



Email Marketing Workbook

Constant Contact educational programs were developed by Constant Contact® to provide our customers with a comprehensive understanding of how investing in customer relationships can drive business success. At the heart of our programs lies our fundamental belief that our own success is dependent upon the strength of the relationships we forge with our customers. Throughout our programs, we incorporate not only what we have learned through our own experiences, but also what we have learned from the more than 100,000 customers we have the pleasure to work with. We welcome your thoughts as you apply these strategies to your business or organization.



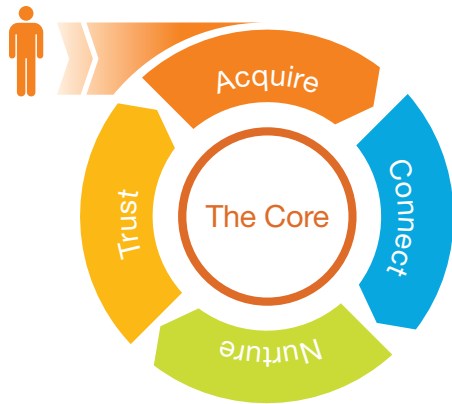
Eric Groves
Senior Vice President
Constant Contact, Inc.
egroves@constantcontact.com

Constant Contact Learning Center: www.constantcontact.com/learning-center



The Core

An introduction to the Email Marketing Workbook, where we outline the core components of relationship building, break down the core into four components, and provide you with a self evaluation that will help you determine which components are your strengths, and which represent the greatest opportunity for future change.



Relationships are built over time through a four-step process that ultimately leads to the creation of trust—the foundation of all relationships. There are three stages on the path to trust: acquiring, connecting, and nurturing. We have developed the Email Marketing Workbook compass to help guide you from start to finish...

At the heart of the compass is the core belief that it is possible to increase the strength of your relationships. Before we dive into each component, complete the exercise below:

Acquire

I try to understand the cost and leads generated from each of the lead sources I use for my business or organization.

| | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree | Disagree | Agree | Strongly Agree |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Connect

I try to collect contact information and make a connection with each new prospect or customer I meet.

| | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree | Disagree | Agree | Strongly Agree |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Nurture

I proactively communicate valuable information to my customers / prospects on a regular basis.

| | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree | Disagree | Agree | Strongly Agree |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Trust

My customers go out of their way to refer others to me.

| | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree | Disagree | Agree | Strongly Agree |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Now take a look back at your answers. They provide a baseline for you to assess where you are starting from.

Scenario A

| | Disagree | Partially Agree | Agree | Strongly Agree |
|----------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------|
| Acquire | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Connect | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Nurture | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trust | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Your focus is on the next new customer. You understand how to attract new business but you could do more to generate repeat business and referrals. **Your starting point is establishing a connection** (*Basics - Connect, page 7*).

Scenario B

| | Disagree | Partially Agree | Agree | Strongly Agree |
|----------------|--------------------------|-------------------------------------|--------------------------|-------------------------------------|
| Acquire | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Connect | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Nurture | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Trust | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

You acquire and connect customers and prospects well. The initial bond is created but the follow-up process represents an immediate opportunity. **Your starting point is nurturing connections** (*Basics - Nurture, page 10*).

Scenario C

| | Disagree | Partially Agree | Agree | Strongly Agree |
|----------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------|
| Acquire | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Connect | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Nurture | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Trust | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

You connect and nurture customers and prospects without building trust. The connection is being established and nurtured, but referrals are not happening. **Your starting point is understanding where your customers are coming from** (*Basics - Acquire, page 5*) and then focusing on building trust (*Basics - Trust, page 19*).

Scenario D

| | Disagree | Partially Agree | Agree | Strongly Agree |
|----------------|--------------------------|--------------------------|--------------------------|-------------------------------------|
| Acquire | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Connect | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Nurture | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Trust | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

Congratulations! But before you skip over the “Basics” section (*page 5*), run through the questions and then re-take the exam. You may change your mind. If not, check out the “Learning More” information in the “Next Steps” section (*page 25*) of your workbook.



The Basics

A series of questions designed to help you gather the relevant information that you will need to maximize the impact of each component on your small business or organization.



