarcity. ...
4 – Personalisation
5 - Relevance/Timeliness. ...
6 – Name Recognition. ...
7 – Cool Stories
8 – Story. ...
9 – Short and Sweet

Copy Hackers: "Everything you wanted to know about email copy but were too afraid to ask"

Wag!: " Want a Custom Emoji of Jetta & 6 Months FREE Walks? Book a Walk Today for Your Chance to Win!"

Reaper Enterprises

How to write for those who scan

Spoilers welcome – put the big point inside the first two paras!

People have the attention span of a gnat for email and websites so;

- Create bulleted lists like this.
- Prioritise content from top to bottom
- Use plenty of descriptive subheadings.
- Write in short paragraphs, 1-2 sentences
- Give each point or idea its own paragraph.
- Create plenty of white space.
- Highlight key points in bold.
- Put important information near the beginning of sentences and paragraphs.

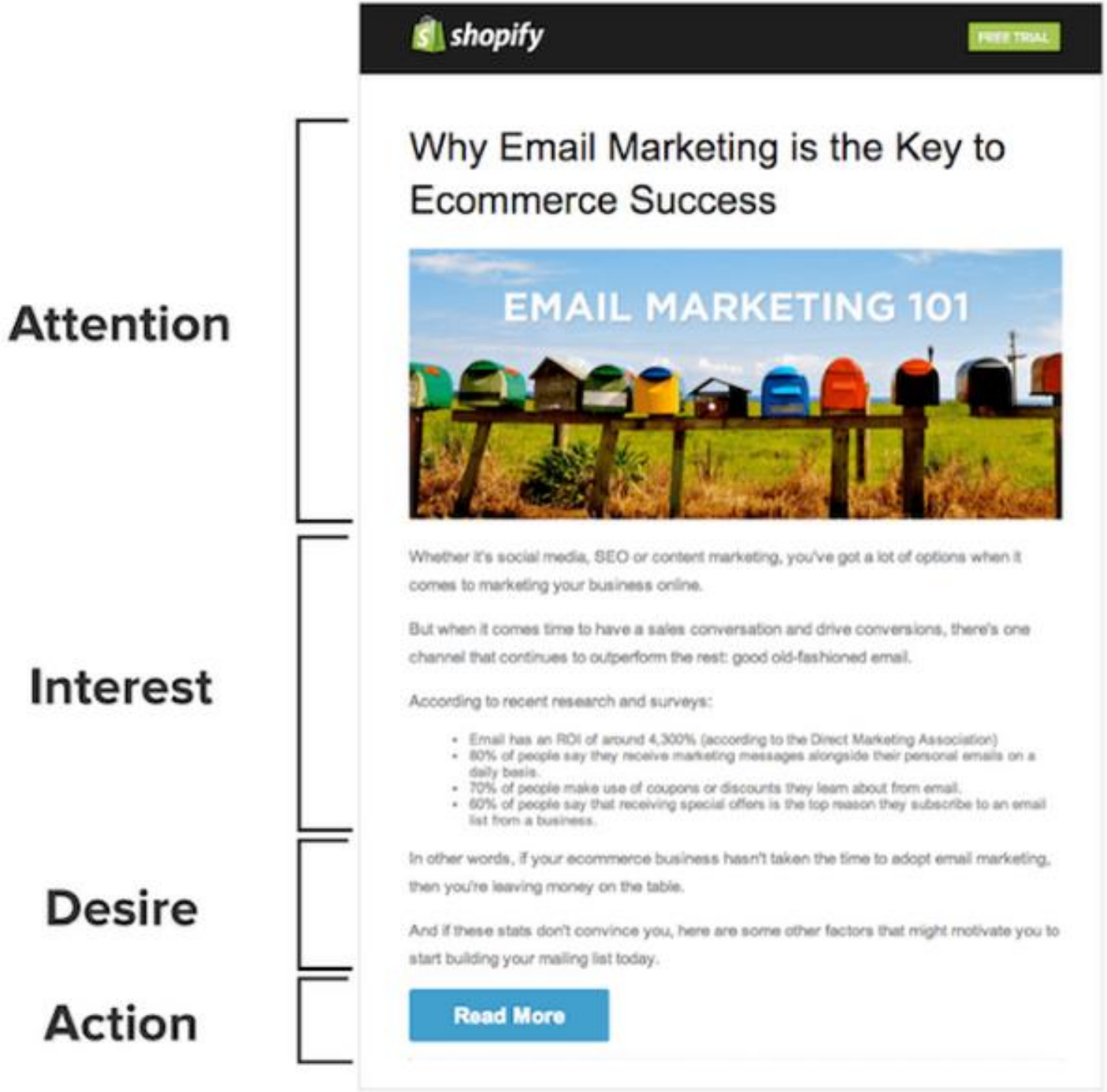
***eg. "use simple language** so that someone scanning the copy can easily pinpoint what they're looking for without having to struggle with technical jargon or marketing fluff."*

