

# Email Marketing Foundations for Success

By Nicole Delma

**FOND**  
GROUP

# Email Marketing - Intro

Email Marketing has been a remarkably powerful lever for marketers since the early days of batch and blast sends.

Aware of its power to drive revenue and response, marketers must define and architect the channel to serve key their priorities. Conversions, customer service, branding, mission-building and visual storytelling are just a few of the core functions email supports.

With over 450 email marketing vendors to choose from -- each with its own naming conventions, the email marketing landscape is as vast as it is complex.

If you are not deep on the inside of email marketing day to day, it can feel like overwhelming.

# The Nature of Email

**Email** is one of the most talked about and least understood channels in digital marketing. At its core, it is about statistics, common sense and psychology.

→ **Email Can Make or Break**

Three decades in, email is still the channel that drives the most revenue and handles the bulk of customer service.

→ **Email is Prime for Critique**

Expect an abundance of internal and external feedback about your email programs. Testing and data can help you steer the course.

→ **Email is Emotional**

Consumers and brands have powerful reactions to emails they receive and will love or reject a brand based on the emails it sends.

→ **Email is Delicate**

General best practices abound but the nuances of segmentation, relevance and delivery require special attention. There is low tolerance for technical or strategic oversights.

# Pragmatic Email Marketing

Be honest about what you want from email, how you expect it to serve you and serve your customers and build from there.

## **The most common mistakes I see are:**

1. Over or underinvesting in the channel
2. Trying to scale without the key foundations

# Email Foundations

1. Platform and Infrastructure
2. Creative Efficiency
3. KPIs (Key Performance Indicators)
4. Skills to Consider
5. Data Hygiene

**Tip:**

Success in email comes down to rigorous prioritization and efficient analysis.

Quickly determine what your audience wants/needs and ensure you have the tools, skills and bandwidth to deliver that consistently.

# Platform Infrastructure

ESP = Email Service Provider

Choose a platform based on what you need in the next 365 days and with the team you have in place in mind.

While migration is an investment of time, it has never been easier.

**Tip:**

Don't expect immediate results from a new platform.

Migration of ESPs often leads to an initial downturn before engagement improves.

Establishing new IPs and user adoption are contributing factors.

# Platform Infrastructure

## Ten Considerations to Prioritize:

- ❑ Reporting
- ❑ Culture
- ❑ Support
- ❑ Pricing
- ❑ Templates
- ❑ Flexibility
- ❑ Integrations
- ❑ Documentation
- ❑ Clients/Case Studies
- ❑ Services

# Creative Efficiency

In 20 years, I have never once seen a template dramatically improve email ROI.

Every time you run an A/B test email content, 46% of your audience loses.

## Tip:

The best emails are honest, straightforward and speak in a relatable human voice.

Test into the psychology of how your customer responds with the goal of learning more about her so she can be segmented.



# Creative Efficiency

- Be specific
- Be yourself
- Be helpful

## CONIFER

New arrivals from Los Angeles based independent clothing label Sugar Candy Mountain  
their mission:

"Sugar Candy Mountain is an environmental and socially conscious company.

We make every effort we can to leave as small a footprint as possible on the environment. This includes using techniques such as french seams and all natural materials that guarantee the long life of a garment so that it never needs to be discarded. When shipping, we wrap our garments in recycled paper rather than the unlimited number of non-reusable plastic bags that are the industry standard. Our designs are timeless, so they can be worn and re-accessorized as styles and trends come and go."



## CONIFER

<<< More spring styles added to the sale section! >>>

Handmade leather smudge wands by Marion McKee. used to burn and distribute sage for cleansing your space and enjoyed as an objet d'art for the home. Marion collects driftwood in Bolinas and uses duck and turkey feathers, leather and crystals to create each one-of-a-kind wand.

