.

>>> HELLO, EVERYONE.

MY NAME IS SAMINA, I'M THE

CONTENT MANAGER FOR SCORE.

I WILL BE THE MODERATOR FOR THIS

WEBINAR SESSION.

WE'RE JOINED BY MATTHEW MONTOYA,

PARTNER ENABLEMENT AND TRAINING

MANAGER FOR CONSTANT CONTACT.

HE WILL BE PRESENTING EVERY

CONTACT MATTERS: THE VALUE OF

YOUR LIST.

BEFORE TURNING THE SESSION OVER

TO MATTHEW, I WOULD LIKE TO

MENTION A FEW HOUSEKEEPING

ITEMS.

THIS WEBINAR WILL LAST ONE HOUR

AND IT'S BEING RECORDED.

A LINK TO THE RECORDING AND

SLIDE DECK WILL BE E-MAILED TO

ALL PARTICIPANTS.

WE HAVE SET ASIDE TIME FOR Q & A

AT THE END OF TODAY'S

PRESENTATION.

IF YOU HAVE QUESTIONS, SUBMIT

THOSE USING THE Q & A BOX ON THE

LEFT-HAND SIDE.

USE THE SAME BOX IF YOU

EXPERIENCE ANY TECHNICAL

DIFFICULTIES AND NEED

ASSISTANCE.

NOW WE'LL BEGIN EVERY CONTACT

MATTERS: THE VALUE OF YOUR LIST.

THANK YOU SO MUCH FOR JOINING

US, MATTHEW.

>> THANK YOU FOR HAVING ME.

THANK YOU, EVERYBODY.

SO I'M GOING TO GO AHEAD AND

TAKE IT AWAY.

WE HAVE A LOT OF INFORMATION TO

SHARE TODAY.

SO BRIEFLY ABOUT ME, MY NAME IS

MATTHEW MONTOYA, I'VE BEEN WITH

CONSTANT CONTACT FOR SEVEN

YEARS.

I'VE BEEN TEACHING ALL OVER THE

COUNTRY, 10,000 SMALL BUSINESSES

IN 46 STATES FACE-TO-FACE, AND

I'M EXCITED TO SHARE THIS

INFORMATION WITH YOU.

WE'RE EXCITED TO BE SUPPORTING

SCORE, THEY'RE VALUE PARTNERS

FOR US AND WE APPRECIATE ALL

THAT THEY DO FOR THE SMALL

BUSINESS COMMUNITY.

LET'S JUST LET YOU KNOW WHERE

WE'RE GOING TODAY.

WE'LL BE TALKING ABOUT THE VALUE

OF YOUR LIST.

IT'S REALLY IMPORTANT THAT IF

YOU HAVE A LIST, WHETHER THAT'S

TEN PEOPLE ON YOUR LIST, 100,

1,000, IT'S IMPORTANT TO

QUANTIFY THAT VALUE.

OBVIOUSLY I WORK FOR AN E-MAIL

MARKETING COMPANY, I WILL SAY

THIS BUT IT'S MY OPINION HAVING

MET SOME SMALL BUSINESSES IT'S

REALLY IMPORTANT FOR YOU TO

UNDERSTAND AND RESPECT THAT YOUR

LIST HAS VALUE, AND IT MAY BE

ONE OF THE MOST VALUABLE ASSETS

YOUR COMPANY HAS.

WE'LL TALK ABOUT SEGMENTATION.

WE'LL TALK ABOUT HOW MOBILE IS

IMPACTING E-MAIL MARKETING

READERSHIP AND HOW THAT TIES

INTO THE VALUE OF YOUR LIST.

WE'LL TALK ABOUT HOW TO BUILD AN

E-MAIL THAT WORKS WITH

PRACTICES, WORKS WITH READERSHIP

AND THAT CAN PULL VALUE OUT OF

YOUR LIST.

WE'LL TALK ABOUT HOW TO CREATE

THE PERFECT SUBJECT LINE.

ALL THE BEST PRACTICES ARE FOR

NOTHING IF NOBODY OPENS UP THE

E-MAIL.

WE'LL WRAP IT UP WITH SOME Q &

A.

LET'S START WITH TALKING ABOUT

THE VALUE OF YOUR LIST.

IF WE WERE MEETING FACE-TO-FACE,

YOU WOULD WRITE THIS DOWN.

THIS EQUATION IS NOT SCIENTIFIC.

IT WOULD NOT PASS A MATH CLASS,

BUT IT'S AN IMPORTANT EXERCISE

FOR YOU.

YOU NEED TO UNDERSTAND AND

RESPECT THE FACT THAT YOUR LIST

REPRESENTS POTENTIAL INCOME FOR

YOUR ORGANIZATION.

POTENTIAL LARGE INCOME FOR YOUR

ORGANIZATION.

AND WHAT YOU DO IS YOU WRITE

DOWN THE SIZE OF YOUR LIST.

MANY OF YOU MIGHT HAVE MULTIPLE

LISTS.

USE THAT LIST AS YOUR GO-TO

LIST.

IF YOU HAVE NEVER DONE ANY

E-MAIL MARKETING, THAT'S OKAY.

YOU PROBABLY COLLECTED E-MAIL

ADDRESSES OFF OF BUSINESS CARDS,

INCOMING PHONE CALLS, THINGS

LIKE THAT.

WRITE THAT DOWN.

WHETHER IT'S 10, 100, 1,000.

THEN YOU MULTIPLY THAT BY THE

PRICE POINT OF WHAT YOU DO.

SO, WHATEVER YOU OFFER, THE

AVERAGE PRICE POINT OF WHAT YOU

DO.

WHAT YOU'LL RECEIVE IS A

NUMERICAL FIGURE, PUT A DOLLAR

SIGN IN FRONT OF IT, THAT'S THE

VALUE OF YOUR LIST.

LET'S BE TRANSPARENT HERE.

WILL EVERYONE BY FROM YOUR LIST?

NO, OF COURSE NOT.

HAVING THAT NUMBER IN FRONT OF

YOU MIGHT ALLOW YOU TO

UNDERSTAND HOW IMPORTANT THAT

LIST IS FOR ORGANIZATION AND HOW

IMPORTANT IT IS TO FOLLOW BEST

PRACTICES.

WE UNDERSTAND THAT NOT ALL OF

YOU USE CONSTANT CONTACT.

NOT ALL OF YOU WILL.

THAT'S OKAY.

MOST OF WHAT I'M GOING TO SHARE,

ALMOST ALL OF IT, IS PRODUCT

AGNOSTIC.

YOU CAN USE THESE BEST PRACTICES

NO MATTER WHAT YOU USE.

ULTIMATELY WE WOULD LOVE YOU TO

USE CONSTANT CONTACT, BUT I KNOW

NOT ALL OF YOU DO.

ONCE YOU HAVE THAT DOLLAR FIGURE

DOWN, YOU NEED TO FIGURE OUT WHY

THAT LIST IS SO VALUABLE.

WHAT'S UNIQUE ABOUT THAT LIST?

ODDS ARE YOU DIDN'T GO AND PUNCH

SOMEBODY IN THE FACE AND STEAL A

BUSINESS CARD.

ODDS ARE YOU COLLECTED THAT

E-MAIL ADDRESS AT A TRADE SHOW,

CONFERENCE, EXPO, INCOMING PHONE

CALLS, COMING IN AND PURCHASING

SOMETHING FROM YOU.

DOING BUSINESS WITH SOMEBODY IN

SOME WAY.

THESE PEOPLE HAVE MET YOU.

THIS IS NOT COLD CALLING.

MANY OF THESE PEOPLE UNDERSTAND

WHAT YOUR ORGANIZATION OFFERS,

AND IS SOMEWHAT INTERESTED OR

THEY WOULDN'T HAVE GIVEN YOU

THAT E-MAIL ADDRESS.

THAT'S SIGNIFICANT.

WE LOOK AT THAT DOLLAR FIGURE

FROM THE VALUE OF OUR LIST.

BECAUSE THESE PEOPLE ARE ALREADY

PREQUALIFIED OR QUALIFIED TO BUY

FROM US.

IT'S JUST A MATTER OF PUSHING

THEM OVER THE EDGE AND REMINDING

THEM WHAT OUR ORGANIZATION DOES,

ENGAGING THEM, REENGAGING THEM

OR HITTING THEM ON TERMS THAT

THEY'RE READY TO PURCHASE FROM

YOU.

THE GOOD NEWS IS A LIST LIKE

THIS IS THAT IF YOU'RE USING A

TOOL LIKE CONSTANT CONTACT, IT'S

PERMISSION BASED.

NOT ONLY WILL YOU BE E-MAILING

THE PEOPLE WHO EXPECT TO HEAR

FROM YOU, BUT CONSTANT CONTACT

FALLS INTO A MODEL OF E-MAIL

MARKETING CALLED PERMISSION

BASED MARKETING.

THAT MEANS YOU HAVE PERMISSION

TO E-MAIL PEOPLE FROM FEDERAL

STANDARDS.

THERE IS A FEDERAL LAW THAT SAYS

YOU HAVE TO HAVE PERMISSION TO

E-MAIL PEOPLE IN THE UNITED

STATES.

THE GOOD NEWS IS THERE'S TWO

KINDS OF PERMISSION.

THERE'S EXPLICIT PERMISSION.

THAT MEANS THAT SOMEBODY IS

KNOWINGLY JOINING YOUR LIST.

THEY KNOW THEY'RE GETTING E-MAIL

MARKETING FROM YOU.

THE OTHER IS IMPLIED PERMISSION.

IMPLICIT PERMISSION IS SOMEBODY

HANDS YOU A BUSINESS CARD AT A

TRADE SHOW.

YOU MAY NEVER OVERTLY SAY I WILL

ADD YOU TO A LIST, BUT IT'S

ASSUMED.

IMPLIED PERMISSION IS THE FISH

BOWL AT A RESTAURANT.

YOU'VE BEEN TO A RESTAURANT,

DROPPED A BUSINESS CARD IN,

YOU'RE PRETTY SMART.

YOU KNOW YOU'LL GET AN E-MAIL

FROM SOMEBODY OR A PHONE CALL.

YOU WILL GET COMMUNICATION,

THAT'S HOW THIS WORKS.

