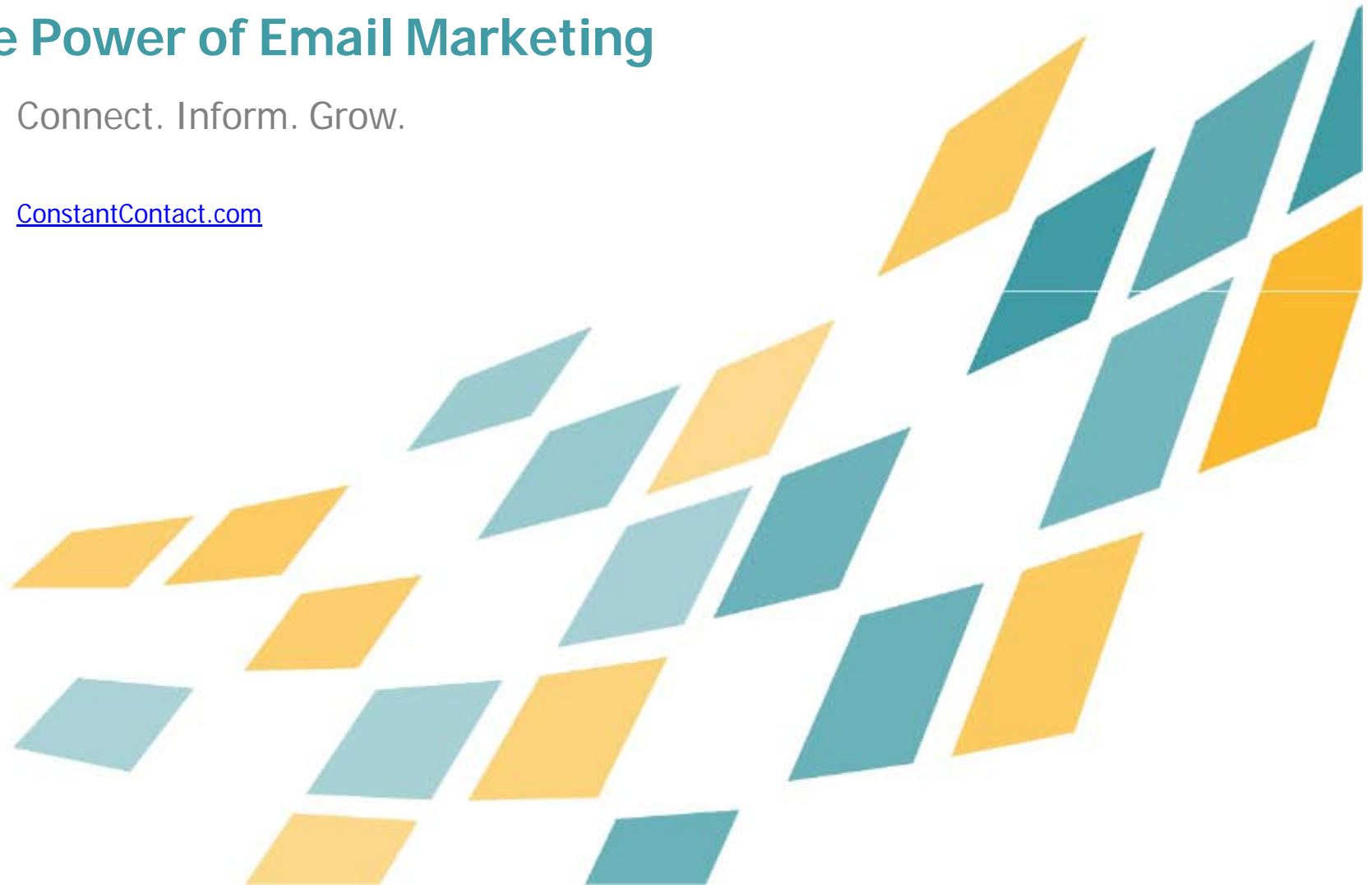




# The Power of Email Marketing

Connect. Inform. Grow.

[ConstantContact.com](http://ConstantContact.com)



This presentation has three parts...

## Connect, Inform, and Grow

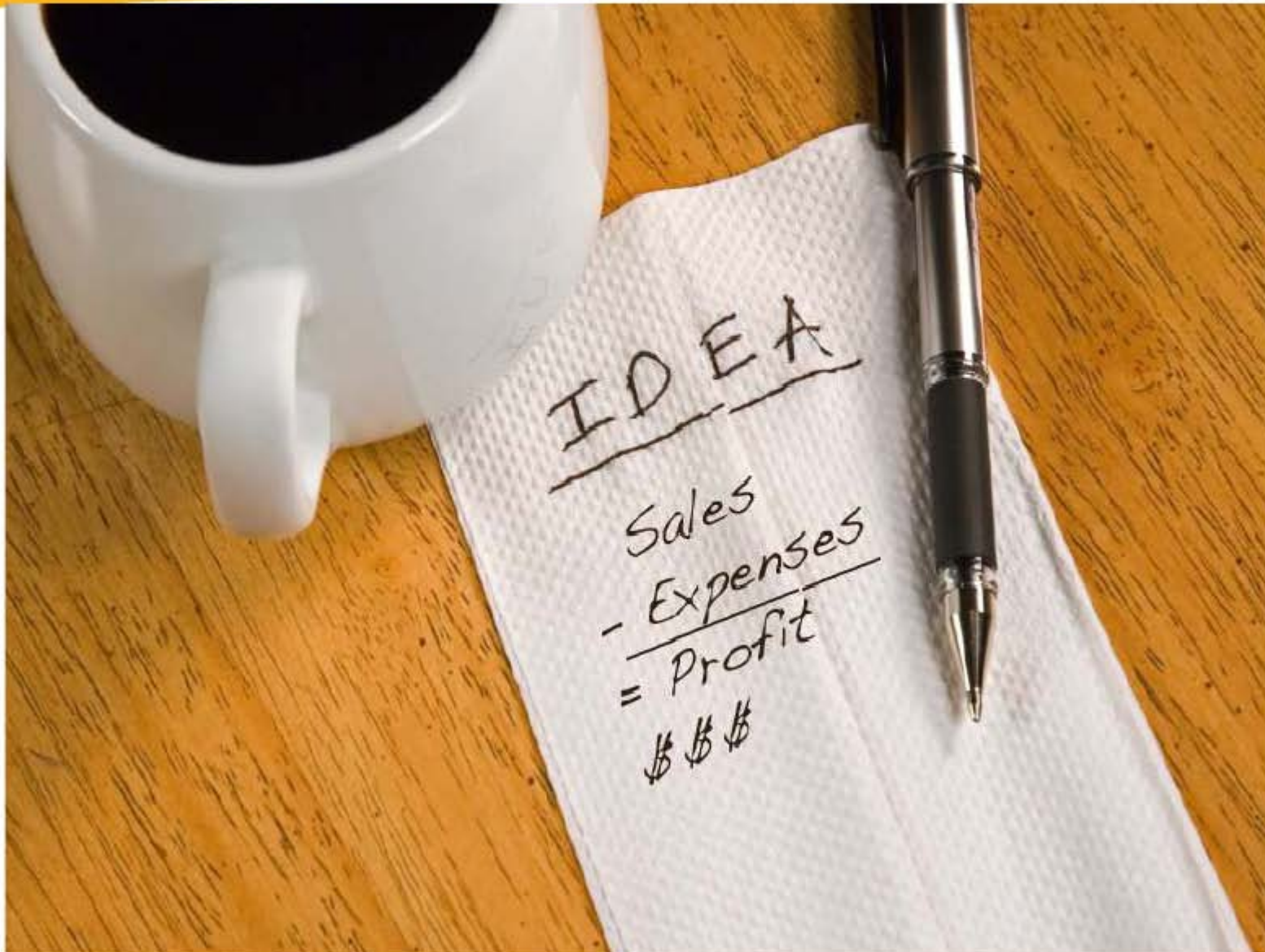
- **Connecting** to build customer relationships
- **Informing** people who will buy in to your message
- **Growing** your business with targeted marketing

## Section 1: Connect Email Marketing Basics

Connecting with your customers  
Engaging in profitable customer communications  
Using email for your marketing strategy



# Turning Ideas Into Profits





# It Takes Relationships to Build a Business



# Acquiring Customers



It Takes Time, Money, Energy & Effort...

On average, it takes 7 touches for a sale to occur.

