



U.S. Small Business
Administration



Constant
Contact

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Unlock the Power of AI in Email Marketing to Sell More



61% of consumers enjoy receiving promotional emails weekly

For every \$1 spent on email marketing, there is a **\$36 average (ROI)**



Sources: Marketing Sherpa;
Litmus, the ROI of Email Marketing



**Nurture & cultivate
new & existing customers
with **email marketing**
to **increase sales****



Here's what we'll cover today:

- Fundamental tips for good email marketing + AI
- Using segmentation & automation for better results + AI
- Getting to the next best level using data + AI

Your small business marketer



Dave Charest

Director, Small Business Success

Host, Be a Marketer Podcast

Constant Contact

Artificial Intelligence (AI)?

The creation of computer systems that imitate human intelligence, enabling tasks like problem-solving, learning, and decision-making.

It includes subfields like machine learning and natural language processing.



What kind of email marketer are you?

1

I don't send
emails yet

2

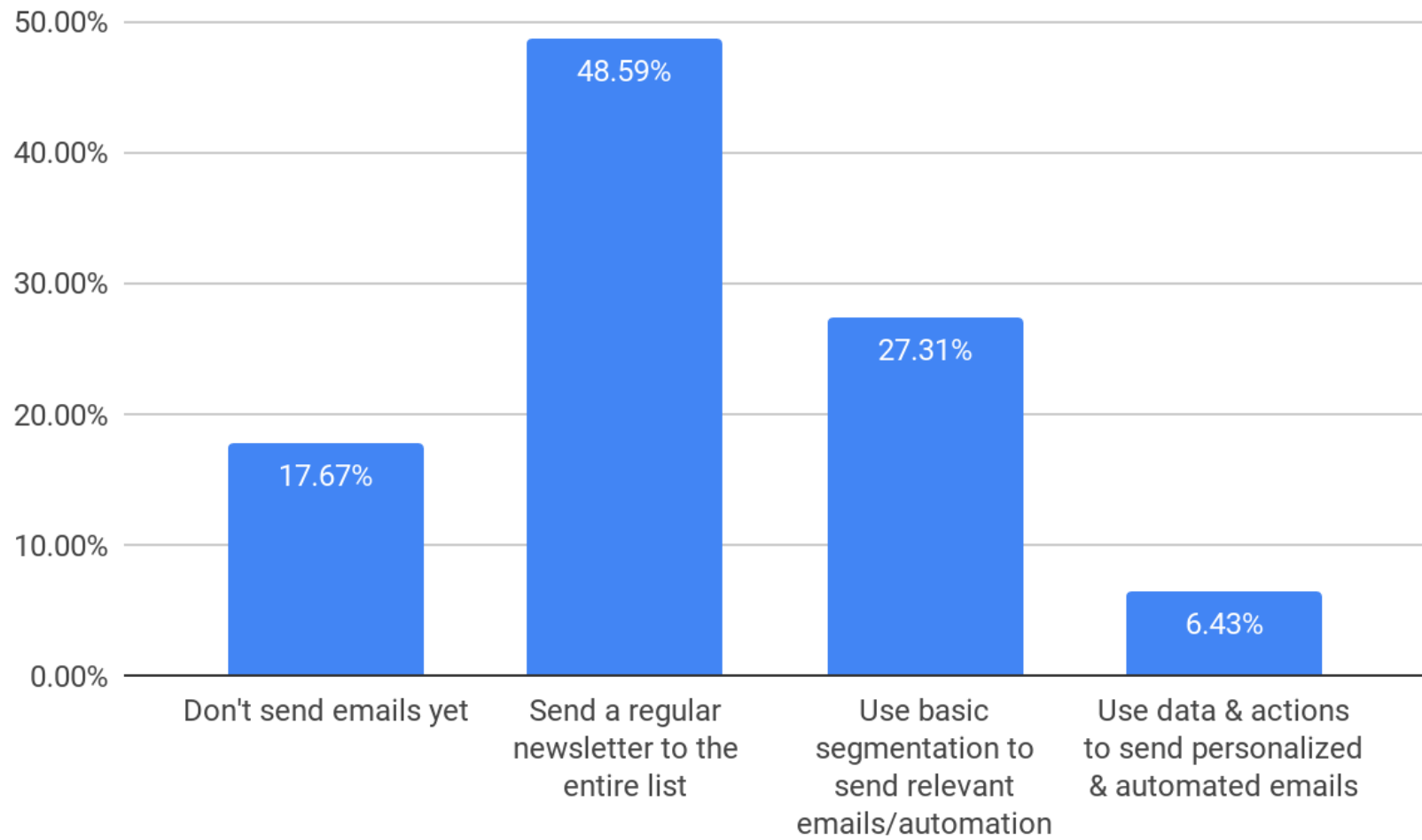
I send emails
to my entire
list

3

I use basic
segmentation
and
automation to
send more
relevant
emails

4

I use data and
analytics for
advanced
personalization
and
automation




Let's get started...

- **Fundamental tips for good email marketing + AI**
- Using segmentation & automation for better results + AI
- Getting to the next best level using data +AI

Your email success starts with permission

- Get them to say “yes” to receiving emails
- Use clear opt-in language on your sign-up forms
- **DON'T** buy email lists



Join our birthday club!

We love celebrating birthdays with our customers! Join our email list to get a special gift on your birthday. You'll also be able to stay up to date with all of our offerings and products.

* Email

First Name

Last Name

Birthday

Sign me up!