THAT'S IMPLIED PERMISSION.

WATCH OUT, THOUGH, ONE THING I

RUN INTO WITH SMALL BUSINESSES

THEY TEND TO USE G-MAIL OR HOT

MAIL OR OUTLOOK TO DO

SOLICITATION FOR BUSINESS.

WHILE THOSE TOOLS ARE GREAT FOR

ONE-ON-ONE COMMUNICATION ABOUT

APPOINTMENTS OR SENDING SOMEBODY

AN INVOICE OR COMMUNICATING IN A

BUSINESS WAY, IT'S ILLEGAL FOR

YOU TO DO SOLICITATION FOR

BUSINESS, ASKING FOR BUSINESS

VIA E-MAIL, ESPECIALLY BULK.

THE REASON FOR THAT IS YOU HAVE

TO HAVE, BY FEDERAL GUIDELINES,

THE ABILITY TO HAVE SOMEBODY

UNSUBSCRIBE.

PACKAGING ALL THIS UP, THESE

PEOPLE KNOW THEY WILL HEAR FROM

YOU.

THEY GAVE YOU ONE OF THESE TWO

KINDS OF PERMISSION AND THAT'S

PRODUCING VALUE FOR YOUR

ORGANIZATION AND PRODUCING A

VALUABLE LIST FOR YOU.

NOW TO PULL VALUE OUT OF THAT

LIST, SINCE THEY GAVE YOU

PERMISSION EITHER IMPLIED OR

EXPLICIT, E-MAILS MUST BE

RELEVANT.

WHEN THE E-MAIL HITS THEIR EYES,

THEY HAVE TO UNDERSTAND WHAT

SIGNIFICANCE THAT E-MAIL HAS TO

THEM.

IT NEEDS TO SOLVE A PROBLEM FOR

THEM, GIVE THEM A SOLUTION OR

SOMETHING THEY'RE INTERESTED IN

WE'LL UNDERSTAND WHY RELEVANCE

IS SO IMPORTANT IN JUST A BIT.

BUT I'LL GIVE YOU A HINT, IT HAS

TO DO WITH TIME.

NOW YOU MIGHT BE SITTING HERE

GOING THAT'S WELL AND GREAT, BUT

HOW WILL I DELIVER RELEVANT

CONTENT IF I DON'T KNOW THESE

PEOPLE THAT WELL?

THAT FALLS INTO A MODEL OF

SEGMENTATION.

EACH OF YOUR CONTACTS ARE

DIFFERENT.

THEY MAY BE FROM DIFFERENT

INCOME BRACKETS, DIFFERENT KINDS

OF INTERACTION WITH YOUR

ORGANIZATION.

MAYBE IN A DIFFERENT ZIP CODE OR

LOCATION.

THEY MAY HAVE DIFFERENT IMPACT

TO YOUR ORGANIZATION.

HOW DO YOU PRODUCE RELEVANT

CONTENT TO AN AUDIENCE SO

DIVERSE?

YOU HAVE TO GET TO KNOW THEM.

THE MORE YOU BREAK YOUR LIST

INTO SMALLER GROUPS BASED ON

CRITERIA, YOU KNOW YOUR

BUSINESS, YOU KNOW WHAT BUCKET

TO PUT PEOPLE INTO, WHETHER

THAT'S ZIP CODE OR GENDER, YOU

PROBABLY KNOW BEST.

BUT IT'S IMPORTANT TO DO THAT

BECAUSE THAT LIST IS SO VALUABLE

AND WE WANT TO PULL THAT VALUE

OUT OF OUR LIST.

ONE PIECE OF GOOD NEWS IS IF

YOU'VE BEEN USING CONSTANT

CONTACT FOR A WHILE OR ANY OTHER

TOOL, MOST TOOLS TELL YOU WHO

CLICKS ON WHAT.

THINK ABOUT THAT FOR A SECOND.

LET'S SAY YOU'RE A SMALL

BUSINESS, MAYBE RETAIL, AND YOU

HAVE SEVERAL DIFFERENT PRODUCTS

IN AN E-MAIL.

I'M LOOKING AT WHICH PRODUCT

SOMEBODY CLICKED ON BY LOOKING

AT THE REPORTS.

YOU HAVE INSIGHT INTO THE MIND

OF THAT PERSON.

YOU KNOW BECAUSE THEY CLICKED ON

A PARTICULAR PRODUCT OR AN

ARTICLE ABOUT THIS PARTICULAR

INITIATIVE, YOU KNOW A LITTLE

BIT ABOUT THEM.

IF THAT'S STRATEGICALLY, YOU CAN

PRODUCE CONTENT PURPOSELY TO

LEARN MORE ABOUT THOSE

SUBSCRIBERS.

YOU CAN PUT IN LINKS IN YOUR

E-MAIL AND HAVE PEOPLE CLICK ON

THEIR ZIP CODE OR GENDER OR

PRODUCT AFFINITY.

THE MORE YOU LEARN ABOUT YOUR

AUDIENCE, THE MORE RELEVANT

CONTENT YOU CAN PROVIDE TO THEM

AND THE MORE VALUE YOU GET OUT

OF YOUR LIST.

ONE OF THE BIGGEST ERRORS,

BIGGEST PROBLEMS I SEE IN MY

TRAVELS ACROSS THE COUNTRY WITH

A SMALL BUSINESS IS PULLING THAT

VALUE ADDED LIST INTO SINGLE

RELEVANT CONTENT AND BEING HELD

IN THE HAND OF THIS PERSON.

THE MOST COMMON WAY TO MAKE AN

E-MAIL RELEVANT IS NOT TO TAKE

INTO CONSIDERATION HOW PEOPLE

OPEN AND READ E-MAILS TODAY.

I WILL SHOW YOU AN E-MAIL.

I WOULD LIKE YOU TO IMAGINE

WHAT'S WRONG WITH IT IF WE WERE

IN PERSON I WOULD HAVE YOU SHOUT

IT OUT, BUT I CAN'T HEAR YOU

NOW, LET'S JUST IMAGINE WHAT'S

WRONG WITH THIS E-MAIL.

TIME'S UP.

I GAVE YOU FIVE SECONDS.

THAT WASN'T ENOUGH TIME TO

PERUSE THE ENTIRE E-MAIL.

THAT'S A REALLY KEY TAKEAWAY.

THE AVERAGE E-MAIL SUBSCRIBER

SPENDS ABOUT 15 TO 35 SECONDS ON

AN E-MAIL IN A PC OR TABLET, ON

A SMARTPHONE, THAT'S FIVE TO TEN

SECONDS.

I GAVE YOU FIVE SECONDS, YOU

LIKELY COULDN'T HAVE READ ALL OF

THAT CONTENT.

WE DIDN'T EVEN GET TO THE BOTTOM

OF THE E-MAIL.

LET ME SHOW YOU THE E-MAIL AND

WE'LL TALK ABOUT BIG PROBLEMS

WITH THIS E-MAIL.

I RESPECT SOME OF THE TECH IS

HARD TO SEE.

WE HAVE TO REMEMBER MANY PEOPLE

WILL BE READING THIS E-MAIL ON A

SMALL DEVICE.

THE FIRST ERROR IS THERE'S WAY

TOO MUCH CONTENT IN HERE.

THERE'S TOO MUCH FOR AN AVERAGE

PERSON TO ENGAGE AND READ.

ESPECIALLY IN A FIVE-SECOND

WINDOW OF TIME.

OTHER ISSUES IN THIS E-MAIL, TOO

MUCH TO LOOK AT.

THERE'S TOO MANY VISUALS.

YOUR MIND IS PROBABLY

OVERWHELMED.

ON TOP OF THAT THERE ARE

MULTIPLE COLUMNS BREAKING UP THE

E-MAIL.

THE BIG PROBLEM WITH MULTIPLE

COLUMNS IS HOW THAT WILL LOOK ON

A MOBILE DEVICE.

ON A MOBILE DEVICE MULTIPLE

COLUMNS WILL RENDER ONE OF TWO

WAYS, EITHER ON THE LEFT, IT

WILL BE FULL SIZE REQUIRING

PEOPLE TO PINCH AND SCROLL.

MOST PEOPLE WON'T DO THAT.

NOT FOR A MARKETING MESSAGE.

THEY'LL OPEN THE E-MAIL, NOT BE

ABLE TO READ IT AND ABANDON IT.

FRIENDS, THAT'S YOUR DANGER

HERE.

WHEN I SPEAK TO SMALL BUSINESSES

AROUND THE COUNTRY MANY WORRY

ABOUT UNSUBSCRIBES.

MANY WORRY ABOUT LOSING THAT

READER.

THE REALITY IS MOST PEOPLE DON'T

UNSUBSCRIBE TO AN E-MAIL BECAUSE

IT DOESN'T PRODUCE VALUE OR

RELEVANT CONTENT, THEY JUST

IGNORE IT.

THE REALITY IS THAT E-MAIL KEEPS

COMING IN AND THE SUBCONSCIOUS

HAS TAUGHT THEM TO IGNORE THAT

E-MAIL.

IT BECOMES WHITE NOISE.

I'M WILLING TO BET ON YOUR

DEVICES IN YOUR IN-BOX ARE

E-MAILS THAT YOU DONATED TO,

ATTENDED EVENTS FOR, THAT YOU

CARE ABOUT, AND YOU DON'T PAY

ATTENTION ANYMORE, BECAUSE AT

SOME POINT THE CONTENT IS

IRRELEVANT AND YOU'RE NO LONGER

PAYING ATTENTION TO IT.

WE ESTABLISHED OUR LIST HAS

VALUE, RIGHT?

IF PEOPLE ARE IGNORING OUR

E-MAIL, WE'RE NOT PULLING THAT

VALUE, WE'RE THROWING IT AWAY.

THE OTHER WAY IS E-MAIL IS FULL

SIZE.

WE'RE ASKING PEOPLE TO PINCH AND

MOVE IT, AND PEOPLE WON'T DO

THAT ON A MOBILE DEVICE.

WHY IS THAT SERIOUS?

THERE'S A SERIOUS AMOUNT OF

READERSHIP OF E-MAIL ON MOBILE

DEVICES.