- Some buy right away
- Others research and try
- Some show interest but don't trust you



# Converting Leads to Customers



## Communications Impact

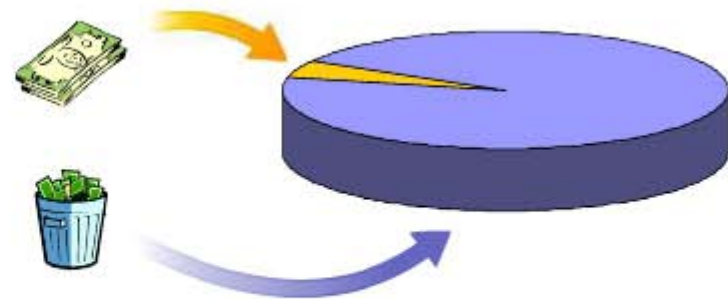
### One-time touch

#### Immediate Purchaser

Interested (Buy Later)  
Not Now (Maybe Later)  
No Interest

#### Immediate Purchase

Unlikely to Return



### Ongoing Interaction

#### Immediate Purchaser

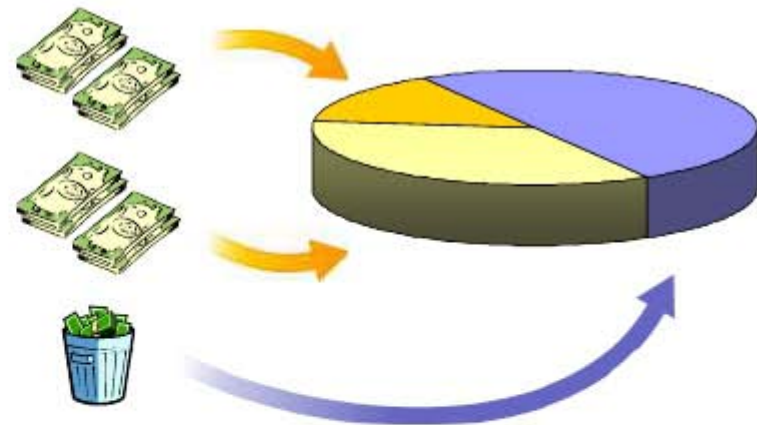
Interested (Buy Later)  
Not Now (Maybe Later)

No Interest

#### Immediate & Follow-on Purchases

Capture Interests & Communicate

Unlikely to Return



# Keep Customers Coming Back



## The Value of a Customer

- You've already paid for them
  - It's 6-7 times more expensive to gain a customer than to retain a customer <sup>1</sup>
- They spend more
  - Repeat customers spend 67 percent more <sup>2</sup>
- They are your referral engine
  - After 10 purchases, a customer has already referred up to 7 people <sup>2</sup>



Sources:

- 1. Harvard Business Review
- 2. Bain and Company, 2002



# Why Email?



Because almost everyone your business needs to reach reads it:

- 91% of Internet users between the ages of 18 and 64 send or read email
- An even higher number of users ages 65 or older do the same
- 147 million people across the country use email, most use it every day.



Sources: eMarketer

# Why Email?



## It's Cost-effective: Direct Mail vs. Email

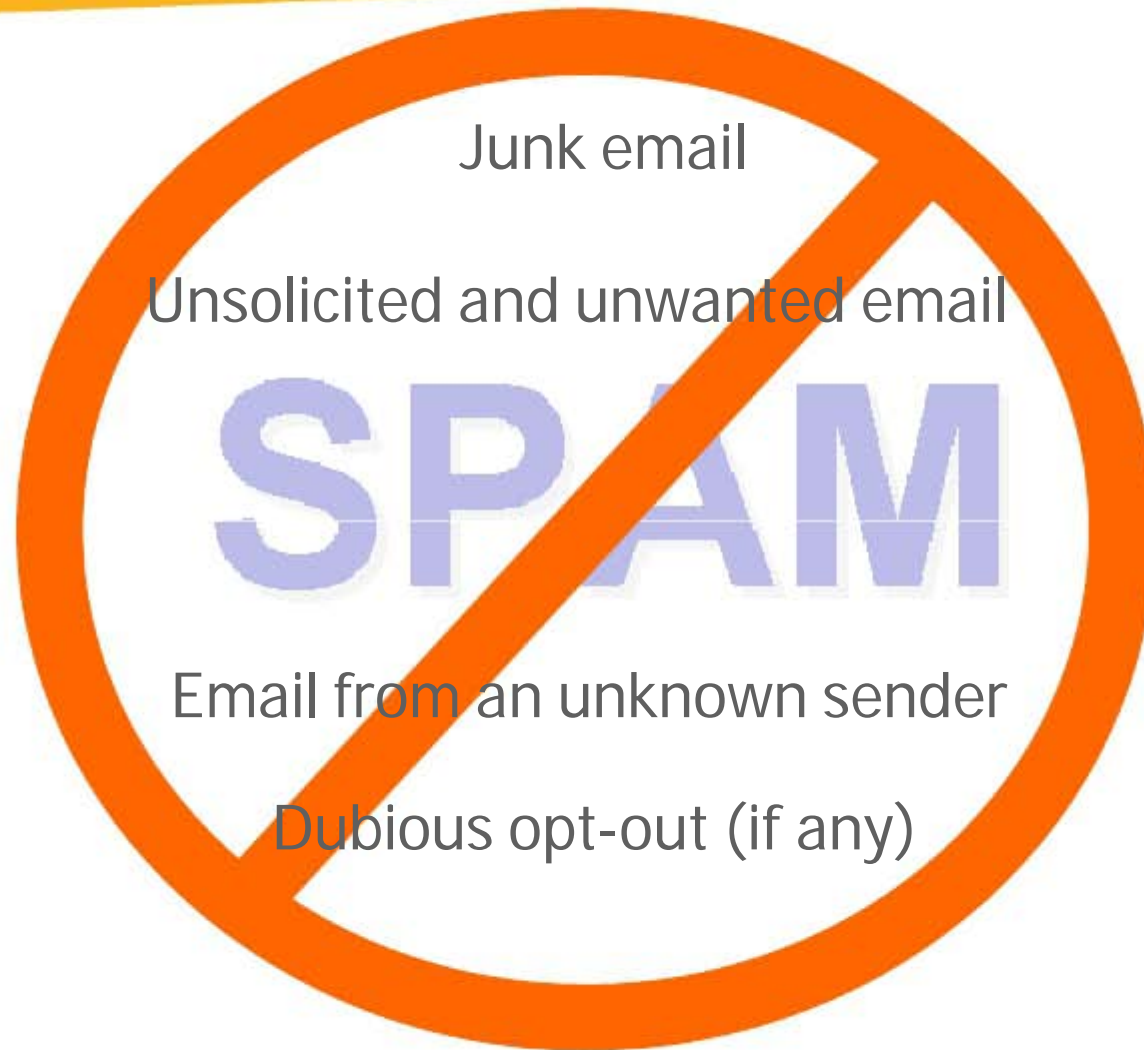
- For the same response, direct mail costs 20 TIMES as much as email <sup>1</sup>
- Email ROI is the highest when compared to other internet marketing mediums <sup>2</sup>



<sup>1</sup> Forrester Research, Inc.

<sup>2</sup> Direct Marketing Association

# Email Marketing Is Not...



Junk email

Unsolicited and unwanted email

**SPAM**

Email from an unknown sender

Dubious opt-out (if any)

# Email Marketing Is...



Delivering professional email communications...

...to an interested audience...

...containing information they find valuable.

**BLACK SHEEP ADVENTURES**  
Multiport vacations that leave the rest of the herd behind!

**Black Sheep Adventures Newsletter** The Latest and Greatest News and Offers April 2006

**Hola!**  
Our season is in full swing in Baja, and we're excited to be returning to Cape Cod, Holland and Death Valley in the coming months.  
If you haven't made vacation plans for 2006 and you've been thinking of joining us, now is the time to book if you want to save hundreds. We have just a few days left in our **Spring Cleaning Sale**. Read on for more info on the sale and our other news.

**In This Issue**

- **Spring Cleaning Sale Ends in 2 Days**
- Holland in the Spotlight
- Support the AIDS/LifeCycle Fundraising Ride
- Parting Shot: Family Fun with Black Sheep

**Holland in the Spotlight**

Holland is a picturesque land of farms, canals, windmills & castles. Its extensive network of bike paths makes for enjoyable car-free pedaling amongst pastoral and cultural beauty.  
Each day you'll have your choice of distance options to bike between distinctively Dutch cultural experiences.  
Highlights include a visit to a working windmill, a leisurely

**Spring Cleaning Sale Ends in 2 Days**

April 15th may be tax day, but it's also a deadline for a happier topic - our Spring Cleaning Sale. **Save up to \$200 each** off the list prices for our six-day adventure tours.  
The April 15th deadline is just a few days away, but never fear. All you need to do is call us by Saturday, tell us where you want to go, when you want to go and place your deposit. Your tour can be to any of our destinations and can be for you or your family.



# Using an Email Service Provider



Email Service Providers automate best practices

- Provide easy-to-use templates
- Reinforce brand identity
- Email addressed to recipient only
- Manage lists – adding new subscribers, handling bounce-backs, removing unsubscribes
- Improves email delivery, tracks results and obeys the law



# Email Basics Checklist



Ask yourself before you begin email marketing...

- Do repeat and referral customers help your business?
- Do you have a plan for delivering multiple communications?
- Is your audience interested in your message?  
Is it valuable to them?
- Can you make your emails look professional and reflect your brand?
- Do you have an Email Service Provider to help manage your strategy?