Reaper Enterprises

Templates

Elements of a good layout

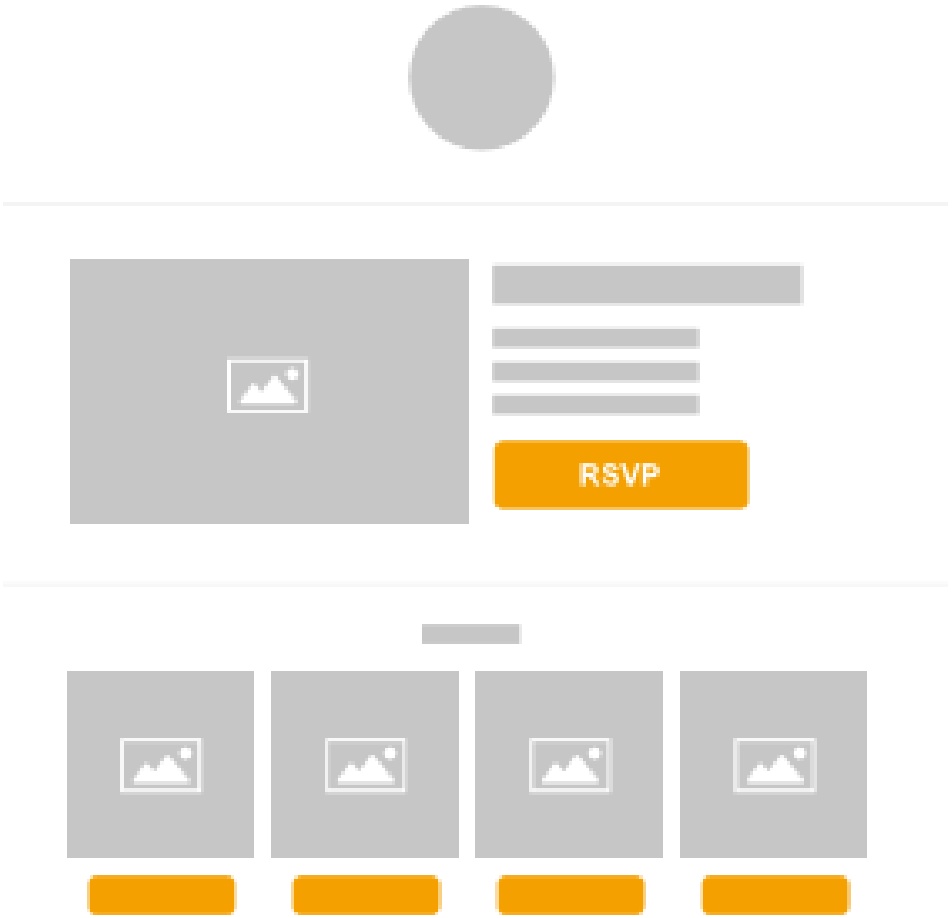
- Put the most important information FIRST!!!
- Use different saved templates for different needs
- Don’t forget to include social links in your email
- Clear Calls to Action!
- Mobile friendly design essential



Calls to Action

- Make them clear, Buy Now, Sign Up, etc.