ON AVERAGE 51% OF AUDIENCES WILL

OPEN AN E-MAIL ON A MOBILE

DEVICE.

FOR MANY OF YOU THAT'S HIGHER.

IF OUR LIST HAS VALUE AND WE'RE

NOT PRODUCING AN E-MAIL THAT

REACHES THIS CRITICAL AUDIENCE,

WE'RE THROWING THAT VALUE AWAY.

THE PROBLEM IS ONCE SOMEBODY

IGNORES YOUR E-MAIL, THEY LIKELY

WON'T OPEN A FUTURE E-MAIL BUT

THEY PROBABLY WON'T DO SOMETHING

WITH YOU OR CALL YOU.

SO WE'RE THROWING POTENTIAL

REVENUE IN THE GARBAGE NEVER TO

RETURN.

SPEAKING OF NEVER TO RETURN,

WHEN AN E-MAIL DOESN'T LOOK GOOD

ON MOBILE, THE CONSEQUENCES ARE

GREAT.

NOT ONLY ARE THEY LIKELY TO

IGNORE YOU, BUT 80% WILL

OUTRIGHT DELETE IT.

30% WILL ABANDON THE E-MAIL.

HOW DO WE BUILD AN E-MAIL FOR

TODAY'S READING HABITS.

LET'S TALK ABOUT SOME DON'TS.

AS I SAID, AVOID COMPLICATED,

LENGTHY TEXTS.

AVOID AN E-MAIL WITH MULTIPLE

COLUMNS.

USE AN E-MAIL WITH ONE COLUMN SO

IT LOOKS WELL ON A SMARTPHONE

AND KEEP YOUR CHOICES LIMITED.

DO 25 LINES OR LESS.

THAT'S ABOUT A PARAGRAPH.

YOU CAN BREAK THAT PARAGRAPH

INTO MULTIPLE ARTICLES, BUT

ABOUT 25 LINES OF TEXT IS

SUCCINCT ENOUGH.

FOR SOME OF YOU YOU MAY HAVE

MORE THINGS TO SAY.

YOU MAY HAVE THINGS THAT REQUIRE

MORE THAN 12 LINES OF TEXT.

THAT BRINGS ME INTO ANOTHER KEY

PART OF MY PRESENTATION.

YOU WANT PEOPLE TO CLICK TO YOUR

WEBSITE, TO READ MORE, LEARN

MORE, PERUSE THE PRODUCT, LOOK

AT THE PROPERTY, WHATEVER IT IS

YOU'RE ASKING YOUR AUDIENCE TO

DO, YOU WANT THEM TO CLICK.

I EXPLAINED EARLIER, WHEN THEY

CLICK, THEY ARE TELLING

SOMETHING ABOUT THEMSELVES.

MORE THAN LIKELY WE WILL CONVERT

THAT READERSHIP INTO A SALE IF

SOMEBODY CLICKS.

THE REASON FOR THAT IS

COMMITMENT.

WHEN SOMEBODY CLICKS, THEY'RE

MAKING A COMMITMENT TO LEARN

MORE.

WHEN THEY MAKE THAT COMMITMENT

YOU HAVE MORE TIME WITH THEM.

WHILE THEY'RE ENGAGING WITH THE

ORGANIZATION, NOW THEY'RE MORE

LIKELY TO PURCHASE, CALL OR DO

WHATEVER IT IS YOU REQUIRE.

YOU ALSO WANT TO KEEP YOUR KEY

CONTENT.

WE HAD A PHILOSOPHY CALLED ABOVE

THE FOLD FOR NEWSPAPERS.

THAT'S ABOVE THE FOLD IN THE

NEWSPAPER.

THEY PUT THE NEWS THEY WANTED

YOU TO SEE ABOVE THE FOLD.

THE IDEA IS YOU'LL BUY THE PAPER

OR PICK IT UP.

IN THE E-MAIL MARKETING INDUSTRY

IT'S CALLED ABOVE THE SCROLL.

YOU WANT TO MAKE SURE BEFORE

SOMEBODY HAS THEIR FINGER ON

THAT SMARTPHONE, THEY UNDERSTAND

THE PRIMARY REASON WHY THEY'RE

READING THIS E-MAIL AND YOU WANT

TO GIVE THEM THE ABILITY TO

CLICK BEFORE THEY HAVE TO

SCROLL.

CAN YOU SAY MORE THAN THAT?

SURE, MAYBE THERE'S OTHER

REASONS YOU'RE SENDING THE

E-MAIL, THAT MAY BE BELOW THE

SCROLL LINE.

THE PRIMARY REASON NEEDS TO BE

EYE UP.

KEEP YOUR CONTENT TO ONE COLUMN

ONLY.

THE E-MAIL ON THE LEFT IS THE

ORIGINAL E-MAIL.

ON THE RIGHT IT IS FOLLOWING

THESE FIRST BEST PRACTICES.

THEY CUT THIS CONTENT UP.

THEY CUT IT UP INTO THREE

DIFFERENT E-MAILS FOR THREE

DIFFERENT SEGMENTS OF THEIR

LIST.

SO THE CONTENT IS MOST RELEVANT

TO THE CLIENTS RECEIVING IT

BECAUSE THEY CUT OUT THE CONTENT

THAT IS NOT APPLICABLE TO A

SEGMENT.

THE FACT IT'S ONE COLUMN AND

IT'S LESS CONTENT IS GETTING

THEM IN THE RIGHT PLACE.

THIS IS EVEN MORE IMPACTFUL WHEN

YOU LOOK AT A MOBILE DEVICE.

THE E-MAIL ON THE LEFT IS THE

ORIGINAL.

ON THE RIGHT, YOU CAN SEE HOW WE

CUT THAT CONTENT DOWN AND GOING

TO ONE COLUMN HAS IMPROVED THE

APPEARANCE OF THE E-MAIL.

MY NEXT BIG TIP, COLOR MATTERS.

COLOR MATTERS TO AN E-MAIL.

LET'S ILLUSTRATE THAT.

IF WE WERE IN PERSON, I WOULD

ASK YOU WHAT'S WRONG WITH THE

E-MAIL ON THE LEFT.

IT'S TOO MUCH.

THERE'S TOO MANY COLORS.

YOUR EYES DON'T KNOW WHERE TO

LOOK.

IT'S OVERWHELMING.

YOU PROBABLY WOULD GIVE THIS

E-MAIL FIVE SECONDS ON A MOBILE

DEVICE.

OTHER ISSUES, TEXT IS HARD TO

READ.

A DIRTY LITTLE SECRET IN E-MAIL

MARKETING, MOST PEOPLE DON'T

READ E-MAILS, THEY SKIM THEM.

THEIR LOOKING FOR RELEVANT

CONTENT.

COLOR CHOICE, DIFFERENT COLOR

FRONTS ON DIFFERENT COLORED

BACKGROUNDS IS MAKING IT

EXTRAORDINARILY HARD TO SKIM.

REALLY HARD IF YOU WERE TRYING

TO READ IT.

THE THIRD ISSUE WRONG WITH IT IS

THE EYE IS NOT TELLING YOU WHAT

IS IMPORTANT.

LASTLY THERE'S NOT A LOT OF

CLEAR BRANDING IN THIS E-MAIL.

THE BRAND OF THAT ORIGINAL --

THE BRAND FOR THIS ORGANIZATION

IS BLUES AND YELLOWS, THERE'S

NOT A CLEAR BRANDING HERE.

THE E-MAIL ON THE RIGHT, FIRST

AND FOREMOST YOUR EYE IS DRAWN

TO WHAT THEY WANT YOU TO DO,

BOOK NOW.

THEY ARE USING DIFFERENT COLORS

OF FONT AND TEXT.

ONCE THEY CLICK TO YOUR WEBSITE

THEY WILL CLICK TO READING MORE.

SIMPLICITY MATTERS WHEN IT COMES

TO AN E-MAIL, YOU CAN'T GO WRONG

WITH TEXT ON A WHITE BACKGROUND.

NEXT IS THE BRAND.

THE BLUES AND YELLOWS ARE

CARRIED THROUGH CLEARLY IN THIS

E-MAIL.

THE COLOR SCHEME IN THE ORIGINAL

WASN'T THAT BAD.

THE GRAY BACKGROUND WITH THE

DARK TEST MAKES IT HARD TO SCAN

AND READ.

BY MOVING TO A WHITE BACKGROUND

WITH DARK TEXT, IT'S EASIER TO

ACCESS.

THEY ARE MAKING THE EYE MOVE

AROUND THE PAGE A BIT.

AS I KEEP TALKING ABOUT BRAND

COLORS, THERE'S A BIG REASON FOR

THAT.

BY LOOKING AT THIS CAN, EVEN IF

YOU COULDN'T READ WORDS, YOU

KNOW WHAT IT IS, COCA-COLA.

RED AND WHITE, RIGHT?

IF PEOPLE ARE READING OUR E-MAIL

AND SCANNING THROUGH OUR E-MAIL,

THEY'RE SPENDING A LITTLE TIME

IN IT.

THE FACT THAT COLOR SCHEME

REPRESENTS BRAND RECOGNITION,

MEANS YOU KNOW SOMETHING ABOUT

THE BRAND IMMEDIATELY AND THEY

CAN MOVE INTO THE CONTENT.

THERE'S ANOTHER HUGE REASON YOU

ALWAYS WANT TO INCLUDE YOUR

BRAND COLORS CONSISTENTLY IN

YOUR E-MAIL.

WE'LL GET TO THAT IN A SECOND.

LET'S GO BACK TO THAT WORD

CONSISTENTLY.

ANOTHER ISSUE I'VE SEEN IS THAT

MANY WILL CHANGE THE COLOR

SCHEME E-MAIL AFTER E-MAIL AFTER

E-MAIL.

I ASK WHY.

THEY SAY I WANTED THEM TO KNOW

IT'S A FRESH NEW E-MAIL.

CHANGE THE COLOR SCHEME EVERY

SINGLE TIME OR TO CELEBRATE

HOLIDAYS OR SPECIAL EVENTS, YOU

COULD BE DIMINISHING THE CLICK

THROUGHS AND POTENTIAL PURCHASES

YOU DESERVE.

