# THE BUSY PROGRAM DIRECTOR'S

## EMAIL MARKETING CHEAT SHEET

# Table of Contents

## 7 Steps to Get Email Working for You and Not the Other Way Around

Communication with clients is the lifeline of every business. Many of us rely on email for much of our business interaction. And why not? 91% of consumers check their email at least once a day. With Email marketing providing an astounding 4300% ROI, it's an inexpensive and powerful way to engage with current and prospective registrants.

But does it seem like it's taking over your life? And are you using email campaigns to their maximum potential? When these seven email features are used together, your communications strategy will feel like a well-oiled machine. You'll spend less time on email, but with greater results.

**People who buy products marketed through email spend 138% more than people that do not receive email offers.**
*(Source 4)*

> **Subject Line: 33% of email recipients open email based on subject line alone.**
> *(Source 2)*

> **Using the words "Alert," "News," "Bulletin," "Sale," "New" or "Video" in subject lines significantly boosts open and click-through rates. So does "Daily" or "Weekly" whereas "Monthly" hurts open and click-through rates.**
> *(Source 1)*

# 1 "Craft" Subject Lines

Oftentimes, subject lines are an afterthought. The email is written, then scanned for a summary statement that can serve as a subject line. Because subject lines literally open or close the door on your message, why not start there, rather than end there? Where you start determines where you go— subject lines can literally guide your messaging strategy for a particular email.

"Crafting" subject lines means taking the time to think about who your targeted recipients are, what action you're going to want them to take, and the most powerful way to convey that in that tiny piece of email real estate. The more you see subject lines as the valuable email marketing tool they are, the better yours will be. Three tips that can improve your subject line crafting and result in better emails are:

+ Don't use your subject line to summarize your email. Instead, use it to activate an emotional need to read your message, whether that emotion is fear of missing something, curiosity, desire to be the best, or excitement at getting great news.

+ Write 5-10 subject lines, then ask someone to choose their top two favorites—and explain their preferences.

+ Keep subject line maximum lengths to somewhere between 50-70 characters, if possible. If not, put your "value proposition" (what you're offering), near the beginning in case the subject line is cut off on mobile devices.

# 2 Use Email Templates

Templates are for people who don't want to recreate the wheel. That doesn't mean templates have to be boring or that you can't customize your emails, just that you don't have to start from scratch every time you need to send a message. There are three areas that can benefit from templates:

+ **Appearance:** Templates can change the look and feel of different types of communications. It is said that people get so many emails that they scan their inboxes looking for reasons to delete, rather than open them. Your subject lines will determine if you pass that test, but once they're opened, recipients are making those same instant decisions about reading your content. Personalized emails with images, colors or branding that reflect the email's topic give readers an instant message that helps

them determine the relevance of the email. If you're really good, you might even snag them against their best intentions.

+ **Branding:** Your brand is the other primary first impression the reader should instantly see. Templates let you set this up ahead of time and never have to worry about it again.

+ **Content:** Wordsmithing isn't easy. Repurpose your messaging whenever possible.

**Consumer-based marketing emails are best sent early in the morning (6am-10am) and again after dinner (7pm-10pm).**
*(Source 4)*

**Removing subscribers who have not engaged in over a year instantly increases your deliverability rate by 3 to 5%.**
*(Source 1)*

**69% of email recipients report email as Spam based solely on the subject line.**
*(Source 5)*

## 3 Schedule and Go!

Being able to write emails ahead of time and schedule them to go out can be a huge timesaver. Think of all the standard emails you send during camp season, some of which you typically craft when you're the busiest. What if you could get those written during the off season (reminder emails, new member welcome emails, thank you emails, we-haven't-heard-from-you emails, a-spot-just-opened-up emails, and newsletters), set them for your send date—or a recurring set of dates, like every Friday until your season ends—and forget about them.

You're not completely done yet, as our next point will show, but you can see how this could be a much better use of your time, right? Even if you can't find the time to write them all at once, you can save them when you do have to write them, as previously mentioned. Then they're done for next time.

## 4 Build Lists and Keep Them Clean

Lists of subscriber emails are what make scheduled emails so time-saving. Imagine being able to set one of your pre-written emails to send on May 4 to every past student who has not yet registered for this season—automatically, without you having to go through your database and identify who those people are. Everyone in the database will automatically be scanned by the filters you chose when you scheduled the email, even those who weren't in the database when you wrote the email. Filters allow you to potentially send to any group of individuals (list) you choose to segment.

