THE PATH TO CONSUMER PRODUCTS MARKETING SUCCESS

Complete the circuit to move from capturing attention to ensuring lifetime retention

FAMILY-TARGETED • steel BRANDING • MARKETING

CAMPAIGN PLAN

Make email a staple in your marketing campaign plan! It is the most widely used channel and an effective use of budget.

Email is the most *widely used channel worldwide*

MORE THAN **29** BILLION USERS

WEB OPT-IN

WHEN & WHERE IN THE WEB PROCESS SHOULD YOU USE AN OPT-IN FORM?

- Home page
- During registration
- During download
- During discharge
- Throughout your website navigation

Use data you collect to personalize and target your emails. Planning blasts hinges on two elements: frequency and relevance. Which is most important? Think quality over quantity.

18% INCREASE IN PROFITS could be gained through PERSONALIZED *Targeted* EMAIL

WELCOME

Welcome emails are highly anticipated, frequently opened and (luckily for you) simple to automate! By automating your welcome campaign, you can increase conversions at a time when you already have your consumers' attention by promoting new products or content. Tie together social media by adding Facebook and Twitter icons in your welcome emails to help subscribers connect with your brand across channels.

Remember to:

- Confirm your subscriber's reason for opting in.
- Request preference data. Simple questions like "When do you usually check email?" or "When's your birthday?" are fuel for your future engagement campaigns.
- Provide an incentivized offer.

INDUSTRY SPOTLIGHT

Retail brands average an open rate of 12.3% on email campaigns

BIRTHDAY

What better time to engage with your subscribers than to celebrate a birthday? Use birthdays to engage with consumers in a more personalized way.

Birthday Emails have a **481%** higher **TRANSACTION RATE** and a **342%** higher **REVENUE RATE** *than other promotional emails*

SOCIAL OPT-IN

Keep your email subscriber list growing by tapping into your fans and followers! Facebook and Twitter have lead generation tools for sign-up. Cross-promote by posting links in promotional email with sign-ups. Some email platforms will autopublish links on your social platforms. Also drive followers to giveaway promotions, webinars or gated content on your site that requires a sign-up. You can use LinkedIn Groups to connect with those in your industry. These are easy and efficient ways to gain subscribers who are truly interested in your brand.

17% *Conversion rates* from email are **3X** those from social media

NEWSLETTER

Newsletter campaigns give you the opportunity to send highly segmented and personalized messaging that keeps subscribers up to date on new products or specials and provides another interaction with your brand.

80% *More time* IS SPENT ON YOUR WEBSITE BY eNEWSLETTER *Readers*

MOBILE OPTIMIZATION

Make sure your website is optimized for viewing on a mobile device. Mobile devices are now the leading source of internet traffic in the US.

By **2020** there will be *11.6 Billion* MOBILE CONNECTED DEVICES

63% *of all US online traffic* COMES FROM **SMARTPHONES** AND **TABLETS**

SUCCESS
You made it!

MARKETING AUTOMATION

Send emails automatically to your subscribers based upon their behavior on your website. Since browse data can be used to send highly personalized and targeted emails, these programs tend to significantly outperform standard blast-based promotional messages.

What's Marketing Automation?

AFTER WEBSITE VISIT *notify your* subscriber about

- ★ New Products
- ★ Related Products
- ★ Promotional Offers

REENGAGEMENT

Reengagement campaigns send proactive messages will reinforce your email program's value proposition, determine why subscribers lost interest and identify those who no longer wish to receive your messages.

Try this:

- Select subscribers who haven't opened your email messages in a few months.
- Develop a series of three messages with increasingly valuable offers.
- Send subscribers to a profile page where they can update their preferences.

BEST PRACTICE SPOTLIGHT

Ask the recipient to choose their email preferences. Doing this builds trust and sets expectations with your subscriber, because it puts them in the driver's seat by giving them control of the types and frequency of the emails they receive.

