

EMAIL BEST PRACTICES

for Ontario Cultural Attractions Fund

Alison Goldberg

March 2021

Agenda

The State of Email

Mapping Out Your Email Strategy

Measuring Results

Building Your Audience

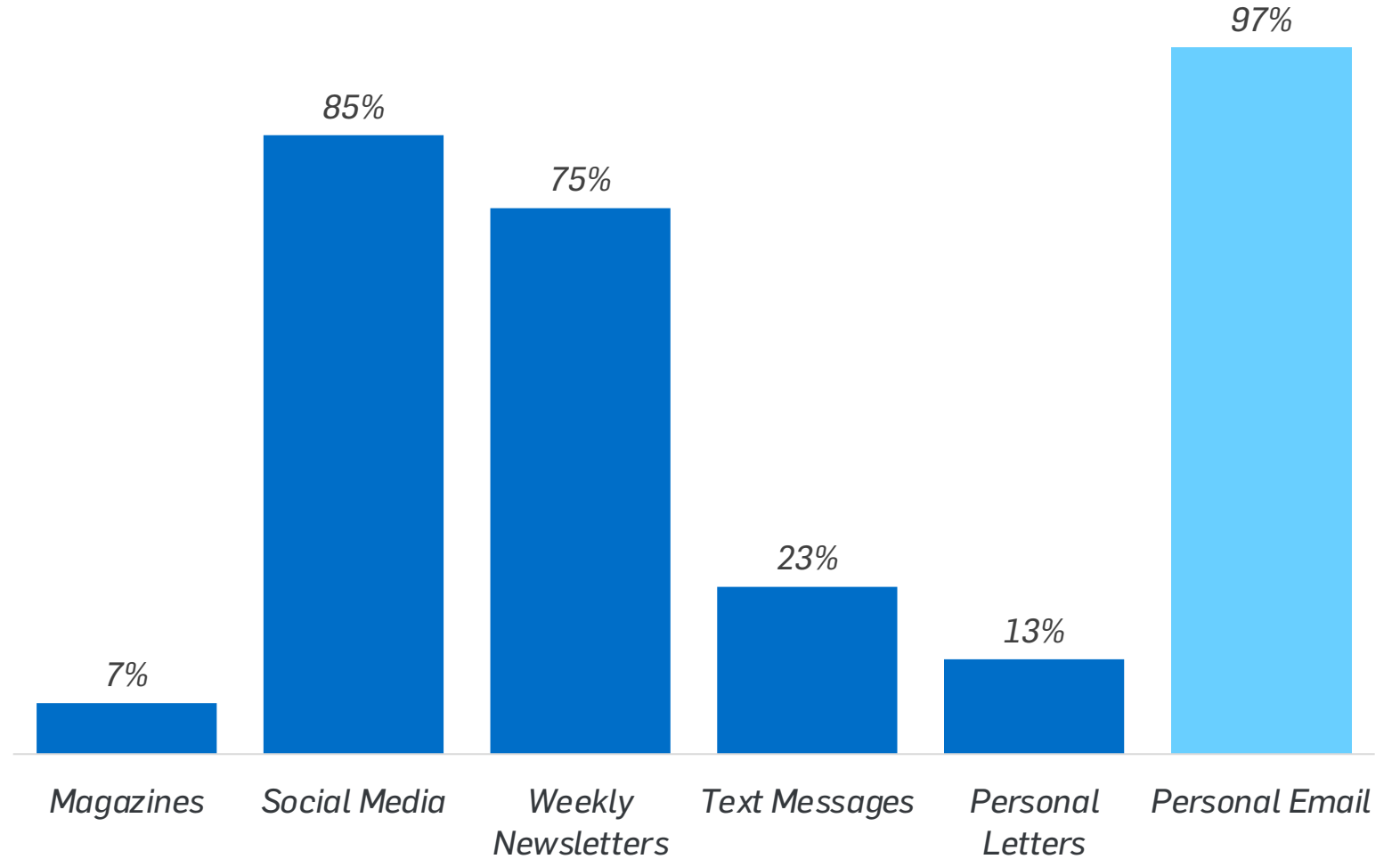
Keeping Your Audience

Designing Your Email

Questions and Answers

THE STATE OF EMAIL

What communication channel is essential to your life?

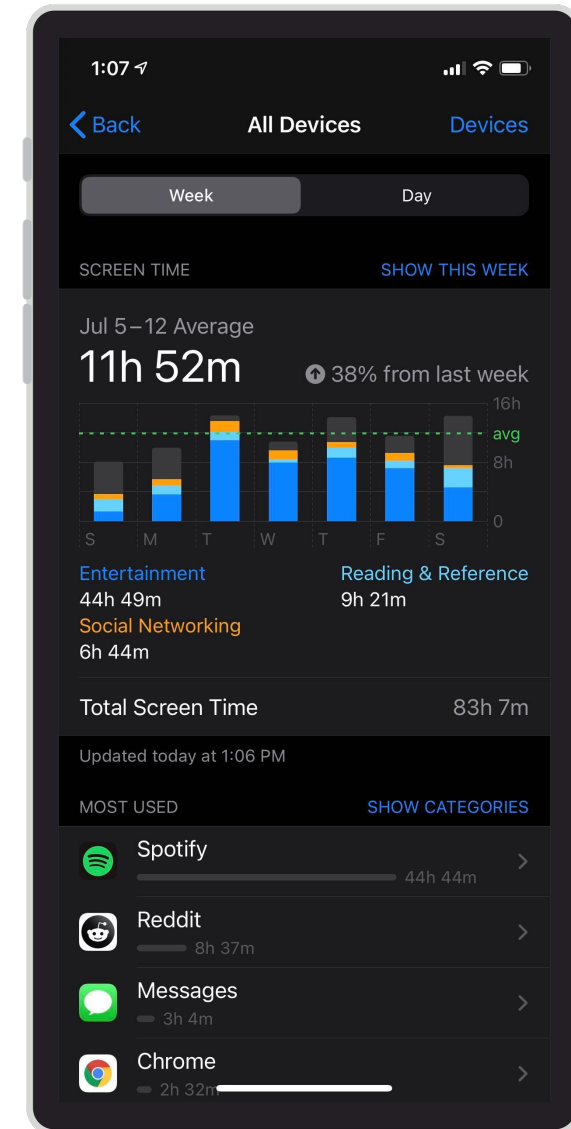


Source: Twilio SendGrid 2019 Email Benchmark and Engagement Study

On average, users check email
5 hours a day

Source: Adobe's Email Usage – Working Age Knowledge
Workers 2019

For many people, that's probably much higher now.



86%

**of arts buyers regularly
hear about upcoming
performances through
email.**

Source: 2019 Capacity Interactive and Wolf Brown Performing
Arts Ticket Buyer Media Usage Study

Times have changed.

With lockdown orders, came most people staying at home, spending even more time on their devices.



21%

**increase in overall open rates since
lockdowns were put in place.**

Source: Paved Blog – Stats On Coronavirus's (COVID-19) Impact on
Email Marketing

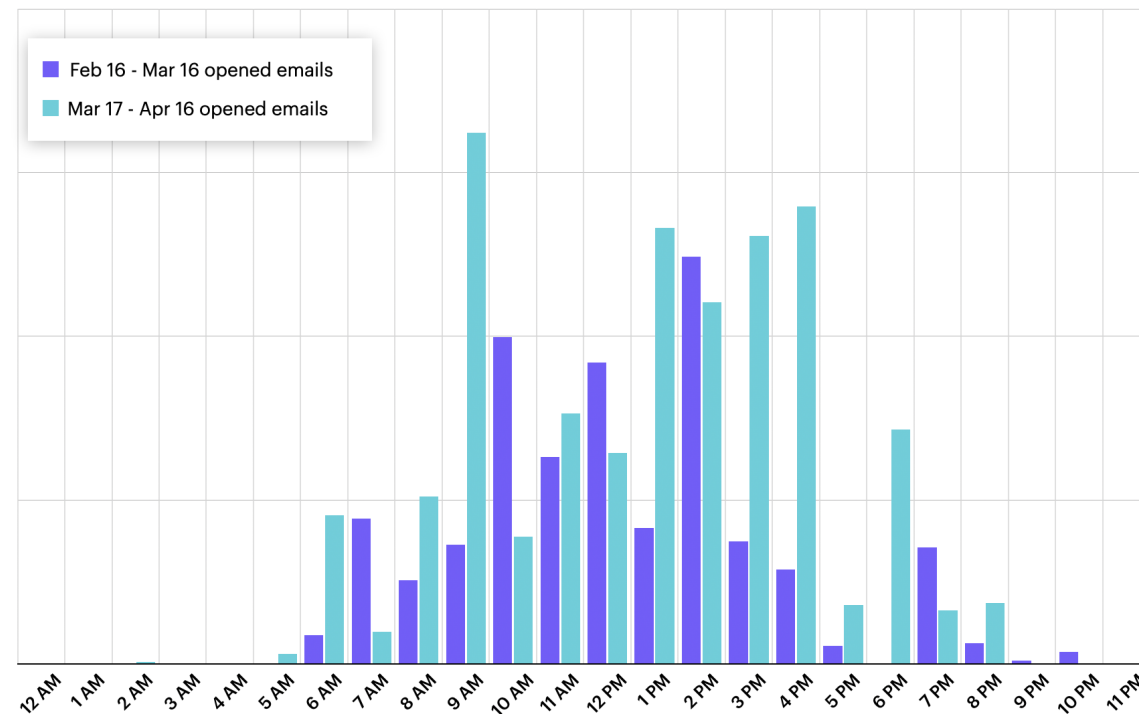
When people are opening emails has changed since lockdowns started.

Now, generally email opens are spiking higher and earlier in the morning than before and more often throughout the afternoon.

Source: <https://www.campaignmonitor.com/blog/email-marketing/2020/05/best-times-to-send-email-during-2020-pandemic/>

COVID-19 Open Habits By Time of Day

Campaign Monitor



February-April 2020 Campaign Monitor Data from 166 Active Customers

New Privacy Protections

Changes implemented by Apple in the new iOS 14 update limit how users' behavior can be tracked and remarketed.

The importance of permission marketing and using email to reach your audiences will only continue to grow.



MAPPING OUT YOUR EMAIL STRATEGY

Does that email you are drafting check these 3 boxes?



Personal?

The message is specifically for them.



Anticipated?

They are looking forward to hearing from you.



Relevant?

It's about something they're interested in.

Source: Seth Godin's Permission Marketing



Permission marketing is the privilege (not the right) of delivering anticipated, personal, and relevant messages to people who actually want to get them.

Source: Seth Godin

Take a high-level view to start.

Big Picture Questions to Ask

What are your yearly/seasonal goals for your email program?

What role does email play in your organization?

What role does email play in your digital strategy?

What role does email play in your content strategy?

What other departments and organization constituents have a stake in the email program?

What new initiatives or changes are needed to your email program?

What are your major challenges/pain points in executing an effective email program?

Is your current email service platform meeting your needs, or is it time to consider other providers?

Create an email strategy with clearly defined goals.

Goals

Why?

Objectives

How much?

Target Audiences

Who?

Message

What?

Schedule

When?

Production, Process, Deployment

How?

Measurement

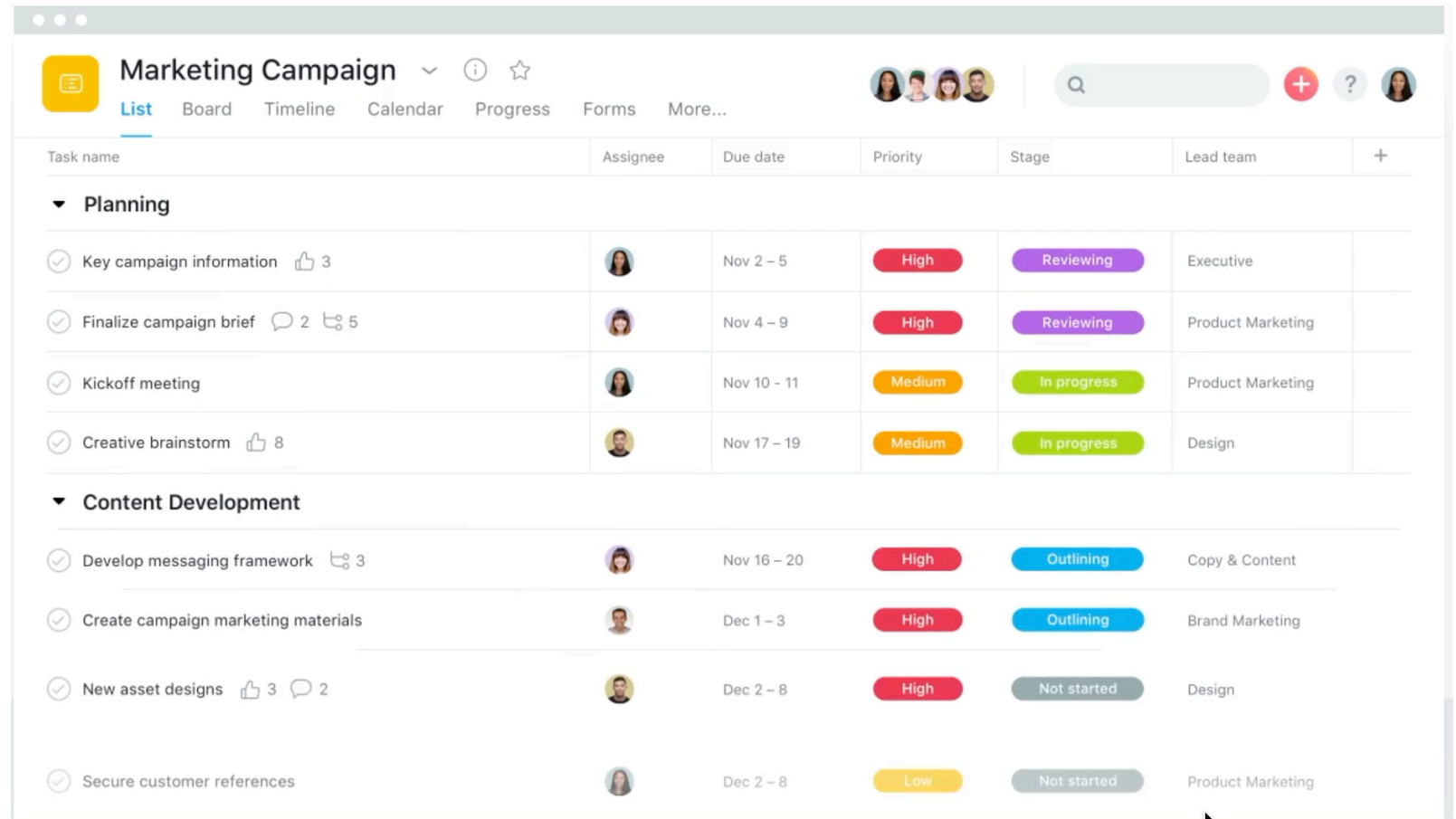
How'd we do?

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?				

Build a Workflow so the work flows smoothly



The screenshot shows a project management tool interface for a 'Marketing Campaign'. The interface includes a header with navigation tabs (List, Board, Timeline, Calendar, Progress, Forms, More...), a search bar, and user avatars. The main content area displays a table of tasks organized into two sections: 'Planning' and 'Content Development'. Each task row includes a checklist icon, task name, assignee, due date, priority, stage, and lead team.

Task name	Assignee	Due date	Priority	Stage	Lead team	
▼ Planning						
✓ Key campaign information  3		Nov 2 – 5	High	Reviewing	Executive	
✓ Finalize campaign brief  2  5		Nov 4 – 9	High	Reviewing	Product Marketing	
✓ Kickoff meeting		Nov 10 – 11	Medium	In progress	Product Marketing	
✓ Creative brainstorm  8		Nov 17 – 19	Medium	In progress	Design	
▼ Content Development						
✓ Develop messaging framework  3		Nov 16 – 20	High	Outlining	Copy & Content	
✓ Create campaign marketing materials		Dec 1 – 3	High	Outlining	Brand Marketing	
✓ New asset designs  3  2		Dec 2 – 8	High	Not started	Design	
✓ Secure customer references		Dec 2 – 8	Low	Not started	Product Marketing	

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).