## Section 1: Connect Building a Quality Email List

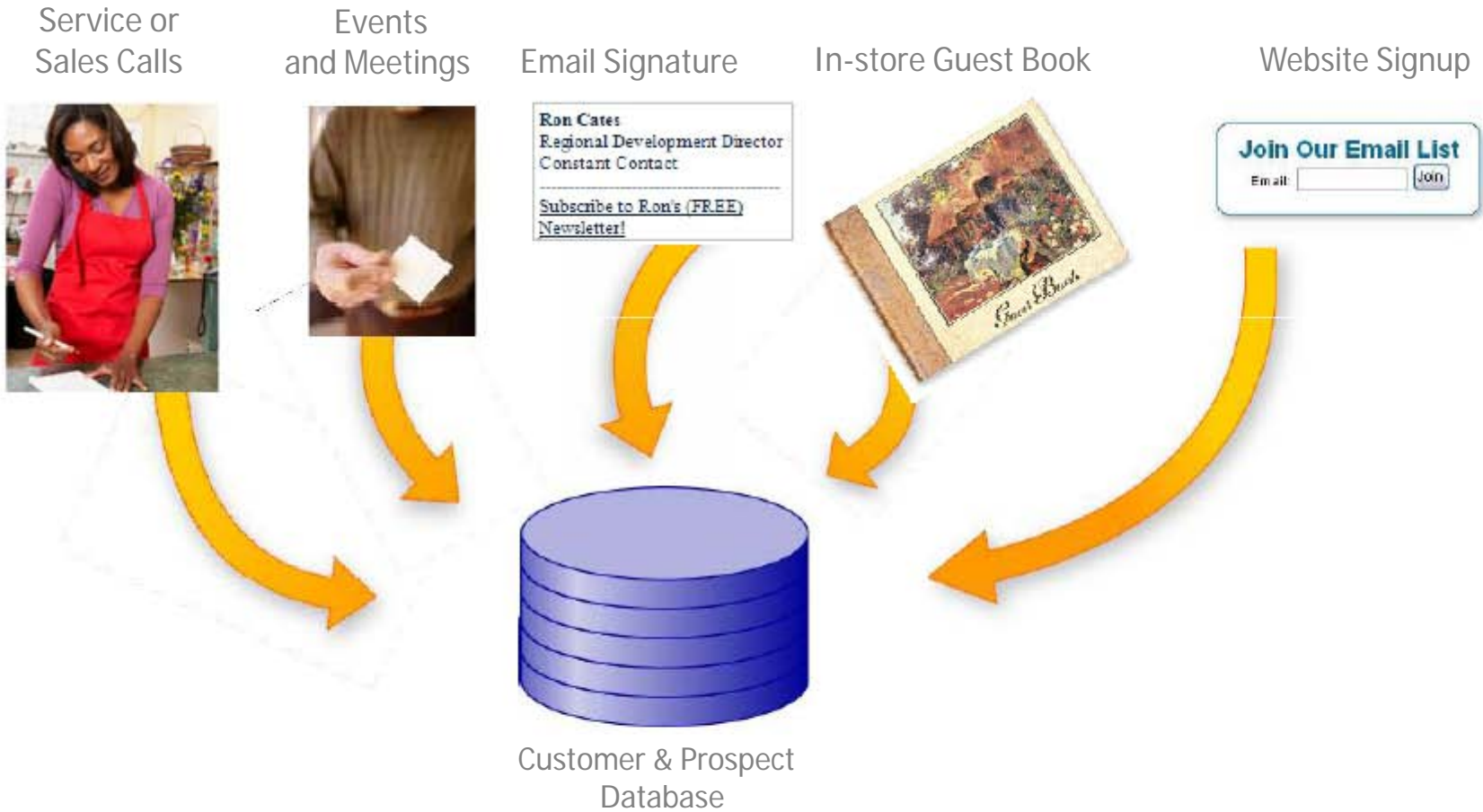
The benefits of a permission-based marketing  
Building a valuable contact list  
Keeping your list current



# Making the Connection



Build Your List Where You Connect!





# Collecting Information and Permission



- Include your logo and brand identity.
- Describe your email content and how often you'll be sending
- Ask about your customers' interests to stay relevant
- Ask for additional contact information when necessary

**Sunset Travel**

**E-Mail List Registration**

Thank you for your interest in joining our preferred customer e-mail list. We look forward to keeping you informed with periodic emails containing news and special offers.

Your Email Address:

Re-type Your Email Address:

**Please Select Your Interests:**  
Please select the areas of interest for which you would like to receive occasional email from us.

- Monthly Travel Newsletter
- Cruises
- Active Adventures
- Kids Travel Tips
- Exotic Beaches

**Please Share Your Information**  
Please provide your information here. Items marked with an "\*" require a response for signup.

\*First Name:

\*Zip/Postal Code:

Do you prefer site or window seats?

I would like to receive text only email campaigns

Sunset Travel uses [GDPR](#) to unsubscribe@ which guarantees the permanent removal of your email address from the Sunset Travel list.

Note: In each email you receive, there will be a link to unsubscribe or change your areas of interest. Your privacy is important to us - please read our [Email Privacy Policy](#).

# Sending a Welcome Email



- Include your logo and brand identity



- Personalize your message

**Welcome to the Email Community**

**About Your Subscription**

Dear John,

Welcome to the LIGHTGROUP email community. Please add emails@thelightgroup.com to your email program's address book to help ensure delivery.

Privacy is important to us; therefore, we will not sell, rent, or give your name or address to anyone. At any point, you can select the Update Profile link at the bottom of every email to unsubscribe, or to receive less or more information.

Thanks again for joining the email community. If you have any questions or comments, feel free to [contact us](#).

Sincerely,  
John Evans  
LIGHTGROUP

- Reinforce permission and ability to change preferences

# Confirming Permission



- Include your logo and brand identity
- Ask for explicit confirmation
- Include a confirmation link

**Confirm Your Subscription**

**Response Necessary to Complete Subscription**

**Dear John,**

Please confirm your subscription to Sunset Travel by clicking the link below or replying to this email.

[Confirm Subscription](#)

We ask for your confirmation to protect you from receiving unwanted email. If you do not respond, your email address will NOT be added to this list.

Thank you,  
Sunset Travel

---

# Using a Permission Reminder



You are receiving this email from Doylestown Bookshop because you subscribed to our Loyal Customer Club. To ensure that you continue to receive emails from us, add doylestownbooks@aol.com to your address book today.

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



You are receiving this email from Doylestown Bookshop because you subscribed to our Loyal Customer Club. To ensure that you continue to receive emails from us, add doylestownbooks@aol.com to your address book today.

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

**New Fiction**

**Staff Picks-Updated**

**May Special Events**

**Children's Story Time - NEW INFORMATION**

**QUICK LINKS**

**Reserve your copy of the new Harry Potter**

... for the Doylestown newsletter is the monthly ... and summer will be ... featuring tons of great new books, including new books by Michael Chabon, Deepak Chopra, and J.R.R. Tolkien

The bookshop will also be host to a great assortment of special events, from our usual First Friday celebration featuring a children's story time and authors Nancy Scott and Karen Tauber, who will be on hand on Friday, May 6th to sign copies of their books to Philadelphia icon Larry Kane, who will be here on May 12th to sign copies of Lannon Revealed. Also in May, we will host another craft event, this time taking a pattern from One Skein Wonders. If you've never been to one of our craft events and are even remotely interested, it's a great way to spend a Saturday afternoon (May 19th).



# Keeping Your List Current



- Include your logo and brand identity
- Provide a link so subscribers can update contact info
- Ask for feedback

**LIGHTGROUP**  
CREATIVE MEDIA SOLUTIONS

**Dear John,**

This email is sent quarterly to remind you that you are subscribed to the LIGHTGROUP Email Community. We trust that you are enjoying our emails! Please take a moment to [update your profile](#) with any changes to your email address, interests, or other contact information.

Remember that we will not share your information with anyone outside of the LIGHTGROUP. If you would like to offer suggestions for ways to improve any of our email communications we would value your thoughts and ask that you please [take our brief subscription survey](#).

Thanks again for your subscription. We look forward to an opportunity of assisting you with any future creative media solutions.

# List Building and Permission Checklist



Ask yourself as you build your list...

- Are you collecting contact information at every customer touch point?
- Are you asking for permission as well as contact information?
- Are you clearly describing your email frequency and content?
- Are you sending a welcome email or a confirmation email?
- Are you using permission and subscription reminders to stay current?

## Section 2: Inform

# Creating Valuable Email Content

Determining what is valuable to your audience  
Choosing an effective email format  
Deciding what day and time to send



# The Basics of Valuable Email Content



### Furry Family Living

---



#### Getting Acquainted

*What You Need to Know Now About New Puppies and Young Kids*

Whether you're planning to bring a new puppy home to the family or you are already a proud puppy parent, your puppy isn't the only one who needs some basic training to make sure you can all play well together.

Puppies are prone to play biting, tugging, jumping, digging, chewing, and stealing your child's toys. One of the best ways to get started with introductions is to create a special area in your home for puppy time...

[Read More on Our Website](#)

#### Links to Puppy Resources


Subscribe Now!

Visit Jane's Blog



### Inbox

-  Announcements
-  New Messages
-  Newsletters
-  Furry Family



### Forward this email to a Friend



# Content Has to Meet Your Objectives



“I want to...”

- Promote
  - Motivate purchases
  - Increase event attendance
- Inform
  - Inform potential customers
  - Differentiate my business
- Relate
  - Increase loyalty
  - Encourage more referrals

**LivingOrder**  
Time - data - paper - space

**Get Organized!**  
Tips and Announcements  
April 2007

**In This Issue**

- “Mini-Clean-Sweep”  
You Should Be Decisive  
National Organizes Your Files Week  
Have You Seen These GREAT ZIBO BOOKS?