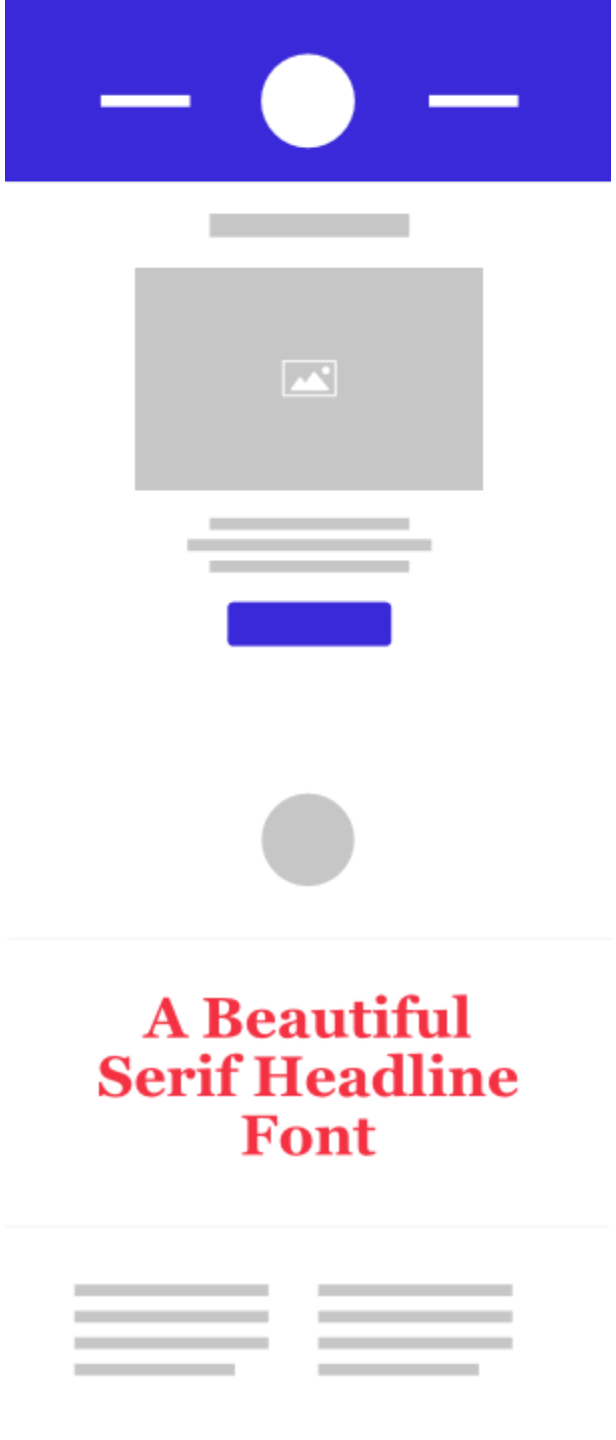
- Make them obvious and size them depending on how important they are.



Reaper Enterprises

Pick a colour palette and pick your fonts

- Choose just one or two colours for your emails.
- The fewer colours you use, the cleaner your design will look, which means the reader won't be distracted from your message.
- Pick colours that your brand uses elsewhere.
- Add a background colour to the header and footer to make them stand out from the body content.
- **Choose your fonts carefully – use 2 – 3 max per email.**