By submitting this form, you are consenting to receive marketing emails from:
Constant Contact, 1601 Trapelo Rd, Waltham, MA 02451, US
You can revoke your consent to receive emails at any time by using the
SafeUnsubscribe@ link, found at the bottom of every email.
[Emails are serviced by Constant Contact](#)

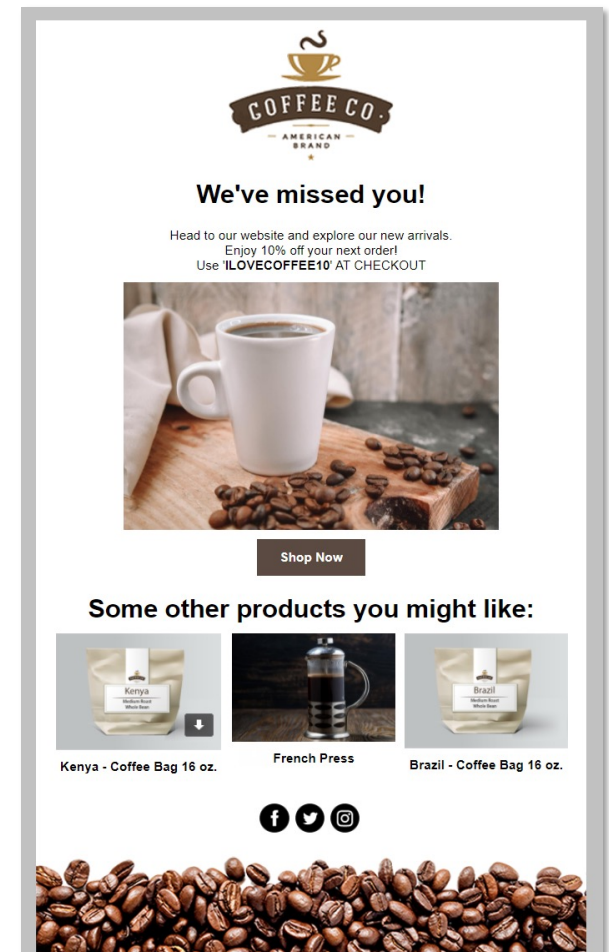
Don't share your email list

For once, you should keep it all to yourself!



How to stay compliant with anti-spam laws:

- Use an email marketing provider
- Always include your physical address and other contact information
- Make it easy for people to unsubscribe



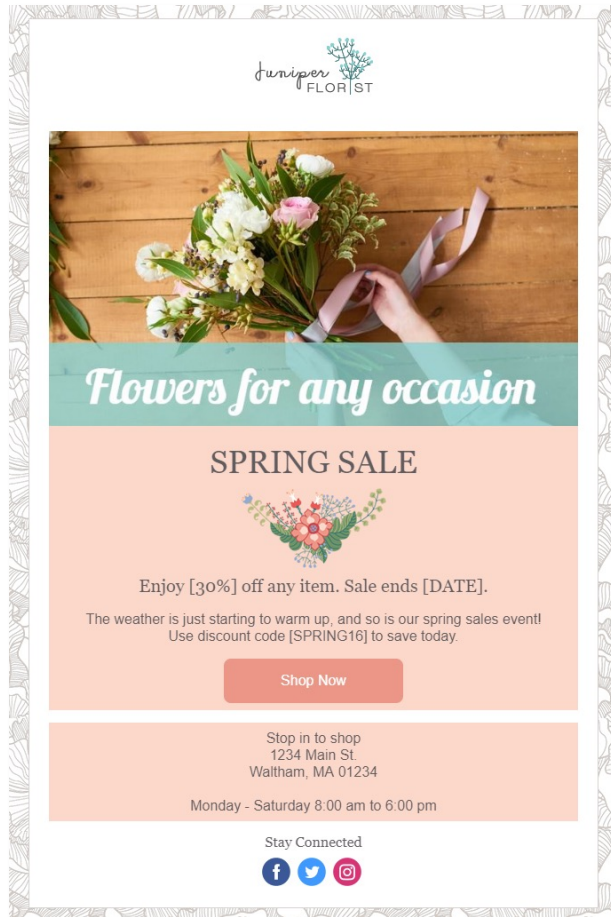
Constant Contact | 1601 Trapelo Rd, Waltham, MA 02451

[Unsubscribe](#)


[Update Profile](#) | [Constant Contact Data Notice](#)

Include two types of emails in your strategy

Promotional




Juniper
FLORIST



Flowers for any occasion

SPRING SALE




Enjoy [30%] off any item. Sale ends [DATE].
The weather is just starting to warm up, and so is our spring sales event!
Use discount code [SPRING16] to save today.

Shop Now

Stop in to shop
1234 Main St.
Waltham, MA 01234

Monday - Saturday 8:00 am to 6:00 pm

Stay Connected



Non-
promotional



Juniper
FLORIST



4 Tips to Make Your
Flowers Last Longer

Greetings!

No one likes to see dead flowers. At the shop, we take measures to ensure your flowers last as long as possible. But there are a few things you can do once you have your new bouquet home. Check your pantry and try one of these 4 tips to make your flowers last even longer.

1. **Use a clear soda** - Pour about 1/4 cup into the water in your vase. The sugar makes the blossoms last longer. We suggest a clear soda like Sprite or 7-Up.
2. **Apple cider vinegar** - This type of vinegar seems to be the cure-all for a lot of things! That includes your cut flowers. Mix 2 tablespoons of apple cider vinegar and 2 tablespoons sugar into the water in your vase before adding the flowers. Change out the contents of the vase every few days (including the vinegar and sugar) to make them last even longer.
3. **Vodka** - Preserving flowers means minimizing the growth of bacteria in the water. Hello vodka! You can add a few drops of vodka into the vase water along with 1 teaspoon sugar, changing the water and vodka mixture each time.
4. **Bleach** - Another way to keep your flowers alive is to add 1/4 teaspoon bleach per quart of water in your vase.

What to say for profit: Answer 3 questions

Headline:

- What are you offering?

Message body:

- How will it help the reader?

Call to action button:

- What should they do next?



WINTER CLEARANCE
SALE
UP TO 30% OFF

Grab the last of the year's great deals in our Winter Sale!

Shop Now

f t i

The poster features a collage of nine images showcasing various handmade items: a colorful rag doll, a cow puppet, a black bear figurine, a pink card with a dog illustration, a green card with a landscape scene, a green elephant figurine, a yellow card with a dog illustration, a yellow fish-shaped object, a pink card with a cat illustration, and a dark card with a cityscape illustration.

What to say for nonprofit: Answer 3 questions

Headline:

- What are you trying to accomplish?

Message body:

- Why should the reader care?

Call to action button:

- How can the reader get involved?



GIVING TREE
HELP CENTER

We need your help!

Volunteers Needed for Spring Planting

Our community garden feeds those in need throughout the Loveland area and we can't do it without you.

Volunteers are needed to help with spring planting and maintenance throughout the growing season.

Spring planting starts:
March 15th at 9:00 am

Can you help? Click the link below to signup as a volunteer.

Volunteer for the growing season!