**Quick Links**

- Entrepreneur Website
- Lorie's Clutter Desk Blog
- Shopping Cart
- Subscribe to Updates
- Lorie's Blog

**Direct Sellers**

- Our Own People: Deborah's Garment Organizers

**Travel Pack**

- Bon Voyage Trip Planning Checklist

**Dear Lorie,**

We are feeling so happy about springtime. So many people are telling us how motivated they are about the beautiful weather. I hope we can motivate you more with our tip! (See our coupons at the bottom of the page that saves you \$5.00... it's all the way down there and you might miss it!)

**“Mini-Clean-Sweep”**  
Get organized fast and save a 20%!

We can send 2 organizers to your home for 2 half-day appointments-- that ought to do it! Our “Mini-Clean-Sweep” saves you \$500 from our normal residential rate and GETS YOU ORGANIZED FAST!

Our Mini-Clean-Sweep is designed for the busy individual who wants quick results. It consists of 1 four-hour appointment and 2 three-hour appointments with 2 organizers. The first appointment includes an assessment and orientation and we'll get right to work on the highest priority areas.

Call us for details and scheduling-- 512-301-2426 in Austin and 512-592-4990 in San Antonio. Press 1 to speak to Kim Swickling, our Operations Manager.

**You Should Be Decisive**  
probably, I think...

When I speak I always tell my audience that if they could remember just one thing about getting organized, they should remember this: BE DECISIVE.

Clutter, whether it's on your desk or on your kitchen table, almost always represents decisions that have not been made. Have you ever heard yourself say, “I will put it here FOR NOW?” Well, that is another decision you are putting off for later. Should you know it away? Where should you put it? Do you need to keep it at all?

How long does it take you to pick out a box of cereal at the grocery store, or a movie at the video store? Do you deliberate over things like what shoes to wear or what to order at a restaurant? Do people grow impatient and complain about your indecisiveness?

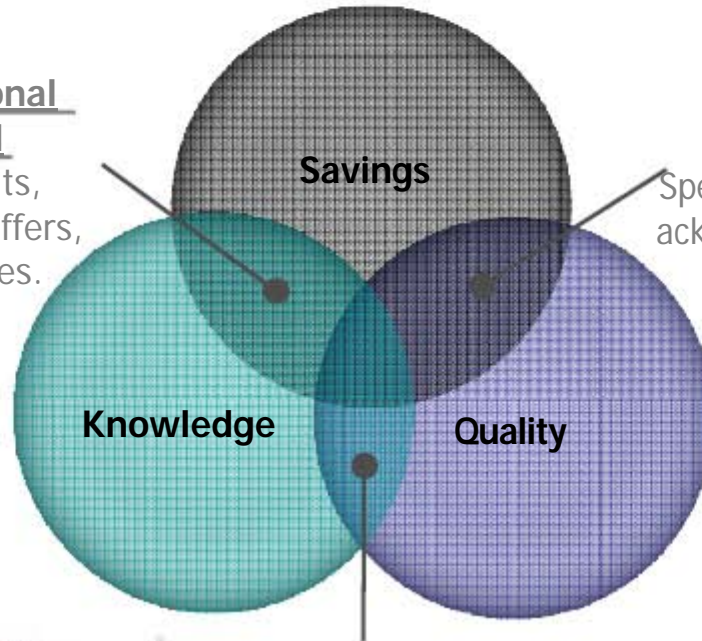
Usually indecisiveness is based in fear, since it often means you are afraid of making “The Wrong Choice.” What is the worst thing that could happen? Make a decision this week to work on your decisiveness... you'll be better organized and save time for other things. I think I am pretty sure...!

This article came from Lorie's Clutter Desk Blog... you can get these posts delivered via e-mail. Click here to

# Content Has to Have Value to Your Audience



**Promotional Email**  
Discounts, coupons, offers, incentives.



**Relational Email**  
Special privileges, acknowledgement



**Informative Email**  
Advice, research, facts, opinions, tips

# Coming Up With Valuable Email Content



- Share your expertise
- Use facts & testimonials
- Give guidance & directions
- Offer discounts & coupons
- Exclusivity & VIP status
- Hold contests & giveaways\*
- Acknowledge your audience

\* Check applicable regulations before deciding to hold a contest or giveaway



# Keeping Email Content Concise



Host large bodies of content...

- On your website
- In a PDF document
- In a longer archived version

Email only essential information

- Use bullets or summaries
- Link directly to the information
- Give instructions if necessary

## Colorado Rafting Trip



Our Sunset Travel Adventure Group is gearing up for the second annual river rafting trip. It is scheduled for August 23 - August 27th, starting at the base of Glen Canyon Dam in beautiful Colorado. There are still six spaces left for anyone interested in joining the group.

Complete packages start at \$399 with flights fro New York and Boston.

[Read on...](#)

ck out this Cruise vacation for the kids and for you! This four family includes two babysitters/chaperones to help out with the kids.

# Determine Appropriate Format



## Newsletters

- Frequency: Regular i.e. monthly / weekly
- Lots of educational content (typically non-promotional)
- Use bullets, summarize information, be concise



## Promotions / Invitations / Surveys

- Frequency: Depends on your business and sales cycle
- Focus on promotion / limited content
- Use content to invite click-through or other action



## Announcements

- Frequency: Event-driven
- Press releases, holiday greetings, thank you cards...
- Use content to build deeper relationships



# Branding Emails Consistently



Use different formats and similar designs...

- Include your logo
- Use consistent colors
- Use meaningful graphics
- Avoid drastic changes



# Calling Your Audience to Action



## Calls to Action Include...

- Links to click on
- Information to print out
- Phone numbers to call
- Instructions for reading the email
- Instructions for saving the email

## Describe the Immediate Benefits...

- What's in it for your audience?
- Why should they do it now?



# Frequency & Delivery Time



## How often to send

- Create a master schedule
- Include frequency in online sign-up “Monthly Newsletter”
- Keep content concise and relevant to planned frequency

## When to send

- When is your audience most likely to read it?
  - Day of week (Tuesday & Wednesday)
  - Time of day (10am to 3pm)
- Test for timing
  - Divide your list into equal parts
  - Send at different times and compare results

## Maximum impact with minimum intrusion



# Email Content Checklist



Ask yourself as you create content...

- Are you trying to promote, inform, or relate?
- What is your audience interested in?
- Is your email format branded and supportive of your message?
- Is your email concise and does it include a strong call to action?
- Does your content match your frequency and timing?