Acquire

In this section, we will evaluate how you acquire prospective customers, how to calculate your cost of acquisition, and how to create an initial spark that will enable you to **“Connect”** with your new customers.

How many customers/members do you currently have?

How many have you added in the last 12 months?

How do prospective customers learn about your business or offerings?

- Visit your office/store
- Visit your website
- Contact you by phone
- Yellow pages
- Other _____

How would you rate your relationship with your customers?

- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Excellent | Good | Fair | Poor |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Do you survey new customers to learn about how they found you?

- No
- Yes – if yes, how do you survey them?
 - Printed form
 - Online survey

How much does a typical customer spend each time they purchase?



Acquire

How do you attract new customers?

| Type of promotion | Amount spent per year | ÷ | New customers per year | = | Cost per customer |
|-------------------------|-----------------------|---|------------------------|---|-------------------|
| Yellow Page Ads | _____ | | _____ | | _____ |
| Radio | _____ | | _____ | | _____ |
| Print (Newspaper) | _____ | | _____ | | _____ |
| Online Marketing | _____ | | _____ | | _____ |
| Direct Mail | _____ | | _____ | | _____ |
| Leads Groups | _____ | | _____ | | _____ |
| Organizations | _____ | | _____ | | _____ |
| Other | _____ | | _____ | | _____ |
| Total cost per customer | _____ | ÷ | _____ | = | _____ |
| | A | | B | | C |

How much profit do you generate from a typical sale?

P

Calculate how many purchases it will take for you to “break even” on a new customer.

For example: If your total cost per new customer is \$100 and your profit per typical sale is \$20, it will take you five sales until you break even (100 ÷ 20 = 5).

Total cost per customer: Profit from a typical sale: Number of purchases to break even:

C _____ ÷ **P** _____ = _____

Building relationships with your customers will enable you to bring your customers back more frequently and will help you “break even” and generate profit more rapidly. In the next section, we will explore how to establish connections that will lead to relationships.



Connect

In this section, we will evaluate how you are doing in establishing an initial connection with prospective customers. Are you connecting at all the right times, collecting the right information, and setting expectations that will help you succeed in “Nurturing” the relationship?

Do you ask your customers for their contact information?

Yes No

How much information do you have for your current customers and prospects?

| | | | |
|------------------|-----------------------|-----------------------|-----------------------|
| Customers | 0% | 50% | 100% |
| Physical address | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Phone | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Email address | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Prospects | 0% | 50% | 100% |
| Physical address | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Phone | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Email address | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How often, on average, do you interact with them on an annual basis?

| | | | | | |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | Never | Weekly | Monthly | Quarterly | Annually |
| Customers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Prospects | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Where do you interact with customers and prospects?

- Retail storefront
- Website
- Local networking events
- Tradeshows, conferences, industry events
- Phone
- Email



Connect

Think about your business or organization. Is there something of value that you can offer to a prospective member or customer in return for their contact information?

- Yes No

If so, what can you offer?

Hint: When offering something of value, tie it to their next purchase, rather than the current purchase. For example, "Receive 20 percent off your next purchase." This will help you collect valid email addresses. If you provide the benefit on the current purchase, you are more likely to receive incorrect information.

Have you been collecting email addresses from your customers for more than a year?

- Yes No

If yes, divide your email addresses into groups (current, one to two years, more than two years).

If it has been more than one year since you last communicated with them, will they remember who you are? If not, remove them from your list.



Connect

Collecting Customer Information

When creating a communications strategy, it's important to know your audience and ensure that you're meeting their needs. The level of customer information that you need to get started will vary according to your intended level of communication. We categorize these levels as basic, comprehensive, and targeted.

- | | | |
|---|--|---|
| <input type="checkbox"/> Basic | Email Address First Name | Basic information represents the minimum information needed in order to send a personalized email message. |
| <input type="checkbox"/> Comprehensive | Basic, plus: Last Name Address Phone Number Company | Comprehensive information (in some cases just one or two fields is sufficient) is useful if you want to be able to follow up via phone or direct mail with your recipients who open or click-through links in your communications. |
| <input type="checkbox"/> Targeted | Basic, plus: Interests Birthdate Geography Status (e.g. VIP) | Targeted information is needed if you'd like to send communications to a subset of your customer base. This also enables customers to select the type of information they would like to receive from you. Targeted communications are always more effective. |

Once you determine the type of information you'd like to collect, you will need to determine how to collect the information.