## 5 Aim for the Right Target

The possibilities for segmenting and targeting are as endless as the information you collect about your participants and their parents and include in your database. Gender, age, zip code, health information, siblings, classes attended, along with any number of preferences, from foods to favorite TV shows, can all be used to send messages ONLY to those to whom it might apply or interest.

Think of segmenting and targeting as the opposite of spamming. The fewer irrelevant emails you send to folks, the more likely they are to open them.

# 6 Embed Calls to Action (CTAs)

When you send an email, make it clear what you want people to do, and make it easy or compelling for them to do it, or they will do one of two things: drop off without responding or put off taking the action you're requesting of them because it's not convenient. "I'll do this later" typically results in failure to take the action at all, even if the reader intended to do so.

What types of actions do you want?

+ The best way to get someone to register for your new art class is to put the registration link directly in the email.

+ The fastest way to fill a cooking class is to put an early bird coupon code in the email, along with the registration button.

+ At the very least, provide Share and Like buttons for social media. "Emails that include social sharing buttons have a click-through rate 158% higher than those that do not."[2]

> "Whenever I send out a targeted email that includes a registration button to previous class attendees who might be interested in a new class I'm opening up, I always see an immediate upswing in registrations. Same for newsletters—when they contain the registration link, without fail, I always see higher fill rates."
>
> *Dorothy Howard,*
> *Director of Basalt Recreation Department in Colorado*

**32% of marketers do not have a strategy in place to optimize emails for mobile devices.**
*(Source 1)*

# 7 Test and Optimize with Email Tools

Most marketers spend the majority of their time developing emails based on content and design, but the highest ROI comes from testing and optimization. As previously mentioned, templates are the first line of defense against getting bogged down in writing and building the email.

Email marketing tools are essential for both building and optimizing your emails for mobile, as well as for tracking open and click-through rates. Most email tools come with the templates and segmenting, scheduling and list-building capabilities we've mentioned. Just be sure to use a tool that integrates with your database, for maximum optimization and minimum manual processing.

For best results:

+ Use Arial 13-15pt text for ease of reading on mobile devices.

+ Always preview on your mobile device.

+ Wednesday and Thursday sends tend to get the highest open rates, but Mondays may yield higher profits and Fridays may yield more click-throughs to your action item.

+ TEST! Your market is unique.

# About ACTIVE

ACTIVE Network created Camp & Class Manager software to help fulfill our mission to make the world a healthier and safer place, through activities that enrich lives.

Find out how ACTIVE's Camp & Class Manager's built-in email campaign and analytics tools can help you manage contacts, send better emails and track results.
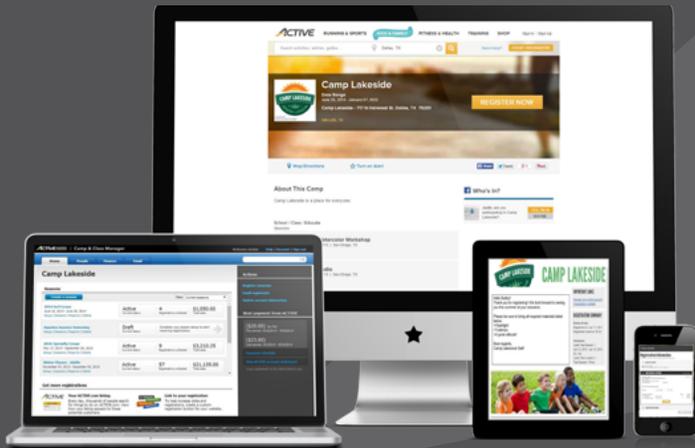
+ **Pre-designed email templates.** Engage people with your emails using our predesigned templates, or customize with your logo and save your own templates to make emails reflect your unique style.

+ **Automation that works.** Send a series of emails that are timely and relevant with Camp & Class Manager's easy-to-use email campaign tools.

+ **Social media sharing buttons.** People click! Place buttons on your website, in blogs, in emails and on registration forms.

+ **Built-in performance tracking.** See who's opened your email, clicked your links, and then registered for your programs in our easy-to-access, easy-to-understand, campaign tracking tools.

## CONTACT US

to discuss how ACTIVE's camp and class management solutions can help.

Request more Information
**ONLINE** or **CALL** 888.820.5808

**SOURCES:**

1. Express Pigeon
2. Magnetic Mail
3. Exact Target
4. Buffer App
5. Convince and Convert

**ACTIVE** network®