1234 Main Street, Loveland, CO | (970) 123-4567 | [Email Us](#) | [Website](#)

CONNECT WITH US

[f](#) [t](#) [i](#)

Want to Donate?

Stuck? Use AI to create content

The image shows a promotional email for 'Juice Bar' with a new location announcement. The email header includes the logo and the text 'Juice Bar New Location Now Open!'. The main body features a large orange banner with the text 'Juice Bar' and a photo of various smoothies and fruits. Below the photo is a text box with the message: 'Our new downtown Boston location has a new Dragonfruit flavor smoothie and extended hours of 9am - 7pm! Stop by and enjoy the new flavors!'. At the bottom of the email is a 'SHOP NOW' button. A social media sharing bar on the right side contains icons for LinkedIn, Facebook, Twitter, and Instagram.

AI Content Generator

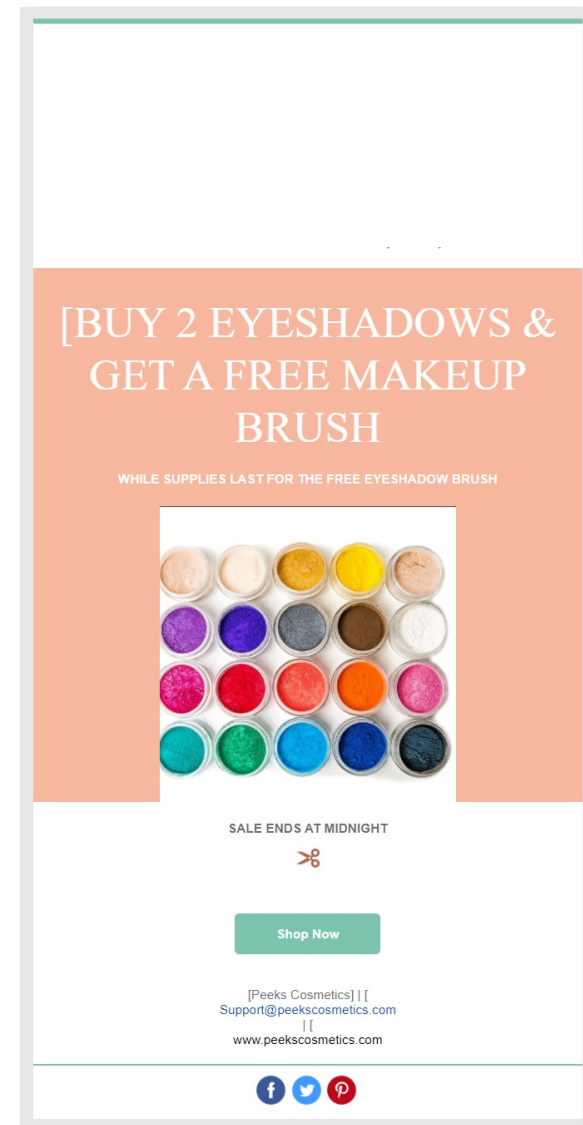
Select message type
Announcement

Option 1
Our new downtown Boston location has a new Dragonfruit flavor smoothie and extended hours of 9am - 7pm! Stop by and enjoy the new flavors!

Option 2
We've opened a new location in downtown Boston!

Promotional emails: Design to drive action


- Keep it focused – 1 topic
- Keep it simple
 - Picture
 - Paragraph
 - Call to action (provide a direct link)



Non-promotional emails: Retail/Ecommerce

What stories can you share?

- Important social issues
- Seasonal trends
- Best use of products
- Customer stories
- Education about process



Elephant dung may be the answer

On average, an adult elephant produces about 180-200 kg (500 lbs.) of pooh per day.

Since an elephant's diet is all vegetarian, the waste produced is basically raw cellulose. Thoroughly cleaned and processed, the cellulose is converted into a uniquely beautiful textured product.

This acid-free, linen-like paper, marketed as Ellie Pooh paper, is made into art projects, notebooks, cards, and other exotic gifts.

This approach creates opportunities for economically and socially marginalized producers.

[Find out more about Fair Trade](#)

[f](#) [@](#)

Non-promotional emails: Nonprofit

What stories can you share?

- Impact of donors/volunteers
- Why your cause is important
- How you're bettering the community



Over 2,000 Pounds Harvested Last Year

You did it! Your support in 2017 helped us to harvest over 2,000 pounds of food.

As a volunteer, you helped to grow a garden that harvested:

- 110 pounds of lettuce
- 120 pounds of carrots
- 180 pounds of peppers
- 315 pounds of broccoli
- 160 pounds of tomatoes
- 460 pounds of potatoes
- 820 pounds of squash

Better yet, we were able to help 462 families in the area!

So THANK YOU!

Check out our website to see all of the ways we are preparing for this year.

[See the preparations!](#)


1234 Main Street | Loveland, CO | (970) 123-4567 | Email Us | Website

Non-promotional emails: B2B services

What stories can you share?

- Problems they may be unaware of
- Trends/industry news
- How-to guides
- Getting started tutorials
- Share reviews from customers

French Consulting



3 Reasons to Redesign Your Website Now

Greetings!

It's important to keep up with technology changes. When potential customers visit your website, you need to ensure a great experience all around. It needs to be easy to use, and secure. They need to feel confident that their personal information is safe with you. Is your website:

1. **Mobile responsive?** - Most people are probably viewing your email on a mobile device. If you're website is hard to navigate on a mobile phone, you're likely missing out on sales.
2. **Securely processing payments?** - Most POS systems securely store customers' credit card data. That makes it easy to manage monthly bills without having to bother your customers. Let's take a look at your POS and ensure everything is up to par. If it's not we can implement new tools to streamline the checkout and billing process even more.
3. **Easy to navigate?** - On average, a new visitor only stays on your website for 15 seconds! That's not a lot of time, so you need to make sure your website is easy to navigate. Especially on mobile devices.


With our Web Design package, we'll ensure your website meets these requirements and best practices to help your business be successful. Schedule your consultation today so we can discuss these and any other needs you may have.