Below you will find a checklist that indicates several forms of communication opportunities. Check the boxes below that pertain to how you interact with your important audiences. Make sure to include the associated action item in your strategy.

If you...

- have a retail storefront
- have a website
- attend local networking events
- exhibit at tradeshow, conferences, industry events
- connect with your customers via phone
- advertise in the yellow pages

then you should

- Provide a sign-up form at checkout
- Add a sign-up form to your website
- Ask to send a newsletter when collecting business cards
- Ask to send a newsletter when collecting business cards
- Ask to add them to your list while on the phone
- Direct prospects to your website

Establishing a connection with your prospects and customers is a critical step in building a relationship. Your customer list is an asset of your business that you can leverage over time. Now that you have a plan for collecting information wherever you “**Connect**”, you are ready to start “**Nurturing**” your connections.



Nurture

In this section, we will evaluate your communications strategy and discover how well you are matching your communications to the needs of your audience. Is your frequency set right? Are you delivering value?

It's important to have a clear and balanced view of your customers' feelings towards your business. All too often, it's the unhappy or the most vocal customers that tell you what they want. While this is helpful information, you should strive to gain a thorough and balanced view of your customers' feelings by gathering feedback from a diverse group of your customers. An online survey is a great way to gain this insight.

Here are seven questions that we suggest all businesses use to evaluate how well they know their customer.

1. How would you rate your overall satisfaction with us?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

2. How likely are you to recommend our products/services to others?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

3. When was the last time you purchased a product or service from us?

- Within the last month
- Between one month and 3 months
- Between 3 and 6 months
- Between 6 months and one year
- More than one year
- Never

4. Please rate us on the following:

- (Excellent, Good, Fair, Poor)
- Customer service/support
 - Quality of products/service
 - Sales staff
 - Price/value

5. How likely are you to continue doing business with us?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

6. How long have you used our products/services?

- Fewer than 6 months
- Between 6 months and one year
- Between one year and 3 years
- Between 3 and 5 years
- More than 5 years
- Have not used

7. Please suggest how we can improve our products/services to better serve you.

Note: Check out the "Next Steps" section in the back of this workbook for ideas on how to create online customer surveys.



Nurture

Do you survey your customers to understand their needs and level of satisfaction?

- No
- Yes – if yes, how often do you survey them?
 - once a year
 - a couple of times per year
 - more than a couple of times per year
 - every time they buy

Note: A satisfaction survey represents one of many different surveys that you can use to learn more about your customers. Within Constant Contact's survey product, you can find many more examples.

How do you communicate with your prospects & customers?

- Personal Contact
 - in person
 - phone
 - email
 - online chat
- Broad-based Contact (Group, Bulk, or One-To-Many Contact)
 - direct mail
 - email marketing (newsletters, alerts, promotions, invitations, etc)
 - events



Nurture

If you use direct mail or email marketing for broad-based communications, then answer the following questions:

Printed Direct Mail

Number of messages per month: _____

Cost per messages sent in a month

Postage: _____

Printing/envelope: _____

Other (design): _____

Total Cost: (A) _____

Responses generated per month: _____

Sales per month: (B) _____

Cost per sale: (A÷B) _____

Email Marketing

Number of messages per month: _____

Cost per messages sent in a month

Monthly fee: _____

Total cost: (A) _____

Open rate: _____

Click-through rate: _____

Sales per month: (B) _____

Cost per sale: (A÷B) _____

What email communications (newsletters, announcements, promotions) have you received that you look forward to reading? Why?

Emails from:

Why you like reading them:

Are there any email messages that you save or typically forward to your friends or colleagues? If yes, which ones?

Emails from:

Why you forward them:



Nurture

Getting Permission

One of the most important aspects of good email marketing is that it must be permission-based, meaning you need a person's permission to send them email marketing communications.