## Agenda

15:00

15-Minute Break

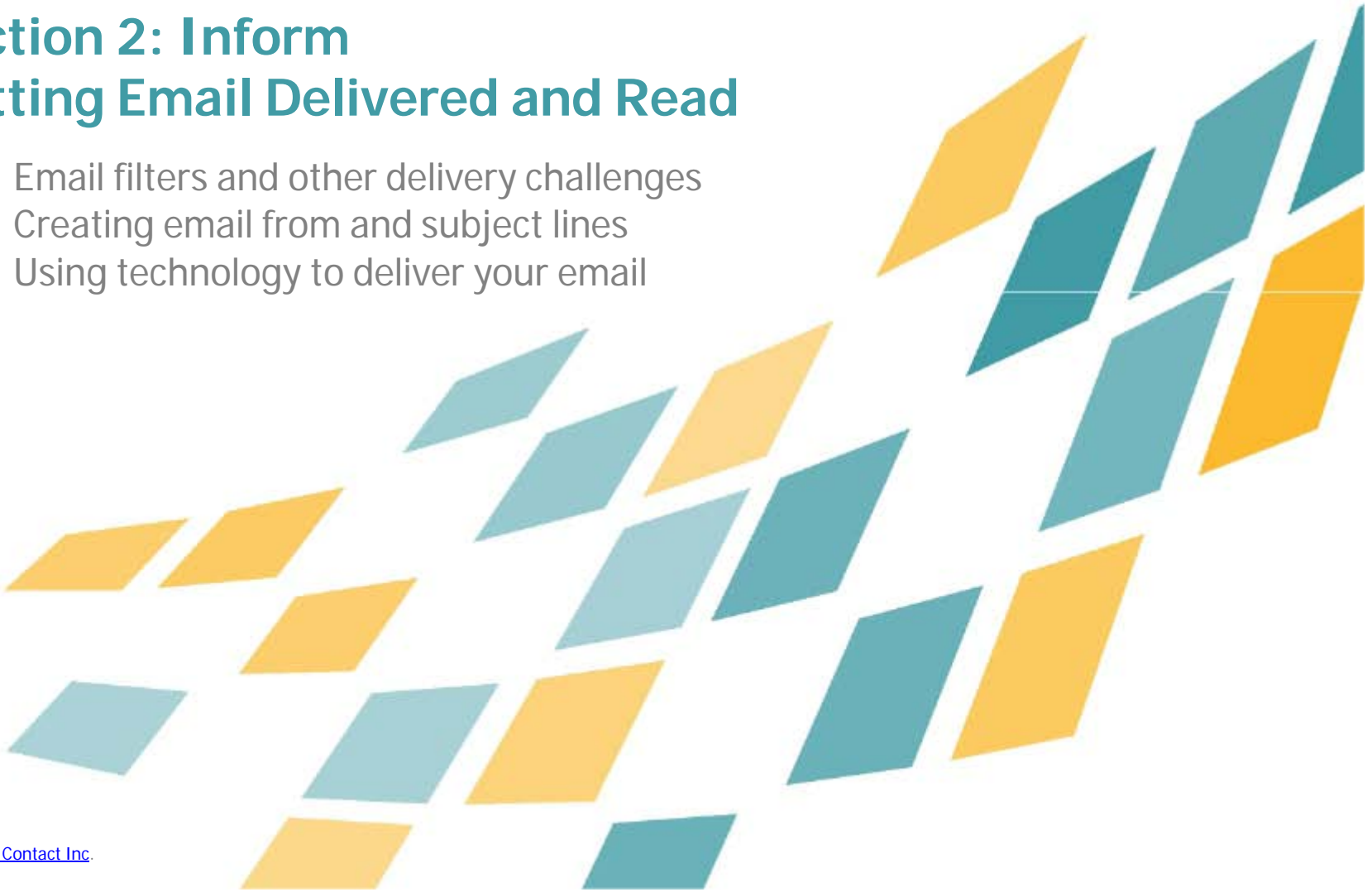




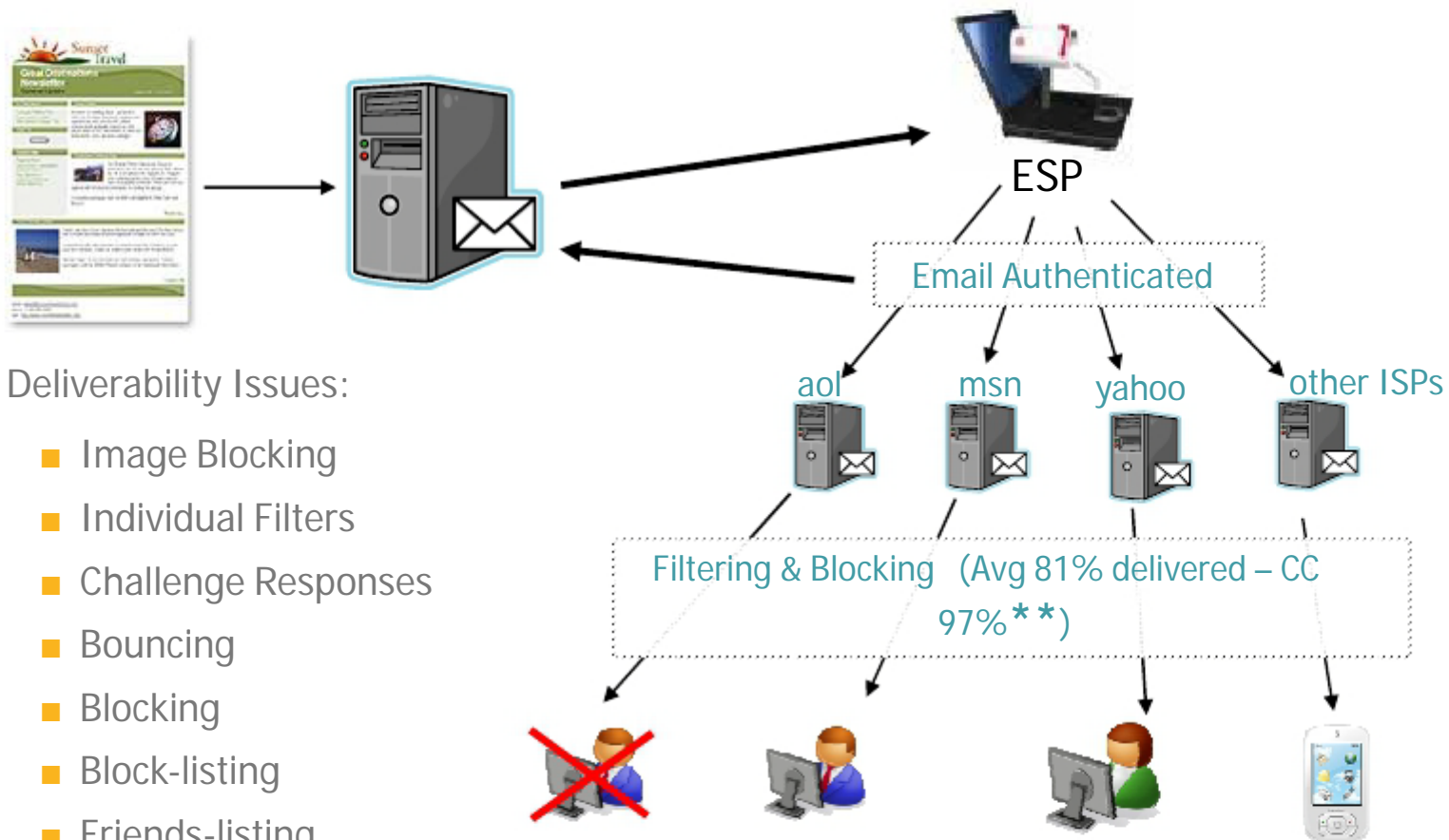
## Section 2: Inform

# Getting Email Delivered and Read

Email filters and other delivery challenges  
Creating email from and subject lines  
Using technology to deliver your email



# Is Your Email Fabulous or Filtered?



## Deliverability Issues:

- Image Blocking
- Individual Filters
- Challenge Responses
- Bouncing
- Blocking
- Block-listing
- Friends-listing
- Reputation
- Sender Authentication

\*\* Return Path verified

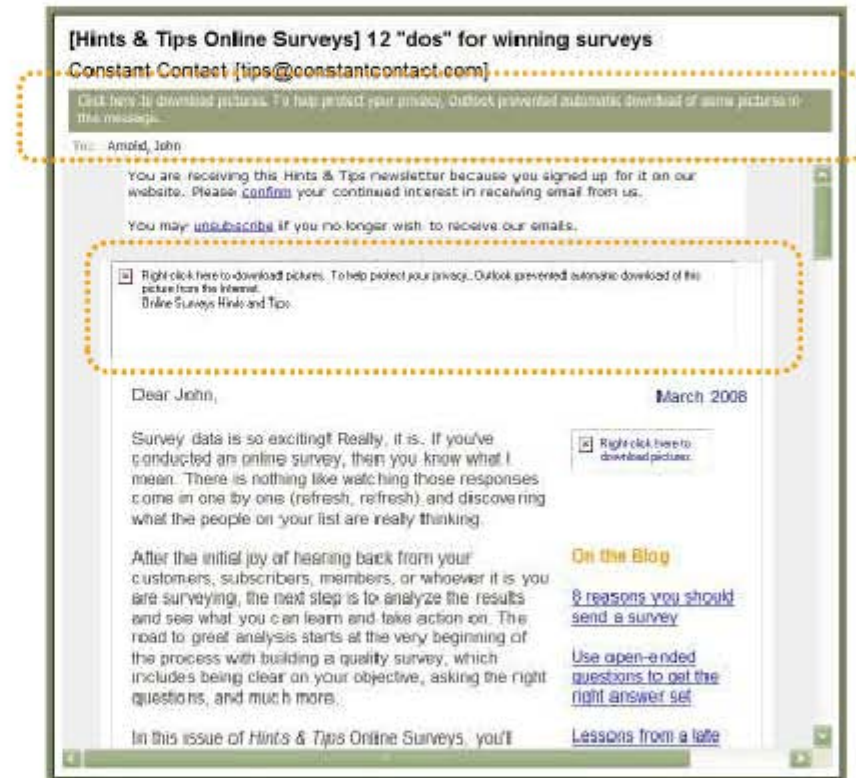
# Image Blocking



Images must be enabled by most users.

Default setting is manual – unlikely to change.

- Use image descriptions
- Avoid tall top-bar images
- Avoid image-only messages



# Email Filtering, Bouncing, & Blocking



## Filtering

- Sorts email to a folder, i.e. 'junk'
- Based on content or origin

## Blocking, Bouncing

- Returns email to sender
- Based on criteria or condition



# Scanning Your Emails Before Sending



**Anti-Spam Check** [Close](#)

Your Score: **0.0** (Scores of 5 or higher are likely to be blocked)

Result: **Low** - Your email should not be affected by spam filters.