Citrine: It stimulates mental power and helps to focus. It activates both mind and body. It brings happiness, joy and positivity in life by eliminating the negative energies and vibes. Citrine is one crystal that does not accumulate or hold negative energy. In fact it transforms negativity into positive energy. Amethyst: Amethysts are capable of raising ones spirits, promoting self assurance and confidence. They brighten the outlook on life and enhance the sense of humor. The virtues of amethyst include protection you against negative energies, blocks electromagnetic stresses, enhances motivation, relieves energetic causes of insomnia, enhance memory, promotes positive dreams and aids in their interpretation, assists with emotional balance, aids in receiving and interpreting Divine guidance, helps you become open to your intuition and psychic abilities



Sugar Candy Mountain Nepethane Dress is cotton gauze

# Creative Efficiency

## Great Subject lines...

1. Tell, don't tease
2. Test your theory
3. Follow patterns

# Creative Efficiency

|                |   |
|----------------|---|
| Conifer        | NEW Reversible Gathered Tops - 06fb3c7db3 NEW             |
| Conifer        | NEW Bright, Graphic Scarves + Cozy Sweatshirts -          |
| Conifer        | NEW Leather Bags by Neva Opet - 06fb3c7db3) Co            |
| Conifer        | Fall News! + New Arrivals - The Conifer Lounge Pa         |
| <b>Conifer</b> | <b>New Mar Mar Candles + end of sample sale - 06fb</b>    |
| <b>Conifer</b> | <b>Garmentory's Biggest Sale! - 06fb3c7db3) Conifer</b>   |
| <b>Conifer</b> | <b>New to S A L E ! - 06fb3c7db3) Conifer . 769 Cente</b> |
| <b>Conifer</b> | <b>Summer Blowout Sale! - 06fb3c7db3) Conifer . 769</b>   |
| <b>Conifer</b> | <b>Conifer Sample Sale! Part 2 - 06fb3c7db3) Conifer</b>  |
| <b>Conifer</b> | <b>Conifer Sample Sale! - 06fb3c7db3) Conifer . 769</b>   |
| Conifer        | NEW Skincare; Earth Tu Face + Bridges Herbal - Sk         |
| Conifer        | New Arrivals from Ilana Kohn, Kid's Masks, Jewelry        |

# KPI Consensus

Are you aligned internally on the metrics that matter most to your brand?

**Tip:**

Open rates are tremendously misleading and can leave to faulty business decisions.

Openers are often not converters and data quality corrupts results.

# KPI Consensus

Email opens are increasingly disconnected from meaningful response that can help your business the most. Aim to attract conversions.

| <b>Subject Line</b><br><i>Mailed to 10,000</i> | <b>Open Rate</b> | <b>Click Rate</b> | <b>Conversions</b><br><i>As % of clicks</i> | <b>Revenue</b><br><i>\$100 Sweater</i> |
|--|------------------|-------------------|---|--|
| Fall Sale is Here!                             | 30%<br>3000      | 2%<br>60          | 10%<br>6                                    | \$600                                  |
| Favorite Fall Sweaters on Sale.                | 20%<br>2000      | 4%<br>80          | 20%<br>16                                   | \$1600                                 |
| <b>Mary Jane Cardigans</b> now 20% off.        | 10%<br>1000      | 8%<br>80          | 30%<br>24                                   | <b>\$2400</b>                          |

# Skills to Consider

What can you do yourself and what do you need help with?

# Skills to Consider

## Email Ownership Priorities:

- The person who ensures the emails go out the door accurately, legally and presentably.
- The person who analyzes and interprets the results.
- The person who can act on those findings and use them to support or pivot a vision.
- The person who will help you refine your business model, forecast, scale and sustain an email program that drives your business.

# Data Hygiene

Quality wins over quantity, especially for small business.

Seek out people who look like your best customers.

**Tip:**

Email filters have never been more sophisticated.

Unresponsive emails will cause your good emails to go to junk.