There are three types of permission:

1. **Explicit**—individual signed up to receive communications (on a website or in a guest book) and expects to receive email marketing communications
2. **Implicit**—individual has an existing relationship with you (knows who you are) but might not be aware that you will be sending them an email marketing communication
3. **None**—no relationship exists (also known as “spam”)

Of these permission types, only the first two, explicit and implicit, are legitimate lists for email marketing, with explicit being the most ideal.

How does your list breakdown?

- Explicit _____ %
Implicit _____ %
None _____ % (Do not send to)

Does your list include more than 30 percent implicit permission addresses?

- Yes No

Best practice tip:

If your list contains more than 30 percent implicit permission names, you should include a permission reminder at the top of your email newsletter.

(See page 17 for an example permission reminder.)

Hint: A good test to determine the quality of your mailing list is to ask yourself two questions for each address.

1. Do they know who I am?
2. Will they care about what I am sending?

Answer yes to both and you have a good list to send to; yes only to the first, then you need to think about your content; no to both... don't even think about sending!



Nurture

Setting Objectives

Which of the following represent your primary objectives in communicating with your customers?

Please check all that apply.

- Type A**
 - Enhance awareness
 - Increase interaction
 - Educate recipients
- Type B**
 - Motivate purchases
 - Generate traffic to a storefront
 - Generate traffic to a website
- Type C**
 - Increase event attendance
 - Increase donations/contributions
 - Public relations

Format

The format depends largely on the type of information you wish to communicate. Refer back to the “**Setting Objectives**” section.

Type A: typically use a newsletter format

Type B: a promotional format

Type C: an announcement format

Note: Within Constant Contact’s email marketing product, there are hundreds of templates to choose from. Each can be customized to meet your unique objectives.



Nurture

Frequency and Timing

Check the boxes below that pertain to how you interact with your important audiences. Make sure to include the associated action item in your strategy.

The day of the week and time of day that you send your messages can significantly impact the response you get from your communications. Select your audience below to determine a starting point for when you should send.

Reader

- Business people
- Consumers (day)
- Consumers (night)

Days and times to send

- Tues to Thurs 10 a.m. – 3 p.m.
- Tues to Thurs 10 a.m. – 3 p.m.
- Mon to Thurs 2 p.m. – 8 p.m.

Hint: The optimal time to send is when your readers are at their computers. If you send late at night, your email might end up getting deleted in the morning rush.

We call this your **“Starting Point”** because over time, you will want to test different mailing times and days to determine which times and days work best for you. You can use your open rate to help determine which times are best and also can look at the open date stamp to see when your readers tend to open your mail. This provides a good indication of when it is best to send. For example, if you are mailing on Tuesday at 3:00 p.m. and the majority of your readers are reading it Tuesday at 8:00 p.m., try changing your sending time to 8:00 p.m.

Email type

- Newsletter (educational content only)
- Newsletter (educational and promotional content)
- Promotional messages
- Event invitations
- Announcements (press releases, new products, etc.)

Suggested frequency

- Monthly / Quarterly
- Monthly / Quarterly
- Bi-weekly / Monthly
- Event-based (multiple communications)
- Event-based (single communication)



Nurture

Create a Calendar

Creating a communications calendar is a great way to map out your communications strategy. It provides you with an overview of the communications you will be sending throughout the year.

Below is an example of a communications calendar. Use the blank calendar to plan your strategy.

Example calendar

| | Jan | | | | Feb | | | | Mar | | | | Apr | | | | May | | | | Jun | | | | Jul | | | | Aug | | | | Sep | | | | Oct | | | | Nov | | | | Dec | | | | | | | |
|----------------------|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|--|--|--|--|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | | | | |
| Events | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Save the Date | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sign Up | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reminder | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Announcements | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Product Launch | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Newsletter | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Use this form to plan your communications strategy.

| | Jan | | | | Feb | | | | Mar | | | | Apr | | | | May | | | | Jun | | | | Jul | | | | Aug | | | | Sep | | | | Oct | | | | Nov | | | | Dec | | | | | | | | | | | |
|----------------------|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|-----|---|---|---|--|--|--|--|--|--|--|--|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | | | | | | | | |
| Events | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Save the Date | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sign Up | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reminder | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Announcements | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Product Launch | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Newsletter | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |



Nurture

Getting Email Opened

There are two elements of your email communications that influence whether or not they get opened: the “from” line and the “subject” line. The “from” line answers the initial question a recipient asks themselves when a new message arrives in their inbox: “Do I know you?” and the “subject” line answers the second question: “Do I care?” Note, they only get to the second question if the answer to the first question is “yes,” and your email only gets opened if the answer to both questions is “yes.”