MEASURING RESULTS

KPIs for Email

Open Rate

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

Click-Through Rate

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

Click-to-Open Rate

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

Unsubscribe Rate

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

Bounce Rate

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

Website (GA) KPIs for Email

Sessions
Conversion Rate
Bounce Rate

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior			Conversions <div>All Goals ▾</div>		
		Users [?] <div>↓</div>	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Goal Conversion Rate [?]	Goal Completions [?]	Goal Value [?]
		52,552 <div>% of Total: 100.00% (52,552)</div>	51,175 <div>% of Total: 100.18% (51,083)</div>	74,711 <div>% of Total: 100.00% (74,710)</div>	46.24% <div>Avg for View: 46.24% (0.00%)</div>	2.15 <div>Avg for View: 2.15 (0.00%)</div>	00:02:21 <div>Avg for View: 00:02:21 (0.00%)</div>	65.24% <div>Avg for View: 65.23% (0.00%)</div>	48,738 <div>% of Total: 100.00% (48,737)</div>	\$0.00 <div>% of Total: 0.00% (\$0.00)</div>
<input type="checkbox"/>	1. Organic Search	21,997 (40.69%)	20,292 (39.65%)	32,126 (43.00%)	38.20%	2.36	00:02:43	66.80%	21,460 (44.03%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Direct	19,751 (36.53%)	19,413 (37.93%)	27,947 (37.41%)	49.30%	2.06	00:02:25	71.25%	19,913 (40.86%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Social	7,173 (13.27%)	6,981 (13.64%)	7,985 (10.69%)	71.33%	1.47	00:00:42	18.89%	1,508 (3.09%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. Paid Search	3,070 (5.68%)	2,708 (5.29%)	4,040 (5.41%)	40.64%	2.48	00:02:19	104.13%	4,207 (8.63%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. Referral	1,959 (3.62%)	1,672 (3.27%)	2,480 (3.32%)	43.75%	2.20	00:02:18	64.23%	1,593 (3.27%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. Email	111 (0.21%)	106 (0.21%)	128 (0.17%)	55.47%	1.88	00:01:30	42.19%	54 (0.11%)	\$0.00 (0.00%)
<input type="checkbox"/>	7. (Other)	5 (0.01%)	3 (0.01%)	5 (0.01%)	60.00%	2.00	00:00:49	60.00%	3 (0.01%)	\$0.00 (0.00%)

Website (GA) KPIs for Email

Sessions
Conversion Rate
Bounce Rate

<input type="checkbox"/>	Campaign [?]	Acquisition			Behavior			Conversions <div>All Goals ▾</div>		
		Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Goal Conversion Rate [?]	Goal Completions [?]	Goal Value [?]
		94 % of Total: 0.18% (52,552)	91 % of Total: 0.18% (51,083)	107 % of Total: 0.14% (74,710)	55.14% Avg for View: 46.24% (19.24%)	1.94 Avg for View: 2.15 (-9.77%)	00:01:33 Avg for View: 00:02:21 (-34.26%)	43.93% Avg for View: 65.23% (-32.67%)	47 % of Total: 0.10% (48,737)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. d527791485-email_campaign_2020_08_04_04_10	62 (65.96%)	61 (67.03%)	69 (64.49%)	62.32%	1.68	00:01:10	28.99%	20 (42.55%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. cac14883e3-email_campaign_2019_03_16_06_37_copy_01	22 (23.40%)	22 (24.18%)	27 (25.23%)	37.04%	2.56	00:02:34	81.48%	22 (46.81%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. 3833406c6f-email_campaign_2018_07_12_04_58_copy_01	3 (3.19%)	3 (3.30%)	3 (2.80%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. a557de3bf6-email_campaign_2020_05_28_04_27	3 (3.19%)	2 (2.20%)	3 (2.80%)	33.33%	2.33	00:00:43	100.00%	3 (6.38%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. 4993fbbed8-email_campaign_2017_07_17	1 (1.06%)	1 (1.10%)	1 (0.93%)	100.00%	1.00	00:00:00	100.00%	1 (2.13%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. 9ba5e8e867-email_campaign_2017_07_31_copy_01	1 (1.06%)	0 (0.00%)	2 (1.87%)	0.00%	2.00	00:01:43	50.00%	1 (2.13%)	\$0.00 (0.00%)
<input type="checkbox"/>	7. a48c8879d4-email_campaign_2018_01_30	1 (1.06%)	1 (1.10%)	1 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	8. befba8c2c7-email_campaign_2020_08_13_08_52	1 (1.06%)	1 (1.10%)	1 (0.93%)	0.00%	7.00	00:10:03	0.00%	0 (0.00%)	\$0.00 (0.00%)

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 (ATTRACT)

Build your list with “qualified leads”

a.k.a. people who WANT to hear from you and are INTERESTED in what you have to offer!

Website visitors – new and returning

Virtual Event Attendees

Donors

Educators

Parents

Alumni

Event attendees

Social media engagers

Video viewers

Canadian Anti-Spam Law (CASL)

Ensure you are compliant with CASL by being clear when conducting lead generation.

Most ESPs offer the resources necessary for compliance but consult a lawyer if you are unsure.

Source: Constant Contact

Explicit Consent

Obtained commonly during email signup, consumer explicitly agrees to receive emails from you. This permission does not expire unless the user opts out.

Implicit Consent

Inferred from business actions between a consumer and an organization, this expires 2 years after the most recent business action.

Website Signup Form

Make it easy to find.

Bar at top of home page

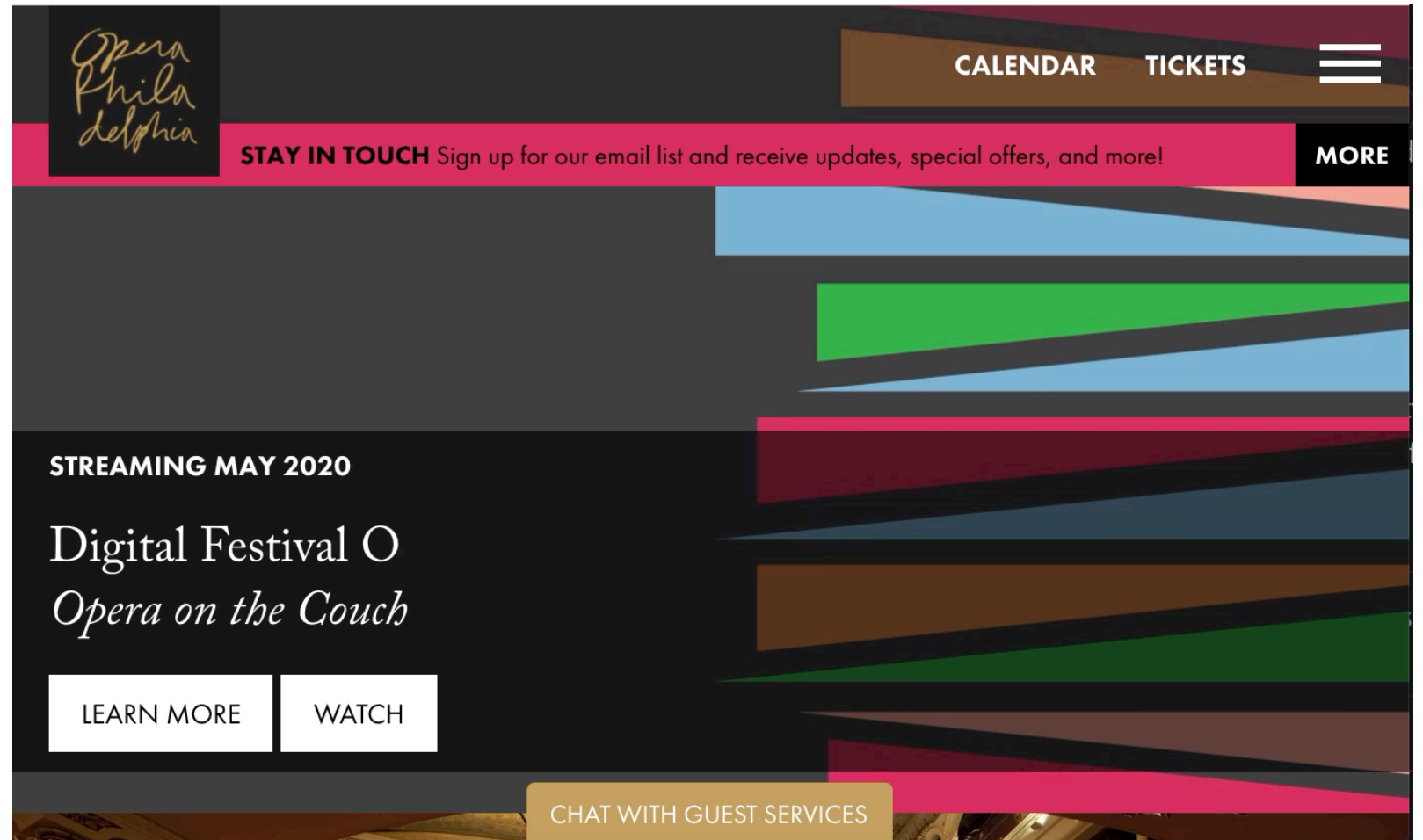
Sub-nav under “About Us”

Sidebar on all pages, especially
“Contact Us” page

Pop-up form

Footer

Signing up should
be easy—
and inviting!



Website Signup Form

Keep it simple.

Let them know
what they're signing
up for.

Sign up to receive emails about our events, programs and recent art news.

Subscribe to our mailing list

* indicates required

Email Address

First Name

Last Name

City

State

How do you identify yourself?

☐ Young artist (under age 19)

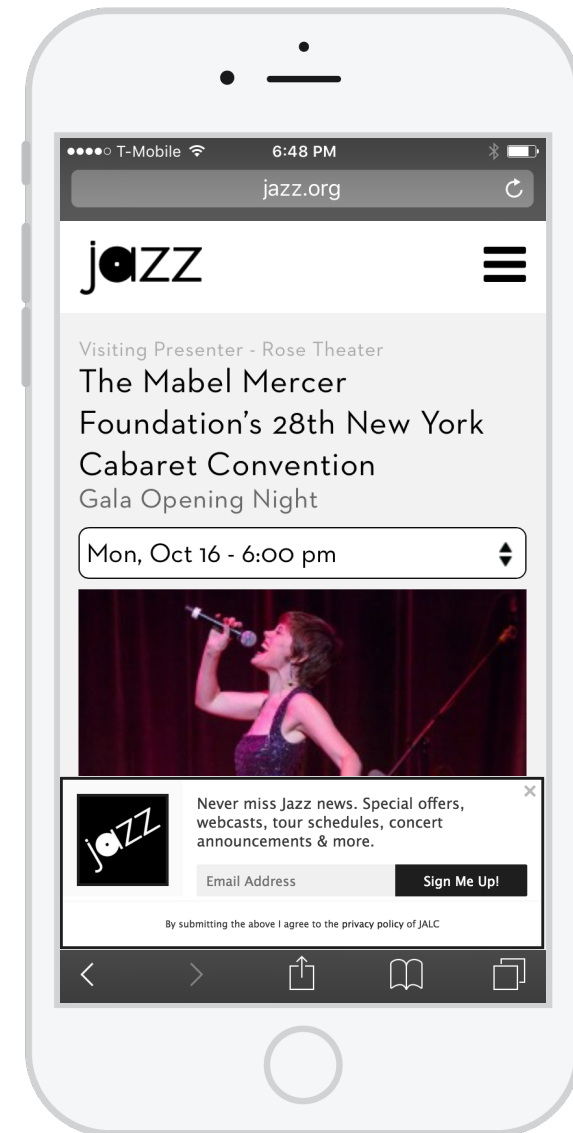
☐ Parent

☐ Educator

☐ Arts patron

☐ YoungArts alumnus/a

Capture new leads without annoying regular users!





Facebook Lead Generation Ads

Capture your audience's contact information through lead generation ads.

Create custom lead forms with dedicated copy and select information fields.

Download this information directly from Facebook or integrate it with your CRM to obtain contact information in real-time.

 Isabella Stewart Gardner Museum ×



Join our email list!

Join over 70,000 art lovers and to get special content and inspiration via email, straight from the Isabella Stewart Gardner Museum.

Sign up to receive regular updates on everything you love at the Isabella Stewart Gardner Museum.

Email

Full name

Cancel


Next


Lead Generation Ads

Capture your audience's contact information through lead generation ads.

Create custom lead forms with dedicated copy and select information fields.

Download this information directly from Facebook or integrate it with your CRM to obtain contact information in real-time.

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Full name

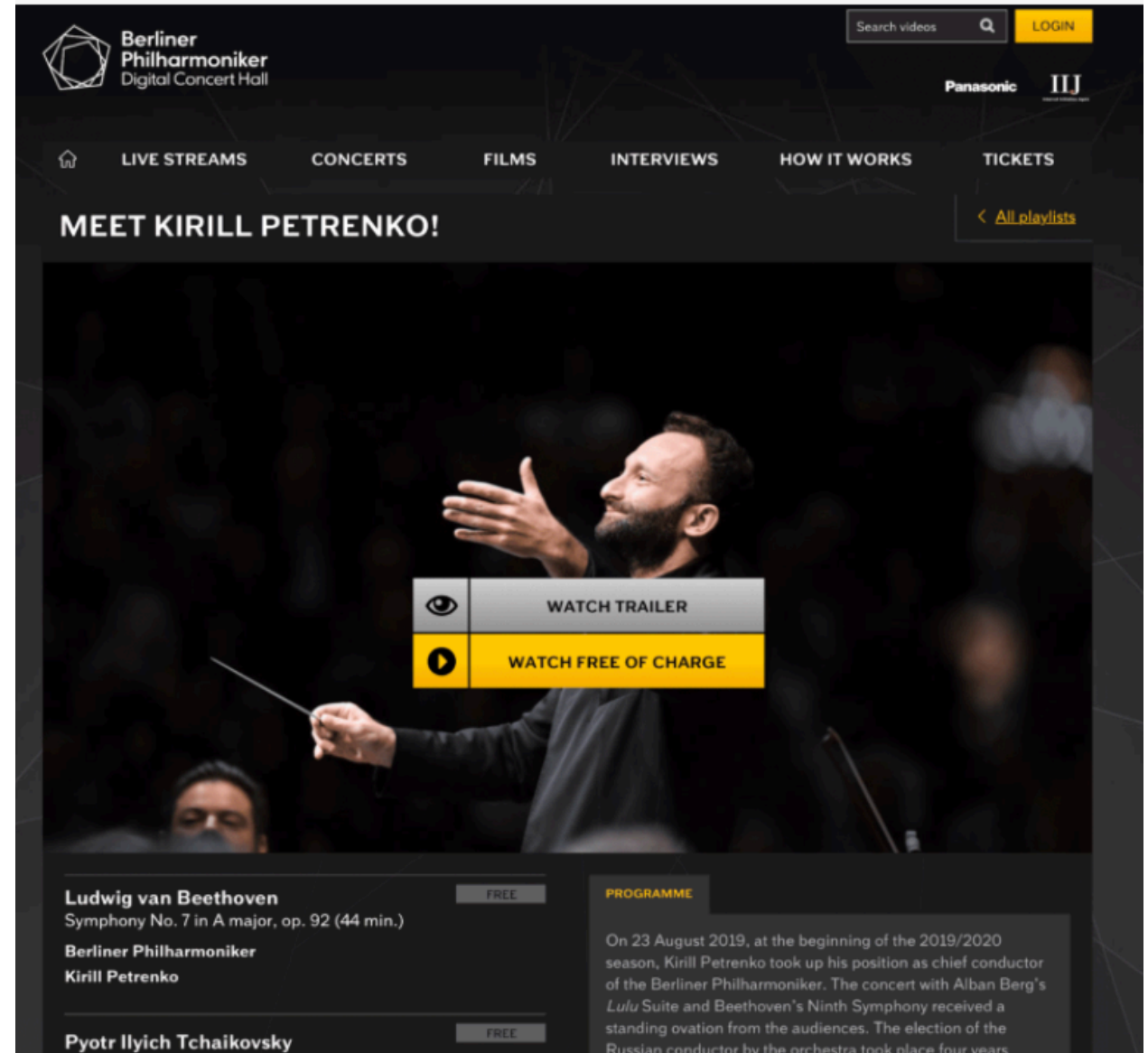
Cancel

Next

The cost of anything free is an email address.