SCHEDULE MY CONSULTATION

1234 Main Street
Loveland, CO 80538

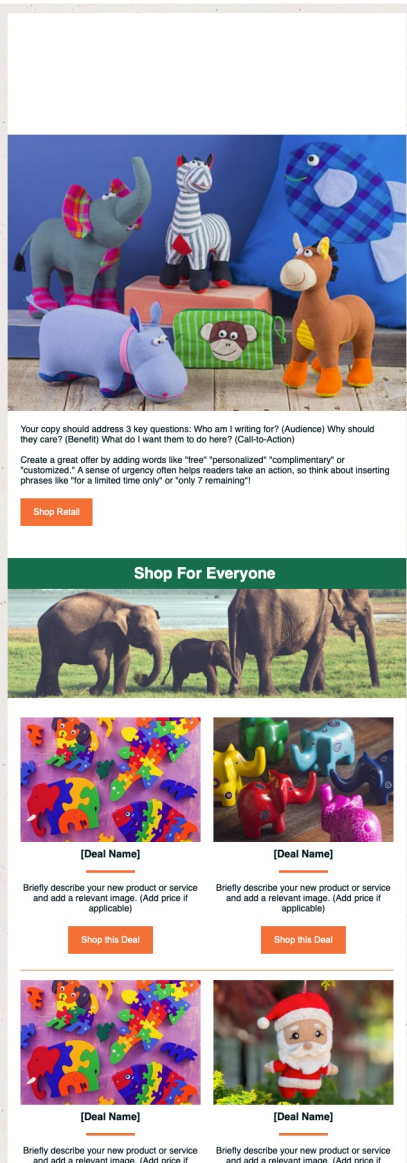
866-289-2101
Monday - Friday, 9 am - 5 pm

frenchconsulting.com



Use newsletters to your advantage

- Make your intro personal
- Keep it to **3 topics**
- Use a brief intro to each topic
 - Link to where they can *'read more'*
 - Great for segmentation (more later)






Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free", "personalized", "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

Shop Retail

Shop For Everyone



[Deal Name]



[Deal Name]

Briefly describe your new product or service and add a relevant image. (Add price if applicable)

Briefly describe your new product or service and add a relevant image. (Add price if applicable)

Shop this Deal

Shop this Deal



[Deal Name]

[Deal Name]

Briefly describe your new product or service and add a relevant image. (Add price if applicable)

Briefly describe your new product or service and add a relevant image. (Add price if applicable)

How often should I send?

Answer: It depends...



Determine *your* best send frequency

- Consider your audience
- Consider expectations set
- Send at least once a month!
- For promotional emails:
 1. Announcement
 2. Reminder
 3. Last-chance reminder



How do I know this is working?



Opens

- Gauge interest
- May not be accurate!

Average open rate: 35%



Clicks

- Gauge interest
- Engaged readers

Average click rate: 1.4%



Go beyond opens & clicks

Look at:

- Conversion rate
- List growth rate
- Overall ROI

Foundational tips to drive your email strategy:

- Use both promotional and non-promotional emails to engage your customers
- Keep promotional emails simple and focused on driving one action
- Choose a frequency based on your business and audience



Next up:

- Fundamental tips for good email marketing + AI
- **Using segmentation & automation for better results +AI**
- Getting to the next best level using data + AI

Every contact has unique wants, needs, & purchase behavior



Spring savings – 20% off

Spring colors for your nails & eyes



Be colorful, be bold.

How to recreate the top spring looks

People who've shown interest in receiving promotions

People who've shown interest in trends and how-tos

Use AI to write subject lines and preheaders

Email recommendations ✕

Subject Preheader

We've scanned your email and provided some subject lines we think you'll like. Select one and we'll fill it in for you. [Learn more.](#)

<input type="checkbox"/>	☆ Half Moon Yoga	Take half off your first class - Get ready for spring!
<input type="checkbox"/>	☆ Dave Charest	You're on the list! 🥳 - Now check this out...
<input type="checkbox"/>	☆ Jack's Backward B...	Jack's Annual Cooking Class - You don't want to miss this!

Welcome!

Welcome,!

Welcome, Friend!

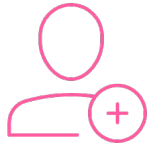
Thanks for Joining the Be a Marketer Newsletter!

Improve your results by segmenting your list into smaller groups

Then you can send relevant information to each group

List Name	Contacts
All customers	401
VIP customers	35
Cycling Club prospects	76
Cycling Club members	49
New customers	105
Existing repair customers	94

Strategies to segment your email list



Demographic

- Age
- Income
- Marital Status



Geographic

- Zip code
- City
- State



Behaviors & actions

- Opens/clicks
- Purchases
- Donations

Take advantage of dynamic segments

Pre-built segments

Send targeted emails to everyone with these pre-built segments. Create a new email or copy an existing one in just a few clicks. [Learn more about segments](#)

Most engaged

Contacts who regularly open and click your emails.

Send an email ...

Somewhat engaged

Contacts who sometimes open and click your emails.

Send an email ...

Least engaged

Contacts who rarely open and click your emails.

Send an email ...

Everyone else

Remaining contacts who received too few emails to measure engagement.

Send an email ...

Let contacts segment themselves with Click Segmentation

When a contact clicks a link, they get added to a list automatically.