“From” Line Checklist

It’s important to use a “from name” that your recipients recognize. If your brand is more memorable than your personal name, then use that in the “from” address. Here are a couple of additional “from” line tips:

- Avoid generic addresses (sales@, info@)
- Use a consistent, recognizable name
- Use a real email address (this is the law!)

“Reply” Address Checklist

If you are using Constant Contact, you can also use a separate email address for replies to your message. Here are a couple of tips for reply addresses:

- Make sure the email address exists and you have access to it
- Be ready to handle replies

Permission Reminder

Use a “permission reminder” at the top of your email. This is a short explanation of how the recipient got on your list.

You are receiving Email Marketing Hints & Tips as a Constant Contact customer or because you subscribed on our website.

You may [unsubscribe](#) if you no longer wish to receive our emails.



Nurture

“Subject” Line

Your subject line is key to having people that you know open your email and read your content. Therefore, it needs to be engaging. Consider these two examples:

| From | Subject |
|------------------------------|--|
| A. Forever Green Landscaping | Monthly Newsletter |
| B. Forever Green Landscaping | 5 Plants Deer Won't Eat |
| A. Michael Katz | eNewsletter |
| B. Michael Katz | 2 Critical Tips to Increase Email Open Rates |

Clearly in both examples, B is the better and more engaging subject line.

Now it's your turn to get creative. Write five potential subject lines for your next email communication and run them past your friends and colleagues to get their feedback.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Hint: Become an email critic in your own inbox. Which subject lines attract your attention? Which ones look like spam? Keep a top 10 list of your favorites and refer to them when you get ready to send, in order to determine if *your* subject line would make the list!

Now that you have a plan for communicating with your customers, it's time to make the most of each communication by “**Nurturing**” your relationships to the ultimate end game, the establishment of “**Trust**.”



Trust

In this section, we will review the steps you can take to encourage your customers to become your advocates. At the end of the day, there is no better way to acquire new customers than by having a current customer spread the word on your behalf.

How often do you get referrals from your current customers?

- Frequently
- Sometimes
- Not Often
- Hardly Ever

Hint: A referral is like found gold. Your customers are putting their reputations on the line for your business. Be sure to thank these customers and recognize their support of your business.

To increase the number of referrals you get from your customers, start by asking yourself what information will most benefit them. If you invest in your relationships by sharing this information, your customers invest in helping you too. Consider the following scenarios:

- A. Landscape company A sends out emails talking about an upcoming sale.
- B. Landscape company B sends out emails on a variety of topics including plants kids love to plant, plants deer don't eat, and other helpful topics. Included at the end of each email is a short promotion for this weekend's sale that features plants highlighted in their helpful topics.

Which would you continually open, read, and forward to others?

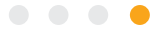
Think back to the questions you answered about emails that you open and save (page 14). What is it about these messages that captures your attention?

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Do your readers feel this way when they receive your email messages?

- Yes
- No

If not, then it is time to think about the content you send.



Trust

Body Content Ideas

Need some help thinking up interesting content? Answer the questions in the next section and think about how you might use them to create content.

What are the top five questions that your customers ask?

1. _____
2. _____
3. _____
4. _____
5. _____

What articles have you read recently that you found interesting?

1. _____
2. _____
3. _____
4. _____
5. _____

Who were the most interesting customers that you helped in the last six months?

1. _____
2. _____
3. _____
4. _____
5. _____

Hint: Keep a file folder on your desk with ideas for content. Include frequently asked questions, interesting customer stories, and great articles you have read.

Refer to this folder when you need ideas for your next communication.



Trust

What made them interesting?

1. _____
2. _____
3. _____
4. _____
5. _____

What problems do you foresee your customers encountering this year?