# Reputation and Authentication



## Reputation

- Meet professional standards
- Low number of spam complaints

## Authentication

- Verifies identity of sender
- No authentication = increased filtering/blocking



# Getting Email Opened



## The "From" line

- Use a name your audience recognizes
  - Include your organization name or brand
  - Refer to your business in the same way your audience does

## Be consistent

60% of consumers say the "from" line most often determines whether they open an email or delete it.  
Source: DoubleClick

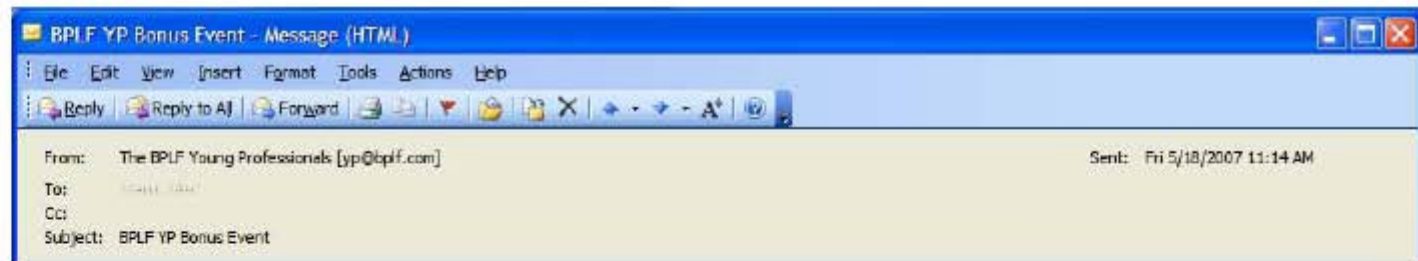
Mailbox	
From	Subject
John Evans	Re: speaker notes
Nancy Hyde	RE: what's up?
Eduardo Chavez	RE: presentation attached
<b>Date: Wednesday</b>	
Pratt, Stephen	RE: management training
Warren, Dhakir	Constant Contact Cares4Kids

# Getting Email Opened



The “From” line – use a familiar email address

Some email programs display From name + email



Some email programs display only From email



# Getting Email Opened



## The "Subject" Line

- Keep it short and simple
- 30-40 characters including spaces (5-8 words)
  - Incorporate the immediate benefit of opening the email
- Capitalize and punctuate carefully
- Avoid copying the techniques inherent in spam emails.

Mailbox	
From	Subject
John Evans	Re: speaker notes
Nancy Hyde	RE: what's up?
Eduardo Chavez	RE: presentation attached
<b>Date: Wednesday</b>	
Pratt, Stephen	RE: management training
Warren, Dhakir	Constant Contact Cares4Kids'

Emails with shorter subject lines significantly outperformed emails with longer subject lines.

- MailerMailer (2008)

# Avoiding "Spam-speak"



- ✗ The words: free, guarantee, spam, credit card etc.
- ✗ ALL CAPITAL LETTERS
- ✗ Excessive punctuation !!!, ???
- ✗ Excessive use of "click here"
- ✗ \$\$, and other symbols
- ✗ No "From:" address
- ✗ Misleading subject lines



## Example: Typical spam "From" and "Subject" lines

Junk E-mail				
	From	Subject	Received	Size
!	Dan Keyes	Cash credit / Home credit	Sat 9/9/2006 3:1...	1 KB
	acrylate	How to be irresistible to the opposite sex 4179-4	Sat 9/9/2006 3:0...	1 KB
!	Louella	???5?4? ??????? ????????	Fri 9/8/2006 10:2...	3 KB
	Andres Alexan...	Hey you!	Fri 9/8/2006 3:08 ...	697 B
	vendor. actual	~..~Guaranteed Instant Approval!..!	Fri 9/8/2006 3:41 ...	2 KB
	bosonic	Increase sexual satisfactions!!!! 7344	Fri 9/8/2006 1:51 ...	11 KB



# Email Delivery Checklist



Ask yourself before you send your message...

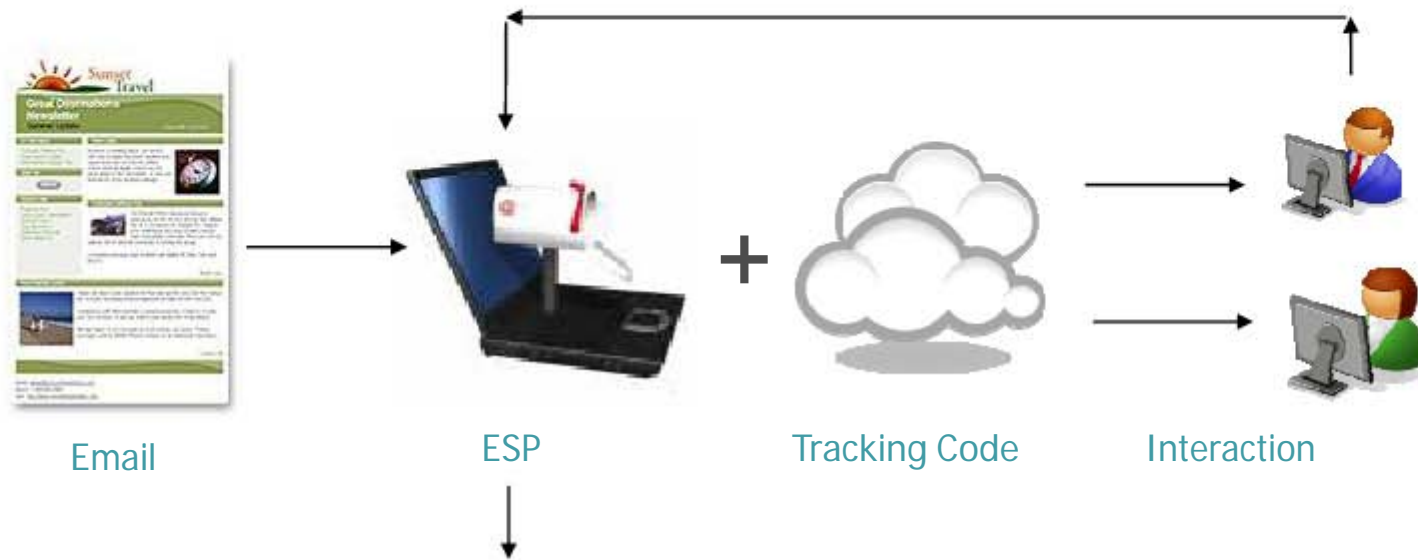
- Are your images working together with text to identify your email?
- Are you avoiding spam-like content in your emails?
- Is your Email Service Provider authenticating your email?
- Is your From line familiar and are you using a familiar email address?
- Does your Subject line include the immediate benefits of your email?

## Section 3: Grow

# Increasing Email Click-Through and Response Rates

Tracking and improving email delivery  
Increasing opens, clicks, and forwards  
Reducing unsubscribe requests

# How Tracking Works



Emails

Show  Emails

<a href="#">Date Sent</a> ▼	<a href="#">Email name</a>	<a href="#">Sent</a>	<a href="#">Bounces</a>	<a href="#">Spam Reports</a>	<a href="#">Opt-outs</a>	<a href="#">Opens</a>	<a href="#">Clicks</a>	<a href="#">Forwards</a>
1/3/2007	<a href="#">Marie Olen Event</a>	<a href="#">36</a>	27.8% <a href="#">(10)</a>	0	0	61.5% <a href="#">(16)</a>	81.2% <a href="#">(13)</a>	31.2% <a href="#">(5)</a>

# Understanding Bounced and Blocked Email



## “Hard Bounce”

- Permanent condition
  - Email address non-existent
  - Misspelled/no longer in use

## “Soft Bounce”

- Could be temporary
  - Server was down
  - Mailbox is full
  - Email was blocked

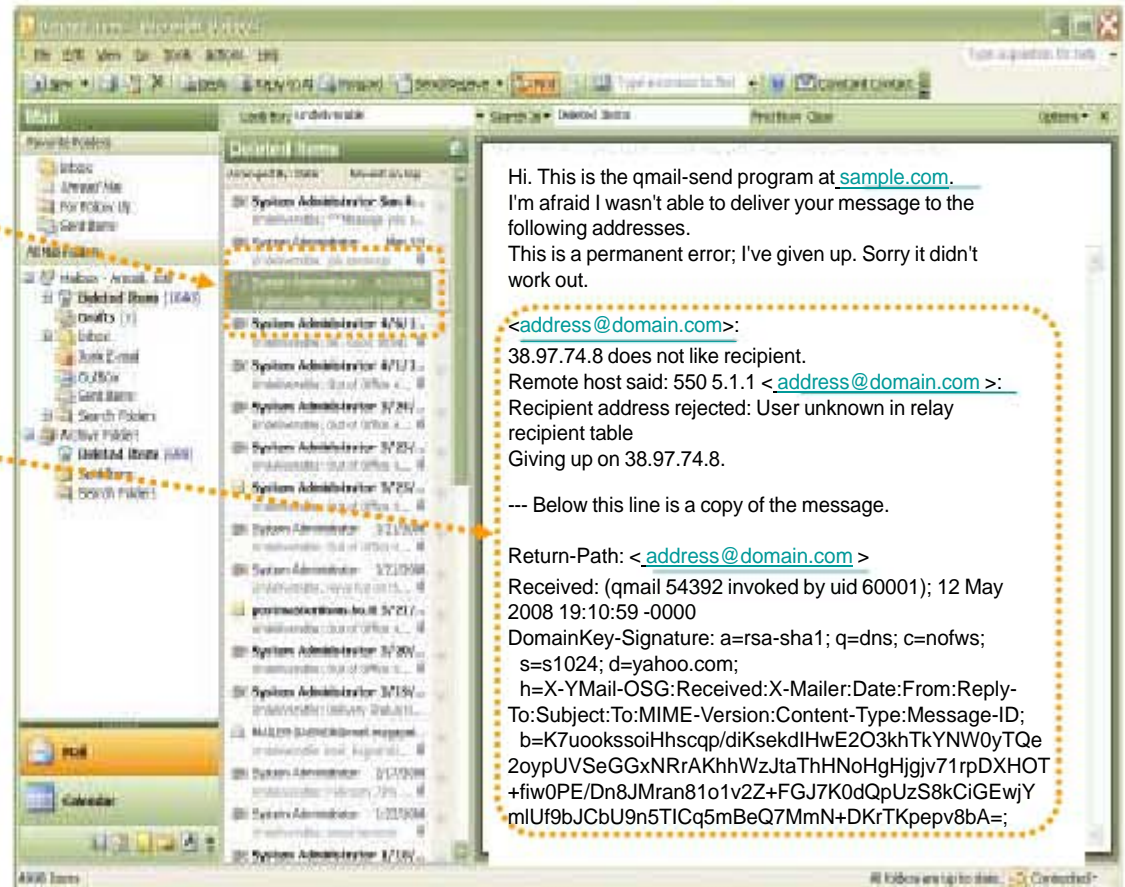


# Sorting Through Bounce and Block Code



## Bounce Scenario With No Reporting

- Undeliverable email is returned to the sender's inbox
- Code explains the reason for the bounce