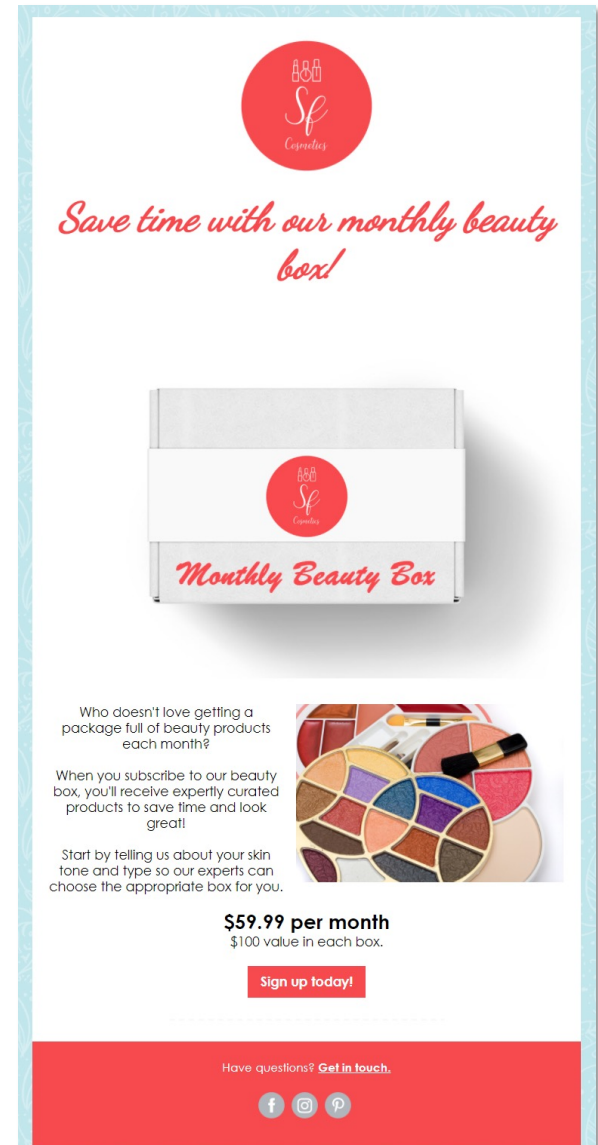
The screenshot displays an email editor interface. At the top, a header bar contains the text "News and Updates" and "July 26th, 2019 |". Below this is a section titled "From our Deli and Kitchen". A modal dialog box titled "Insert Link" is open, showing the following fields and options:

- Text to display as link:** A text input field containing "Need catering?".
- Link URL:** A text input field containing "http://catering-menu/". A link "Add Dynamic Variables" is visible to the right of the field.
- Enable Click Segmentation:** A checked checkbox with the label "Enable Click Segmentation".
- Description:** A text block stating "Clicking on this link will add the contact to the specific list, helping you send more targeted emails." with a "Learn more" link.
- List Selection:** A dropdown menu currently showing "Needs Catering".
- Actions:** A "+ Create new list" link and two buttons: "Cancel" and "Insert".

Below the dialog box, there is a small image of a salad and a green button labeled "Need Catering?". The footer of the email contains a list of operating hours:

- Tuesday 10-5:30
- Wednesday 10-5:30
- Thursday 10-5:30
- Friday 10-5:30
- Saturday 9-5:30
- Closed Sunday & Monday

Save time by
automating emails
you send to new
contacts all the time.



The advertisement features a red circular logo at the top with the text "Sf Cosmetics". Below it, the headline "Save time with our monthly beauty box!" is written in a red, cursive font. A central image shows a white box with the "Sf Cosmetics" logo and the text "Monthly Beauty Box" in red. To the right of the text is an image of various makeup products, including eyeshadow palettes and lipsticks. The text below the box reads: "Who doesn't love getting a package full of beauty products each month? When you subscribe to our beauty box, you'll receive expertly curated products to save time and look great! Start by telling us about your skin tone and type so our experts can choose the appropriate box for you." The pricing is listed as "\$59.99 per month" with "\$100 value in each box." A red button with the text "Sign up today!" is positioned below the pricing. At the bottom, a red banner contains the text "Have questions? Get in touch." and three social media icons: Facebook, Instagram, and Pinterest.

Sf Cosmetics

Save time with our monthly beauty box!

Monthly Beauty Box

Who doesn't love getting a package full of beauty products each month?

When you subscribe to our beauty box, you'll receive expertly curated products to save time and look great!

Start by telling us about your skin tone and type so our experts can choose the appropriate box for you.

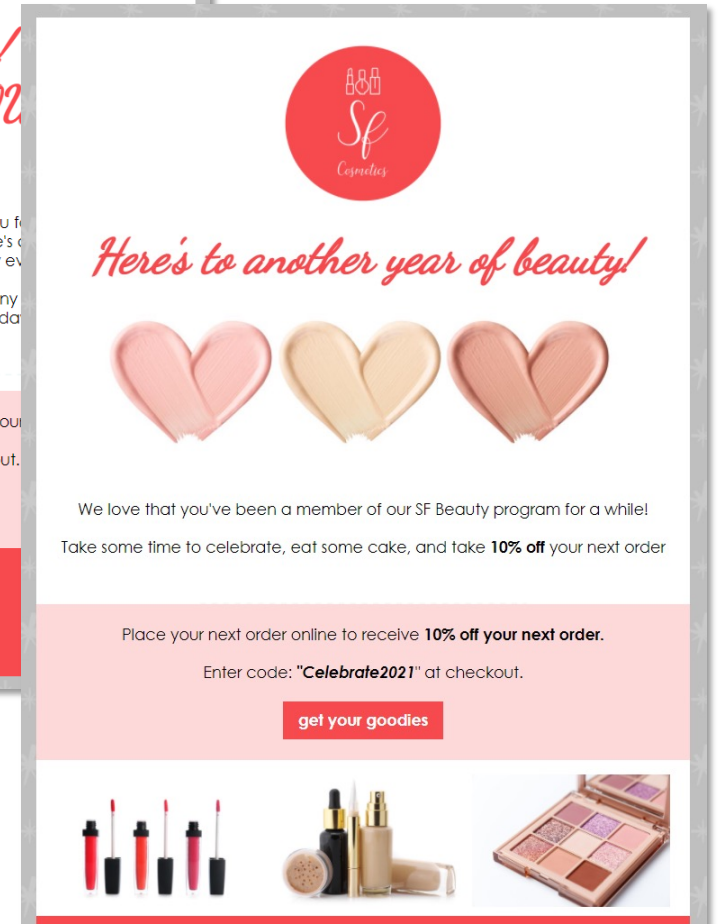
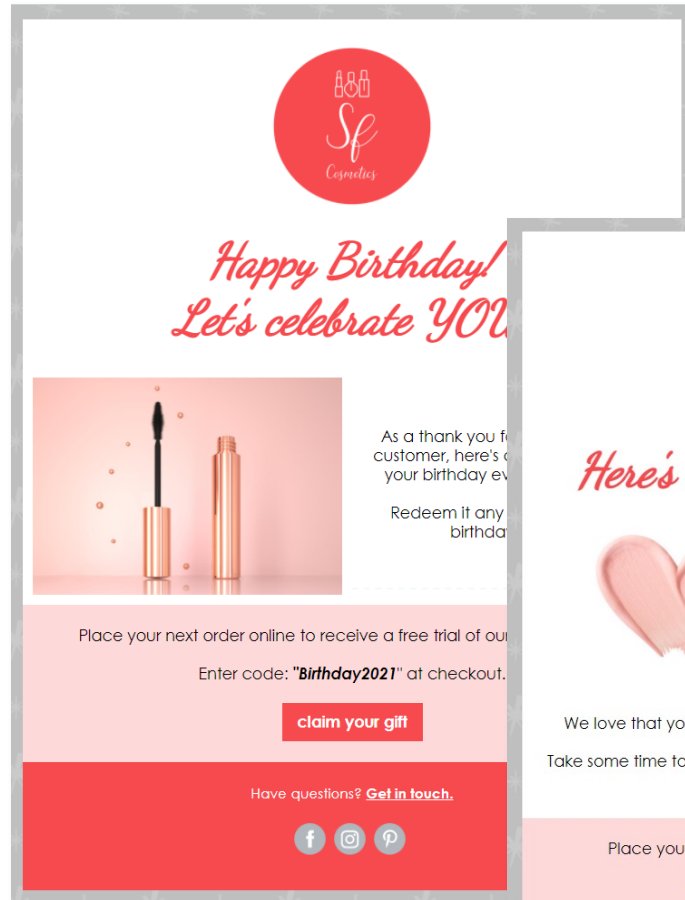
\$59.99 per month
\$100 value in each box.

