Appendices

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APPENDIX I
KEY TAKEAWAYS

Email Strategy

6 Best Practices

1. Make a plan! Schedule time to create an email strategic plan as part of your overall marketing plan.

2. Involve staff from other departments and other key stakeholders in the planning process to ensure support throughout the year.

3. Define the strategy for each type of campaign.

4. Create a content calendar that maps out content delivery over various digital and traditional channels for integrated and consistent messaging.

5. Utilize a project management tool – or Google Calendar! – for a smooth workflow process, cross-departmental collaboration, and scheduling.

6. Determine one major email project per year as a priority (template redesign, move to new ESP, email dashboard).

Email Reporting

4 Best Practices

1. Determine the KPIs and insights you want to uncover from those KPIs.

2. Maintain your benchmarks, even in a excel doc, or utilize a third-party resource, such as Google Data Studio, to create an email dashboard.

3. Set up a monthly schedule to review the data and report the insights. Make it clear who on the team is responsible for collecting and analyzing the metrics.

4. Share insights and reports across the marketing team and other departments (including leadership!) to inform cross-channel strategies and support organizational goals.

Building Your Audience

6 Best Practices

1. Create a signup form with more inviting (and exciting!) language - let new subscribers know what's in it for them if they sign up.

2. Place the signup form on the website where it can be easily found.

3. Collect email addresses at events—both onsite and online!—especially when providing free content or special access.

4. Try a Facebook lead generation campaign for a special event or announcement.

5. Set up a triggered Confirmation and Welcome Cascade for new email subscribers.

6. Ask new subscribers what they want! Clearly describe the preferences options so that they can get the emails they desire.

Engaging Your Audience

8 Best Practices

1. Employ automated emails for abandon browse and abandon cart.
2. Utilize past purchasing behavior and email preferences for segmentation.
3. Test various elements of your email (one at a time!) to see how your users respond.
4. Establish "who" your emails come from.
5. Punch up that performance reminder email with "explore more" content, such as behind-the-scenes videos, cast interviews, program notes, and playlists, etc.
6. Personalize subject lines for higher open rates.
7. Write with user-focused language.
8. Clean your email list and launch a re-engagement campaign.

Email Design - Mobile

6 Best Practices

1. Be concise with the copy–even more so for mobile! Write the copy, then cut it in half. Then cut it in half again.

2. Use a single column. A double-column layout requires a lot of pinching and zooming.

3. Use fat-thumb-friendly CTAs, instead of tiny-text hyperlinks.

4. Increase the font size (18px!).

5. Adjust/remove content that doesn't work on mobile. A large header image might look great on desktop, but on mobile it can take up the entire screen.

6. Test on multiple devices – don't forget mobile/tablet landscape view!

Email Design

8 Best Practices

1. UX (User Experience) isn't just for websites, it's for email, too. Approach each email campaign from the recipient's point of view.
2. Strive to have a single-focused message for each email.
3. For newsletters and other lengthy content emails, link to the website to keep the text to a minimum and make the path to conversion easier.
4. All emails should have a healthy balance of text (a few sentences) and images (1-3).
5. If a video is included in the email, place the thumbnail image "above the scroll" or even use as main image.
6. Subject lines, pre-header and beginning text of the email should flow as a continuous message in the inbox preview.
7. Test both email content and inbox previews on multiple devices, email clients and browsers.
8. More accessible emails help everyone!

APPENDIX II
TOOLS AND RESOURCES

Campaign Brief
Define the strategy for each type of campaign.

	Tickets On Sale	Calendar Listing	Educators Email	Post-Performance
Marketing Objective (KPIs): What do you want to achieve?				
Target Audience: Who are you trying to reach?				
Communication Objective: What do you want the customer to do?				
Message: What is the primary message?				
Content: What copy and images support the message?				
PAR Rating: Is it Personal, Anticipated, and Relevant?				

Subject Line "Secret Sauce"

Active Verb + Personalization + Keyword + Benefit

Active Verb	Personalization	Keyword	Benefit
See	{{name}}	Tickets	First
Explore	your	Concerts	Free
Apply	{{genre}}	Performances	Exclusive
Create		Summer Classes	Save
Learn		Season	Skip the Line
Share			For the Whole Family
Build			

KPIs for Email

Open Rate

The number of people who opened your email divided by the number of people who received your email.

Click-Through Rate

The number of people who clicked your email divided by the number of people who received your email.

Click-To-Open Rate

The number of people who clicked a link in the email divided by the number of people who opened the email.

Unsubscribe Rate

The number of people who unsubscribed from your list divided by the number of people who received your email.

Bounce Rate

The number of emails "bounced" divided by the number of people who received your email.

Email Accessibility

Use Color Intelligently

Subscribers with color blindness may not be able to differentiate between some colors in your email, so ensure that color isn't the only way information is conveyed.

Don't Create Harmful Content

Avoid flashing content or including links to videos that may have similar content.

Use Larger Font Sizes

Anything smaller than 14 pixels on a desktop or laptop screen requires some effort to read.

Give Your Copy Space to Breathe

Set an appropriate line height on text to make it easier to read for all.

Use Semantic Elements

Including semantic elements gives those who use screen readers the option to "scan" through an email by header. You can do this by using <p> and <h> tags.

Source: Litmus https://www.litmus.com/blog/ultimate-guide-accessible-emails/

Production and Testing Tools

Email Accessibility Guide:
https://chamaileon.io/resources/email-accessibility-designing-and-coding-accessible-emails/

Accessible Email Checker:
http://www.accessible-email.org/

Subject Line and Preheader Calculator:
https://newsletters.inboxcollective.com/t/t-l-fikuri-ftukjludr-yu/

Spam checking Services

http://isnotspam.com/

https://programmersheaven.com/

Email Showcase

WordFly's Museum of Modern Email (many arts and cultural organizations) https://museumofmodernemail.com/

Really Good Emails a massive, searchable database of newsletters, marketing emails, reactivation campaigns, and more https://reallygoodemails.com/

Good Email Copy (a searchable database of the copy that brands use in their emails to customers) https://www.goodemailcopy.com/

Email blogs, newsletters, and even a podcast!

Really Good Emails:
https://reallygoodemails.com/blog/

SendGrid:
https://sendgrid.com/blog/

Mailtrap: https://blog.mailtrap.io/

Email on Acid:
https://www.emailonacid.com/blog/

Litmus Blog: https://litmus.com/blog/

Delivering | A Podcast by Litmus
https://podcasts.apple.com/us/podcast/delivering-a-podcast-by-litmus/id1460390478