The Berlin Philharmonic offered some of their recorded concerts for free but required submitting an email address to view.

Source: <https://www.campaignmonitor.com/blog/email-marketing/2020/05/examples-of-pivoting-business-during-the-pandemic/>



74%

of people expect to receive a
welcome email right when they
subscribe.

Automate that welcome email to send right away!

It doesn't have to be complicated, or fancy just use welcoming language.

Remind readers what kind of content will be in the email they signed up for and how often they can expect to receive it.

Welcome, Alison



Chipotle Mexican Grill <noreply@chipotle.com> [Unsubscribe](#)
to me

Wed, May 27, 12:23 PM

Thanks for signing up.



YOU'RE IN THE FOLD.

Now that you're part of the Chipotle family, you'll be the first in line for tasty deals, news-worthy noshes, and special events.

[START YOUR ORDER](#)

Welcome: Hallmark Email

The first email should be sent automatically right after they sign up.

Use welcoming language similar to that you would find on a greeting card.

Remind readers what kind of content will be in the email they signed up for and how often they can expect to receive it.

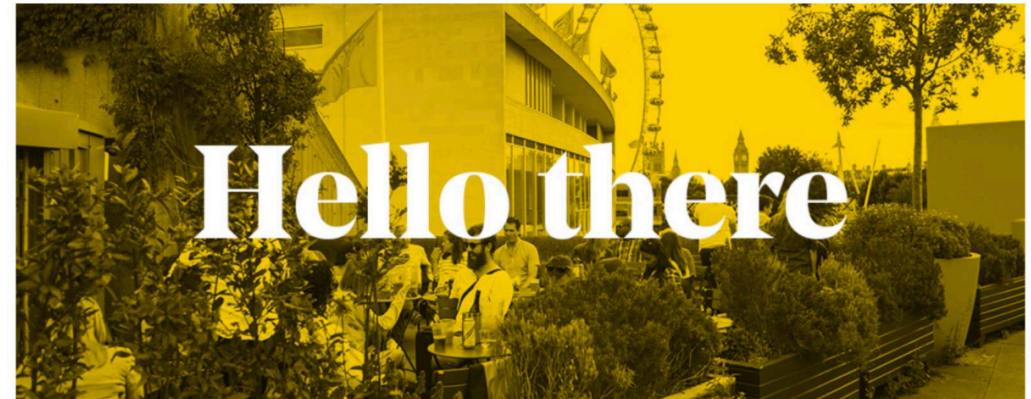
Source: <https://newspack.blog/wp-content/uploads/2020/04/Newsletter-Best-Practice-Examples-from-Newspack.pdf>

SOUTHBANK CENTRE

[View in browser](#)

[What's on](#) [Festivals & series](#) [Art & exhibitions](#)

[Membership & support](#) [Visit](#)



We're thrilled you'd love to hear from us

Now that you're signed up, you'll be among the first to hear about our latest events, news and offers.

Your next steps



Let's make sure we are sending you the emails you'll be interested in.

You can choose from a whole world of events, including classical music, gigs, visual art, literature, performance and dance. Plus, there are ways for you to get involved in our programme.

So, help us get it right for you – it'll take less than a minute.

[log in to update your preferences](#) →

Welcome: Talking Head Email

This email should be sent 3-5 days following the Hallmark email.

This email should include an artist from your organization, introducing themselves and your organization's mission.

This will help build a personal relationship with the reader and the organization.

Source: <https://newspack.blog/wp-content/uploads/2020/04/Newsletter-Best-Practice-Examples-from-Newspack.pdf>

Your backstage pass to The National Ballet of Canada.

Thank You

The National Ballet of Canada
Karen Kain, Artistic Director

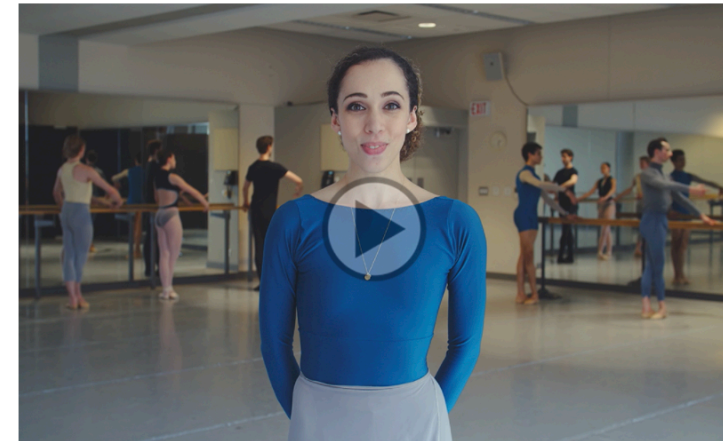


Welcome to Ballet News

Dear Patron,

Thank you for signing up to Ballet News, your backstage pass to The National Ballet of Canada. We are so pleased you have joined our online community and look forward to taking you behind the scenes!

First Soloist Jordana Daumec has a special message for you:



Your account details are as follows:

Welcome: Evergreen Email


This email should be sent 3-5 days following the Talking Head email.

This email can include links to popular content on your site like videos, concert recordings and blogposts.

You can let the reader know again that they will begin receiving emails from you on a weekly or monthly basis.

Source: <https://newspack.blog/wp-content/uploads/2020/04/Newsletter-Best-Practice-Examples-from-Newspack.pdf>

CSO POPS [Forward to Friend](#) | [View in browser](#)





Great to meet you

Dear Friend,

Whether you're a longtime fan or you're meeting the Orchestra for the first time, we want every experience to be easy, fun, and exciting.

Have questions? [Email us any time.](#)



Meet the Orchestra

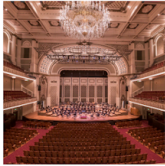
Do you know which musician plays defense for a hockey team, or which is a certified SCUBA instructor?

[Tell me more](#)

Wait, I have questions

"What should I wear?"
"When do I clap?"
"Where do I park?"

[Give me the details](#)



Experience Music Hall

CSO and Pops seasons take place at Cincinnati Music Hall, a stunning National Historic Landmark.

[Discover the venue](#)

Explore Concerts & Events

Calendar

Genres

60%

of people want to tell companies
exactly what kinds of email they're
interested in when they sign up.

Recipients...

Want to control the frequency and types of emails they receive

Are willing to provide more than just email preferences to ensure the emails they receive feel more personal

Source: Twilio SendGrid 2019 Email Benchmark and Engagement Study

Notification settings

Spotify Updates

✉ EMAIL

📱 PUSH

Product News

Getting started, new features and the latest product updates on Spotify



Spotify News and Offers

News, promos and events for you



Your Music

Recommended Music

Music we find that we think you'll like



New Music

Fresh tracks from artists you follow or might like



Playlist Updates

A playlist you follow is updated



Concert Notifications

Updates about live shows by artists you like, in places near you



Artist Updates

Hear about artists you listen to and artists we think you'll like



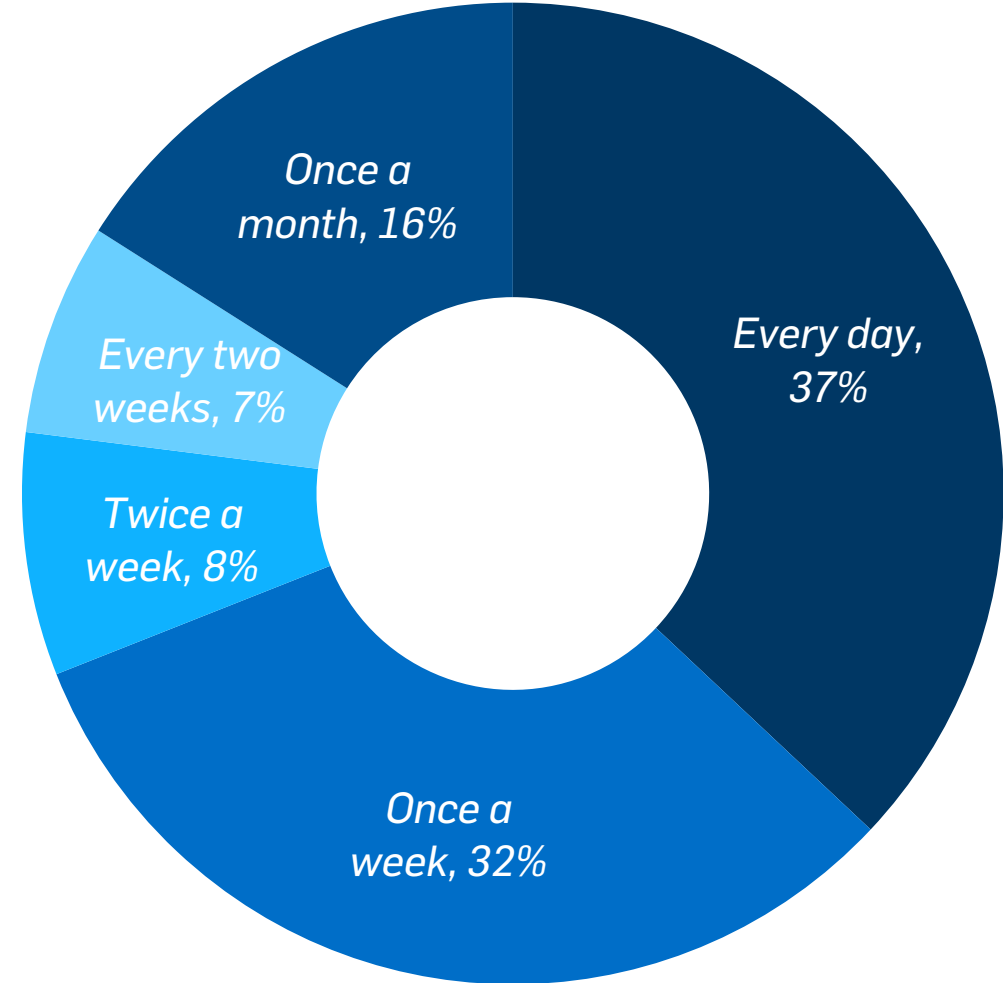
Building Your Audience

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.

KEEPING YOUR AUDIENCE (ENGAGE)

How frequently do you like to receive emails from a company with products that interest you?



Source: Twilio SendGrid 2019 Email Benchmark and Engagement Study

What makes an email important to the recipient?

- ☒ **Personal?**
The message is specifically for them.
- ☒ **Anticipated?**
They are looking forward to hearing from you.
- ☒ **Relevant?**
It's about something they're interested in.

Source: Seth Godin's Permission Marketing

**Automated email is
inherently anticipated,
personal and relevant.**

Triggered emails that automatically send to users after they have viewed a specific page on your website or added a ticket to their cart are the height of anticipated, personal and relevant emails.

Abandoned Cart

This email is a very personalized email based on what was in the cart, sent just a few hours later.

Subject Line: Oooh, good choice! We set it aside for you.

Source:
<https://reallygoodemails.com/emails/oooh-good-choice-we-set-it-aside-for-you/>

FOOD52

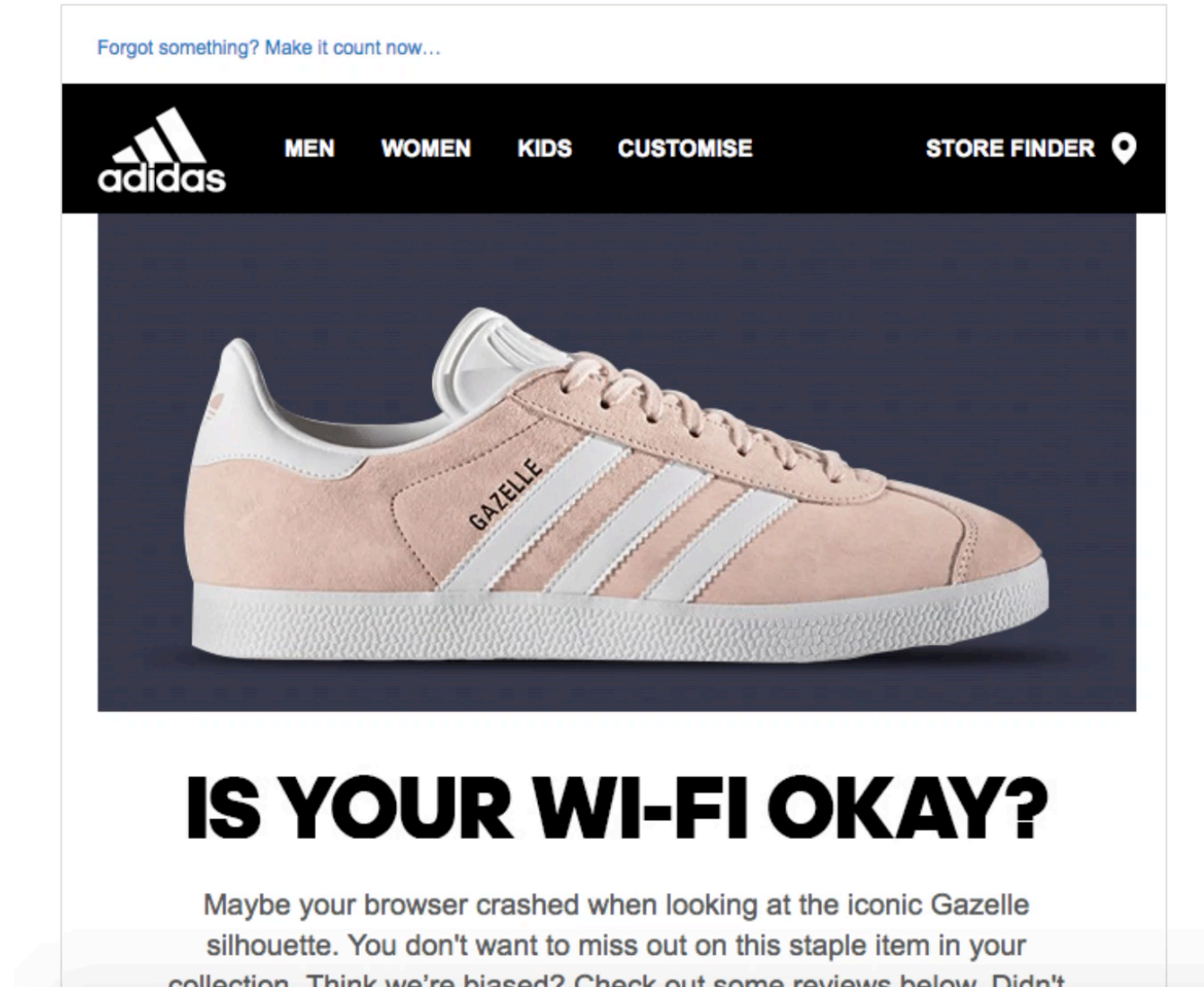


Abandoned Browse

This email from Adidas was sent after viewing this shoe on their site. The subject line is clever and unexpected for this very anticipated type of email.