REFERRAL

Friends and family are often overlooked as marketing opportunities for brand loyalty. When a consumer engages, it is a well-timed opportunity to introduce yourself to friends and family for email program opt-in. You can increase brand loyalty and continue to build the relationship.

REFERRAL CAMPAIGNS have a **3 TO 5%** higher conversion rate

Be a helping hand!

Take this opportunity to remind your readers of upcoming relevant gift-giving holidays and promotions you will offer, such as:

- ♥ Mother's Day
- ♥ Father's Day
- ♥ Holiday Season

WIN-BACK

Win-back campaigns seek to re-engage consumers who have not purchased or downloaded offers in a while, incentivizing and encouraging them to renew their relationship with the brand.

45% **CONSUMERS** receiving a *Win-Back Email* will open a **SUBSEQUENT MESSAGE** from a brand.

Best practices:

BE HONEST and clear about the purpose of your email.

DRIVE A SINGLE ACTION by asking the subscriber to do only one thing.

92% **THE INBOX** placement of BRANDS USING *Win-Back* **CAMPAIGNS**

And they also receive a total read rate of 13%

INFLUENCER ENGAGEMENT

Build authentic and highly persuasive affinity for your brand with user-generated content (UGC) by creating a digital influencer program. You'll expand your reach and increase brand engagement.

Digital Influencers Can:

- ★ **Create** their own posts
- ★ **Retweet/post** to specific accounts
- ★ **Share** pictures or posts
- ★ **Post** to Instagram using specific hashtags
- ★ **Generate** memes
- ★ **Recruit** followers

And more!

UGC gets **28%** **MORE ENGAGEMENT** and **50%** of consumers **TRUST** UGC content **MORE THAN ADS**

OCCASIONS

Remind your subscribers of key shopping or relevant gift-giving occasions that tie into your product's usage. Identify gift-giving occasions outside of the holiday season, such as Mother's/Father's Day, Graduation, Easter, Back to School, etc.

FOR EVERY **$1** *spent* the average email marketing INVESTMENT BRINGS in a **$44.25** *Return*

SOCIAL MEDIA PROMOTIONS

Social media contests and giveaways can boost online engagement, help build your email list and inspire virality. Users who participate in online promotions are likely to share with contacts and friends across social networks – especially when there is an added incentive, such as receiving additional entries when recruiting friends to participate.

54% OF ALL ONLINE PROMOTION PARTICIPANTS

SHARE THE LINK *on at least one social network*

SHARING INCREASES TO **99%** WHEN USERS ARE *Rewarded* FOR CONVERTING THEIR FRIENDS

The above statistics, in order of appearance, were compiled from these original source materials: 1. 2018 Radicati Group Study on email, 2. HubSpot: "The Ultimate List of Marketing Statistics for 2018," 3. Constant Contact: "Average Industry Rates for Email as of December 2018," 4. Experian: "Birthday emails: Best practices guide," 5. OptinMonster: "9 Ways to Grow your Email List with Social Media," 6. Parse.ly: "3 stats that prove just how valuable newsletters are," 7. MobileFuture: "The Rise of Mobile," 8. SlickText: "44 Mind-Blowing SMS Marketing and Texting Statistics," 9. Campaign Monitor: "2016 Year in Review," 10. BazaarVoice: "Talking to Strangers: Millennials Trust People over Brands," 11. Neil Patel: "4 Social Media Hacks You Overlooked That'll Skyrocket Your Traffic," 12. Marketing Land: "Email Win-Back Programs: Do They Work?" 13. Annex Cloud: "14 Benefits Of Referral Marketing To Inspire Your Strategy," 14. Referral Rock: "How to Get Referrals to Grow Faster," 15. ResearchGate: "Referral Programs and Customer Value," 16. "Mobile vs. Desktop Traffic Study 2018 by Perficient Digital," 17. "Easypromos premium social programs."