SO STICK TO THE COLOR SCHEME

CONSISTENTLY.

MANY SAY MY LOGO REPRESENTS MY

BRAND, BUT A LOGO IS AN IMAGE.

USE IMAGES CORRECTLY.

AN IMAGE SPEAKS A THOUSAND

WORDS.

WHEN WE ONLY HAVE A SHORT WINDOW

OF TIME IN FRONT OF AN AUDIENCE

THOSE 1,000 WORDS MATTER.

IMAGES ARE CRITICAL TO GETTING

MORE OF A RESPONSE FROM AN

AUDIENCE.

82% OF AUDIENCES WILL PAY MORE

ATTENTION TO AN E-MAIL WITH A

PICTURE.

IF I JUST FLASHED THAT E-MAIL IN

FRONT OF YOU, YOU WOULD PROBABLY

TELL QUICKLY IT HAS SOMETHING TO

DO WITH ADVENTURES.

IT DOES.

IT'S A BIKING ADVENTURE.

THAT'S THE POWER OF IMAGERY.

SO MAKE SURE YOU FOLLOW SOME

BEST PRACTICES AROUND IMAGES.

KEEP THE IMAGES TO THREE OR LESS

AND NEVER USE IMAGE AS YOUR

CONTENT.

WHAT I'M TALKING ABOUT THERE IS

MAKING THE E-MAIL ENTIRELY AN

IMAGE.

I'LL EXPLAIN THAT IN A BIT.

LET ME GIVE YOU SOME COMMON

MISTAKES PEOPLE MAKE.

A LOT OF SMALL BUSINESSES MAKE

THEIR E-MAIL A LOT OF IMAGE.

BY THAT I MEAN ONE THING I OFTEN

SEE IN A SMALL BUSINESS, THEY

WILL HAVE THEIR LOGO, BELOW THAT

THERE'S A GIANT BANNER IMAGE.

YOU'RE SEEING AN EXAMPLE OF THAT

IN THIS E-MAIL.

THE GIANT BANNER IS THE

SEASHORE, THE CITY SKYLINE, THE

PRODUCT.

WHAT IT'S DOING IS PUSHING OUR

CONTENT DOWN BELOW THE SCROLL

LINE.

WE DON'T WANT TO DO THAT.

WE WANT TO MAKE SURE IMAGES FIT,

THAT PEOPLE CAN RECOGNIZE WHAT

THE IMAGE IS BUT IT'S NOT

OVERWHELMING THE E-MAIL, MAKING

CALLS TO ACTION HARD TO READ.

WHAT YOU DO WANT TO DO, AS I

SAID, MAKE THOSE IMAGES FIT, USE

IMAGES TO TELL YOUR STORY.

KEEP YOUR IMAGE COUNT UNDER FOUR

IMAGES.

SO THREE IMAGES AND YOUR LOGO

GET THE HIGHEST RESPONSE RATE.

IF YOU HAD A BIG SALE ON ONE

PRODUCT, IF YOU'RE TRYING TO

MOVE THAT PRODUCT, HOW MANY

IMAGES MIGHT YOU HAVE?

MAYBE JUST ONE.

MAYBE JUST ONE SO THE EYE GOES

IMMEDIATELY TO THIS E-MAIL AND

IT'S ABOUT THAT PRODUCT, THEY'RE

NOT CONFUSED.

THEY UNDERSTAND WHY THEY'RE

GETTING THE E-MAIL AND WHAT

THEY'RE SUPPOSED TO DO.

MAKE SURE YOU USE YOUR IMAGE

EVERY SINGLE TIME.

BEYOND TRACKING THAT BEHAVIOR

IT'S EASY FOR PEOPLE TO CLICK ON

AN IMAGE.

IF WE'RE TRYING TO GET A HIGHER

CLICK RATE, IF THAT'S THE

ULTIMATE GOAL, MAKING OUR IMAGES

CLICKABLE IS KEY TO MAKING MORE

MONEY AND PULLING VALUE OUT OF

OUR LIST.

THOSE IMAGES ARE BIG AND IT'S

EASY TO CLICK ON ON A

SMARTPHONE.

LINK ANY IMAGE TO THE PERFECT

PLACE.

IF I'M CLICKING ON AN IMAGE OF A

PROPERTY I HAVE IN MY REAL

ESTATE BUSINESS, I EXPECT TO

LEARN MORE ABOUT THAT PROPERTY

AS I CLICK ON IT.

THE LAST TIP IS TO USE BUTTONS

INSTEAD OF HYPER LINKS.

YOU ARE SEEING TWO YELLOW

BUTTONS THERE.

CONSTANT CONTACT PROVIDES YOU

BUTTONS IN YOUR E-MAILS.

IF YOU GIVE PEOPLE BUTTONS, THEY

KNOW THEY'RE SUPPOSED TO CLICK

ON A BUTTON.

SECONDLY, YOU CAN LINK THEM

ANYWHERE.

SO YOU ARE GETTING ALL THAT

CLICK BEHAVIOR.

LASTLY, THEY NEVER DISAPPEAR.

IF YOU LOOK AT THE E-MAIL HERE,

YOU CAN SEE THE IMAGES ARE

BLOCKED.

THAT OFTEN HAPPENS, ABOUT 30% OF

THE TIME.

SO, IF WE THINK ABOUT IT, IF THE

IMAGES ARE BLOCKED, HOW WILL

PEOPLE KNOW WHAT TO DO.

THERE'S A COUPLE KEY THINGS

HERE.

THEY HAVE SOME TEXT DESCRIBING

WHAT THEY'RE DOING.

THEY HAVE SOME TEXT DESCRIBING

WHAT THEY'RE DOING.

THEY'RE GIVING PEOPLE BUTTONS

AND THE ABILITY TO DO SOMETHING.

THE BUTTONS ARE BULLETPROOF,

THEY'RE NOT BLOCKED BECAUSE IT'S

HCML CODE.

THAT BRINGS ME BACK TO TWO KEY

THINGS I TALKED ABOUT EARLIER.

FIRST, NEVER LET YOUR E-MAIL BE

ALL IMAGE.

I'VE MET SMALL BUSINESSES WHO

MAYBE HAVE A GRAPHIC DESIGNER,

AND THEY HAVE AN E-MAIL TYPE OF

FLYER.

MAYBE PUBLISHER OR WORD.

IN THIS FLYER THERE'S THE PRICE

POINT, THE PRODUCT DETAILS,

PICTURE OF THE PRODUCT,

INFORMATION, HOURS OF OPERATION,

LET'S THINK ABOUT THAT.

IF OUR ENTIRE E-MAIL IS AN IMAGE

AND THE IMAGE IS GETTING BLOCKED

WHAT ARE WE SENDING 30% OF OUR

PEOPLE ON AVERAGE?

NOTHING.

WHY BUTTONS OVER HYPER LINKS?

HYPER LINKS, THOSE LITTLE BLUE

LINKS ARE AWFULLY HARD,

ESPECIALLY WHEN THERE'S IMAGES

AND TEXTS AROUND IT.

THEY WILL HAVE TO PINCH TO CLICK

ON THAT LINK.

THIS IS MUCH EASIER FOR PEOPLE

TO CLICK WITHOUT HAVING TO

PINCH.

SO LET'S SEE HOW THIS IMPROVES.

YOU CAN PROBABLY BARELY SEE

HYPER LINKS IN THE E-MAIL THAT

WAS ORIGINALLY SHOWN TO YOU.

THE E-MAIL ON THE LEFT.

THEY'RE IN THERE.

THERE'S A LOT OF THEM.

THEY REMOVED LINKS THAT THEY

FEEL ARE NOT APPROPRIATE FOR

THIS AUDIENCE.

IN STEAD OF HYPER LINKS THEY

HAVE BUTTONS AND IMAGES.

THEY HAVE THREE IMAGES.

THE EYE HAS MUCH LESS

INFORMATION TO BE OVERWHELMED

BY.

THE EYE IS ALSO BEING FORCED IT

BE TOLD A STORY ABOUT THOSE

IMAGES.

GETTING A LOT BETTER.

MY NEXT TIP, IF IT'S NOT

OBVIOUS, MAKE SURE WHATEVER TOOL

YOU'RE USING IS MOBILE

RESPONSIVE.

CONSTANT CONTACT WANTS YOU TO

MAKE SURE THE PARTICULAR

TEMPLATE YOU'RE USING IS MOBILE

RESPONSIVE.

SO YOU BUILD ONE E-MAIL AND IT

REDESIGNS ITSELF BASED ON THE

DEVICE IT LANDS ON.

ONLY ONE E-MAIL WAS BUILT ON THE

LEFT, BUT IT'S REDESIGNING

ITSELF BASED ON THE DEVICE IT

LANDS ON.

IT'S MORE RELEVANT ON A MOBILE

DEVICE SHOULD IT BE OPENED ON A

MOBILE DEVICE.

THAT RELEVANCY IS KEY IN PULLING

VALUE OUT OF A LIST.

LET'S GO BACK UP TO THE TOP AND

GO THROUGH SOME BEST PRACTICES.

WE'LL MOVE INTO THE MOST

IMPORTANT PIECE.

MOST IMPORTANT PIECE IS THE

SUBJECT LINE.

THE HEADER.

THE THINGS PEOPLE WOULD SEE IN

THE INBOX.

NOBODY OPENS AN E-MAIL, WHAT'S

THE POINT OF EVERYTHING ELSE I

TALKED TO YOU ABOUT LET'S GO

THROUGH THE BEST PRACTICES WE'VE

JUST TALKED ABOUT AND REVIEW

THEM.

AS I SAID, MAKE SURE YOU'RE

CHOOSING THE TEMPLATE OR A

DESIGN THAT HAS ONE COLUMN, MAKE

SURE YOU KEEP YOUR CALL TO

ACTION, THE MAIN REASON YOUR

E-MAIL IS BEING SENT HIGH ABOVE

THE SCROLL LINE.

ALWAYS USE DIFFERENT COLORS IF

YOU HAVE A SPECIAL EVENT, I

DIDN'T TALK ABOUT THIS IN DEPTH,

ALWAYS USE SOCIAL MEDIA BUTTONS.