Sign up today!

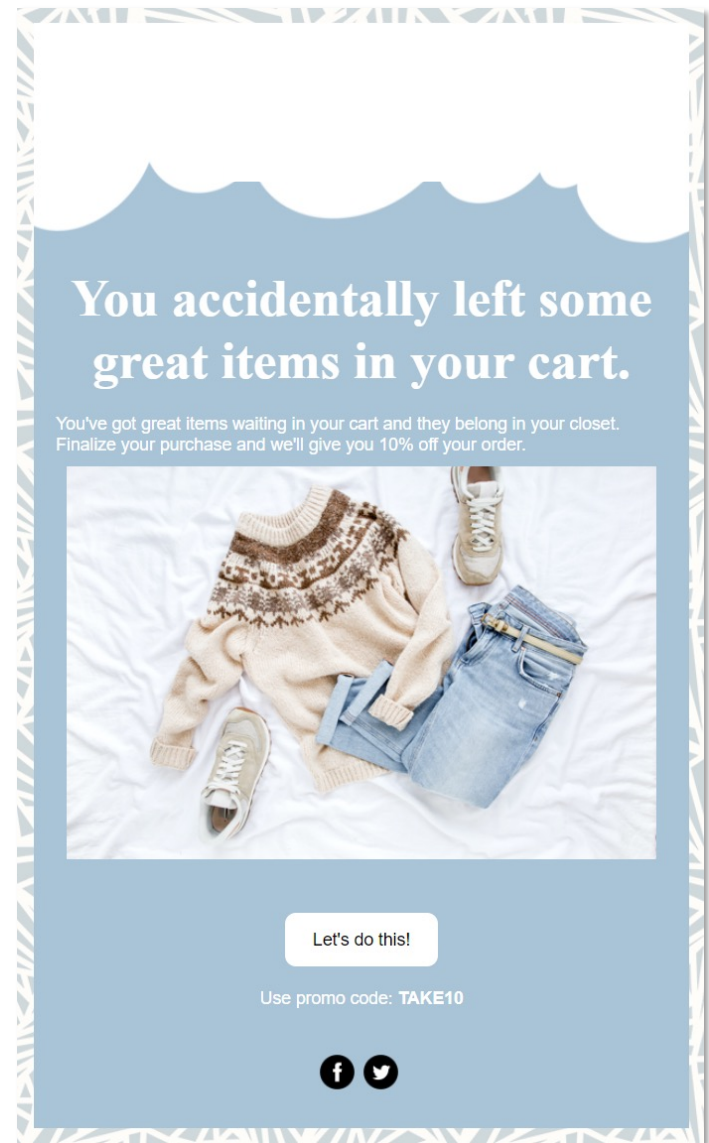
Have questions? **Get in touch.**

f i p

Automate birthday and anniversary emails




Increase revenue with an abandon cart email



The image shows a vertical email template for an abandoned cart. It features a decorative border with a repeating geometric pattern. The top section has a white background with a scalloped edge. Below this, a blue background contains the main text and a product image. The bottom section is a solid blue area with a call-to-action button, a promo code, and social media icons.


**You accidentally left some
great items in your cart.**

You've got great items waiting in your cart and they belong in your closet.
Finalize your purchase and we'll give you 10% off your order.



Let's do this!

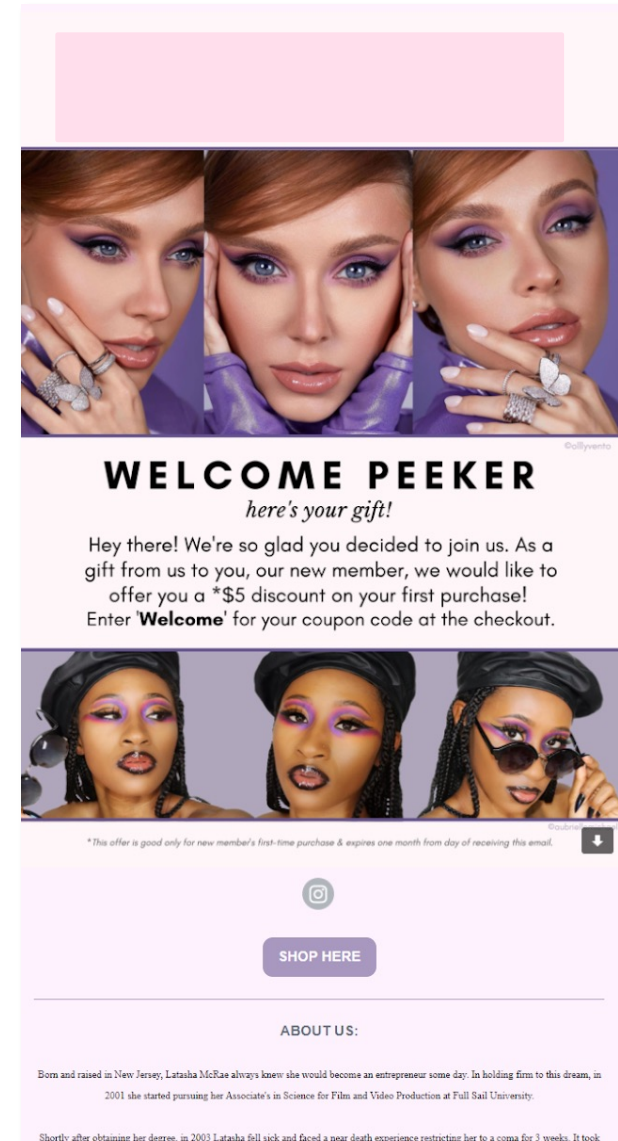
Use promo code: **TAKE10**



Create a series of automated emails based on your goals

Use a series of emails to:

- Welcome new contacts
- Encourage sales directly
- Onboard new customers



How do these groups impact your results?