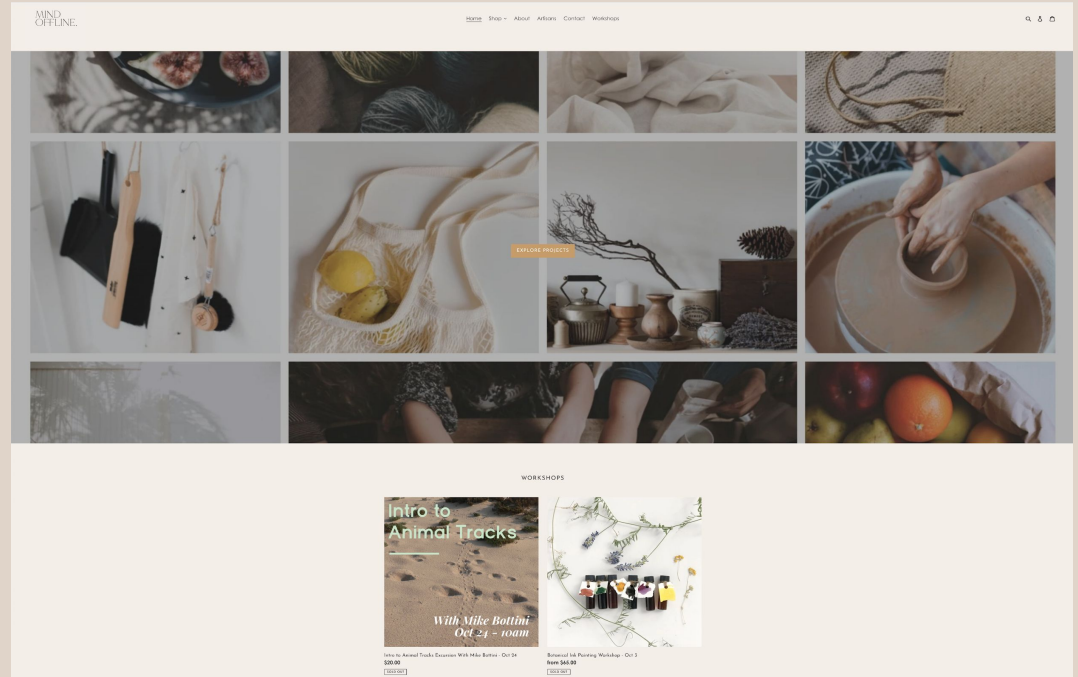


# Data Hygiene

- Become a bounce expert.
- Acquire customers, not transactions.
- Don't hold on to old or unresponsive data.

# Mind Offline Experience

- Launched during COVID
- Minimal Budget
- ¼ person resource



# Mind Offline Experience

- Sent just 3 emails
- Small list of 120
- Offerings sell out

MIND OFFLINE.

OCT 3 - WORKSHOPS

**BOTANICAL INKS**

MIND OFFLINE.



11 am - 12:30 pm - 2pm  
The Lawn at Grain  
249 Main Street, Amagansett  
[www.mindoffline.org](http://www.mindoffline.org)

**MAKE WITH US**

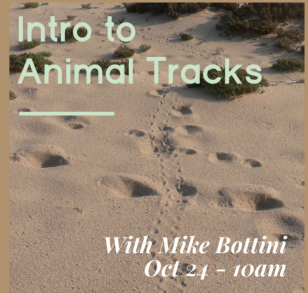
Join us next Saturday in Amagansett to paint with natural botanical inks. You will also learn about sourcing and making your own pigments using available natural ingredients. We will be using avocado and jewelweed which produce the stunning autumn hues pictured here. Included are two wooden fabric hoops, inks, brushes, recipe, and instruction. Featuring the inks, Inspiration B. recipes of artist Melissa Mary Jenkins.

[Register Now](#)

MIND OFFLINE.

Join us next Saturday for a special excursion with local nature expert Mike Bottini.

**Intro to Animal Tracks**




With Mike Bottini  
Oct 24 - 10am

Intro to Animal Tracks Excursion With Mike Bottini - Oct 24


\$20.00

Plus explore some of our other take home maker kits to help you enjoy time offline this fall.

SHOP OUR IN HOME KITS



Sage Chakra Smudge Kit  
\$80.00



All You Knit Scarf Kit  
\$84.00

[Shop now](#)

# Mind Offline Experience

Thank you!

Use Code:  
TBHOLIDAY  
20% off

HAND  MADE  
HOLIDAY! 



MIND  
OFFLINE.

"Nicole Delma's Mind Offline kits inspire people to get in touch with their creativity, take time to listen to what their hearts may be revealing to them and to connect with family, friends and our beautiful Earth."

-Susan Rockefeller

CERAMICS - WOODWORK - NATURAL DYE - NY GROWN WOOL - BLOCK PRINTS - BOTANIC BUILDING - OUTDOOR DISCOVERY - LOCAL ARTISTS AND NATURALISTS

Visit the shop 249 Main Street, Amagansett, NY 11963 in Grain - Elevate your craft @mind\_offline\_org - mindoffline.org