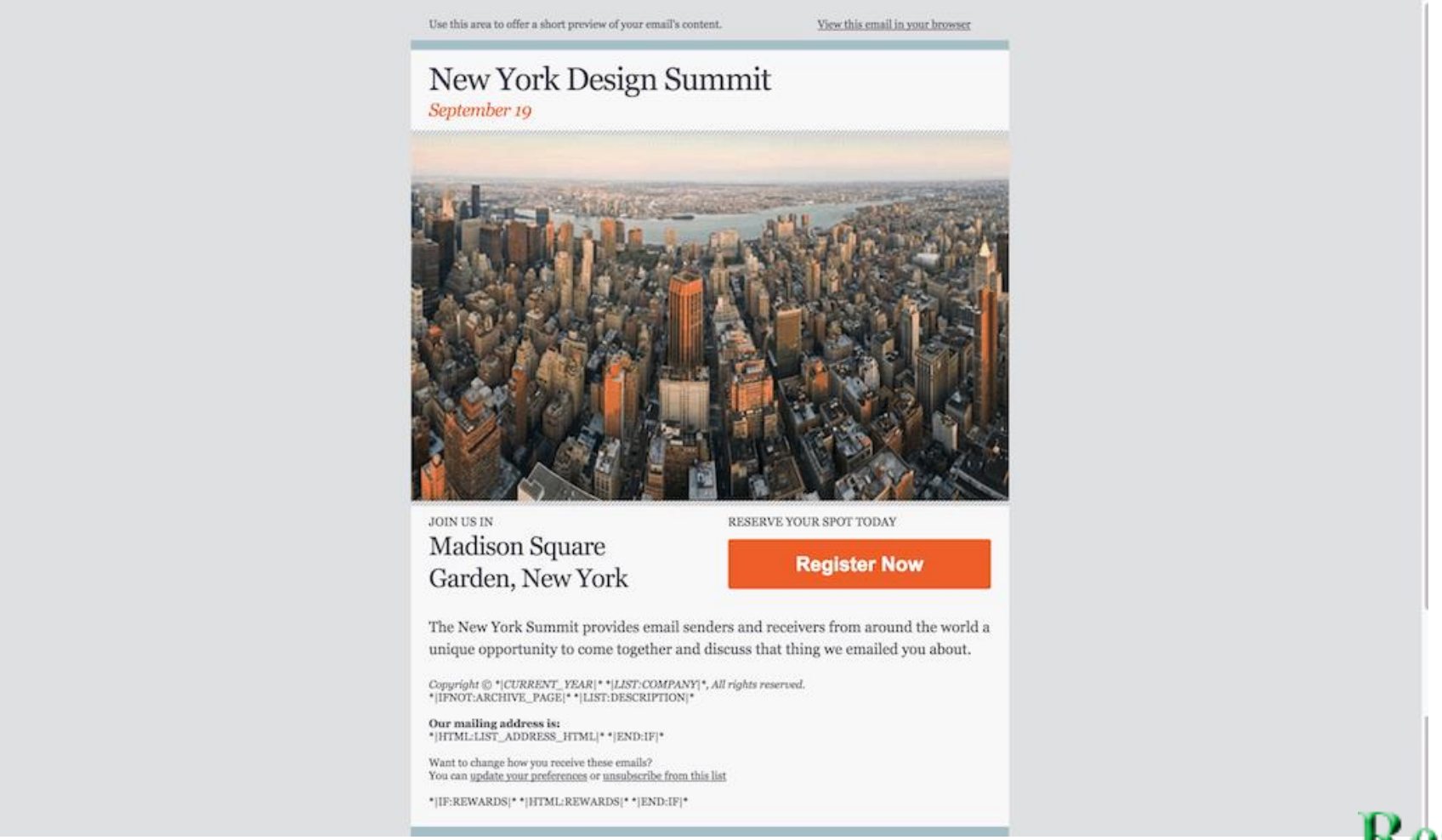
Official Mailchimp standard template layouts



These platforms are all built around using drag and drop blocks, and as long as you remember to follow some basic steps, it’s not that scary!!!

Reaper Enterprises

Some great examples of other templates



Invitation template by Colorlib

Reaper Enterprises



Email on Acid Template from Colorlib

Reaper Enterprises

November news from Velorution Save up to 10% on all bikes or 0% finance for 12months.

Velorution

The Velorution Team are pleased to announce the new opening of our new store at no 88 Great Portland St. We have only moved across the road, but have given the Velorution brand a face lift. You will find two floors of amazing bikes, products and servicing.