WE WANT TO HAVE SOCIAL MEDIA

BUTTONS IN OUR E-MAIL TO DRIVE

PEOPLE TO SOCIAL MEDIA AND

INCREASE OUR FOLLOWING, AND TO

INCREASE ENGAGEMENT, THAT COULD

BE SEEN BY THEIR FRIENDS, THEIR

CO-WORKERS.

MAKE SURE YOUR LOGO DOESN'T BURY

YOUR CALL TO ACTION.

ALWAYS USE A MOBILE RESPONSIVE

TEMPLATE THAT REDESIGNS ITSELF

BASED ON THE MOBILE DEVICE.

COMMUNICATE THROUGH YOUR IMAGES.

LET THEM SPEAK THOSE 1,000

WORDS.

KEEP YOUR PHOTOS TO THREE OR

LESS.

KEEP YOUR CONTENT SUCCINCT AND

KEEP YOUR CALLS TO ACTION TO

THREE OR LESS.

LET'S TALK GETTING THE E-MAIL

OPEN.

FIRST AND FOREMOST ONE SURPRISE

TO SMALL BUSINESSES THAT I TEACH

IS THAT THE SUBJECT LINE IS NOT

THE END ALL BE ALL OF THE

EXPERIENCE.

IT'S THE FROM NAME.

WHO SENT THE E-MAIL.

IF YOU'RE THINKING ABOUT YOUR

OWN BEHAVIOR READING THROUGH

YOUR INBOX, YOU'RE NOT READING

SUBJECT LINE TO SUBJECT LINE.

YOU'RE LOOKING AT WHO SENT YOU

THE E-MAIL THEN THE CONTENT.

IT'S IMPORTANT TO CHOOSE A

RECOGNIZABLE FROM LINE.

WHAT DO I MOON BY RECOGNIZABLE?

WHATEVER YOUR AUDIENCE WOULD

KNOW.

YOU CAN HAVE TWO CHOICES, AN

E-MAIL COME FROM YOU OR YOUR

ORGANIZATION.

FOR MANY OF YOU THE BEST

PRACTICE IS FROM YOUR

ORGANIZATION UNLESS YOU'RE THE

OWNER/OPERATOR.

UNLESS YOU ARE THE BRAND TO YOUR

AUDIENCE.

IF YOU ARE THE BRAND TO YOUR

AUDIENCE, THEY PROBABLY KNOW YOU

WELL, THEY PROBABLY RESPOND TO

YOU.

IF YOU'RE NOT THAT TYPE OF

PERSON, PERHAPS YOUR E-MAIL

WOULD COME FROM YOUR BUSINESS.

SOMETHING I OFTEN SEE IN SMALL

BUSINESSES IS THAT THE E-MAIL

WILL COME FROM THE STAFFER

BUILDING THE E-MAIL.

PLENTY OF STUDIES SAY AN E-MAIL

COMING FROM A HUMAN BEING WILL

GET A HIGHER OPEN RATE.

IT WILL OVER TIME.

THE PROBLEM IS THAT HUMAN IS A

FUNCTIONARY, A STAFFER, THAT

STAFFER MAY LEAVE TAKING ALL

THAT VALUE OUT OF YOUR LIST WITH

THEM.

MAKE SURE YOU CHOOSE A FROM NAME

RECOGNIZABLE FROM YOUR AUDIENCE.

ALSO MAKE SURE YOU UNDERSTAND

THE SUBJECT LINE ASSISTS THE

FROM NAME AND THERE'S TEASER

TEXT.

THAT'S A BIT OF DATA UNDERNEATH

THE SUBJECT LINE.

THAT LITTLE BIT OF DATA HELPS

SUPPORT OUR SUBJECT LINE.

NOW, THE GOOD NEWS ABOUT TEASER

TEXT, THERE'S MORE POWER BEHIND

IT THAN JUST SUPPORTING THE

SUBJECT LINE.

LET'S GO BACK UP AND TALK ABOUT

THESE INGREDIENTS MORE IN DEPTH.

YOU WANT TO ALWAYS USE

CONSISTENT RECOGNIZABLE

INFORMATION.

LET'S SHOW YOU AN EXAMPLE OF

WHAT'S NOT RECOGNIZABLE.

JACK'S BACKYARD BARBECUE IS A

FAMILIAR NAME OR ORGANIZATION,

PEOPLE MAY NOT KNOW THE OWNER,

JACK GRANT.

IF IT WAS JACK GRANT'S BACKYARD

BARBECUE, PEOPLE MAY KNOW WHO

THAT IS.

USE THAT RECOGNIZABLE FROM NAME.

CHOOSE AN E-MAIL ADDRESS FOR

PEOPLE TO REPLY TO THAT IS

CONSISTENTLY CHECKED.

A MISTAKE I SEE A LOT IS USING

E-MAIL ADDRESSES AND PEOPLE

DON'T CHECK THEM OFTEN.

THAT'S NOT GOOD IF SOMEBODY IS

TRYING TO GET A PURCHASE ORDER

IN TO YOU, OR LOOKING FOR A

PHONE NUMBER.

SO MAKE SURE THE REPLY E-MAIL

ADDRESS IS SOMETHING

RECOGNIZABLE.

YOUR SUBJECT LINE, BEST

PRACTICE, FOUR TO SEVEN WORDS,

MAYBE EIGHT.

YOU DON'T WANT A LINE SUBJECT

LINE.

IF YOU HAVEN'T MADE YOUR POINT

IN SEVEN WORDS, PEOPLE DON'T

UNDERSTAND WHY THE E-MAIL IS

BEING SENT TO THEM.

ALWAYS USE THAT PRE-HEADER TEXT.

GENERALLY THE PRE-HEADER TEXT IS

THE FIRST SENTENCE OF THE

E-MAIL.

IF YOU LOOK THROUGH YOUR INBOX

YOU WILL SEE PLENTY OF EXAMPLES

OF THAT.

LET ME SHARE WITH YOU SOME

EXAMPLES OF GOOD SUBJECT LINES,

CREATIVE SUBJECT LINES, AND SOME

CREATIVE PRE-HEADER TEXTS.

LET'S LOOK AT SOME DON'TS.

WHEN IT COMES TO THE SUBJECT

LINE AVOID SOME OF THESE COMMON

MISTAKES.

FIRSTLY REPEATING THE SAME

SUBJECT LINE WEEK AFTER WEEK.

I UNDERSTAND WHY SO MANY SMALL

BUSINESSES MIGHT DO THIS.

IT'S HARD TO COME UP WITH

SOMETHING NEW WEEK AFTER WEEK,

MONTH AFTER MONTH.

BUT THE REPETITIVE SUBJECT LINE

IS NOT GIVING PEOPLE A REASON TO

OPEN IT AND PEOPLE ARE TUNING US

OUT.

TRY BEING CREATIVE, IT WILL

REWARD YOU TO PULL MORE PEOPLE

OUT OF YOUR LIST.

KEEP IT SHORT.

KEEP IT TO FIVE TO SEVEN OR FIVE

TO EIGHT WORDS.

NO MORE THAN 40 CHARACTERS, AND

TRY TO MAKE IT PERSONAL USING

THE WORDS YOU OR YOUR.

YOU OR YOUR ARE MAGIC WORDS.

WHEN YOU DROP YOU OR YOUR INTO A

SUBJECT LINE, NOW YOU'RE PUTTING

THE PROBLEM ON THE RECEIVER.

THE PRODUCT ON THE RECEIVER.

THE OPPORTUNITY ON THE RECEIVER.

NOW THEY'RE THINKING ABOUT

THEMSELVES IN CONJUNCTION WITH

YOUR BUSINESS.

WE'LL SEE SOME EXAMPLES OF THIS

MOVING FORWARD.

SOME OTHER CREATIVE WAYS TO

WRITE SUBJECT LINES, WRITE YOUR

SUBJECT LINE AS A QUESTION.

QUESTIONS ARE POWERFUL BECAUSE

THE ONLY WAY THE QUESTION CAN BE

ANSWERED IS BY OPENING THE

E-MAIL.

IT ALSO CAUSES CURIOSITY AND

CONCERN.

DO YOU HAVE THE PERFECT GIFT?

STRUGGLING TO FIND THE PERFECT

GIFT FOR DAD?

YOU CAN SEE HOW THE PRE-HEADER

TEXTS SUPPORT.

I WILL GO TO THIS MIDDLE ONE.

FATHER'S DAY IS RIGHT AROUND THE

CORNER, GET THE GIFT HE'LL WANT

THIS -- WE DON'T KNOW THE ANSWER

UNTIL WE OPEN THE E-MAIL.

TIME IS THE MOST IMPORTANT ASSET

IN YOUR COMPANY, LOST TIME --

YOU WANT TO KNOW MORE.

REPEATING THE SAME LETTER FOR

EACH OF YOUR WORDS IS NOT THE

WAY THE HUMAN MIND WORKS.

WHEN WE ACCESS A LOT OF DATA,

THE BRAIN TRIES TO MAKE SENSE OF

IT BY LOOKING AT PATTERNS.

ILLITRATION IS GIVING THE EYE

SOMETHING TO LATCH ON TO.

MAKE YOUR SUBJECT LINE LOOK

DIFFERENT.

THIS CERTAINLY DOES THAT.

IT'S GIVING PEOPLE A PATTERN TO

LOOK AT.

SEVEN SIMPLE SOLUTIONS SAVE

SEASON.

FRIDAY FUN FOR FAMILIES AND

FELLOWSHIP.

TODAY'S TOP TERRIFIC TRENDY

TEES.

ILLUSION IS ONE OF MY FAVORITES.

IT'S A FAMOUS SONG TITLE,

POLITICAL QUOTE, MOVIE QUOTE.

AS LONG AS YOUR AUDIENCE

UNDERSTANDS THE REFERENCE, USE

ALLUSION.

LET IT GO, LET IT GO.

THAT'S A LYRIC FROM THE MOVIE

"FROZEN."

AND LET THEM EAT CAKE, AND

BROWNIES.

ANOTHER FAMOUS LINE.

AND MAY THE FENCE BE WITH YOU.

THAT'S FROM "STAR WARS."

OF COURSE MATCO LAWN CARE USING

THAT LINE, WINTER DID A NUMBER

ON YOUR YARD?