# Utilizing Bounce and Block Reporting



## Bounce Scenario With Automated Reporting

- Undeliverable email is returned to the Email Service Provider
- Bounce information fed into one simple report



Emails

Show 10 Emails Go

Date Sent	Email name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1/3/2007	<a href="#">Marie Olen Event</a>	<a href="#">36</a>	27.8% <a href="#">(10)</a>	0	0	61.5% <a href="#">(16)</a>	81.2% <a href="#">(13)</a>	31.2% <a href="#">(5)</a>

# Dealing with Bounced & Blocked Email



## Non-existent address

- Check for obvious misspellings
- Try to obtain a new address

## Undeliverable/mailbox full/ email blocked

- Try re-sending later
- Correct temporary issues
- Obtain a new address if a recurring issue is present

**Contacts : Manage Bounces**

Display bounced email addresses (emails that have been returned without delivery), select an email from the list below. For emails sent less than 90 days ago, you can view, export, refresh or remove bounced email addresses from your list. To remove contacts from the bounced categories, check the box(es) next to the category name and click the remove button.

Select an Email

Email:

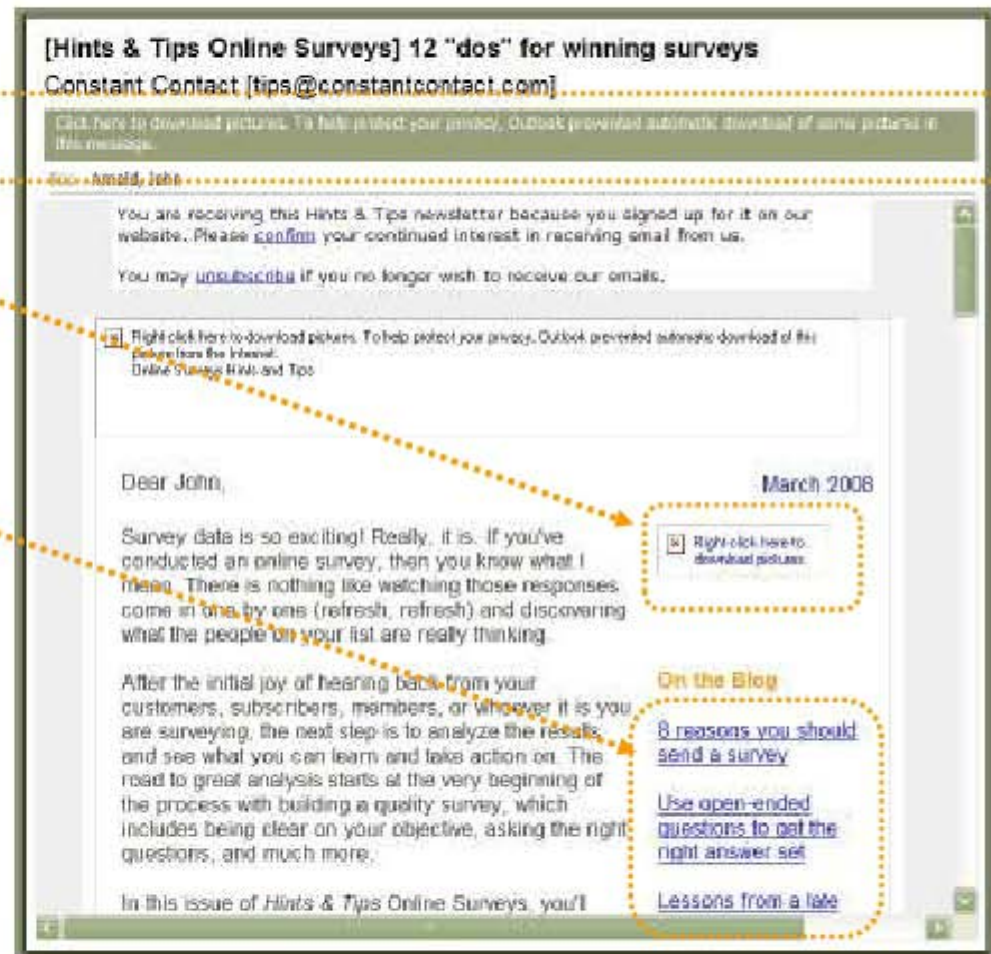
<input type="checkbox"/> Bounce Category	Bounce Count
<input type="checkbox"/> Non-existent address	5
<input type="checkbox"/> Undeliverable	0
<input type="checkbox"/> Mailbox Full	0
<input type="checkbox"/> Vacation/Auto Reply	0
<input type="checkbox"/> Other	1
<input type="checkbox"/> Blocked <a href="#">(more info)</a>	0

# Understanding "Open" Rates



Open tracking indicates level of interaction, not delivery...

- An image imbedded in the email was enabled by the recipient
- A link with imbedded tracking code was clicked



# Analyzing "Open" Rates



Use open tracking to spot trends

- Open rates trending down
  - Fewer subscribers are enabling images
  - Fewer subscribers are clicking links
- Steady open rates
  - Assume email is being received
  - Check your ESP's average delivery rate

**Emails: Reports**

This report shows key comparative metrics, as well as the results of your emails to date. Rerouted emails are excluded from the metrics and the report. To view details on bounces, opens, link-clicks, forwards, risk in the trend chart.

**Email Campaigns**

Date Sent	Campaign name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
11/25/2008	Newsletter 2008 Newsletter	37	2 (0%) (7)	0	0	55.6% (17)	64.7% (11)	29.4% (5)
10/1/2008	Confirm Deliveries for December	1	0	0	0	100.0% (1)	0	0
10/1/2008	test1	1	0	0	0	100.0% (1)	100.0% (1)	0

**Comparative Metrics**

	Sent	Bounces	Opens	Clicks	Forwards
Overall	37	16.0% (7)	56.7% (17)	64.7% (11)	29.4% (5)
Last 3 months	37	16.0% (7)	56.7% (17)	64.7% (11)	29.4% (5)
Compare with other sites	—	18.3%	37.0%	8.9%	3.3%

# Understanding Click-Through Rates



A click-through happens when your subscriber clicks a link to...

- Visit your website
- Download a file
- Take an online survey
- Send you an email

Clicks are tracked by inserting special HTML tracking code in the link

**Day Tripper Dispatches**  
New Trips, Tips & Updates  
from The Complete Day Tripper  
www.piercepresse.com

**In This Issue**

Into the Mystic - and Stonington  
Also in the Dispatches...  
Exclusive Coupons & Special Offers  
Trains of Our National Heritage

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- Regent Theatre
- Construction Toys
- Arlington Enrichment Collaborative
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- Computer Handyman
- Children's Technology Workshop
- Able 9 European Furnishings
- Forward Your Dispatches to a Friend!

**Dear Charlotte,**

Welcome to the Valentine's and Presidents' Day edition of the Day Tripper Dispatches! This month, how about expressing your love for your spouse, a special friend, or your whole family by taking them on a Day Trip? As for Presidential destinations, from the Adams House in Quincy to the Minute Man Trail and the Pierce Manor in Concord, NH, there are plenty around.

P.S: The Day Tripper Divas have been very busy this winter, so don't forget to check the [blog](#) frequently!

**Into the Mystic - and Stonington**

When midwinter cabin fever strikes, consider heading out of town to Stonington & Mystic, Connecticut, less than 2 hours from Boston. This jaunt makes a fabulous extended Day Trip at any time of year. From the great restaurants and antique and specialty stores along Water Street in Stonington to the Mystic Seaport Museum and the Fantastic Umbrella Factory, there's plenty in this area for all ages, even if the weather's wet or nippy...

[Read On...](#)

**Also in the Dispatches...**

- [It's a Jungle in There!](#)
- [Day Tripping on the "T"](#)
- [Swords & Play at the Higgins](#)
- [Accessible Winter Sports](#)
- [Dispatches Photo Contest](#)
- [Exclusive Subscriber Coupons](#)
- [Not Your Grandma's Trampoline!](#)
- [Ice Skating in Metro West](#)
- [All Aboard for Trains!](#)
- [Forward to a Friend!](#)



# Capitalizing on Click-Through



Use click tracking to determine...