Subject Line: Sorry to hear about your wi-fi...

Source:
<https://reallygoodemails.com/emails/sorry-to-hear-about-your-wi-fi/>

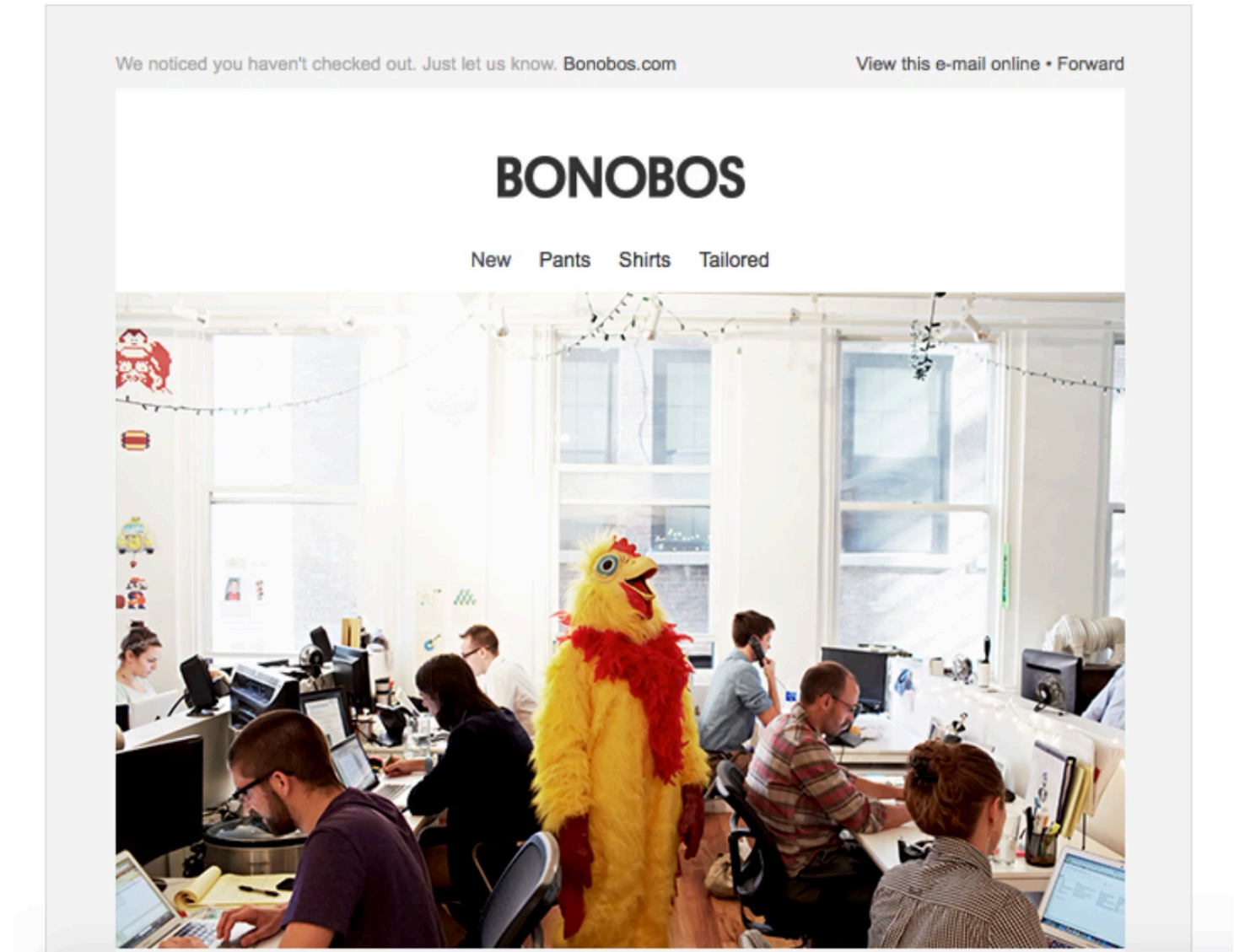


Anticipated, Relevant, and Just as Personal

It is not always technically possible to insert dynamic info. This abandon cart email from Bonobos is bursting with their brand's personality.

Subject Line:
Everything cool with
your transaction?

Source:
<https://reallygoodemails.com/emails/everything-cool-with-your-transaction/>



Setting Up Automated Emails

Timing

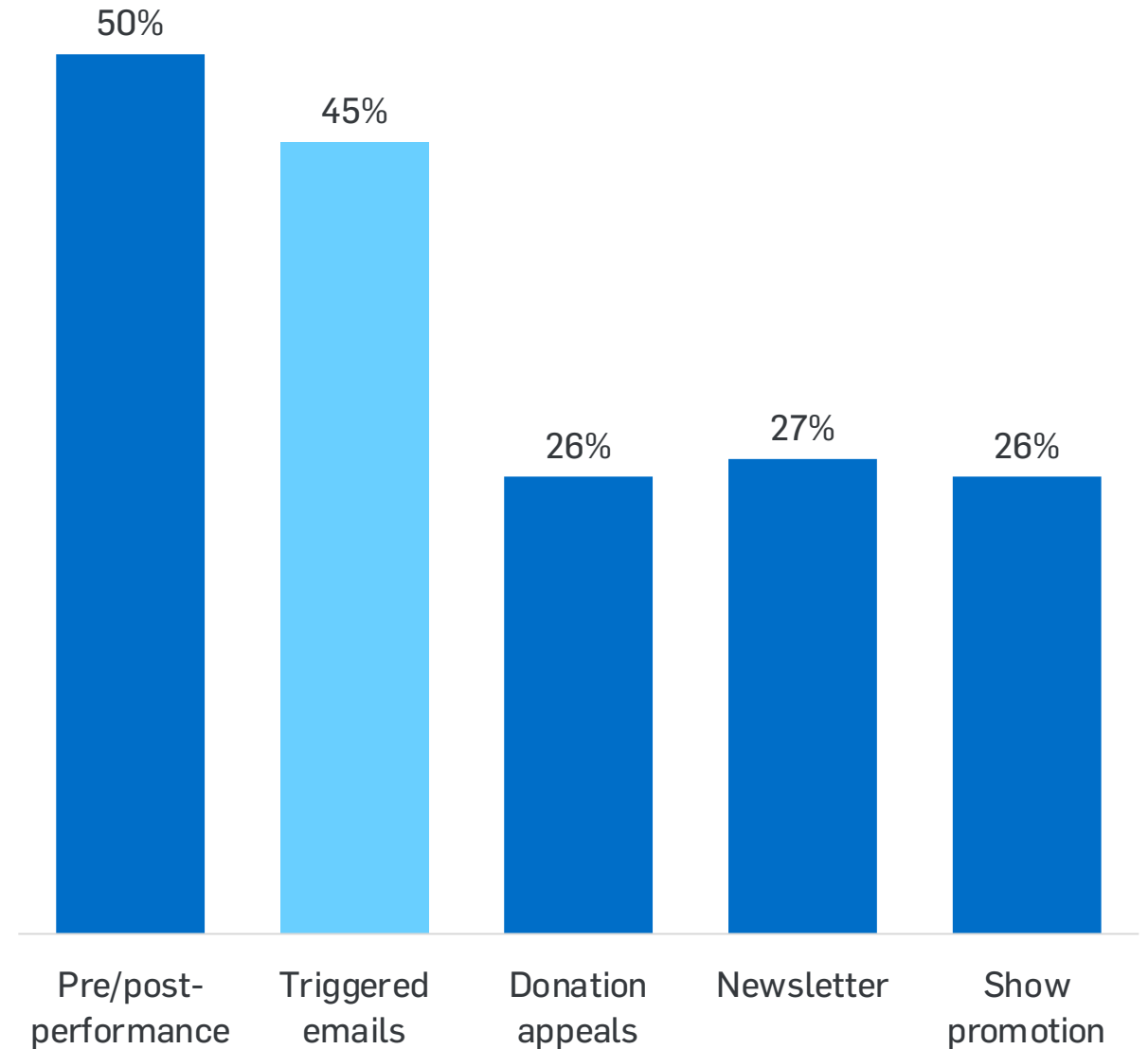
Consider how much time you want to pass after a user's action before you want to send a triggered email. A few hours? A full day?

Dynamic Content

Unable to set up dynamic content for performances? Send a more generic email filled with your organization's personality.

Triggered emails continue to have almost twice the open rates of “blast” emails.

Source: Capacity Interactive's Arts Industry Digital Marketing Benchmark Study



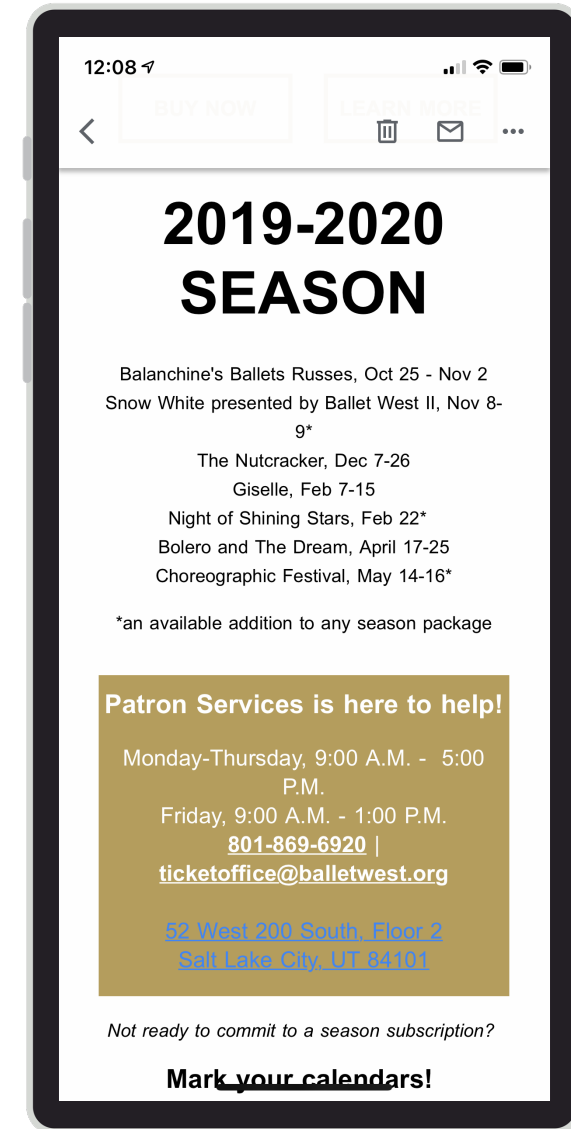
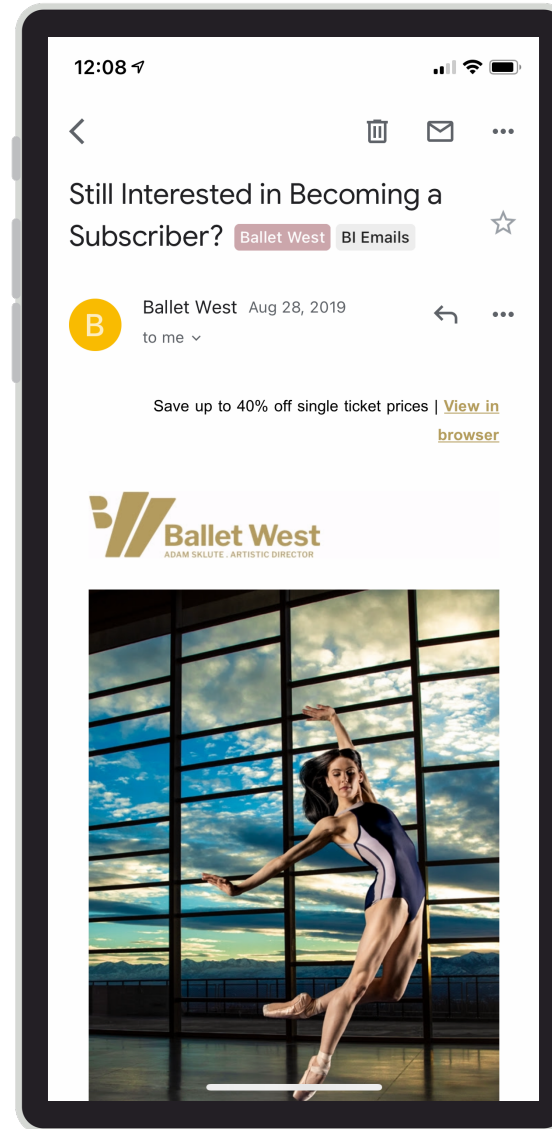
Think beyond the pre & post-show email.

Automation is the key to success here.

If someone on your list is...		...then send them this!
New	→	Welcome Email Cascade
Browsing your website	→	Abandoned cart
First-time single ticket buyer, subscriber, or donor	→	Thank You
Just on your list	→	Happy Birthday
Frequent attendee and long-time subscriber on special anniversaries	→	Thank You
Long periods of email non-engagement or purchase inactivity	→	Re-engagement emails
One-year after previous gift	→	Personalized fundraising appeal

Triggered Emails

Subscriptions



Triggered Emails

Virtual Programming

One week only, starting tomorrow, Aug 13 at 7pm.

ALVIN AILEY
AMERICAN DANCE THEATER

[View in browser.](#)

[Forward to a friend](#)

Join Us for *Ella* and *In/Side*



Tomorrow night is your chance to experience two of Artistic Director Robert Battle's most popular shorter works: *Ella*, a high-energy comical duet set to Ella Fitzgerald's "Airmail Special" and *In/Side*, a deeply personal solo set to Nina Simone's "Wild is the Wind."

Don't miss the Ailey All Access premiere of *Ella* and *In/Side* tomorrow night at 7pm EDT online. You'll be able to watch these two works through Thursday, August 20 at 6:30pm EDT.

[Go to Ailey All Access](#)

Segmentation is key to delivering anticipated, personal and relevant content.

How and when do they prefer to be communicated to?

Is there a specific vernacular, or slang even, that might resonate with certain audiences more than others?

What types of actions distinguish your audience members from one another?

Source: <https://sendgrid.com/resource/email-marketing-best-practices-tips/>

Everyone should not get every email you send.

Think about your different users: loyal donors, audience members that only attend once a year, potential applicants and send emails to them in different cadences that matches their interaction with your organization.

Ask people how often they want to hear from you and use that to guide your email schedule.

Act Now! Groups of 10+ can save up to 20% on tickets!

ALVIN AILEY
AMERICAN DANCE THEATER

[View in browser.](#)

[Forward to a friend](#)

Groups Enjoy Up To 20% Savings on Ailey II Tickets



Share the thrill of an Ailey II performance at the Ailey Citigroup Theater
March 25–April 5.

When you bring a group of 10 or more, you'll save up to 20% on tickets and pay no service fees.

Get your tickets today by contacting Maria Flotta at [212-405-9082](tel:212-405-9082) or groupsales@alvinailey.org.

This season, choose from two exhilarating programs that feature a mix of New York premieres and contemporary favorites.

[Bring a Group](#)

Segmentation Opportunities

Type of Email		Email Segment
Specific ticket on sale	→	Ticket buyers who have purchased a similar artist or genre in the past
Donation appeals	→	Current donors, lapsed donors, and recent attendees
Widely-recognized performances	→	New signups and less active users
Free programming	→	New signups and less active users
Important emails	→	Re-send to non-openers with a new subject line

If you're not sure, ask your audience.

A/B test different copy or images to see what resonates with your audience. This is an inexhaustive list of things you can consider A/B testing.