NEED TO SPRUCE IT UP?

MY NEXT EXAMPLE, CHUNKING.

CHUNKING MEANS YOU DON'T HAVE TO

WRITE SENTENCES IN SUBJECT

LINES.

MANY ORGANIZATIONS JUST

NATURALLY WRITE A PERFECT

SENTENCE FOR A SUBJECT LINE.

YOU DON'T HAVE TO DO THAT.

BY BREAKING THE RULES YOU MAKE

YOUR SUBJECT LINE STAND OUT.

MATCO SALON, YOU, PLUS US,

AWESOME.

WHEN THEY OPEN THE E-MAIL, THEY

SEE OUR CONTENT LAID OUT WITH

THOSE BEST PRACTICES, THEY

CLICK, THAT PULLS THE VALUE OUT

OF THE LIST.

MATCO TAX SERVICES.

TAXES, NO FUN, WE LOVE THEM.

CERTAINLY WOULDN'T PASS ENGLISH

CLASS, BUT THE FACT IT LOOKS

DIFFERENT WILL GET US MORE

OPENS.

NEXT EXAMPLE IS MY FAVORITE,

NUMBERS.

NUMBERS ARE REALLY POWERFUL.

WHEN YOU START YOUR SUBJECT LINE

OFF WITH A NUMBER IT'S LIKE

CANDY.

THERE'S A COUPLE OF REASONS.

LET ME SHOW YOU THESE EXAMPLES.

COUPLE REASON WHY NUMBERS ARE

POWERFUL.

FIRST, IT'S FINITE.

PEOPLE UNDERSTAND IN THE SUBJECT

LINE HOW LONG THEY MAY HAVE TO

SPEND WITH YOUR E-MAIL.

WE TALKED ABOUT PEOPLE NOT

WANTING TO SPEND TIME WITH YOUR

E-MAIL, NOW THEY KNOW THEY DON'T

HAVE TO BECAUSE YOU QUANTIFIED

IT.

THREE MISTAKES.

DO I KNOW THE SEVEN WAYS TO CUT

DESIGN TIME?

DO I KNOW ALL FIVE FILMS I

SHOULD SEE THIS SUMMER?

THAT'S A POWERFUL TOOL, BUT YOU

HAVE TO DELIVER THAT CONTENT IN

YOUR E-MAIL.

IF IT'S FIVE TIPS, PERHAPS GIVE

PEOPLE THREE AND LEAD THEM TO

THE WEBSITE FOR THE OTHER TWO.

YOU WANT TO AVOID GOING MORE

THAN NINE.

YOU DON'T WANT TO OFFER 14 WAYS

OR 17 IDEAS, OR 23 THINGS YOU

DIDN'T KNOW.

NOW YOU'RE SHOOTING YOURSELF IN

THE FOOT.

NOW IT'S NOT SIMPLE.

THREE GETS THE HIGHEST RESULT.

IT'S THE GOLDILOCKS NUMBER.

IT LITTLE RALLY IS.

FOUR, I'M TOO BUSY.

TWO, NOT WORTH MY TIME.

THREE, JUST RIGHT.

LET'S TALK TO YOU ABOUT SOME

THINGS TO AVOID.

THERE ARE WORDS THAT WILL GET

YOUR E-MAIL PUT INTO THE SPAM

FOLDER.

MY FIRST TIP IS USE COMMON

SENSE.

IF IT'S A WORD COMMONLY SEEN IN

SPAM, DON'T USE IT CREDIT CARD,

WEIGHT LOSS, MONEY, MORTGAGE,

RIGHT?

AVOID WORDS YOU WOULD SEE IN

CONTENT.

AVOID ALL CAPS.

SPAMMERS AND MY MOM USE ALL

CAPS, THEY BOTH NEED TO STOP.

AVOID EXCESSIVE PUNCTUATION.

TRIPLE QUESTION MARKS, TRIPLE

PERIODS.

SPAMMERS OFTEN DO THAT TO AVOID

BEING REMOVED.

AND THEN DOLLAR SYMBOLS.

ALSO AVOID MISLEADING SUBJECT

LINES.

SPAM FILTERS WILL CATCH THAT.

I WILL TALK TO ALL OF YOU

WHETHER YOU USE CONSTANT CONTACT

OR NOT AND THEN USING CONSTANT

CONTACT.

TEST YOUR ASSUMPTIONS.

IF YOU'RE DOING E-MAIL

MARKETING, TEST YOUR

ASSUMPTIONS, TRY SOMETHING

DIFFERENT.

FOR THOSE OF YOU THAT USE

CONSTANT CONTACT, WE'LL TEST

YOUR ASSUMPTIONS FOR YOU.

WHEN YOU SEND AN E-MAIL FROM

CONSTANT CONTACT, YOU CAN PUT IN

TWO DIFFERENT SUBJECT LINES, YOU

WILL DECIDE WHICH AUDIENCE

RECEIVES THE E-MAIL, AND

CONSTANT CONTACT WILL WAIT AND

DELIVER THE REST OF YOUR LIST TO

WHATEVER PRODUCED THE BEST

RESULT.

I WILL OFFICIALLY THANK YOU FOR

WATCHING THE PRESENTATION UP TO

THIS POINT.

I ENCOURAGE YOU TO VISIT OUR

VIRTUAL BOOTH.

I WILL THROW IT OVER AND WE'LL

TAKE SOME QUESTIONS.

ARE YOU READY?

>> OKAY.

GREAT.

THANK YOU, MATTHEW.

WE WILL START THE Q & A PORTION

OF OUR CALL.

WE'LL ADDRESS AS MANY QUESTIONS

AS WE IN THE TIME REMAINING.

PLEASE CONTINUE TO SUBMIT YOUR

QUESTIONS IN THE Q & A BOX.

IF WE DON'T HAVE TIME TO GET TO

YOUR QUESTION, CONNECT WITH THE

SCORE MENTOR AFTER THE WEBINAR

AND THEY ARE AVAILABLE IN THE

MENTORING HALL.

LET'S GET STARTED.

WE HAVE A QUESTION FROM JAMES.

IS SENDING COLD E-MAILS ILLEGAL

SINCE THEY NEVER GAVE PERMISSION

TO E-MAIL THEM?

>> YEAH, IN THE TECHNICAL SENSE,

PEOPLE HAVE TO HAVE A REASONABLE

EXPECTATION TO HEAR FROM YOU.

LIKE THE EXAMPLES OF GIVING YOU

A BUSINESS CARD, GOING TO YOUR

WEBSITE, VISITING SOCIAL MEDIA.

IN REGARDS TO VISITING SOCIAL

MEDIA, THEY'RE VISITING SOCIAL

MEDIA ON ITS OWN DOES NOT

CONSTITUTE THE PERMISSION.

BUT IF YOU ASK FOR THEIR E-MAIL

ADDRESS TO SEND THEM E-MAIL,

THAT'S THE GOLD STANDARD.

THAT'S THAT PERMISSION.

MOST OFTEN IN SMALL BUSINESS

BUYING A LIST, THAT'S A

SURE-FIRE WAY TO GET YOURSELF ON

THE WRONG SIDE OF THE LAW.

IF YOU BOUGHT A LIST, PEOPLE

HAVE NO IDEA YOU'RE SENDING THEM

THE E-MAIL.

THEY DON'T KNOW YOU.

THE CONSEQUENCE OF COLD CALLING

FOR LACK OF A BETTER WORD IS

PEOPLE ARE MORE LIKELY TO

INCREASE MARKING YOU AS SPAM AND

EVENTUALLY, YOU KNOW, YOU MIGHT

BE PREVENTED FROM DOING E-MAIL

MARKETING.

ULTIMATELY YOU WON'T GET THE

RESULTS YOU DESERVE.

EACH E-MAIL ADDRESS HAS

POTENTIAL VALUE BECAUSE THEY

KNOW YOU.

THE WAY YOU CONVERT THEM IS

BECAUSE THEY ARE SOMEWHAT SOLD

ON WHAT YOU DO.

THEY ARE SOMEWHAT SOLD ON WHAT

YOU HAVE TO SAY OR OFFER, BUT

JUST COLD CALLING THEM WILL NOT

RESULT IN THE KIND OF BEHAVIOR

YOU WANT.

NOT ONLY CAN IT RESULT IN BAD

BEHAVIOR BUT IT WON'T CONVERT

MUCH BECAUSE THEY DON'T KNOW

YOU.

THE BETTER THING IS TO GET THEM

TO KNOW YOU.

TRADE SHOWS, CONFERENCES, EXPOS,

SIGNAGE ON YOUR STOREFRONT,

GETTING YOUR E-MAIL ADDRESS WHEN

THEY COME IN.

HAVING FRONTLINE STAFF ALWAYS

ASKING FOR THE E-MAIL ADDRESS.

USING SOCIAL MEDIA TO SOLICIT

E-MAIL ADDRESSES.

NOW THEY KNOW YOU.

YOU WILL MORE THAN LIKELY GET

THE KIND OF CONVERSION YOU

DESERVE.

>> NEXT WE HAVE BECKY H.

WHEN SOMEONE UNSUBSCRIBES, ARE

THEY AUTOMATICALLY REMOVED FROM

YOUR LIST OR DOES THE REMOVAL

NEED TO BE DONE MANUALLY?

>> I CAN ONLY SPEAK THROUGH

CONSTANT CONTACT.

THAT'S MY AREA OF EXPERTISE.

IN CONSTANT CONTACT, YES, WHEN

SUB SOMEBODY UNSUBSCRIBES, THEY

ARE BLACK-LISTED.

NOW YOU CAN SEND THEM A FOLLOW

UP-E-MAIL, IF THEY ACCIDENT

UNSUBSCRIBED, WE SEE THAT A LOT

IN SOME NON-PROFIT INDUSTRIES.

WITH CONSTANT CONTACT F THEY

UNSUBSCRIBE, WE LOCK THEM OUT

AND WE PREVENT YOU FROM SENDING

E-MAILS TO THEM AGAIN.

I CANNOT SPEAK TO OTHER

PRODUCTS.

I ASSUME THEY WORK THE SAME WAY.

