Emails & Listservs

CAHNRS Office Hours | October 19, 2016
Today we’ll look at…

- Current state of emails
- CAN-SPAM Act
- 3rd party email service providers
- Email structure & content
- Helpful tips on sending bulk emails
Background

What are Bulk Emails?
Bulk Emails are sending the same message to 100 email addresses or more.

What is a Listserv?
A listserv is an application that distributes messages to subscribers on an electronic mailing list.

What are Email Service Providers - or - ESPs?
They are 3rd party bulk emailing programs that can manage email listservs, subscriptions, and emailing.
Current State of Email

General Email Statistics

- The total number of worldwide email accounts is expected to increase to over 4.3 billion accounts by year-end 2016. – Radicati Group

- 68% of Americans say they base their decision to open an email on the ‘From’ name. – Campaign Monitor

- On average, each day email users receive 147 emails and delete 71 emails

- Employees spend 13 of their working hours each week in their email inbox (on average). – McKinsey & Company

25% of email addresses expire each year
Current State of Email

Are emails still an effective communication channel?

- Email is 40 times more effective at acquiring new customers than Facebook or Twitter. – *McKinsey*
- You are 6x more likely to get a click-through from an email campaign than you are from a tweet. – *Campaign Monitor*
- A message is 5x more likely to be seen in email than via Facebook. – *Radicati*

What about Mobile?

- About 53% of emails are opened on mobile devices. – *Campaign Monitor*
- One out of every three clicks within an email occurs on a mobile device. – *Campaign Monitor*
The CAN-SPAM Act of 2003, signed into law by President George W. Bush on December 16, 2003, establishes the United States' first national standards for the sending of commercial e-mail and requires the Federal Trade Commission (FTC) to enforce its provisions.

- Wikipedia
The Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (CAN-SPAM Act) established the rules, requirements, and penalties for commercial email.

Bulk emails must now contain the following:

- To & from field
- Subject line
- Location (postal address)
- Opt-out (unsubscribe)
To and From Fields
Provide accurate information about who is initiating the email.

From: CAHNRS Communications Web Team
Routing information: CAHNRS Communications Web Team
<cahnrs.webteam@wsu.edu@mail23.suw17.mcsv.net> on behalf of CAHNRS Communications Web Team
<cahnrs.webteam@wsu.edu>
Subject Line
Provide a subject line that reflects the contents of the email

CAHNRS Communications Web Team <cahnrs.webteam@wsu.edu@mail23.suw17.mcsv.net>
on behalf of CAHNRS Communications Web Team <cahnrs.webteam@wsu.edu>

CAHNRS Web 'Office Hours' 10/19 | Emails & Listservs

Emails & Listservs
Location (Postal Address)
You must provide a valid postal address in the email.
Opt-out (Unsubscribe)

Provide a clear means for users to unsubscribe (opt-out) of your email.

➢ Must comply with unsubscribe request within 10 business days
➢ Unsubscribe process must be available for 30 days after sending
The good news is most 3rd party email service providers already have this built in. However, if you’re sending out bulk emails through your personal email, remember to add the other requirements.

**CAN-SPAM Act requirements:**

- To & from field
- Subject line
- Location (postal address)
- Opt-out (unsubscribe)
Email Service Providers (ESP)

What are ESPs?
They are 3rd party bulk emailing programs that can manage email listservs, subscriptions, and emailing.

- Services they can provide include: customizable HTML email templates, scheduled email distribution, listserv management, and email performance analytics
- There is a cost depending on frequency of mailing or subscriber list
Email Service Providers (ESP)

Rules & Regulations

ESPs use opt-in permission based rules

- Users need to sign up (opt-in) to the email
- Provide information to the user signed for the list

ESPs are very worried about email spam. Each email marked as spam sent from ESP hurts the reputation of the ESP delivering email for their clients
Email Service Providers (ESP)

Common ESPs:

- MailChimp
- Constant Contact
- iContact
- Lyris: Contact CAHNRS IT for more information

Crimson Communique: Managed by UComm
The **Crimson Communiqué** email distribution service sends bulk emails on behalf of WSU faculty and staff. Internal communications are sent to lists of faculty, staff, and students. External communications are sent to the list you provide. The service provides the following:

- **List management.** Check email addresses before sending and includes the ability to opt out.
- **Testing.** Messages are tested before sending to verify that it will render properly on multiple email clients.
- **24/7 send times.** Send it any day of the week, at any time.
- **Analytics.** Track the number of opens and hyperlink clicks.
There is a free option based on the number of email addresses.

Features include:

- Listserv management
- Email HTML templates
- Email tracking/analytics
- Device size views
CAHNRS Communications Web Service Center

Offers an email mailing service for CAHNRS and Extension departments, programs, and service units, using MailChimp.

Service Includes

For $25.00 per mailing, we will send your email to up to 1,500 email addresses. *Larger email address lists can be accommodated for an additional fee.*

The service center can send an Email campaign report within one week after sending your email.

For More Information

cahnrs.wsu.edu/communications/web-service-center/email-send-service/
Email Structure

How do I structure my emails?

Bulk Email Structure Components

- Subject Line
- Content (or body of the email)
- Footer
CAN-SPAM Act: Don’t use deceptive subject lines.

64% of users will report an email as spam based on the subject line.
Helpful Hints

- Be clear about the email you are sending
- Don’t repeat sender information in the subject line.
- Your subject line should be just a teaser, not full disclosure of the information.
- Keep it Short & Sweet (shorter subject lines perform better, 3 words is ideal)
Helpful Hints (cont.)