Subject Lines (length or personalization)

Tone of your email copy

Length of your emails

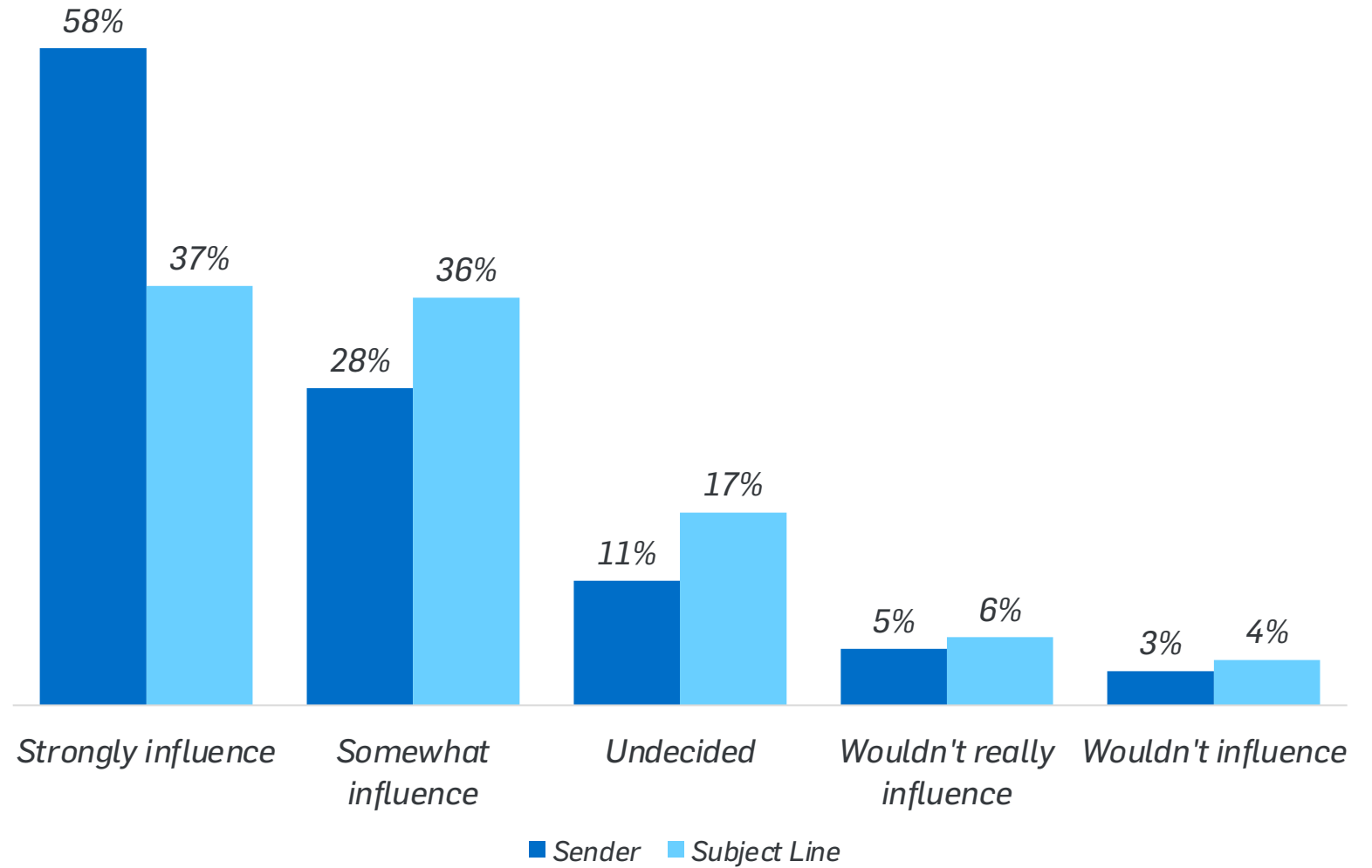
Calls-To-Action

Number of Images/Placement of Images

Paragraphs versus Bullet Points

Why open that email?

The most important element of an email that impacts a recipient's choice of whether they should open it or not, is the sender.



Source: Twilio SendGrid 2019 Email Benchmark and Engagement Study

Consider who the sender should be for your segmented emails.

Source:

<https://www.mirabelsmarketingmanager.com/blog/optimizing-your-email-sender-name-to-boost-open-rates>

Consistency in sender name allows your audiences to recognize your emails. Generally, refrain from using a person's name.

Your most loyal audiences will likely respond well to a fundraising email "from" your artistic director.

Newer or less-engaged audiences might not recognize the name of a leader of your organization but will recognize your organization's name.

Over the past 4 years, average
click-to-open rate has dropped from

13.6% to 10.9%

Source: Twilio SendGrid 2019 Email Benchmark and
Engagement Study

What Makes You Click?

Ranked in Order of Influence

Offers/discount

Content of email

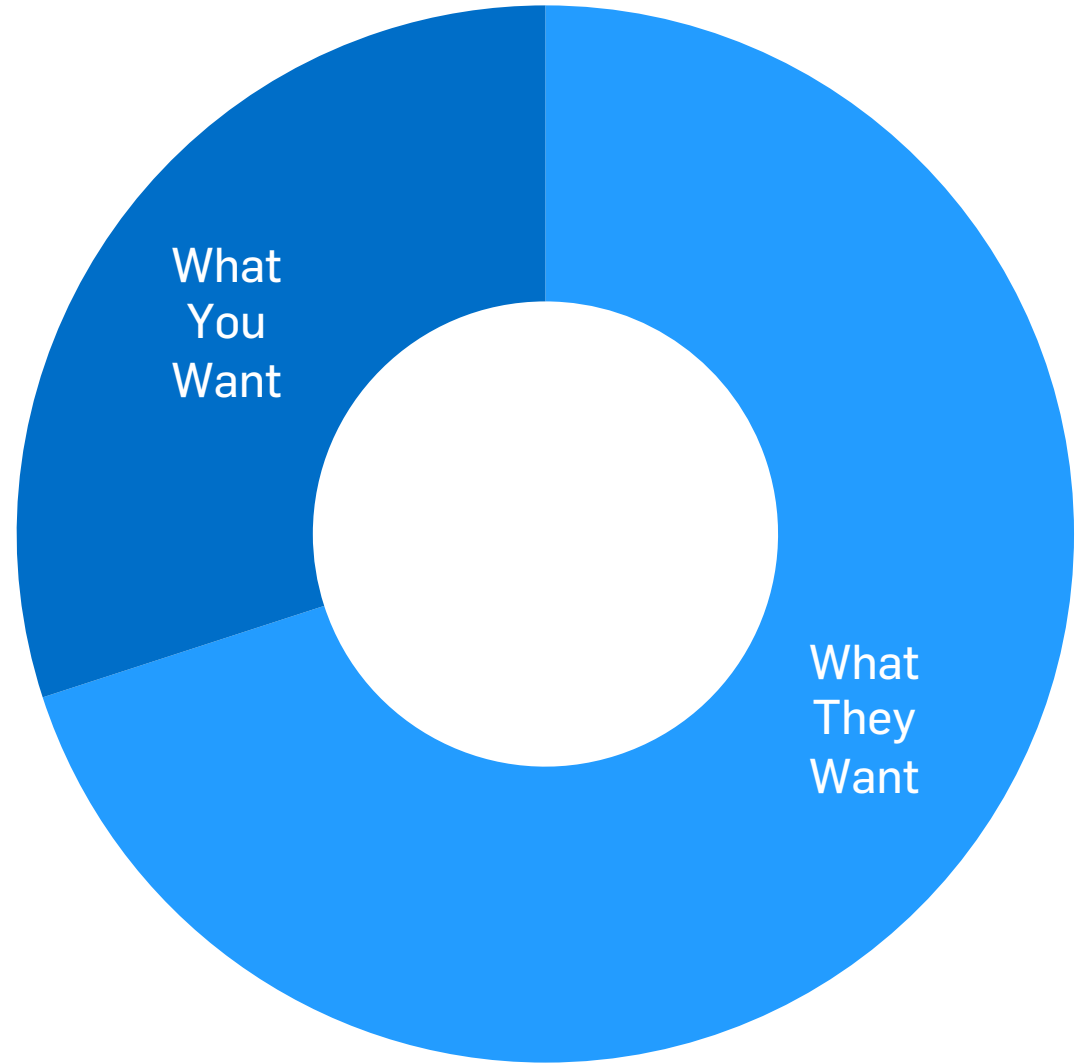
Critical information (shipping notification, receipt, password link, etc.)

Relevant products

Brand of sender

Source: Twilio SendGrid 2019 Email Benchmark and Engagement Study

70/30 Rule



Dynamic Discount Offers

Following that, they sent out an email offering a paid concert stream. They used dynamic content to insert a discount offer for registered users.

Source: <https://www.campaignmonitor.com/blog/email-marketing/2020/05/examples-of-pivoting-business-during-the-pandemic/>

Berliner Philharmoniker Digital Concert Hall

The Berlin Phil Series: "Kirill Petrenko Live"

Chief conductor Kirill Petrenko and members of the Berliner Philharmoniker

LIVE STREAM ADD TO CALENDAR	Sat, 23 May 2020, 19:00 (Berlin) New York: 13:00 / Tokyo: Sun, 24 May 2020, 02:00
REPEAT ADD TO CALENDAR	Sun, 24 May 2020, 13:00 (Berlin) New York: 07:00 / Tokyo: 20:00

After the European Concert, which was moving for everyone involved, chief conductor Kirill Petrenko now appears once again with members of the Berliner Philharmoniker in an empty Philharmonie. On this occasion, works from the turn of the century to the 1920s are on the programme: Arnold Schoenberg's *Verklärte Nacht*, which is characterised by a late Romantic tone, Claude Debussy's atmospheric *Prélude à l'après-midi d'un faune* as a beacon of French Modernism, and Paul Hindemith's spirited and witty Kammermusik No. 1.

WATCH TRAILER

Meet the musicians live! In the [Berlin Phil Live Lounge](#) directly after the concert.

Photo: Monika Rittershaus

Get full access to the Digital Concert Hall

Welcome the Berliner Philharmoniker into your home – on your TV, computer, tablet or smartphone. Live or on-demand from our archive.

Ticket €149 for 12 months No automatic renewal ORDER NOW	Subscription €14.90 per month Cancellation possible at any time SUBSCRIBE
------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------

10% discount for the Digital Concert Hall

As a registered user, you will get the 12-month ticket or our monthly subscription with an exclusive special price:

Ticket €134.10 for 12 months Regular price: €149 No automatic renewal ORDER NOW	Subscription €12.90 per month instead of €14.90 Can be cancelled at any time SUBSCRIBE
--------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------

Sharable Moments That Matter

Get them excited before they come with a pre-performance reminder.

Include relevant video or audio content to engage them ahead of time.

Your Dance Nation warm up begins now. | [View in browser](#)

STEPPENWOLF



“Things that happen to us when we were thirteen shape who we are as a person and how we identify... I hope that this is a little bit of an archaeology project in that people recover that inner teenage girl strength.”

— CLARE BARRON, PLAYWRIGHT

You're only days away from joining Clare Barron's fiercely ambitious pre-teen dance troupe as they prepare for the competition of their lives. These dancers already know that the most important thing to do at a competition (aside from win, of course) is to warm up. Consider this email your pre-show warm up for your upcoming performance of *Dance Nation*.

WATCH & LISTEN



CLARE BARRON ON *DANCE NATION*

Listen to playwright Clare Barron discuss the show's origins, secret societies and how who we were in our youth continues to influence us into adulthood.

[WATCH VIDEO](#)



DANCE NATION TEASER

Introduce yourself to the fiercely ambitious pre-teen dance troupe at Liverpool Dance with our *Dance Nation* teaser.

[WATCH TEASER](#)

Sharable Moments That Matter

A simple thank you goes a long way.

STEPPENWOLF



Thank you for attending our production of . Please tell us about your experience by filling out this short survey. We appreciate you taking the time to give us your feedback, and we look forward to seeing you again soon.

[TAKE SURVEY](#)

NOW ON STAGE 

[Check the Full Calendar of Events >](#)



Help us spread the word about ! If you enjoyed the performance, let us know on [Facebook](#), [Instagram](#) and [Twitter](#)

Pure Delight, No Ask

Behind-the-Scenes Video

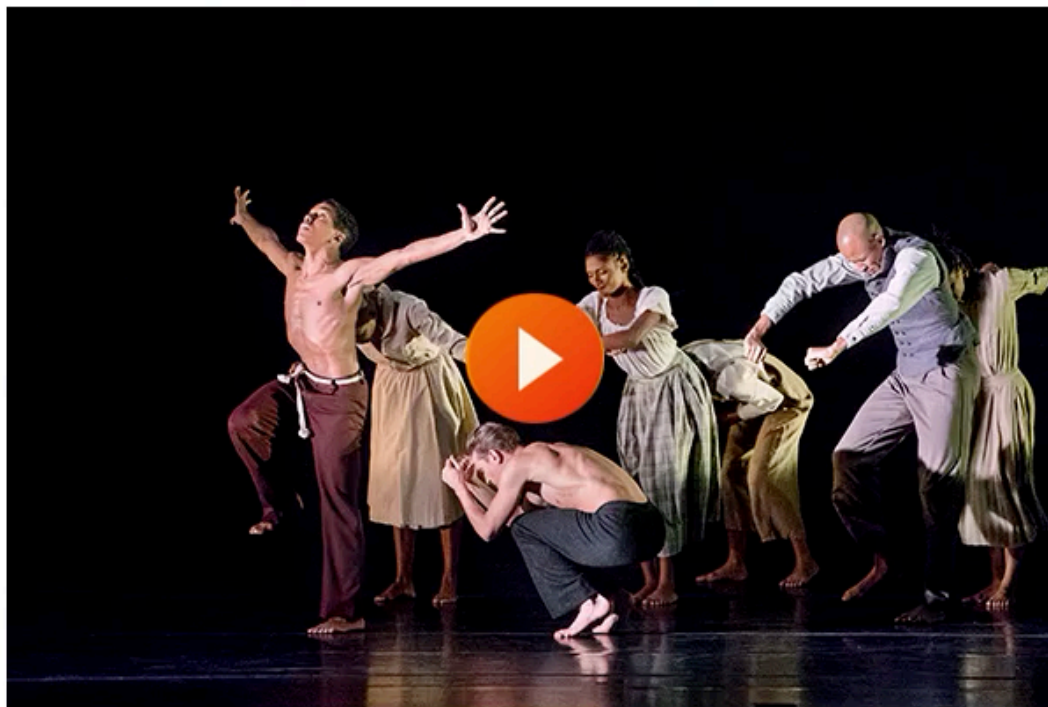
See Ailey at the Koch Theater, June 12–16.

ALVIN AILEY
AMERICAN DANCE THEATER

[View in browser.](#)

[Forward to a friend](#)

Dive into *Lazarus* with Rennie Harris



In this behind-the-scenes look at *Lazarus*, choreographer Rennie Harris and Ailey Artistic Director Robert Battle talk about the essence of the work and how it's a reflection of Mr. Ailey's life and speaks to the larger history of racial inequities in America.

15%

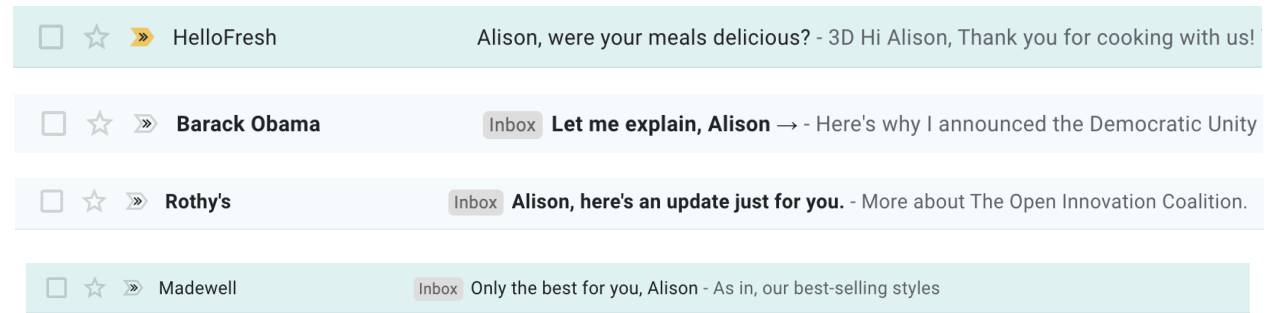
of unique open rates can increase
just by putting someone's name
in the subject line.