As a special thank you to all of our loyal customers we are offering 0% finance or a 10% discount * on all bikes at the store until 28/11/2012. To take full advantage of this offer you will need to show this mailer to the staff in store to receive these fantastic savings.

*cannot be used in conjunction with any other offer eg Cycle to Work Scheme or Rizoma Bikes

Product News



Rizoma 77/011 Limited Edition

Exclusive to Velorution Handmade in Milan the 77/011 is one of the beautiful bikes we have ever seen and is a great ride.

Product News



Ori CR87 carbon fibre 20 speed folding bike

Exclusive to Velorution the Ori range of bikes offers a new level of rideability not previously associated with folding bikes. The top of the range CR87 pictured above is as far as we know the only true carbonfibre folder on the market and features a 20 speed Sram Force gear set.

Product News



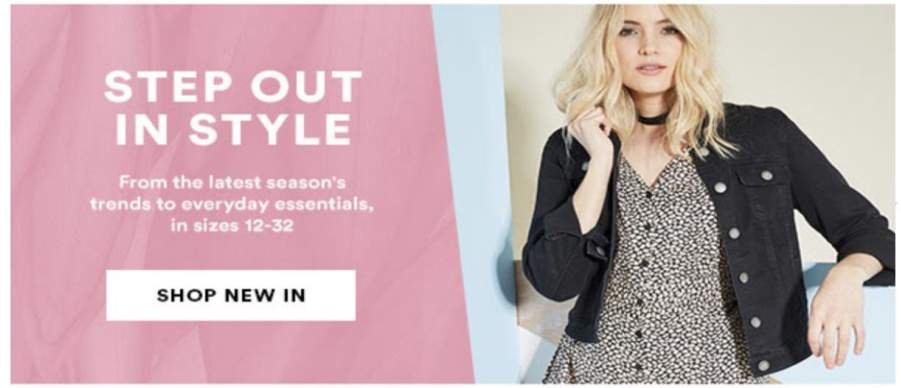
Electra Amsterdam Original 3i

The Amsterdam is the embodiment of the European cycling state of mind. A modern take on the Dutch city bike, it's and elegant combination of practicality, comfort and style that is perfect for everyday transportation.

Product News

One Column Layout that works well on laptop and VERY well on mobile

Reaper Enterprises











Reaper
Enterprises

Visual Supply Co (VSCO) is passionate about creating beautiful and efficient digital tools for the modern creative.









Ladies and Gentleman,

We've got lots of exciting news for you today. First off, we've launched a new site, released our iPhone app VSCO Cam™ in the App Store, updated VSCO Film 01 for Lightroom 4 / ACR 7 and have added an online journal highlighting amazing creatives worldwide. We'd love for you to drop by visualsupply.co and check out all the new things going on.

Thanks!

Visual Supply Co

Reaper Enterprises

Can't see this? Please add paul@there.com.au
to your address book to ensure delivery.

Out There.

The latest news and projects
from There Design.
Issue 05

Hi customer, As we start the new financial year we can at last come up for some air and reflect on some fantastic projects we've recently completed. The variety of projects and clients we work with is a constant delight and keeps our solutions fresh and exciting. Whether we're designing a takeaway coffee cup or signage for an office fit-out, at the core of everything we do is raising brand awareness and increasing the relevance of our client's brands with their audience. We have also seen a selection of our recent branding work showcased in some major design publications. We hope you enjoy this issue of Out There and have a great weekend!

Welcome to Manta



Working with property guru John McGrath, we created the branding and marketing of Manta – a new residential development in coastal Wollongong. We produced everything from identity, brochures, website and advertising through to signage and a TVC.

More Info | There Blog

Style on Show



A series of experiential events to help Stylecraft celebrate their 10th successful year in partnership with Italian furniture supplier Arper. The much talked about events have seen outstanding attendance, raising Stylecraft's profile even further within the industry.

More Info | There Blog

Savouring Every Drop



You may have noticed the new McCafé packaging that is starting to appear nationwide. We created a 'premium yet playful' look for the entire range of cups, wraps, bags and boxes – positioning McCafé as the top benchmark in a cluttered market.