- Use concise language
- Front load the subject line
- Mobile devices show 4-7 words

WARNING: You could be sent to the dreaded “Junk Folder”!

- ALL CAPS
- Exclamation marks!!!
- Spammy words (Help, Percent off, Reminder)
Ask a Question
- Are you making these SEO mistakes?
- Do you know what your website is doing wrong?

Urgency
- Cruisin’ 4 Critters is August 2nd Register Today!
- 24-hour giveaway

Call to Action
- Join us at the Scholars Luncheon!
- Dine with Bruins legend Bobby Orr

Use Numbers
- Join more than 750 others at this event!
- 5 Ways to Market Using YouTube
- 8 Links to Help You Vote This Election
Email Content

8 seconds...
is the time you have
to catch the user's
attentions with your
email.
How do you convey your message in 8 seconds?

Keep your message brief and to the point!

Make it:

- Easily scannable
- Summed up in a sentence or two
- Clear and organized
Examples

Going responsive just got easier

Sending responsive emails doesn’t have to be hard or expensive. Whether you’re a mobile email expert or just getting started, these seven free, pre-tested templates from our friends at Stampede will ensure your emails look awesome in mobile inboxes!

Preview the templates →

8 WEEKS UNTIL KICK OFF

It’s still 8 weeks to go until the first event of 2016 in Leeds, but May is when it all starts to get going...

- Course building starts 5th May
- Leeds Course Map will be released
- Edinburgh Early Bird Discount ends midnight 14th May
- Leeds and Llanelli next discounts end midnight 28th May

WHY GO ALONE WHEN YOU CAN GO TOGETHER?

Build your team, build your discount. Check out the Team Discounts available for a group of 4 or more people. If anyone is still sitting on the fence, why not send them ‘5 Things To Know About Total Warrior’? The biggest team so far is 136. Click here to download the 2016 Event Poster or email thechief@totalwarrior.co.uk to request hard copies.

“The strength of the team is each member. The strength of each member is the team.”
Prioritize content:

**Break your content into easily consumable chunks**

Each chunk should:

- Address 1 single point
- Have its own headline
- Have a supporting image
Example

Each section:

- Addresses a single point
- Has its own headline
- Has a supporting image
Dear Author,

We are delighted to announce the new content in the latest volume of Journal of Digital & Social Media Marketing. Journal of Digital & Social Media Marketing is guided by an Independent Editorial Board and is the leading professional journal on digital marketing.

"Journal of Digital & Social Media Marketing provides a unique blend of practitioner and academic expertise to offer the reader an in-depth understanding of digital marketing case studies and authoritative opinion."

Randall Roen, Global Director Brand Management and Digital Marketing, Dow Corning Corporation

Published both in print and online, the new volume of Journal of Digital & Social Media Marketing Volume 4 - consists of four quarterly 100-page issues - features detailed, practical articles keeping you abreast of new thinking and developments - publishes case studies showing what was done, how it was done and the lessons learned.

Journal of Digital & Social Media Marketing Volume 4 is only available by paid annual subscription, costs $255 (US/CAN) £235 (Europe, £250 rest of the world) and includes four 100-page print issues with a complimentary online version.

* To pay by credit card from within North America call 800-633-4931 or subscribe online.
  * In the rest of the world call +44 (0)207 982 3469 or subscribe online.
  * Or just email us. We can send an invoice if you prefer.

Journal of Digital & Social Media Marketing

Read More ++

- How Coca-Cola Journey transformed corporate communications efforts
  * Doug Bank, Group Director, Digital Communications & Social Media, The Coca-Cola Company
- Integrating real-time predictive analytics in marketing strategy at Acer
  * Francesco Federico, Global Digital Marketing Director, Acer
- How the Chicago Bears are using social media to interact with fans
  * Matt Koch, Director of Digital Media, Chicago Bears Football Club
- Increasing value and results from Facebook by harnessing paid advertising and monetising content to drive sales and engagement
  * Kizzy Luton, Tanquary Brand Manager Europe, Diageo
- Textbox to enrich your customer data for higher email ROI
  * Parinda Joshi, Director, Datawarehousing, AEG
- Why brands must seek realistic reviews to balance flawless 6-star perception online
  * Theresa Onishi, SVP of Marketing, PowerReviews
- How to safeguard your brand reputation with best-in-class strategies for managing a crisis and escalating negativity
  * Sinead Mansour, Head of Digital Content and Communities, BMW

The power of livestreaming: opportunities and threats for
Email Content

Example

Each section:
- Is scannable
- Has its own headline
- Has a supporting image
Email Content

Prioritize content:
Place the most important information at the beginning for your email

- Place the most important point first
- Put your second most important at the end
- Fill the middle with:
  - Easy scannable secondary information
  - Supporting images
  - Bullet points
  - Numbered lists
CAN-SPAM Act:
Tell recipients where you’re located
● Valid physical postal address

CAN-SPAM Act:
Tell recipients how to opt out of receiving future email from you (unsubscribe)
● Comply within 10 business days
● Provide a means to opt-out of emails for 30 days after sending message
Before you hit send tips

- Send a few tests to different email hosts (Outlook, Gmail, Hotmail, etc.)
- Ask others to review the email
- Double check:
  - Hyperlinks
  - Spelling
  - Dates, Times, Locations, etc.
Listservs

- Keep this data in an excel spreadsheet, Lyris, or ESP
- Lyris offers the ability to create a listserv email address for non-ESP sent emails
- Collect additional information (names, companies, interests, etc.)
- Make sure you remove any unsubscribe requests
Conclusion

- Remember to follow the CAN-SPAM Act
- Structure your email properly
- Don’t forget to ask your reader to engage with you
Questions?