Source: Campaign Monitor

Personalized Subject Lines

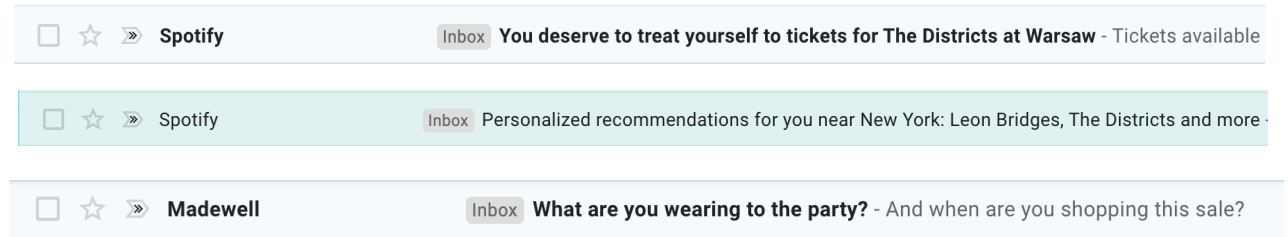
With so much engagement to gain, try adding users' first name to the subject line of some of the emails you send.

Remember to use “Friend” if no name is available so your subject line still makes sense.



Personalized Subject Lines

Using second-person language and even calling out in the subject line that the content in the email is personalized to them can help achieve similar gains when dynamic personalization isn't possible.



Subject Line

“Secret Sauce”

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						

Write like a human and make the content about the user. Keep it simple.

In both marketing and fundraising emails, try to remove first person pronouns as much as possible and include second person pronouns.

Instead of

“*We* are so excited to announce *our* 2020-2021 season! Join *us* for xyz.”

Try to showcase benefits for the user

“You and your family can enjoy a year of excellent concerts. As a subscriber, you will enjoy the best seats at the best prices and get additional perks like free parking and free coat check.”

Talk to your engagers, not people who don't want to hear from you.

Strong open rates and engagement rates measure how anticipated, personal and relevant your emails are – which means making sure the people getting your emails want them.

Having a clean list can also improve deliverability with users' email services so that you are less likely to end up in the spam or promotions folder for the strong engagers on your lists.

List Hygiene

Good list hygiene improves deliverability and engagement rates.
Keep in compliance with CASL.

Decide what inactive means to you – user hasn't opened an email in 6 months? 1 year?

Re-engagement campaign to inactive users with urgency that they will be unsubscribed if they don't re-engage.

Make peace with users unsubscribing – your engagement rates will be better because the people on your list WANT to be hearing from you.

Source: Kickbox, "Spring Cleaning Your Email List"

Cleaning Your List

Plan for re-engagement campaigns to keep your list clean (bonus points for automation!)

Users about to be unsubscribed might receive 3 increasingly strong nudges:

Really relevant content or offer.


Do you still want to hear from us?

Your email is being removed from our list.

Use your words.

Send a re-engagement campaign to inactive users with urgency that they will be unsubscribed if they don't re-engage.

This email was triggered after I didn't open their daily email for a few weeks. You can automate this on a schedule that makes sense for your organization.

You up? 

Priyanka (Crooked.com) <whataday@newsletter.crooked.com>
to me

Thu, Jun 7, 2018, 10:35 AM   

WHAT A DAY



Hello. Hi. How are you?

It's us. **Crooked** Media. The thirsty media company that wants to know if you're still interested in getting our newsletter, *What A Day*. According to our professionally kept records (it may be Post-it notes, you don't know), you haven't read our newsletter in a while.

Are you still interested in getting *What A Day*?



What is *What A Day*? It's [a nightly newsletter](#) that tells you all you need to know about what's happening, why it matters, and what you can do about it. No bullshit. No cynicism. No excuses. And most certainly no spam. Remember, democracy dies in your spam folder.

So if you got this and wondered where the heck the other emails have gone, check your promotions, spam, and/or junk folders for an email from me, Priyanka Aribindi. Don't worry, I'm not mad I'm there. It's nice in there. I've learned a lot about promotional deals for vitamixes.

If you really hate this entire enterprise, you can use [your little cursor of judgment here](#) and we'll just send you back to **Crooked.com** (you're welcome). But we're confident you won't hate the newsletter. Or at least we're confident that you're kind enough to not blatantly tell us that.

So check out [What A Day](#) and let us know what you think. Hopefully, you'll find it as useful as we do.

Thanks,

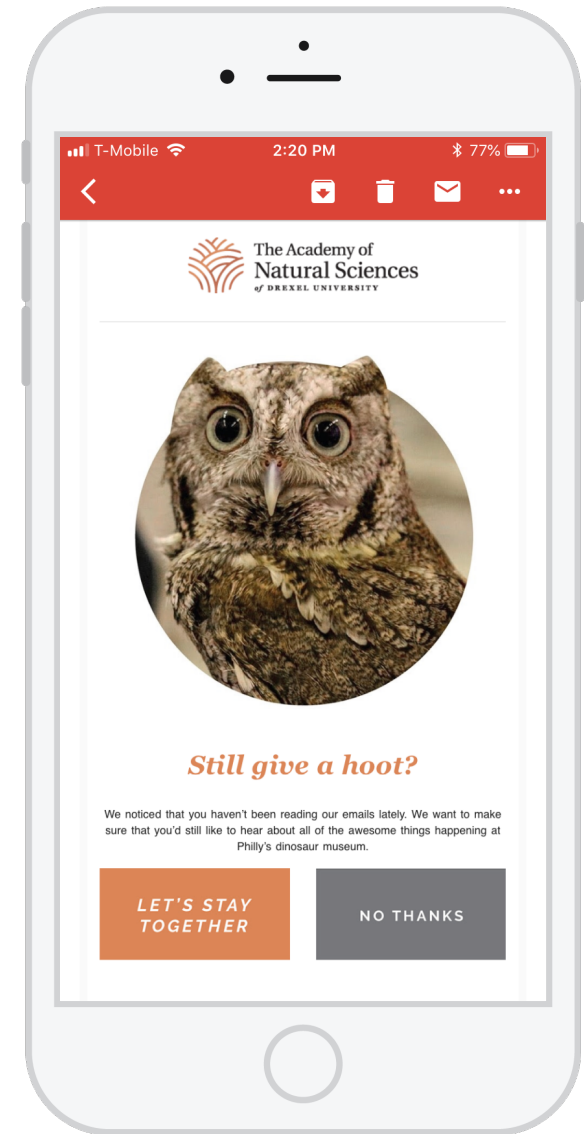
Priyanka and your pals at **Crooked** Media

Make it easy, not guilty.

Don't guilt-trip your users for not opening your emails but make it simple to stay signed on.

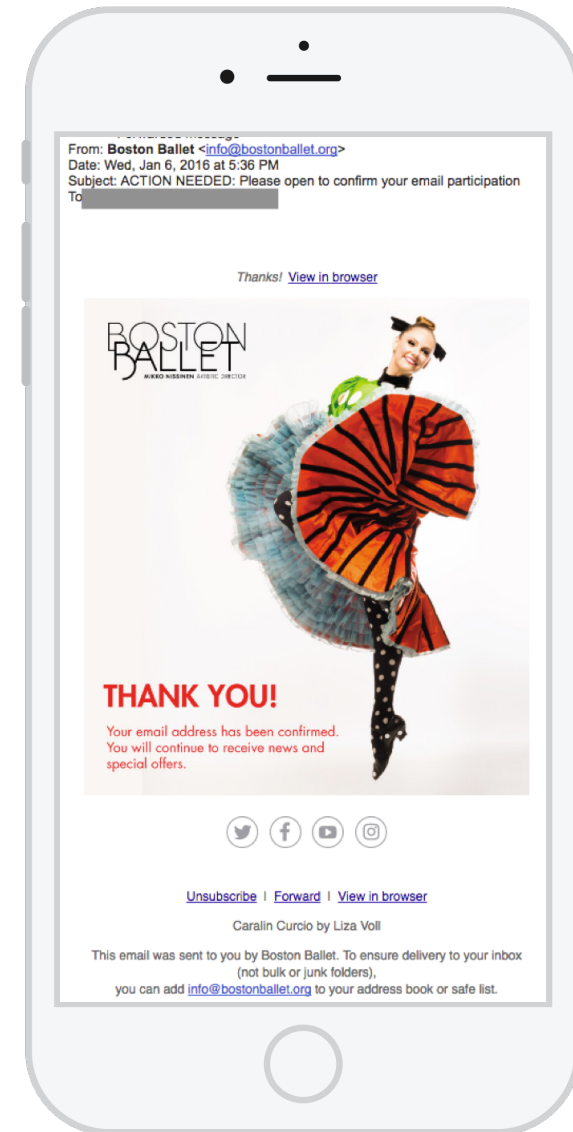
The ask should be as easy as an open or click to confirm they want to keep receiving emails.

If you are using Behavior Infuser, a click through to the site from an email will also help in customer matching that individual.



But be very clear with the final notice.

Subject line — ACTION NEEDED: Please open to confirm your email participation.



Tips for a Good Re-Engagement Campaign

1. Make it about your email subscriber, but don't make them feel guilty!
2. Give subscribers options – no "all or nothing" choices. Offer the option to switch to a less frequent email.
3. Make sure the re-engagement campaign is in line with your organization's personality and brand.
4. Remind subscribers why they signed up in the first place with engaging content.
5. Ask users why they are not engaging with your emails.

Source: Litmus, "5 Tips for Creating Effective Re-Engagement Emails"

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.

DESIGNING YOUR EMAIL

13.4 Seconds

That's the average time people spend reading an email.

Source: Litmus

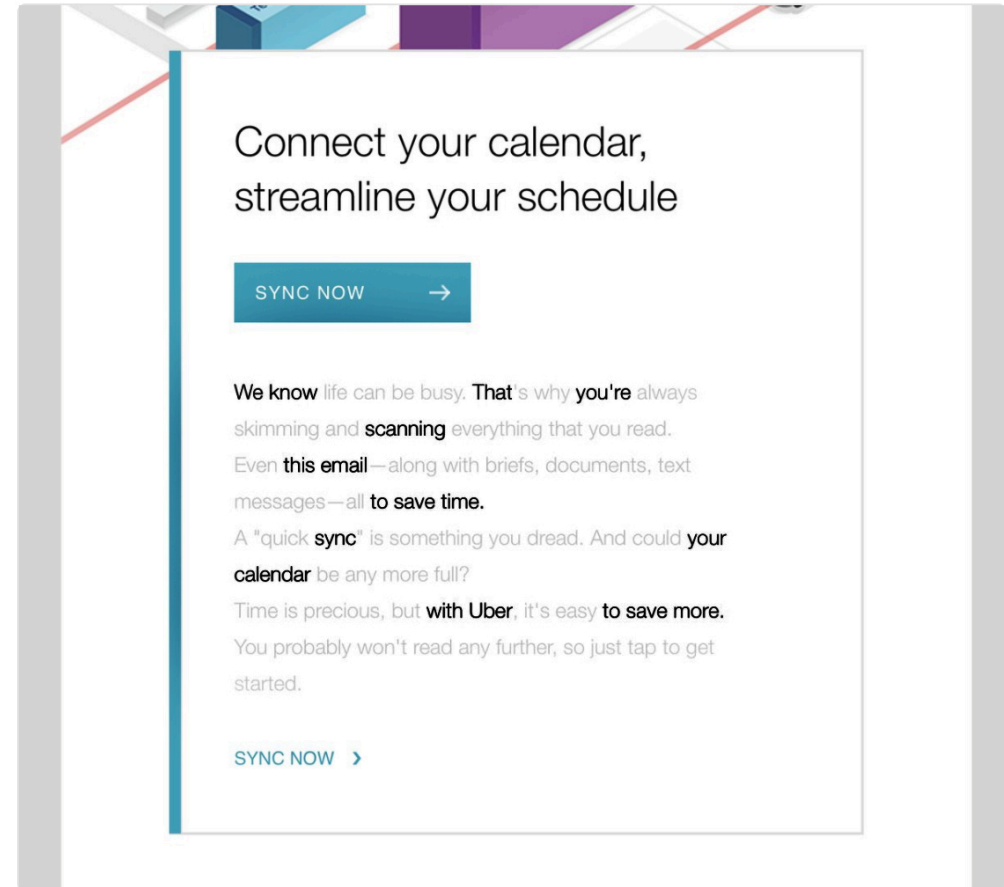


David Lieb ✓
@dfliieb

Follow



Clever email copy from Uber! Someone over there is a craftsperson.



There's so much I
want to tell you
about ME!

Spend Your New Year's Eve at the Marshall!

cherylagames@ya.../Inbox



Garry Marshall Theatre <marketing@garrymarshalltheatre.org>
To: cherylagames@yahoo.com

Dec 27, 2017 at 4:02 PM ● ★

[Print](#) [Raw message](#)

Special Surprises On New Year's Eve! | Final two weeks to submit to the New Works Fest! | [Looking to make a last minute donation?](#)

[View this email in your browser](#)

GARRY
Marshall
THEATRE

GARRYMARSHALLTHEATRE.ORG

HAPPY NEW YEAR!
FROM THE GARRY MARSHALL THEATRE

As we bid farewell to 2017, we look back to our first four months of the all-new nonprofit Garry Marshall Theatre and thank you for your commitment to the live arts. With your continued support we are building a foundation towards a very exciting future where live arts experiences fill us with the fuel we need to be game-changers in our daily lives.

In the past four months, we welcomed thousands of arts patrons to our first five [Movies at the Marshall](#) screenings; our first [marshallARTS Storybook Pages](#) event with Caldecott medalist Marla Frazee; our first [Modern Masters Series speaker – TV icon Norman Lear](#); two performances by John Burroughs High School Vocal Music Association; a sold-out concert with Broadway stars Terron Brooks and Kamilah Marshall in Holiday 9; the 1st Annual Founder's Gala with host John Stamos, Rory O'Malley and Tig Notaro; Emmy-

...but I'll tell you
the things YOU
want to hear about.