More Info | There Blog

Welcome Aboard



A major branded office fit-out for international cruise company, Carnival. Working with Watermark Architecture & Interiors, a graphical language that portrayed the many aspects of the Carnival brands was created, with different themes across 3 operational floors over the 6,100sqm space.

More Info | There Blog

Reaper Enterprises

‘I MUST-STASH THIS’

30% OFF

plus free delivery and returns

STEAL THE DEAL ▸



Reaper Enterprises

How Often/When Should You Send Marketing Emails?

"Timing is of huge importance when it comes to email marketing. With click-through rates (CTR) as low as 2 percent for some industries, one of the best ways to improve results is by scheduling your emails and knowing how often to send them. "

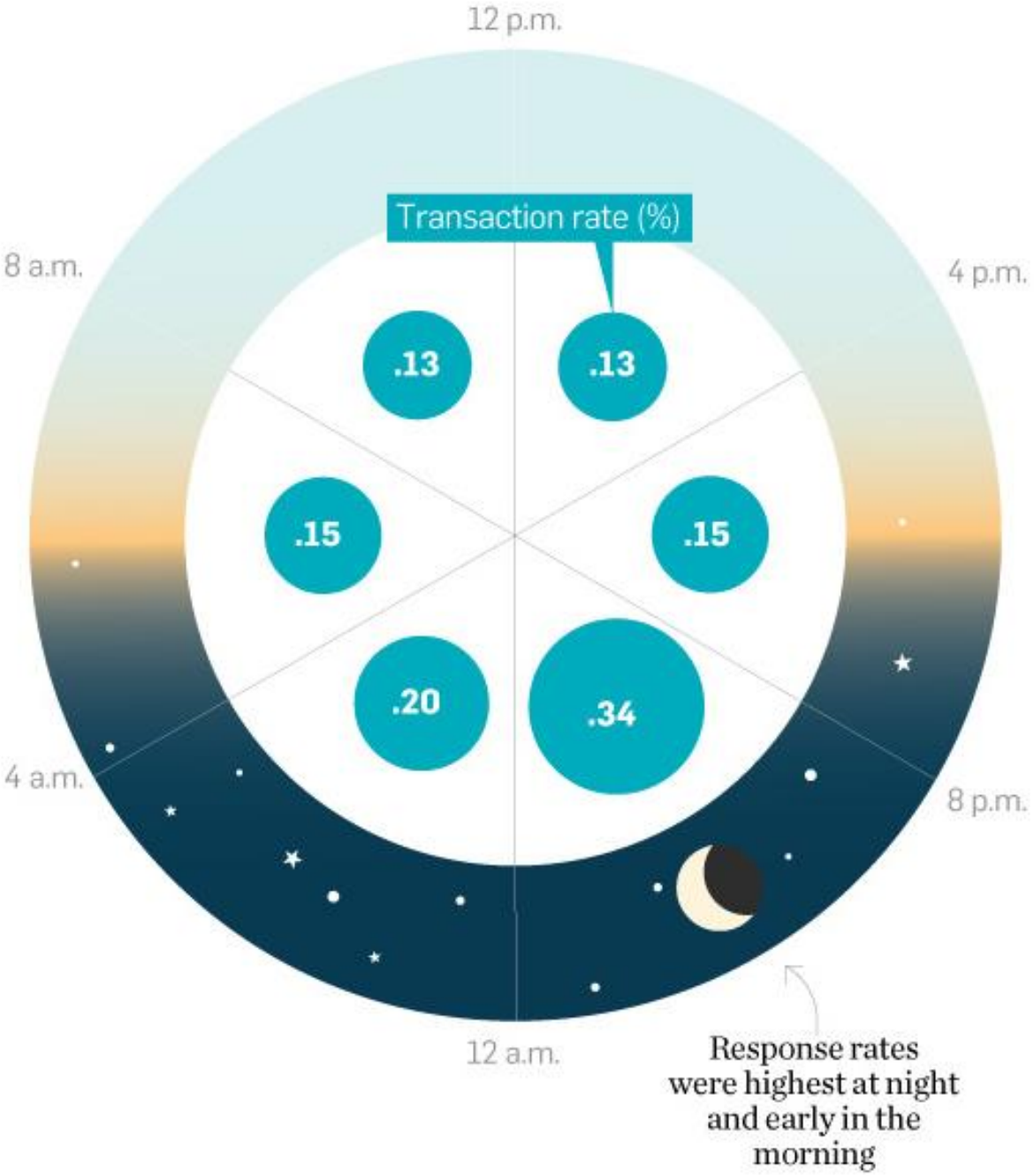
– Renzo Costarella, guest writer Entrepreneur.com, and co-founder of Due, payment provider.