Compare

General emails vs. Segmented sends



Send more relevant messages to get better results

- Segment your list into smaller groups of like-contacts
- Cater messages to those groups
- Add automation to send more timely emails



Last, but not least:

- Fundamental tips for good email marketing + AI
- Using segmentation & automation for better results + AI
- **Getting to the next best level using data +AI**

Take your email marketing game to the next best level by treating customers as individuals



Create dynamic segments that refresh over time based on activity



Contact activity

- Open
- Click
- Most/least engaged



List membership

- On a list
- Not on a list



Contact details

- Job title
- Location
- Custom field
- Company

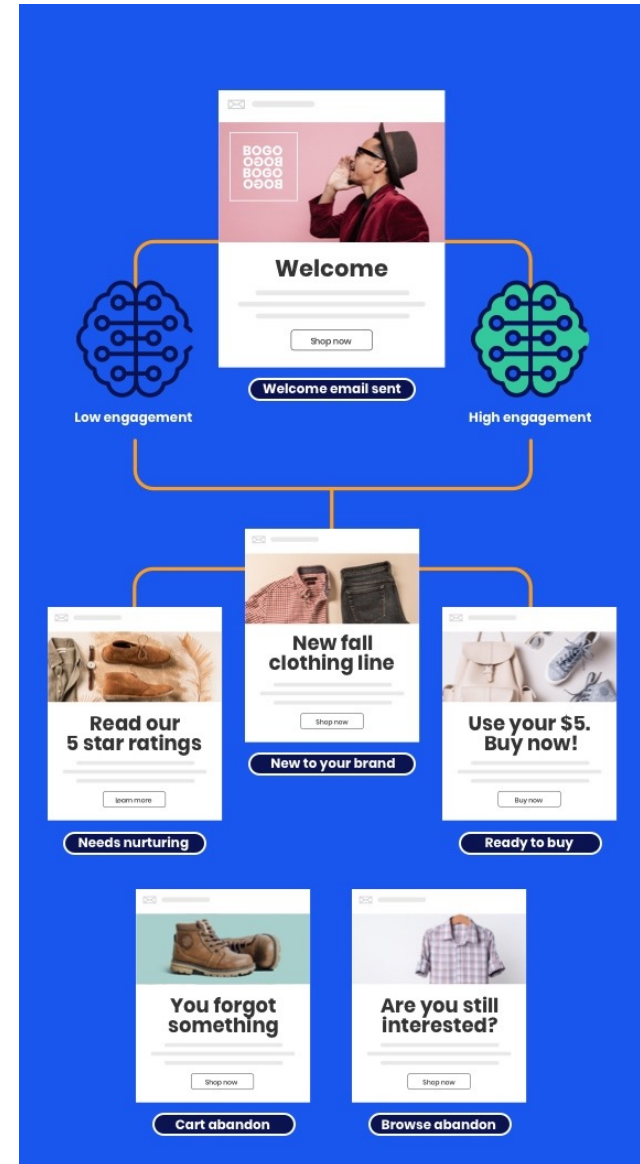


Purchase behavior

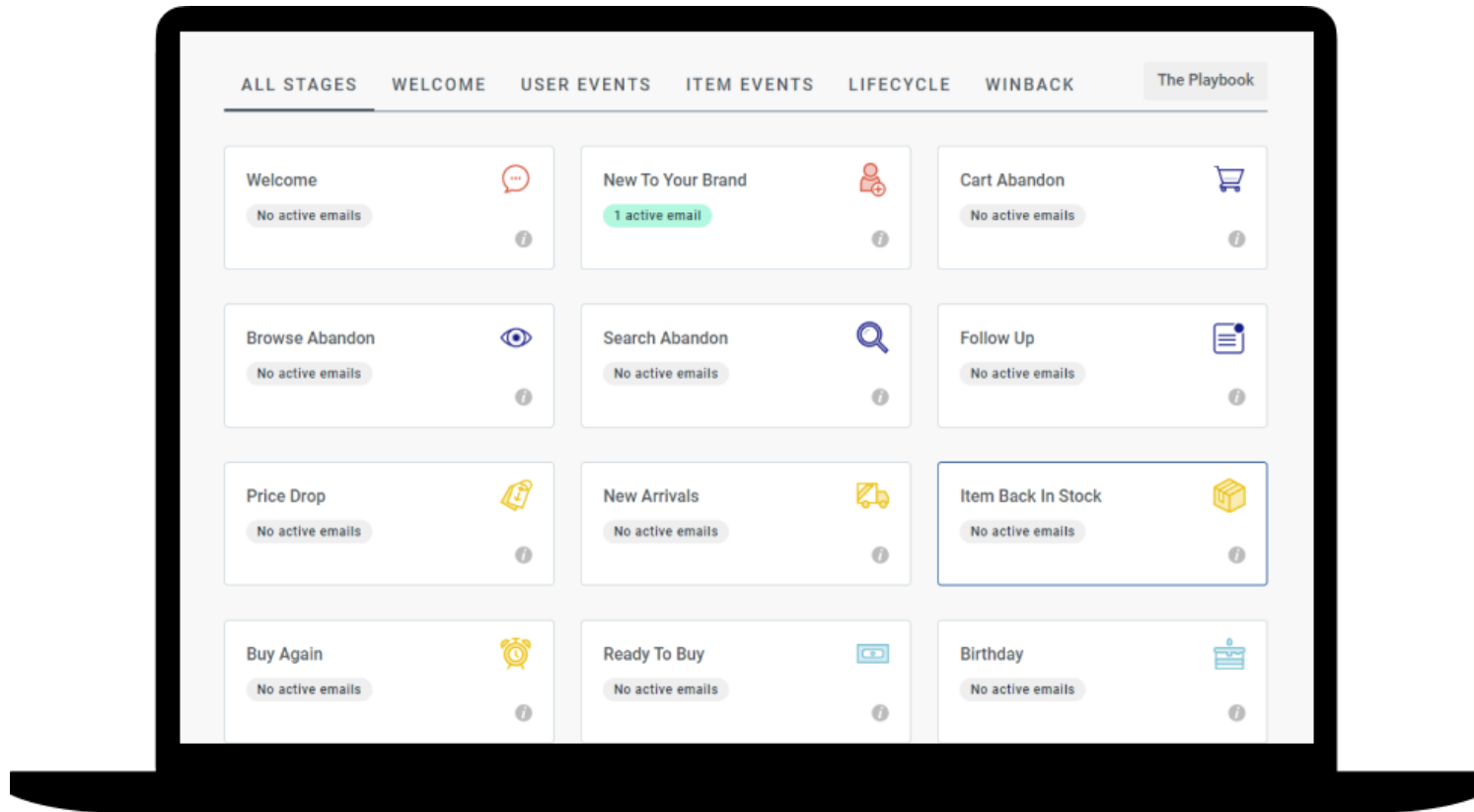
Connect with your online store to see purchase activity