IF YOU'RE USING SOMETHING OTHER

THAN CONSTANT CONTACT, INQUIRE.

>> NEXT QUESTION IS FROM MEG T.

IS IT BETTER TO USE VIDEOS IN

E-MAIL COMPARED TO TEXT?

>> IT DEPENDS ON YOUR INDUSTRY.

I'LL GIVE -- ONE TRICKY THING I

WILL SAY TO EVERYBODY.

WHEN I'M SPEAKING TO SO MANY

PEOPLE AND I CAN'T SEE YOUR

FACES, I DON'T KNOW YOUR

INDUSTRIES, BEST PRACTICES ARE

BEST PRACTICES, HOPEFULLY I

CEMENTED THE CONCEPT THAT EACH

OF YOUR SUBSCRIBERS ARE

DIFFERENT, EACH OF YOUR

BUSINESSES ARE DIFFERENT, EACH

OF YOUR COMMUNITIES ARE

DIFFERENT.

BUT GOING BACK TO GENERAL

REALITIES, VIDEO TENDS TO GET A

HIGH RESPONSE RATE.

THE REASON FOR THAT IS TIME.

AS I STRESSED IN THE

PRESENTATION, PEOPLE ONLY SPEND

A SMALL AMOUNT OF TIME IN AN

E-MAIL.

IF AN IMAGE SPEAKS A THOUSAND

WORD, A VIDEO SPEAKS A THOUSAND

IMAGES.

ONE THING I WOULD ENCOURAGE YOU

TO DO IS KEEP YOUR VIDEO ITSELF

SHORT.

IF YOU'RE INCLUDING VIDEO IN

YOUR E-MAIL, KEEP IT TO 30

SECONDS TO A MINUTE.

VIDEOS ARE A GREAT WAY TO GET

COMPLEX IDEAS THAT WOULD HAVE

REQUIRED PARAGRAPHS WORTH OF

INFORMATION OUT QUICKLY.

NOW THE CONSTANT CONTACT USERS

ON THE CALL TODAY, YOU CAN DROP

IN A VIDEO BLOCK AND LINK IT TO

YOUTUBE VIDEO OR BIMEO VIDEO.

RIGHT NOW THAT VIDEO WON'T PLAY.

IT IS JUST A LINK.

I DON'T WANT TO GIVE TOO MUCH

AWAY, WE'RE HOPEFULLY

INTRODUCING VERY SOON PLAYABLE

VIDEO IN YOUR E-MAIL.

FOR THOSE OF YOU THAT DON'T USE

CONSTANT CONTACT, LOOK INTO THE

PRODUCT YOU'RE USING AND SEE IF

THEY HAVE A VIDEO LINK LIKE WE

DO.

>> NEXT QUESTION IS FROM JANICE.

WHAT IS THE RIGHT FREQUENCY FOR

AN E-MAIL?

>> PLAYS INTO THAT CAVEAT I

TALKED ABOUT BEFORE.

I'M TALKING TO SO MANY PEOPLE,

AND THIS PARTICULAR QUESTION IS

TRULY UNIQUE TO YOUR INDUSTRY.

THAT SAID, FIRST I'LL TALK ABOUT

WHAT MOST SMALL BUSINESS WORRY

ABOUT.

MOST SMALL BUSINESS WORRY ABOUT

OVERSENDING.

I DON'T WANT TO SEND TOO MANY

E-MAILS.

PEOPLE WILL GET ANNOYED AND

FRUSTRATED.

MOST SMALL BUSINESSES DO THE

OPPOSITE, UNDERSENDING.

SENDING LESS THAN ONCE A MONTH

IS UNDERSENDING.

CERTAINLY SENDING STAGGERED,

THAT'S A BIGGER PROBLEM AND CAN

INCREASE NOT ONLY PEOPLE NOT

OPENING YOUR E-MAIL BUT

UNSUBSCRIBED BECAUSE THEY FORGET

WHO YOU ARE, THEY FORGET THE

VALUE, OUT OF THE TOP OF MIND

QUADRANT.

A GOOD RHYTHM FOR MOST SMALL

BUSINESSES IS ONE E-MAIL EVERY

TWO WEEKS.

THAT GIVES YOU TIME TO CURATE

SOME GOOD CONTENT AND IT WILL

KEEP YOU ON THEIR MINDS

FREQUENTLY ENOUGH.

IF I CAN GET A LITTLE

COMPLICATED, ALL OF YOU HAVE A

SALE CYCLE.

IT TAKES YOU DIFFERENT AMOUNTS

OF TIME TO CONVERT SOMEBODY INTO

A PURCHASER OR CONVERT THEM INTO

A REPEAT CUSTOMER.

FOR RESTAURANTS THAT CYCLE COULD

BE HOURS.

WE'RE HUNGRY THREE TIMES A DAY.

THINGS LIKE CARS, AUTOS OR REAL

ESTATE, THAT COULD BE USE YEARS

IF NOT DECADES.

ALL OF YOU HAVE A DIFFERENT

CYCLE.

THE REAL TRICK IS TO STAY TOP OF

MIND WITH RELEVANT CONTENT.

THE REALITY WITH RELEVANCY,

THERE'S ONE ORGANIZATION THAT I

GET THREE E-MAILS A DAY FROM AND

I OPEN UP NEARLY EVERY ONE, IT'S

MY STOCKBROKER.

THAT'S RELEVANT CONTENT TO ME.

NOW, WOULD I ACCEPT THREE

E-MAILS A DAY FROM THE LOCAL MOM

AND POP BAKERY?

PROBABLY NOT.

A GOOD GENERALIZED BEST PRACTICE

IS ONE E-MAIL EVERY TWO WEEKS.

>> NEXT QUESTION, CAN I LINK MY

CONSTANT CONTACT APP WITH QUICK

BOOKS SO I DON'T HAVE TO ENTER

MY CLIENTS TWO TIMES?

>> FOR SURE, YEAH.

CONSTANT CONTACT HAS AN

INTEGRATION WRITTEN WITH QUICK

BOOKS, SO YOU CAN SYNC YOUR

QUICK BOOKS DATA OVER TO

CONSTANT CONTACT.

IT SOUNDS LIKE SHE'S A CONSTANT

CONTACT CUSTOMER, GO TO THE

INTEGRATION TAB ON THE TOP, AND

SHE WILL FIND QUICKBOOKS RIGHT

THERE.

WE OFFER 200 INTEGRATIONS ACROSS

CRMs, SMALL BUSINESSES USE THAT

TO TRACK PHONE CALLS COMING IN,

INVOICES PAID, ANY DATA THAT

MIGHT BE IMPORTANT TO YOUR

BUSINESS.

WE SYNC WITH ALMOST ALL THE

COMMON TOOLS YOU WOULD USE.

>> NEXT QUESTION IS FROM STU.

HOW DO I CONVERT MY LINKEDIN

CONTACT TO A CONSTANT CONTACT

E-MAIL LIST?

>> GREAT QUESTION.

SO I TOUCHED ON IT JUST A LITTLE

BIT AGO.

I'LL GO MORE IN DEPTH.

JUST BECAUSE SOMEBODY FOLLOWS

YOU ON FACEBOOK, JOINS YOU ON

TWITTER, CONNECTS WITH YOU ON

LINKEDIN DOES NOT MEAN THAT'S

PERMISSION TO E-MAIL THEM.

SO YOU HAVE TO DO SOME WORK,

SPECIFICALLY WITH LINKEDIN.

YOU WANT TO SOLICIT E-MAIL

ADDRESSES FROM LINKEDIN.

YOU CAN'T JUST PORT THEM OVER,

THEY HAVE TO OPT IN TO YOUR

E-MAIL MARKETING LIST.

YOU CAN GENERATE A FORM AND YOU

CAN SHARE THAT ON LINKEDIN.

IF YOU DON'T USE CONSTANT

CONTACT, INQUIRE THROUGH THE

TOOL YOU'RE USING AND SEE IF

THERE'S A SIMILAR FUTURE.

YOU HAVE TO GET THEM TO JOIN

YOUR LIST BY SOLICITING THEM

THERE.

THERE'S NO WAY TO PORT IT OVER.

IF YOU DID, YOU WOULD BE RUNNING

INTO THOSE SAME ISSUES I TALKED

ABOUT EARLIER.

>> NEXT QUESTION, HOW DO I BUILD

A LIST WITHOUT BEING PUSHY?

>> GREAT QUESTION.

THAT'S A COMMON CONCERN.

YOU DON'T WANT TO OVERWHELM

PEOPLE.

THERE'S A LOT OF -- FIRST, I'LL

ANSWER THAT WITH YOU WANT TO

SOLICIT E-MAIL ADDRESSES THAT

YOU INTERACT WITH A CUSTOMER OR

INTERACT WITH PEOPLE.

LET'S START WITH YOUR WEBSITE.

YOU WANT TO SOLICIT FOR E-MAILS

ON YOUR WEBSITE.

IF SOMEBODY IS GOING TO YOUR

WEBSITE, THEY'RE INTERESTED IN

YOUR BUSINESS.

YOU DON'T WANT TO LET THAT PASS

YOU BY.

YOU CAN PUT A FORM ON YOUR

WEBSITE, EVEN A POP-UP CAN SHOW

UP IF THEY'RE ABOUT TO LEAVE

YOUR WEBSITE.

SAME THING FOR THOSE OF YOU THAT

ARE BRICK-AND-MORTAR.

SOMEBODY COMING IN IS SHOWING

INTEREST.

WHETHER OR NOT THEY WALK OUT

WITH PRODUCT OR NOT, THAT'S UP

TO YOU AND YOUR STAFF.

IN THEY COME IN, THEY'RE SHOWING

INTEREST.

YOU WANTED TO GET THAT E-MAIL

ADDRESS THERE AT THE POINT OF

SALE.

CONSTANT CONTACT HAS THE ABILITY

TO HAVE PEOPLE JOIN YOUR LIST BY

TEXTING.

THEY CAN TEXT A KEY WORD TO A

PHONE NUMBER.

I MIGHT HAVE THAT ON A SIGN, A

TRUCK WRAP, WINDOW DETAIL.

ANOTHER PLACE YOU CAN SOLICIT

FOR E-MAIL ADDRESSES IS ON

SOCIAL MEDIA.