Reaper Enterprises

The surprisingly best times to send your email marketing campaigns

- Recipients are surprisingly active late at night
- Unique open rates averaged **21.7% from 8 pm to 11:59 pm** and 17.6 percent for 12 am to 4 am
  - these evening opened emails tend to lead to the most purchases/spends
- more than 54% of emails are now opened on a mobile device.
- 40% check their phones within five minutes of waking up.
- 30%+ check their devices five minutes before going to sleep.
- 50% check their devices in the middle of the night?!
- **Mondays had the highest ROI –something bought**
- emails sent on Friday had a higher click-through rate – Saturday and Sunday have lower rates.
- **Because mobile CTRs are lower, so make sure your Call to Action is clear and direct, and that your links are easy to spot and click**

AdWeek Infographic based on Experian study



Timing isn't everything though

1. ***Test your email*** to make sure it's rendering properly in multiple browsers and email service providers – most decent eshot providers will allow you to do test views of emails.
2. ***Review your email list***. How old is it? Are there emails that should be removed? – emily…!
3. ***Is your subject line taking names and kicking ass***? The subject line is your one brief opportunity to get someone to open your email.
    1. Can do A/B testing with the same email, but with different subject lines and see which gets the best response…
4. ***Frequency***. Are you sending too often? Be sure to play it cool and segment your lists, so you aren't bombarding your recipients with unwanted email.
5. ***Change frequency for different segments***. One frequency size is never going to fit all. So if you find that open or click response is lower for certain segments, then decrease the frequency when they are inactive.
6. ***Re-engagement campaigns***. Re-activation campaigns use content or discounts to encourage email subscribers to become active again.
7. ***Snail Mail*** – perhaps consider the odd direct mail out for some particular groups of customers – sometimes receiving a physical bit of mail can be quite a nice experience!

Reaper Enterprises

Ways to grow your list

Idea! Include a signup link in all your personal emails.

Design a separate landing page on your site specifically for signups.

Incorporate sign up boxes within pages that prospective customers might visit.

Repurpose popular blog posts, videos, or other marketing messages into email.

Don’t forget to include social links in your email!

Reaper Enterprises

Other useful stuff we probably don't have time to go through…

Reaper Enterprises

Automation and its triggers

Broadly speaking, triggers are grouped into these categories:

Campaign activity – clicked, not clicked, specific link clicked in a campaign

List Management – manually added to the list by you, signed up via site etc

Workflow – As Inma mentioned in her last talk, you can set up a series of emails to go out once people have read the last ones, offering a series of info from you.

E-Commerce – certain products purchased, abandoned cart (very powerful), category email goes out when a product from that category is bought – Mailchimp needs to be linked to your e-commerce site for this to be enabled.

Date Based – date added to list, birthdays, specific dates important to you…

These are all accessed when you choose Create Campaign and a search box pops up to help you choose what you want to do.

https://kb.mailchimp.com/automation/

Reaper Enterprises

GDPR (Data Protection) and getting consent

"After May 25th 2018, it will no longer be lawful to send marketing campaigns (for example, eShots or direct mail) to individuals without having their consent to do so. And, it is no longer acceptable to simply assume they have given consent if they haven't specifically requested not to."