Artificial intelligence + predictive analytics + automation

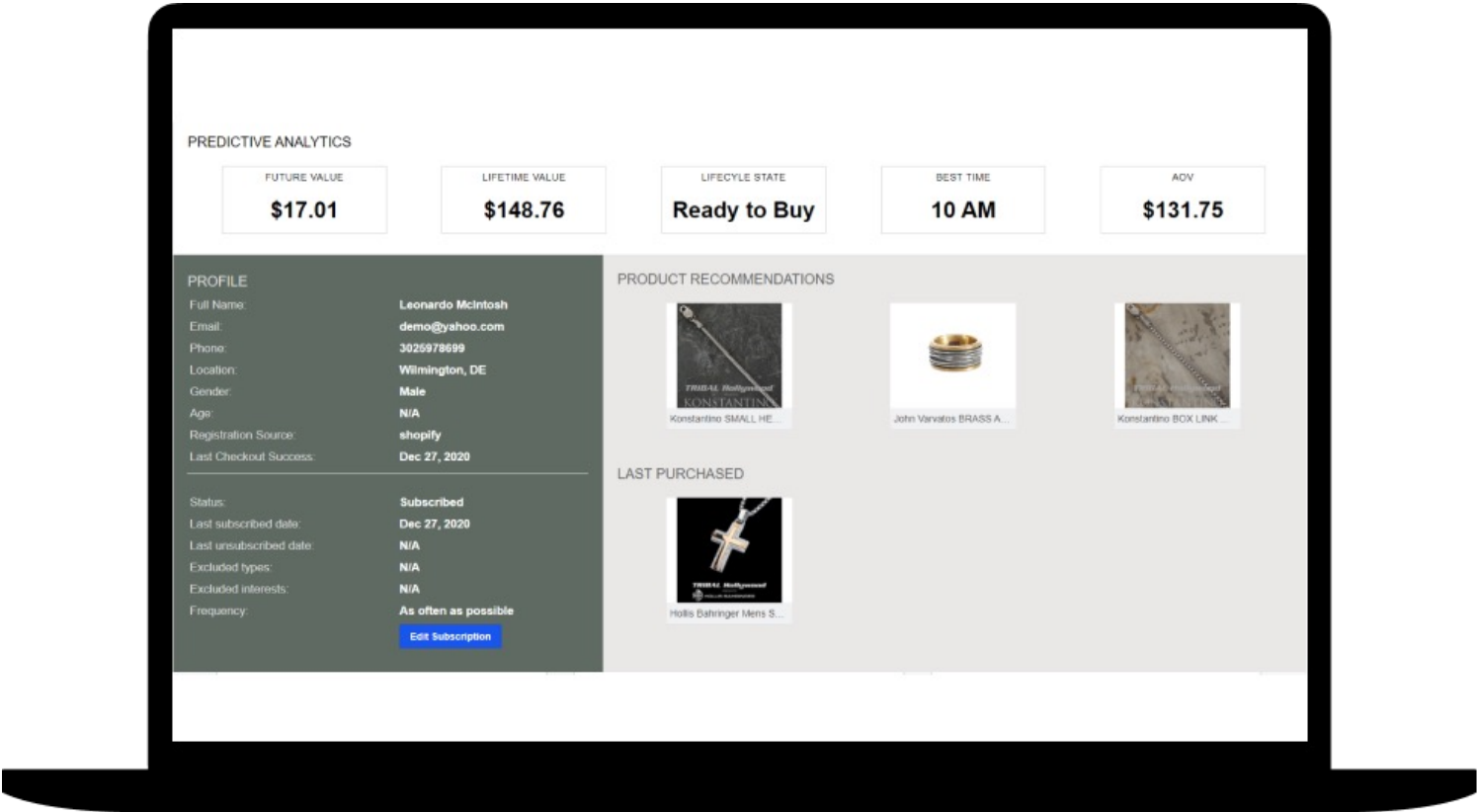
AI receives data, processes it, and calculates outcomes and automates probable best actions. It learns and adapts along the way.



Send the right message to the right person



Predictive analytics use data to customize each contact's email



Content changes based on who you're sending to

Don't worry, we saved it for you.

We didn't want you to forget this...



Portobello Sofa

SHOP NOW

We think you'll like these too!



T-Arm Squishy Sofa

SHOP NOW



Ladbrook Sofa

SHOP NOW



Beecroft Ottoman

SHOP NOW



Ecommerce Conversion Rate	Transactions	Revenue
25.13% ↑ 1.36 vs. 1.09%	42.45% ↑ 349 vs. 245	57.19% ↑ \$96,652.23 vs. \$61,489.21

Results

This approach to increased conversions, transactions, & revenue.

Getting to the next best level

- Add to your email marketing foundation
- Take the guesswork out of data with A.I.
- Use predictive analytics and automation to treat contacts as individuals for best results



Final thoughts...



Thank you!



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