OMAHA PERFORMING ARTS, 2020

Last chance to receive this Dance series special



On Stage
Our Venues
About Us

Learn & Engage
Support the Arts

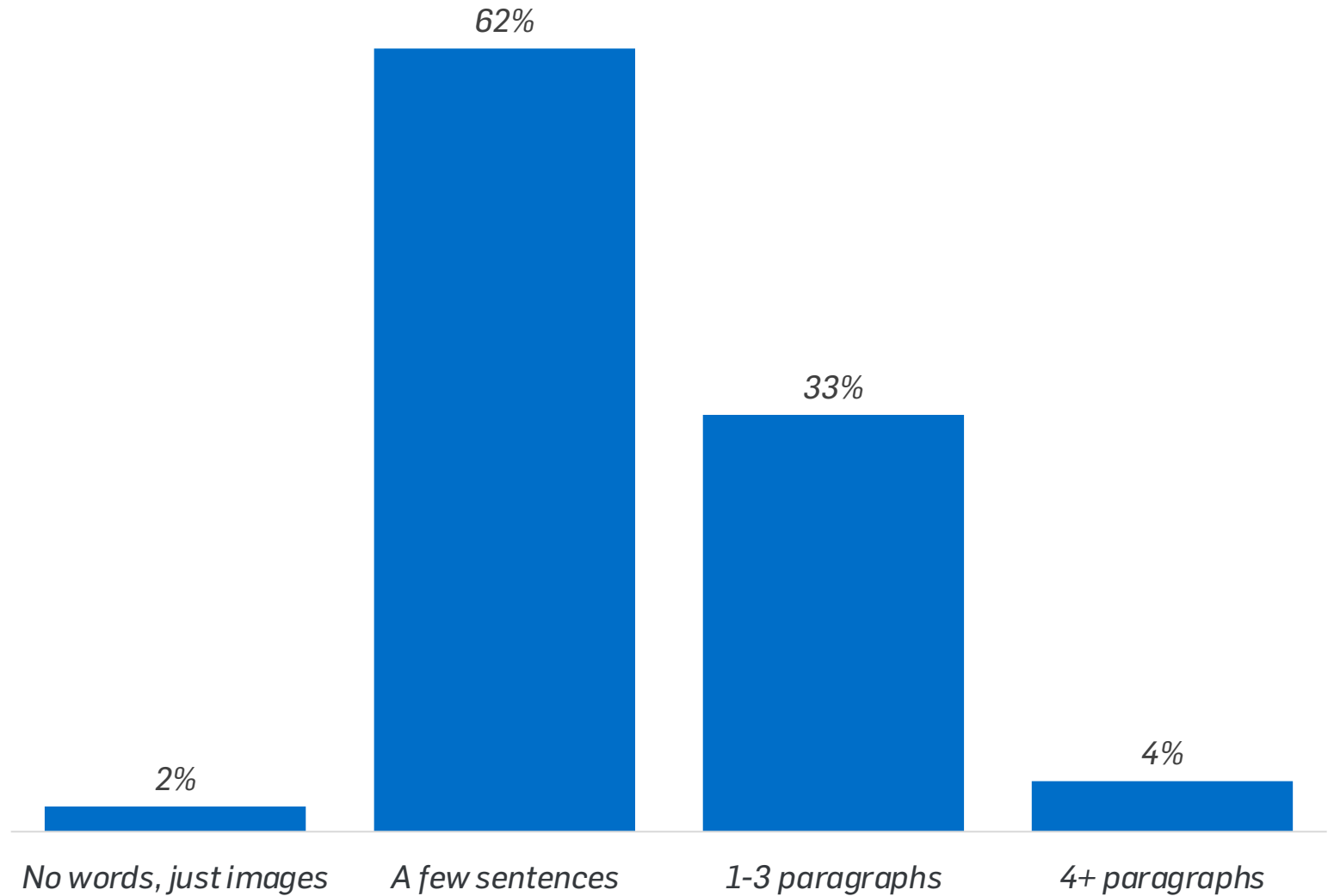
[View in browser](#)

omaha
performing
arts



How much content should an email have?

Source: Twilio SendGrid 2019 Email Benchmark and Engagement Study



Emails that are
poorly written and
too wordy are
annoying.

Source: Adobe's Email Usage – Working
Age Knowledge Workers 2019

COVID-19 Sunday Update: I'm going back to Albany

cherylagames@ya.../Inbox



Senator Brad Hoylman <hoylman@nysenate.gov>

To: Cheryl Games <cherylagames@yahoo.com>

May 24 at 6:21 PM

[Print](#) [Raw message](#)



NEW YORK STATE SENATOR
BRAD HOYLMAN



Dear Neighbor:

This week, I'll be heading back to Albany as the Senate resumes session (and I'll be wearing my mask and gloves!). The Legislature will hold committee meetings and vote on bills to help New Yorkers get through this crisis.

I've already introduced more than a dozen new pieces of legislation related to COVID-19, including: the [Tenant Safe Harbor Act](#), which would prevent evictions due to unpaid rent; a new [tax deduction](#) for healthcare workers and EMTs; legislation requiring the MTA to [resume 24/7 service](#) after the COVID-19 crisis ends; legislation to [track and monitor data](#) of LGBTQ people diagnosed with COVID-19; and legislation to [protect consumers from price gouging](#) during a pandemic.

And I'm also working on a new bill to help our local bars and restaurants by protecting their newest revenue stream: take-out and delivery alcohol. My legislation would allow these small businesses to offer beer, wine and cocktails for take-out and delivery while ensuring Community Boards have input into how the law is implemented. [Learn more here:](#)

Don't underestimate
the power of a
beautifully-spaced
bullet point.

Reminder: Changes to Stay at Home Order, New Unemployment, Volunteer Opportunities

cherylagames@ya.../Inbox



senator.skinner@outreach.senate.ca.gov

Apr 29 at 9:07 PM ● ★

[Print](#) [Raw message](#)



Senator Nancy Skinner
REPRESENTING SENATE DISTRICT 9

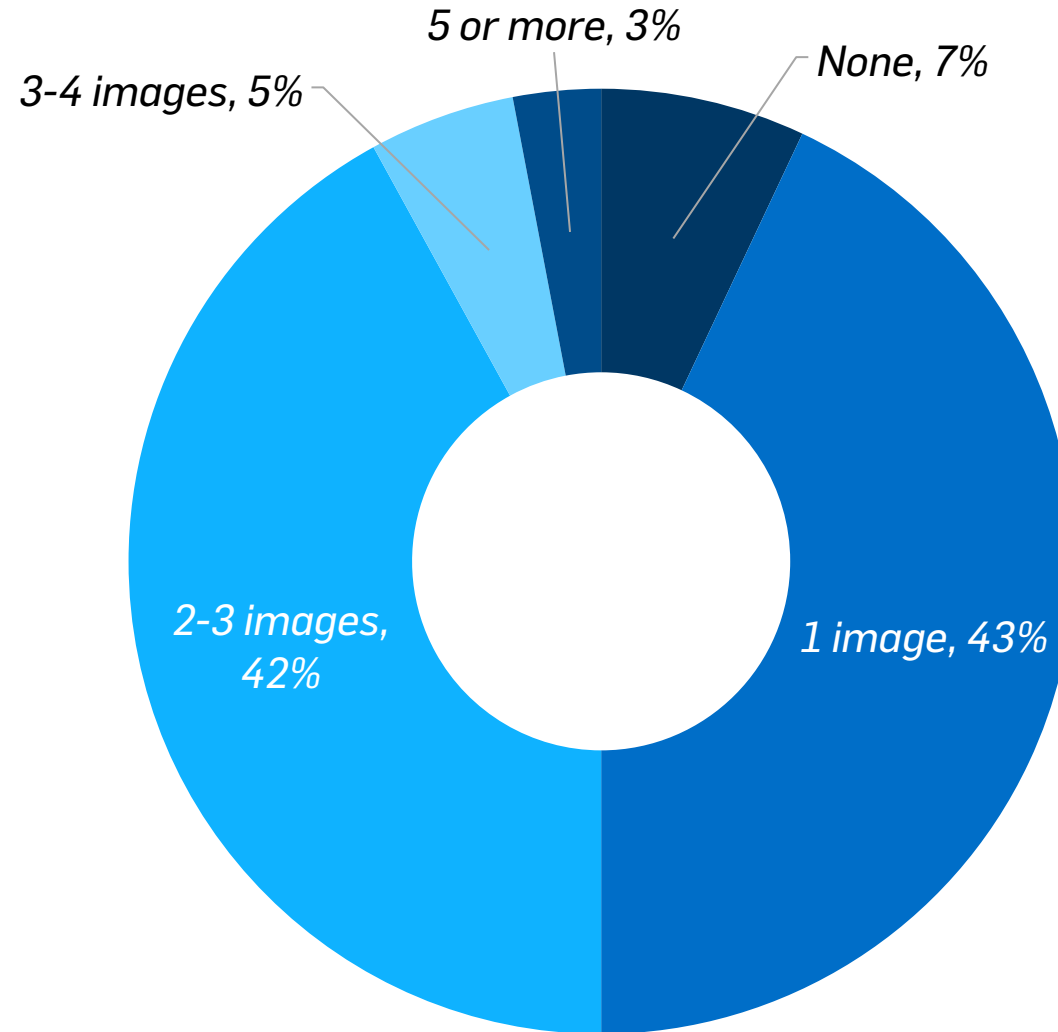
Dear Constituent,

Reminder that our fifth telephone Town Hall is tomorrow, Thursday, April 30, from 2 p.m. to 3 p.m. We will provide updates on:

- Changes in the extended Stay at Home Order allowing construction and outdoor work, home sales, additional outdoor recreation, programs for children of essential workers, and more
- Availability of Pandemic Unemployment Benefits: who qualifies, guidance on navigating the application process
- Volunteer opportunities: We'll hear about 211 Call Center and Census opportunities, food banks, senior outreach and more

To RSVP for Thursday's Town Hall (Thursday, April 30, 2 p.m. to 3 p.m.) [please click here.](#)

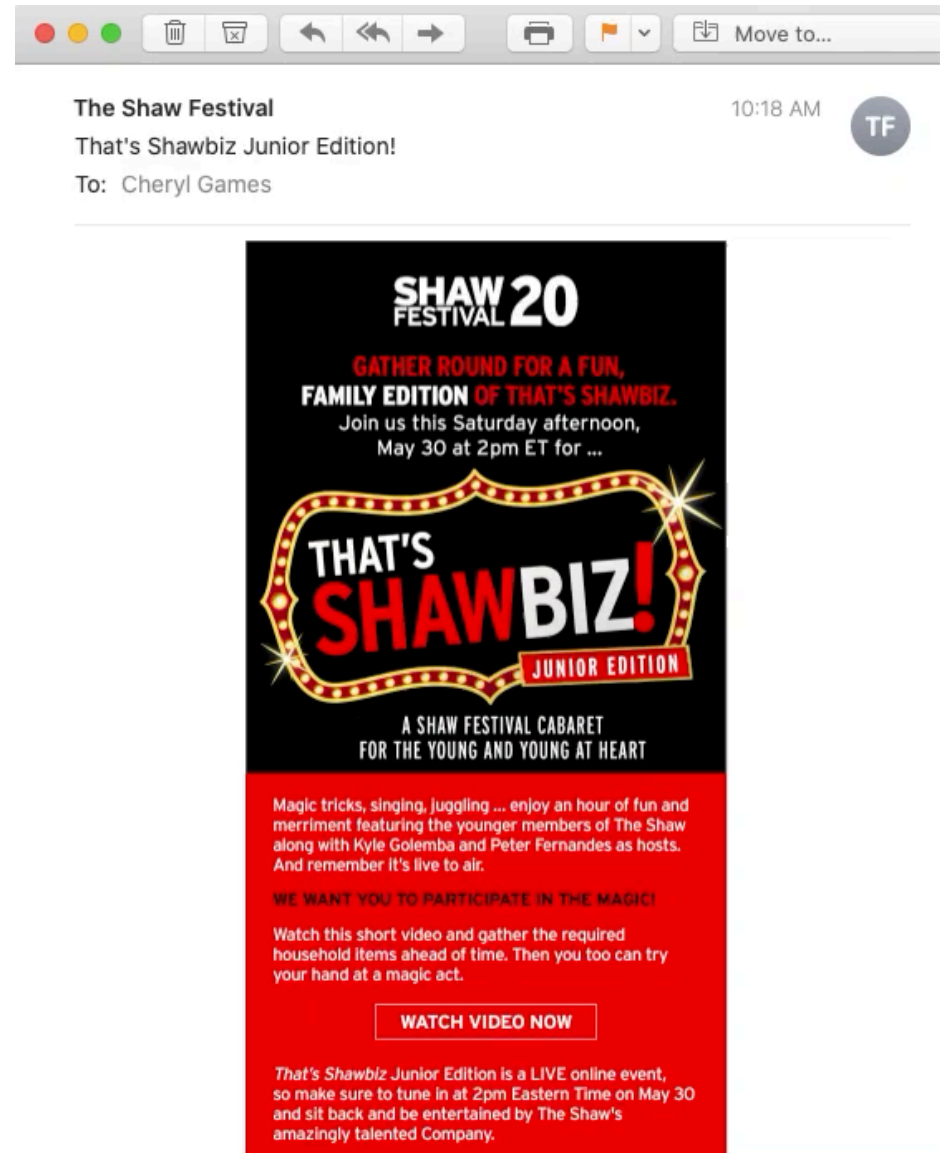
Ideal Number of Images in an Email



Source: Twilio SendGrid 2019 Email Benchmark and Engagement Study

Don't be tempted
to send image-only
emails.

Source: Hubspot



6 Reasons to Not Send Image-Only Emails

Source: HubSpot

It's more likely to trigger spam filters, especially if you don't have alt text set up for the images.

Some email clients will not display images.

Special attention must be paid to the preview/pre-header text for a clear inbox preview message.


Images may be slow to load.

A text-only version needs to be created to meet accessibility standards.

The recipient will not be able to search their inbox for keywords in that email.

A Healthy Balance of Text and Images

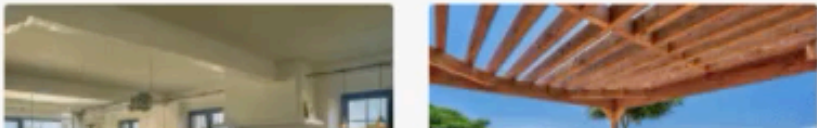
Vrbo [SEARCH ALL](#) [FAMILY](#) [BUDGET](#)



5 delicious ways to mix up family mealtime
Spend quality time with the family in the kitchen by cooking and baking tasty treats.

[Read more](#)

Foodie-friendly finds, perfect for families



Direct the user.

Limit the amount of text to 125 words

Focus on the CTA!

Source: emfluence blog post,
February 13, 2020

For this Saturday, February 22 in Zellerbach Hall



2019/20
SEASON



Theater

Sat, Feb 22, 2pm & 8pm | Zellerbach Hall

Cirque Éloize

Hotel

Cirque Éloize's *Hotel* delivers uproarious comedy through a mix of acrobatics, aerial routines, and live music, in a show about the unexpected encounters that fuel every memorable traveler's tale.

"Cirque du Soleil's hipper, sexier cousin."