IF YOU HAVE A SOCIAL MEDIA

PRESENCE, ASK FOR E-MAIL

ADDRESSES THERE.

CONSTANT CONTACT EVEN HAS A

FACEBOOK APP WHERE PEOPLE CAN

JOIN YOUR LIST RIGHT FROM YOUR

FACEBOOK PAGE.

SO BASICALLY ANYWHERE YOU'RE

ENGAGING YOUR CLIENTS OR YOUR

POTENTIAL CLIENTS, YOU WANT TO

ASK FOR THAT E-MAIL ADDRESS.

IF THEY SAY NO, SAY OKAY.

DEPENDING ON YOUR INDUSTRY YOU

MIGHT WANT TO OFFER SOMETHING OR

TELL THEM WHAT THEY'LL GET.

HEY, WE OFFER DISCOUNTS ON OUR

E-MAIL.

THAT E-MAIL COMES OUT ONCE EVERY

TWO WEEKS.

KEEP AN EYE OUT FOR IT.

BY GIVING THAT KIND OF

INFORMATION, NOW THE BALL IS AT

LEAST IN THEIR COURT, THEY'RE

NOT FEELING YOU'RE PUSHY, YOU'RE

OFFERING THEM SOMETHING.

BUT HOWEVER THEY TOUCH YOUR

BUSINESS, MAKE SURE YOU'RE

ASKING FOR THAT E-MAIL ADDRESS.

THEY CAN SAY NO AND WALK AWAY,

BUT YOU WANT TO MAKE SURE YOU

ASK.

>> NEXT QUESTION IS FROM

CHARISE.

WHAT ARE REASONABLE TARGET, OPEN

AND CLICK RATE.

>> FIRST I WILL LEAD WITH WHAT I

HAD SAID IN THE PRESENTATION,

WHICH IS OPEN RATE -- I'LL

ELABORATE A BIT.

OPEN RATE IS NOT THE END ALL BE

ALL METRIC THAT MOST PEOPLE

THINK IT IS.

IT IS FULL OF FALSE POSITIVES

AND FALSE NEGATIVES.

SOMEBODY COULD OPEN AN E-MAIL

AND NOT READ IT, AND YOU'RE

PATTING YOURSELF ON THE BACK FOR

AN INTERACTION THAT DID NOT

OCCUR.

A TOOL THAT SHOWS A PREVIEW,

THAT CAN COUNT AS AN OPEN EVEN

THOUGH A HUMAN BEING MAY NOT

HAVE GLANCED AT IT.

THE MESSAGE TO BE CONCERNED WITH

IS KICK THROUGH RATES.

USE LINKS STRATEGICALLY.

LINKS TELL YOU THINGS.

IT PROVES THAT THEY GOT THE

E-MAIL, THEY OPENED THE E-MAIL

AND SPECIFICALLY WHAT THEY WERE

INTERESTED IN.

IF I COULD DO A 201 TO THIS 101,

IT WOULD BE TO MAKE SURE WE USE

LINKS STRATEGICALLY BECAUSE

THOSE LINKS ARE TELLING US

SOMETHING ABOUT THEIR

SUBSCRIBER.

WE DO FOLLOW-UP E-MAIL ABOUT

WHAT THEY CLICKED ON.

TO BACK UP AND GO SPECIFICALLY

TO HER QUESTION, I HAVE TO BE A

LAWYER HERE A BIT, IT'S

DIFFERENT ACROSS DIFFERENT

INDUSTRIES.

I'M GOING MIDDLE OF THE ROAD.

MOM AND POP RETAIL, MAIN STREET,

LOOK FOR AN OPEN RATE AROUND 15%

TO 19 % AND A CLICK THROUGH RATE

THAT IS HIGHER.

GO TO THE EXHIBIT HALL BOOTH

HERE AT THE CONFERENCE AND ASK

SPECIFICALLY ABOUT YOUR

INDUSTRY.

THAT INFORMATION IS AVAILABLE ON

THE FAQ PAGE OR YOU CAN CALL US.

>> NEXT QUESTION COMES FROM

THEODORE T.

DO YOU KNOW OF ANY TOOLS OR

ONLINE RESOURCES THAT WE CAN

TEST OUR E-MAIL FOR MOBILE

FRIENDLINESS PRIOR TO SENDING?

>> SURE.

GREAT QUESTION.

I WILL GIVE YOU THREE DIFFERENT

ANSWERS.

IF YOU ARE A CONSTANT CONTACT

CUSTOMER, WHEN YOU GO TO PREVIEW

YOUR E-MAIL, THERE'S ACTUALLY A

MOBILE PREVIEW.

YOU CAN SEE THE E-MAIL IN

MOBILE.

IF YOU DON'T SEE THAT CALL THE

SUPPORT LINE.

YOU MIGHT BE USING AN OLDER

VERSION AND YOU NEED TO START A

NEW VERSION.

WE GIVE YOU THE PC MAC VIEW AND

MOBILE VIEW.

YOU CAN OPT UP INTO, IF YOU'RE A

CONSTANT CONTACT USER, TO

INCLUDE A FEATURE CALLED LITMUS.

THAT'S BUNDLED INTO CONSTANT

CONTACT.

THAT WILL ALLOW YOU TO NOT ONLY

SEE YOUR E-MAIL AS IT WOULD LOOK

ON MOBILE OR ON A VARIETY OF

DIFFERENT MOBILE DEVICES,

INBOXES ON MOBILE DEVICES AND

E-MAIL.

THE GOLD STANDARD IS THE PRODUCT

LITMUS.

LITMUS IS NOT OWNED BY CONSTANT

CONTACT, BUT IT IS THE COLD

STANDARD THAT IS USED TO LOOK AT

EVERY KIND OF PLATFORM OUT THERE

TO SEE YOUR E-MAIL AND HOW IT

WILL RENDER.

I SAY ALL OF THAT, IF YOU FOLLOW

MY SUGGESTIONS TODAY, YOUR

E-MAIL WILL VERY LIKELY LOOK

GOOD NO MATTER WHAT YOU DO.

IT'S ONLY WHEN YOU START TO ADD

COLUMNS, YOU START TO

OVERCOMPLICATE YOUR E-MAIL, WAY

TOO MUCH TEXT, WAY TOO MANY

IMAGES, YOU RELY TOO MUCH ON

IMAGE, MAYBE AN E-MAIL THAT'S

ALL IMAGE, THAT'S WHERE YOU RUN

IN TO SOME OF THOSE PROBLEMS.

IF YOU FOLLOW THOSE BEST

PRACTICES, I DON'T KNOW THAT YOU

HAVE TO LOOK AT TOO MANY

DIFFERENT PLATFORMS, BUT THOSE

ARE SOME OPTIONS.

>> OKAY.

NEXT QUESTION IS FROM TASHA T.

I HAVE SO MANY BUSINESS CARDS

FROM NETWORKING EVENTS, DOES

THAT GIVE ME PERMISSION TO

E-MAIL THEM.

>> GREAT QUESTION.

YES.

YEAH.

THAT'S WHY YOU WOULD DO A

BUSINESS EVENT.

BECAUSE THEY HANDED YOU THE

CARD, THAT'S PERMISSION.

I WANT TO CLARIFY, THAT'S THE

SECOND QUESTION I'VE GOTTEN

AROUND THAT AVENUE.

IF THEY DO SOME SORT OF

BUSINESS, MEANING IF THEY JUST

INTERACTED WITH YOUR BUSINESS,

AND IN THE COURSE OF INTERACTING

WITH YOUR BUSINESS THEY FREELY

GAVE YOU THEIR E-MAIL ADDRESS,

YOU ARE LEGALLY ALLOWED TO USE

IT.

THE EXAMPLE I SHARED IN THE

PRESENTATION WAS THE FISH BOWL

AT THE RESTAURANT.

DROP IN YOUR BUSINESS CARD.

SOMEBODY IS NOT SITTING THERE

GOING I WILL SEND YOU AN E-MAIL.

IT'S IMPLIED.

AS LONG AS IT'S IMPLIED PER MiG,

THAT'S GREAT.

YOU WANTED TO TAKE IT A STEP

FURTHER, GET EXPLICIT

PERMISSION.

ONE WAY TO DO THAT IS BY HAVING

A WAY TO GET PEOPLE TO JOIN YOUR

LIST AT THAT EVENT.

ONE TOOL THAT CONSTANT CONTACT

PROVIDES FOR FREE IS AN APP ON A

TABLET WHERE PEOPLE CAN JOIN

YOUR LIST BY TYPING ON THAT

TABLET.

THAT'S EXPLICIT PERMISSION,

BECAUSE THEY KNOW THEY'LL GET AN

E-MAIL.

ON TOP OF THAT, THAT SIEVES --

SAVES YOU THE PROBLEM OF TYPING

OUT ALL THAT INFORMATION.

>> THOSE ARE ALL THE QUESTIONS

WE HAVE SO FAR.

WE HOPE YOU ENJOY THE REST OF

THE VIRTUAL CONFERENCE.

YOU CAN TALK TO A MENTOR, YOU

CAN ALSO NETWORK WITH OTHER

BUSINESS OWNERS IN THE

NETWORKING LOUNGES.

YOU CAN CHAT WITH INDUSTRY

EXPERTS LIKE CONSTANT CONTACT

AND PICK UP FREE BUSINESS

RESOURCES IN THE EXHIBIT HALL.

JOIN US IN 15 MINUTES FOR ONE OF

OUR NEXT WEBINARS.

AND LADIES AND GENTLEMEN, ON

BEHALF OF SCORE AND CONSTANT

CONTACT, THANK YOU ALL FOR

ATTENDING THIS WEBINAR.

I WOULD LIKE TO GIVE A BIG THANK

YOU TO MATTHEW MONTOYA FOR

PRESENTING TODAY.

>> THANK YOU, EVERYBODY.

BEST OF LUCK WITH YOUR BUSINESS

AND WITH YOUR E-MAIL MARKETING.

HOPEFULLY WE'LL RUN INTO YOU OUT

THERE ON THE ROAD.

>> THANK YOU SO MUCH, EVERYONE.

HAVE A GREAT DAY.