1. _____
2. _____
3. _____
4. _____
5. _____

What will you be doing to solve these problems?

1. _____
2. _____
3. _____
4. _____
5. _____

What information would your customers value that would also help them view you as an expert?

1. _____
2. _____
3. _____
4. _____
5. _____



Trust

Another great way to come up with content ideas is to survey your customers to see what information they would like you to provide. Adding an online survey into your email communications is a great way to increase the amount of feedback you receive. See the “**Next Steps**” section for more information on how you can survey your customers.

Now that you have some content ideas, ask yourself these questions as you are preparing the content.

Body Content Checklist

Content:

- Does your content provide valuable information?
- Is it interesting?
- Does it add to your brand and reputation?

Use of Images

- Do the images support and/or enhance your offer?
- Are they the appropriate size?
- Will the reader be overwhelmed by the number of images?
- Is there enough white space between images?
- Are larger images below the fold?

Calls to Action

Each section of your email communication should have a reason for being included. Whether the content is educational, promotional, or informational, each section should include a next step for the reader. These next steps are articulated through calls to action. Here are a few examples of calls to action:

Newsletter Calls to Action:

- Read Full Article
- Learn More about 529 Plans
- Email me today for more information about this weekend's event

Hint: To maximize the amount of feedback you receive, keep a feedback survey live for as long as you like. Point to it from your website and from your emails.



Trust

Promotional Calls to Action:

- Click here to buy
- Print out this email and bring it to our store

Event Calls to Action:

- Register this week and save \$100
- Save the date!
- Registration almost full - 10 seats left so register today

When creating a Call to Action, ask yourself... “Does each one”:

- Create a sense of urgency?
- Add impact to your message?

Note: Don't forget to include a “forward to a friend” call to action in all of your communications.

Ask yourself... “If I received this message, would I”:

- Save it?
- Mention the content to others?
- Forward it to my friends and colleagues?

You now have the components of a communications strategy that will maximize the buildup of trust between you and your customers. The “**Next Step**” is to take the action necessary to put your strategy in motion, which we will cover in the next section of this workbook. Check it out and you will find a wealth of resources to get you well on your way...



Next Steps

Online and local resources will show you how to leverage the information that you have collected.

Congratulations on your completion of the Email Marketing Workbook. You are now ready to get started implementing your strategy! Below are some additional ideas / resources that you can leverage along the way.

Getting Started Checklist

- Visit www.constantcontact.com to set up your free 60-day trial account.
 - Visit **Constant Contact's Learning Center** and attend a 45 minute product tour to learn how to create email campaigns and online surveys. **Go to www.constantcontact.com and click on Learning Center.**
 - Import your existing email addresses into Constant Contact** and start collecting email addresses wherever you interact with your customers and prospects.
 - Create your first email campaign** and send it to your list.
 - Need help on your strategy? **Speak with a Constant Contact communications consultant.** They will help you with your strategy and point out other resources that will help you get started. It's a free service! Call 1-866-876-8464.
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Learning More – Additional Resources

Constant Contact Learning Center

Here you will find a wide variety of pre-recorded and live webinars on a variety of basic to advanced topics, recommended books, white papers, and other resources.

Visit www.constantcontact.com and click on Learning Center.

Constant Contact's User Community: ConnectUp!

Thousands of small businesses and organizations use this community to share ideas, explore industry specific challenges, and connect with others through the numerous discussion boards.

Access ConnectUp! at community.constantcontact.com.

Attend a Local Seminar

Constant Contact's Regional Development Directors facilitate a variety of live seminars in various locations around the country.

Visit our "Constant Contact in Your Area" link on www.constantcontact.com for more information.

Sign up for *Hints & Tips* Newsletters

Our email newsletters, *Hints & Tips Email Marketing* and *Hints & Tips Online Surveys*, deliver the practical, "how-to" advice you need to succeed.

Go to www.constantcontact.com and sign up on the home page.

Speaker Request

If you belong to a group or organization or are having a conference and are in need of a speaker on email marketing, online surveys, or creating a communications strategy, send us an email with your contact information, number of attendees, event location and preferred dates. We will then try to match your needs with one of our speakers.

Email speakerrequest@constantcontact.com for more information.

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