- Audience interests
  - Clicks tell you what topics were interesting
  - Save clickers in an interest list for targeted follow up
- Goal achievement
  - Use links to drive traffic toward conversion
  - Compare clicks to conversions and improve

The screenshot shows the 'Emails: Reports' page in the Constant Contact dashboard. An orange arrow points down to the page. The page title is 'Emails: Reports' and it includes a 'Speak' button. Below the title is a brief description: 'This report shows key comparative metrics as well as the results of your emails to date. Removed emails are excluded from the metrics and the report. To view details on bounce, open, click-through, soft-bounces, click-unable, view count...'. Below this is a table with columns: Date Sent, Email name, Sent, Bounces, Spam Reports, Opt-outs, Opens, Clicks, and Forwards. A dashed orange box highlights the 'Clicks' column. The table contains the following data:

Date Sent	Email name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1/2/2007	<a href="#">New Product Preview</a>	5	0	0	0	100.0% (0)	0	0
12/2/2006	<a href="#">Customer Dinner Invitation</a>	847	5.0% (42)	0	1.5% (13)	34.0% (270)	3.3% (8)	0
12/19/2006	<a href="#">Customer Lunch Invitation 2</a>	523	3.8% (19)	0	0.2% (1)	39.9% (207)	12.9% (26)	0.5% (1)
12/10/2006	<a href="#">September 18 Newsletter</a>	172	3.5% (6)	0	1.2% (2)	48.2% (80)	16.2% (13)	0
12/1/2006	<a href="#">Customer Dinner Invitation</a>	252	4.5% (11)	0	0	44.8% (112)	19.2% (28)	0
11/29/2006	<a href="#">Thank You Campaign</a>	356	8.1% (29)	0	0.8% (3)	49.5% (162)	11.1% (18)	0.6% (1)

# Understanding Unsubscribe Requests



An unsubscribe request happens when your subscriber no longer wants to receive your emails.

- Offer your subscribers permanent list removal
- Best practice is automatic removal with an unsubscribe link

e-GiftMarketplace.com

**Leisurely Summer Lawn Games**  
All Sets Are Under \$100!

<p><b>Dear Gina,</b></p> <p>e-GiftMarketplace.com is your online resource for outdoor enthusiasts of all ages. We've filled our warehouse with all kinds of backyard games to help you create the perfect setting for an afternoon of family fun.</p> <p>We carry the largest selection of lawn games on the web. There's something for everyone. And, just for our valued subscribers, we'll give you <b>FREE SHIPPING</b> on all orders made by the end of July. So don't delay, come visit us today!</p>	<p><b>Horseshoe Set</b></p>  <p><a href="#">For just \$68 -- give those old rusty horseshoes the heave-ho.</a></p>	<p><b>Bocce Set</b></p>  <p><a href="#">For just \$65 -- play a classic game of bocce in your own backyard.</a></p>
	<p><b>Croquet Set</b></p> 	<p><b>Badminton Set</b></p> 

**SafeUnsubscribe®**  
This email was sent to [jarnold@constantcontact.com](mailto:jarnold@constantcontact.com) by [tips@constantcontact.com](mailto:tips@constantcontact.com)  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#)

[game of croquet.](#)      [backyard pastime.](#)

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This email was sent to [jarnold@constantcontact.com](mailto:jarnold@constantcontact.com) by [tips@constantcontact.com](mailto:tips@constantcontact.com)  
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# Reducing Unsubscribe Requests



## Why do people unsubscribe?

- Over-communication
- Irrelevant content
- Poor targeting

Enable your audience to leave comments when unsubscribing from your list!

**You have successfully unsubscribed**

Thank you - We have received your unsubscribe request and have removed **jarnold@constantcontact.com** from our list.

---

We are sorry to see you go!  
Please take a moment to tell us why you chose to unsubscribe. (optional)

150 characters remaining

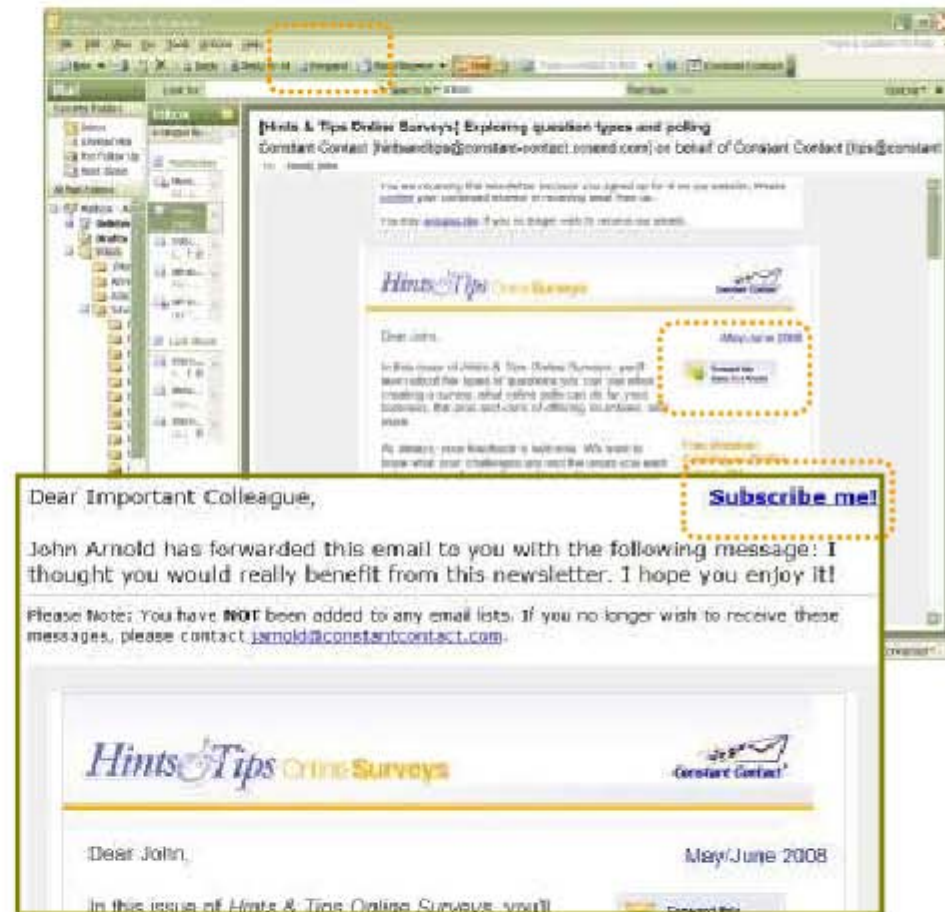
**Submit**

# Understanding Email Forwarding



Providing a forward link in your emails helps to...

- Identify people who forward your emails
- Format your forwarded emails correctly
- Enable the people who receive your forwarded email to join your email list



# Encouraging and Rewarding Email Forwards



Use your forward report to...

- Thank people who forward your emails
- Learn about the value of your email content

Help your audience spread the word. Ask them to forward your email

Email Address	Status	Date Forwarded
<a href="mailto:smicklovich@constantcontact.com">smicklovich@constantcontact.com</a>	Active	1/3/2007 12:37 PM EST
<a href="mailto:smicklovich@constantcontact.com">smicklovich@constantcontact.com</a>	Active	1/3/2007 12:37 PM EST
<a href="mailto:astern@roving.com">astern@roving.com</a>	Active	1/3/2007 11:36 AM EST
<a href="mailto:astern@roving.com">astern@roving.com</a>	Active	1/3/2007 11:36 AM EST
<a href="mailto:lhabsch@constantcontact.com">lhabsch@constantcontact.com</a>	Active	1/3/2007 11:30 AM EST
<a href="mailto:qbarsoum@constantcontact.com">qbarsoum@constantcontact.com</a>	Active	1/3/2007 11:29 AM EST
<a href="mailto:dbrissenden@constantcontact.com">dbrissenden@constantcontact.com</a>	Active	1/3/2007 11:27 AM EST
<a href="mailto:dbrissenden@constantcontact.com">dbrissenden@constantcontact.com</a>	Active	1/3/2007 11:27 AM EST
<a href="mailto:kobrien@constantcontact.com">kobrien@constantcontact.com</a>	Active	1/3/2007 11:26 AM EST

Save as List   Export



# Email Tracking and Response Checklist



Ask yourself after you send...

- Are there any bounced or blocked emails that require attention?
- Is your open rate trending upward or downward?
- Did your audience take action on your email by clicking through or forwarding your email? What were they interested in?
- Did anyone unsubscribe from your list? Did they give you feedback?
- Did you identify any areas for improvement so your next email is more targeted and more effective?

# What next?



Just getting started?

- Start building your list
- Learn how to create an email
- Sign up for a free trial

Ready to learn more?

- Attend an in-depth seminar
- Read Email Marketing for Dummies
- Visit the Constant Contact learning center

Want to expand your expertise?

- Join Constant Contact's online community
- Get trained in email marketing best practices through Constant Contact University
- Sponsor a non-profit through Cares4Kids.com



[ConstantContact.com](http://ConstantContact.com)



## Thank You!

Please fill out an evaluation and leave it on your seat.

As A Special Gift For Just Being With Us...

**"Grab Your 100% Just Full Featured, 30-Day Autoresponder Account!"**

**"Constant Contact" Gives ALL Our Valuable Visitors A Full 60-Day Account For Free!**

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