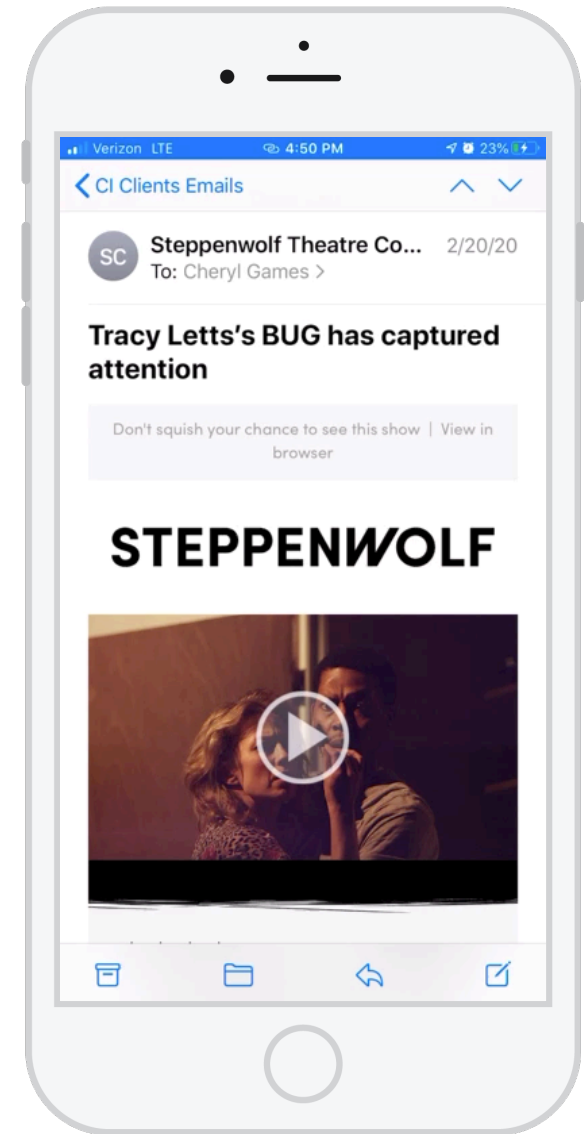
— The Stage, London

Unlock Discount

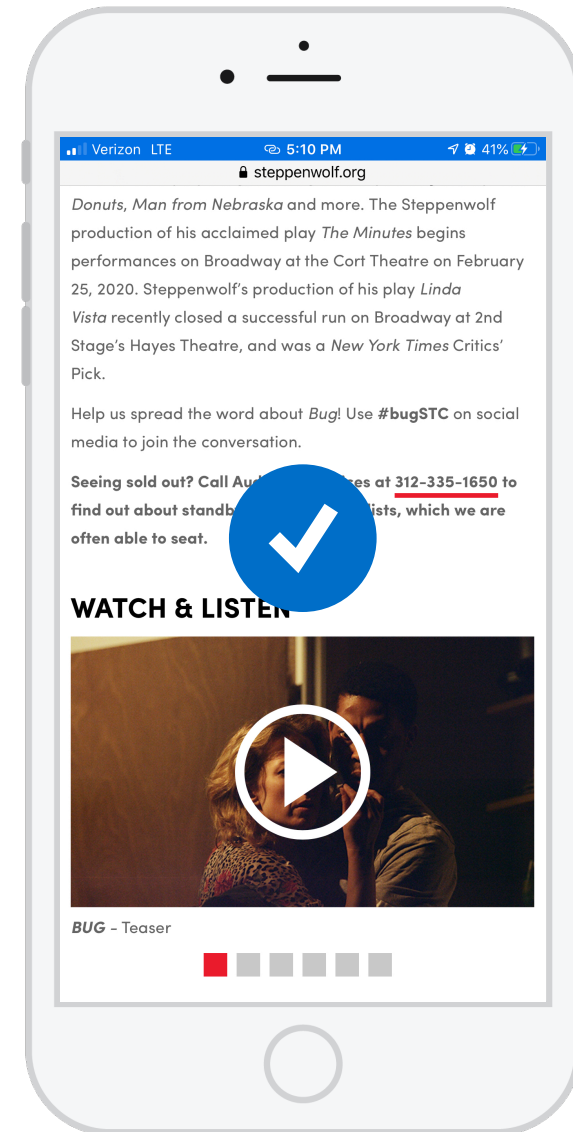
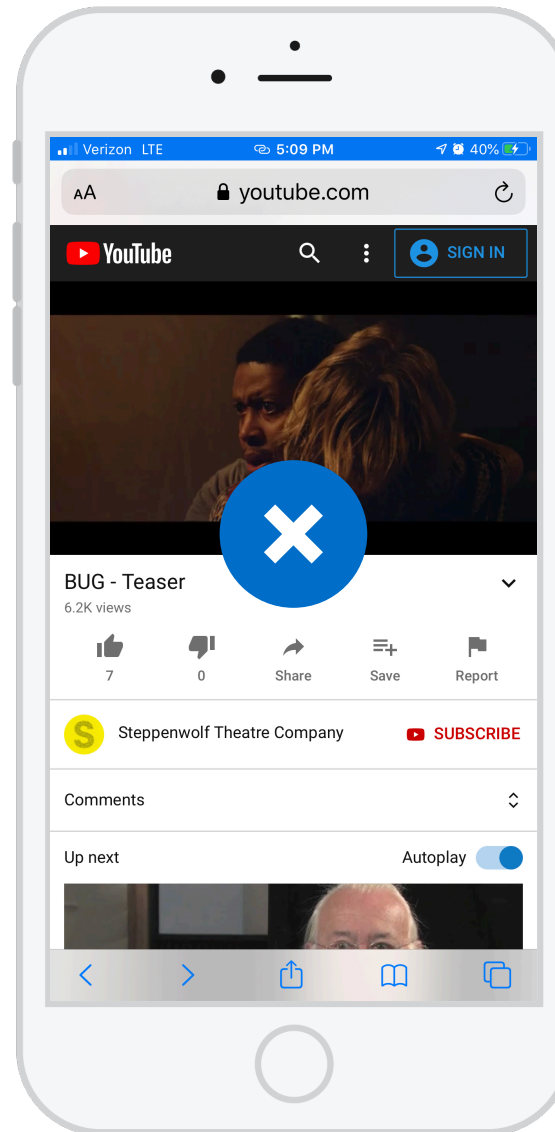
Video images drive clicks!

Use the video as the main image or put it above the fold.

Clearly denote to recipients that it is a video.

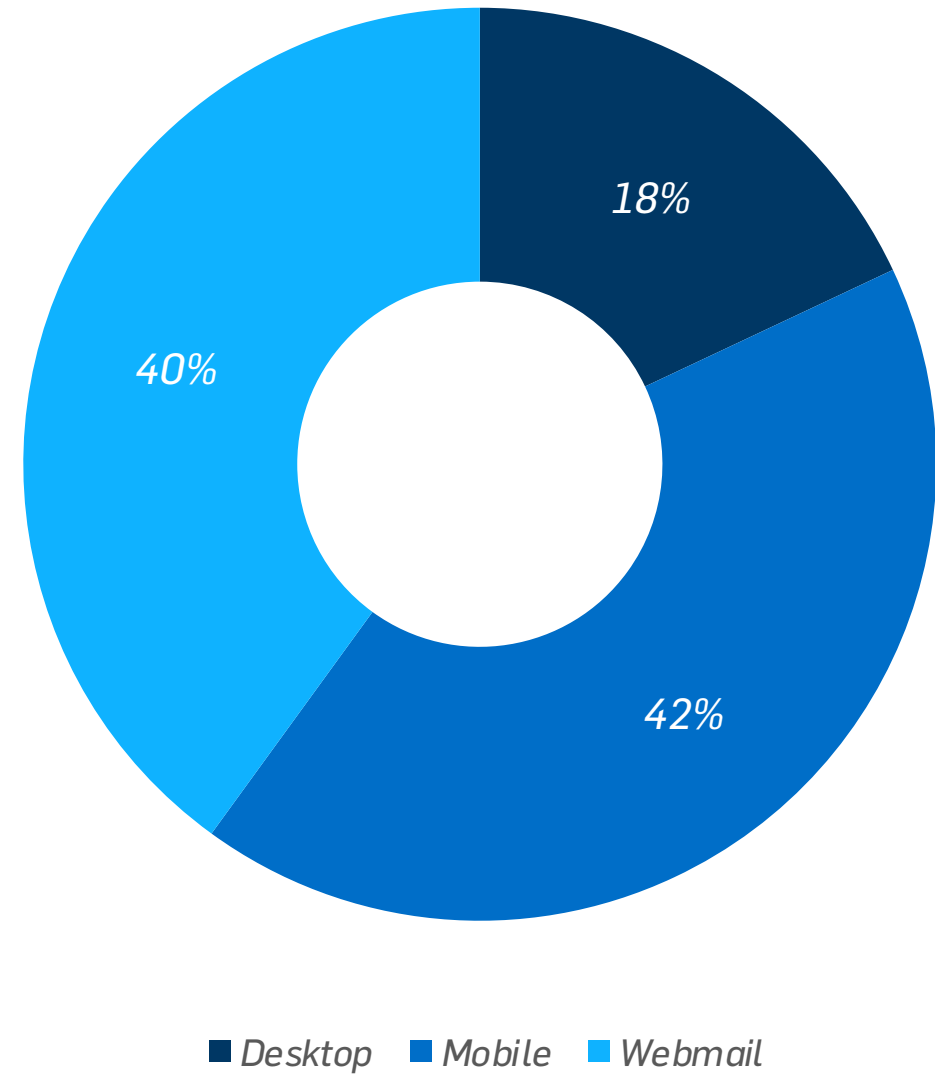


But the click
should lead the
user to your
website.



Mobile still claims the majority of email opens.

Source: Litmus



What looks fine on desktop...

Reminder: Changes to Stay at Home Order, New Unemployment, Volunteer Opportunities

cherylagames@ya.../Inbox



senator.skinner@outreach.senate.ca.gov

Apr 29 at 9:07 PM ● ★

[Print](#) [Raw message](#)



Senator Nancy Skinner

REPRESENTING SENATE DISTRICT 9

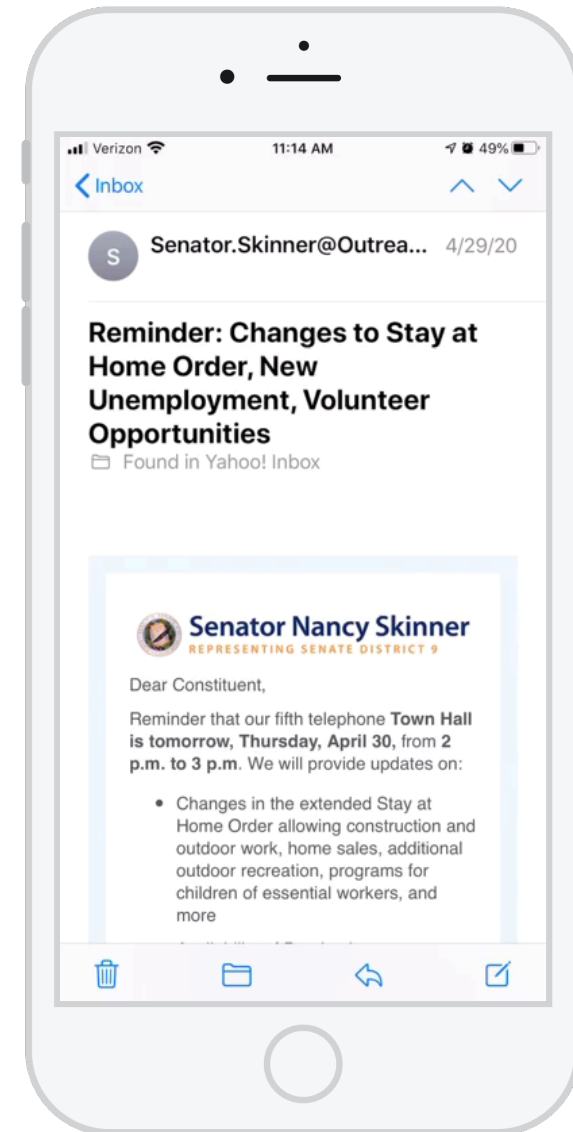
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...doesn't look so good on mobile!




Increase text size
and adjust layout
for mobile.

He'll blow us all away. Tickets available for Oct 3 in Zellerbach Hall!

Cal Performances

music dance theater

2019/20 SEASON



Vocal Celebration


Oct 3, 8pm | Zellerbach Hall

Trey McLaughlin & The Sounds of Zamar

Trey McLaughlin and the Sounds of Zamar, his 20-voice choir, cut across cultural differences and religious beliefs with soul-stirring arrangements and fresh takes on familiar hits.


Learn More / Buy Tickets

Explore More



Watch More on Trey's YouTube Channel

Watch



Take a Peek Behind-the-Scenes on Instagram

@treymclaughlin

Vocal Celebration


Oct 3, 8pm | Zellerbach Hall

Trey McLaughlin & The Sounds of Zamar

Trey McLaughlin and the Sounds of Zamar, his 20-voice choir, cut across cultural differences and religious beliefs with soul-stirring arrangements and fresh takes on familiar hits.

Learn More / Buy Tickets

Explore More



CAPACITY INTERACTIVE

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!

Content that serves the customer

Content that serves the customer considers not only the content that's relevant to them, but how they're viewing that content.

- Mobile devices

- Inbox Preview

- Browsers

- Email clients

Inbox Preview

*Don't send a mixed -
and confusing -
message!*

Tafelmusik

4/24/20

Tafelmusik Together Friday

Adjust, Adapt, & Look Forward | April 24, 2020 | [View in browser](#)
[Concerts](#) | [Subscribe](#) | [Donate](#) TAFELMUSIK TOGETHER LOOKING FOR
WAYS TO LIVE THIS MOMENT AS CALMLY AS POSSIBLE"My motto these
days is to avoid dwelling on the deprivations that we are experiencing an...

Pittsburgh Cultural Trust

4/23/20

This Week's Harris Theater @ Home Viewing Opportunities

Check out this week's lineup of independent films available through our
virtual cinema If you are having trouble viewing this message, see it in
your browser. This week the Harris Theater @ Home series is excited to
present streaming opportunities for three exceptional films: Pahokee, W...

Steppenwolf Theatre Company

4/23/20

You're invited to Pants Optional: A Steppenwolf Soirée

Virtual gathering and dance party to celebrate the power of theatre | [View in browser](#) Free virtual gatheringCome for the community... stay for the
DJ! Saturday, May 9 at 6:30pm CSTJoin us for this FREE virtual gathering
with special appearances by some of our close friends and celebrity gue...

George Street Playhouse

4/22/20

Celebrate Earth Day with The Toxic Avenger!

Celebrate Earth Day with a GSP favorite! | [View in browser](#) Happy Earth
Day, Cheryl!For our very first installment of "George Street Playhouse at
YOUR House," we're inviting you to look back with us to New Jersey's very
first superhero The Toxic Avenger, which had its world-premiere on our...

The Shaw Festival

4/22/20

Reminder! Watch The Shaw Cabaret tonight at 8pm.

2020 Shaw Festival Theatre 10 Queen's Parade, Box 774, Niagara-on-the-
Lake, Ontario, L0S 1J0 Canada 1-800-511-7429 [Privacy Policy Update](#)
[Your Account Unsubscribe](#)

Inbox Preview

Deliver a compelling message – at a glance!

The WordFly Team

5/20/20



Whoosh! Go Fast with Starter Emails

This month: Updated Starter Emails, better survey data, a panel on re-opening your venue, meet our new HoP, and a reminder that Pages Basic is Free thru Sept! Whoosh is right! MAY 2020 View in browser Get Going with Starter Emails! A new way to manage and edit your starter template...

Twilio SendGrid

5/20/20

Reminder: Your webinar is tomorrow

Don't forget to join us tomorrow at 10am MST. Hey Cheryl Games, Just a quick reminder that tomorrow's 2020 Delivery Panel Power Hour webinar starts at 10:00 AM MT. You can access the webinar with this link All registrants will receive an email with a video of the recording the day aft...

Dan Oshinsky

5/20/20

The May edition of Not a Newsletter is here!

In this month's doc, presented by Media Mobilize: How one publisher drove record revenue in April, even during this crisis.

Really Good Emails

5/19/20

Rock on, Cheryl

👉 Plus top design trends, a really good plea, a golden goose, and more...

International Goth Day We can't all be mega goth band superstars,...

Really Good Emails

5/15/20

The whole kit and caboodle

Caboodle is a funny word. Plus design psychology, why "why" is important, KPIs, and more.

Pre-header Text

can be seen both in the email when the message is opened and beside the subject line in the inbox.

Cal Performances

A Special Performance by Yo-Yo Ma

Your chance to see him perform Bach's Cello Suites this Sunday, 5/24. Recital
Sunday, May 24, 12pm PDT WATCH LIVE Yo-Yo Ma, cello Bach's Complete Solo...

Yesterday

Your chance to see him perform Bach's Cello Suites this Sunday, 5/24.



Preview Text

is hidden in your main email design and displays in the email client when the email arrives in the inbox. It is the first message the subscriber will see in their inbox even if pre-header text is present.

The WordFly Team

Yesterday

 Whoosh! Go Fast with Starter Emails

This month: Updated Starter Emails, better survey data, a panel on re-opening your venue, meet our new HoP, and a reminder that Pages Basic is Free thru Sep...



MAY 2020

[View in browser](#)

Get Going with Starter Emails!



Accessibility and Readability

Best practices for email accessibility should be followed not only for people with disabilities; good accessibility usually means good usability which is good for everyone.

Use descriptive subject lines

Maintain a logical structure

Use headers

Use color contrast

Don't hide information in images

Use meaningful link text

Include a plain-text version

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!

Thank you!