Simplest thing to do is ask…

Otherwise, send out opt in email from Mailchimp etc asking everyone to confirm they're happy to receive emails from you…

Put a message on your website with a link to confirm sign up – route to Mailchimp etc.

Put a link in your email signature to help customers get to the right place.

https://www.designinc.co.uk/blog/ten-very-simple-ways-to-get-your-clients-to-give-consent-for-marketing/

Reaper Enterprises

Sources and credits:

https://inspiration.mailchimp.com/#all

https://www.elegantthemes.com/blog/tips-tricks/10-inspiring-and-creative-ways-to-use-mailchimp-templates

https://mailchimp.com/email-design-guide/

http://blog.creativelive.com/mailchimp-inspiration-email-newsletters-marketing/

https://colorlib.com/wp/mailchimp-email-templates/

https://mailchimp.com/resources/guides/email-marketing-field-guide/

https://mailchimp.com/resources/guides/getting-started-with-mailchimp/

http://kb.mailchimp.com/campaigns/previews-and-tests/best-practices-for-email-subject-lines

http://contentmarketinginstitute.com/2017/03/create-brilliant-newsletter/

https://www.sense-network.co.uk/2015/11/6-tips-to-get-more-people-to-read-your-newsletter/

https://colorlib.com/wp/mailchimp-email-templates/

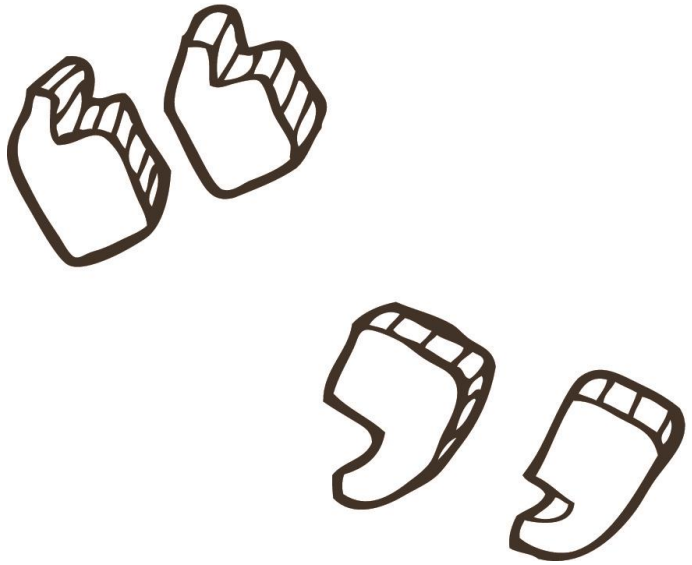
https://kb.mailchimp.com/merge-tags/getting-started-with-merge-tags

https://kb.mailchimp.com/merge-tags/all-the-merge-tags-cheat-sheet#Merge-Tags-for-Personalization

Good post with more tips for a great subject line:

https://blog.hubspot.com/marketing/best-email-subject-lines-list and some cool examples!

https://blog.hubspot.com/marketing/improve-your-email-subject-line



Reaper Enterprises

Reaper Enterprises have been providing website design, digital & IT solutions since 2000.

Creating an online presence that works for you.

Consumers are going online to source products and services so it is important that your website links in with other marketing efforts and accurately represents your business. We offer a full service solution; domains, hosting, design, development, maintenance, & digital marketing.

Strategic consultancy, evaluation services, & solution design

From sketching it out on a piece of paper through to design and maintenance, Reaper Enterprises is a "one-stop shop", ensuring you are not chasing multiple suppliers.

Working with Reaper

When you work with us, you actually work with us, no outsourcing to other countries. We try to make the process as enjoyable as possible, so we have a pretty straightforward design & development process.

Check out our portfolio at www.reaper.com/portfolio.

Have a chat!

4 The Mews,
6 Putney Common,
London SW15 1HL
alex@reaper.com
0207 193 8711
www.reaper.com

Reaper Enterprises