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

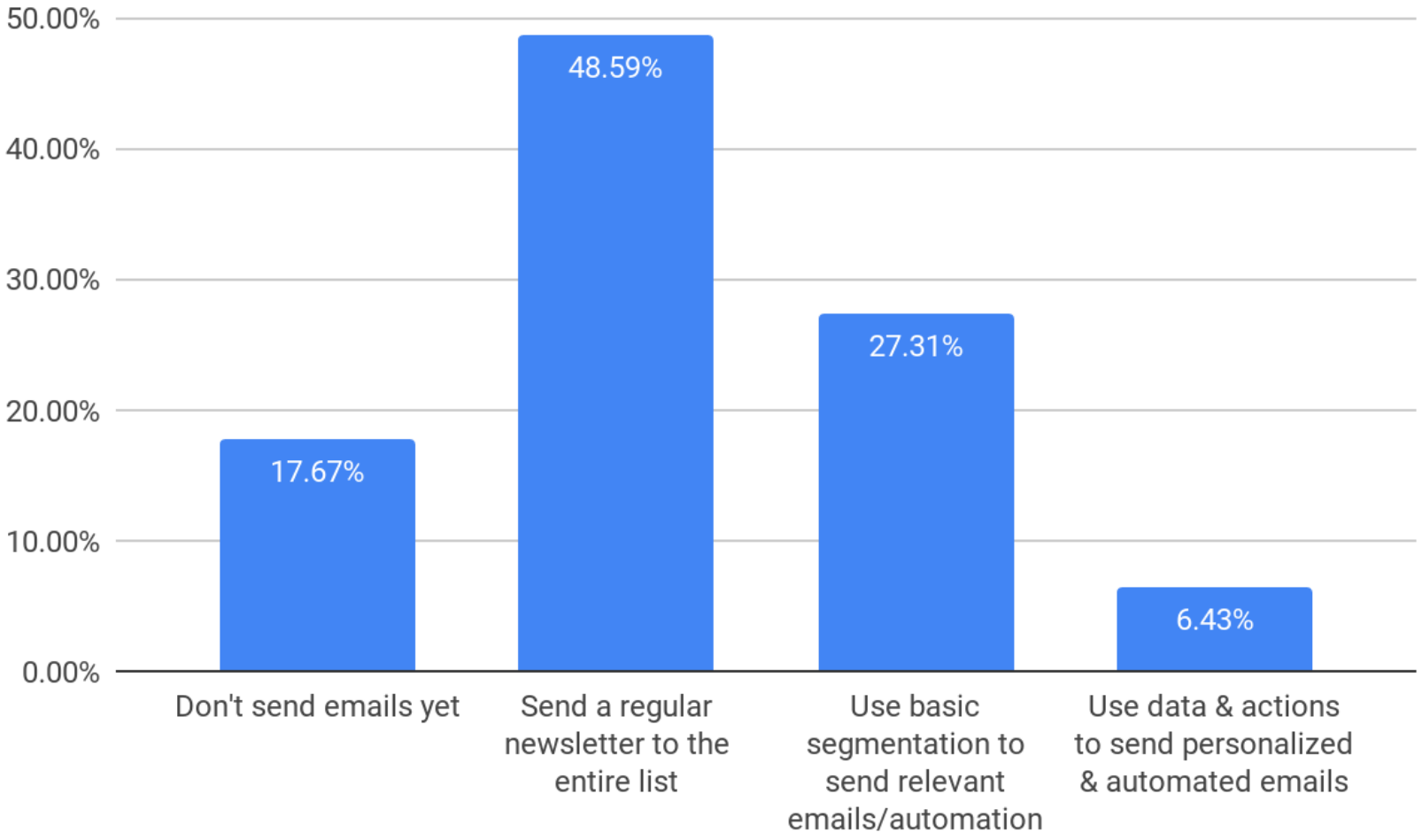
Artificial Intelligence (AI)?

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	2	3	4
I don’t send emails yet	I send emails to my entire list	I use basic segmentation and automation to send more relevant emails	I use data and analytics for advanced personalization and automation

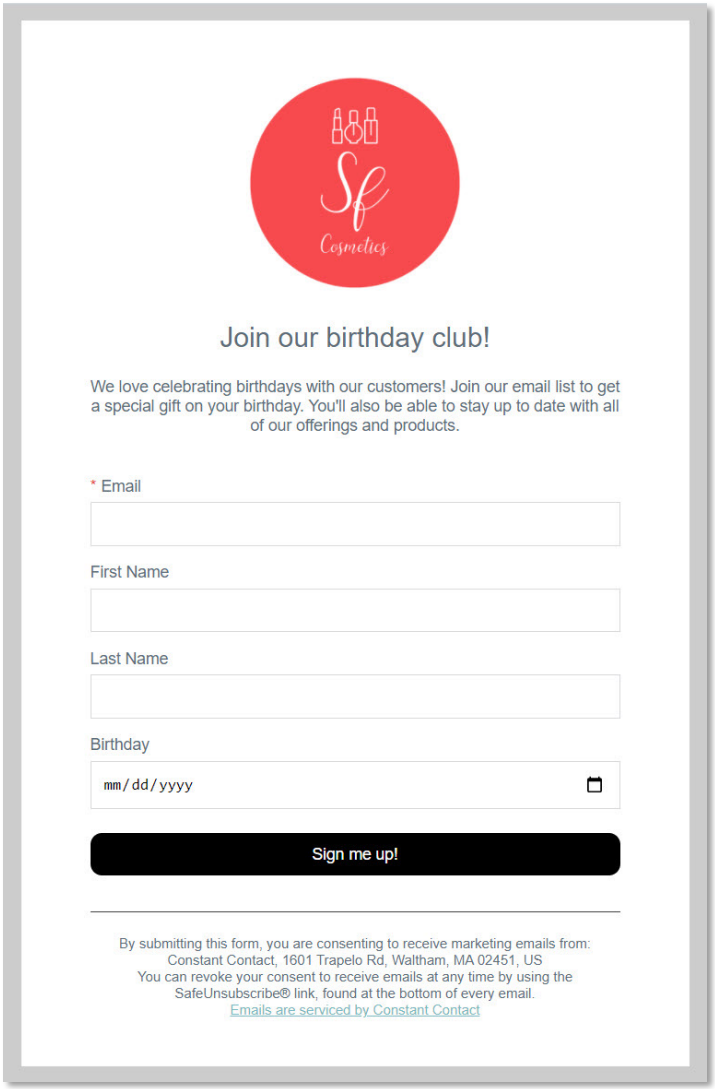

50.00%
40.00%
30.00%
20.00%
10.00%
0.00%
48.59%
27.31%
17.67%
6.43%
Don't send emails yet
Send a regular newsletter to the entire list
Use basic segmentation to send relevant emails/automation
Use data & actions to send personalized & automated emails

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

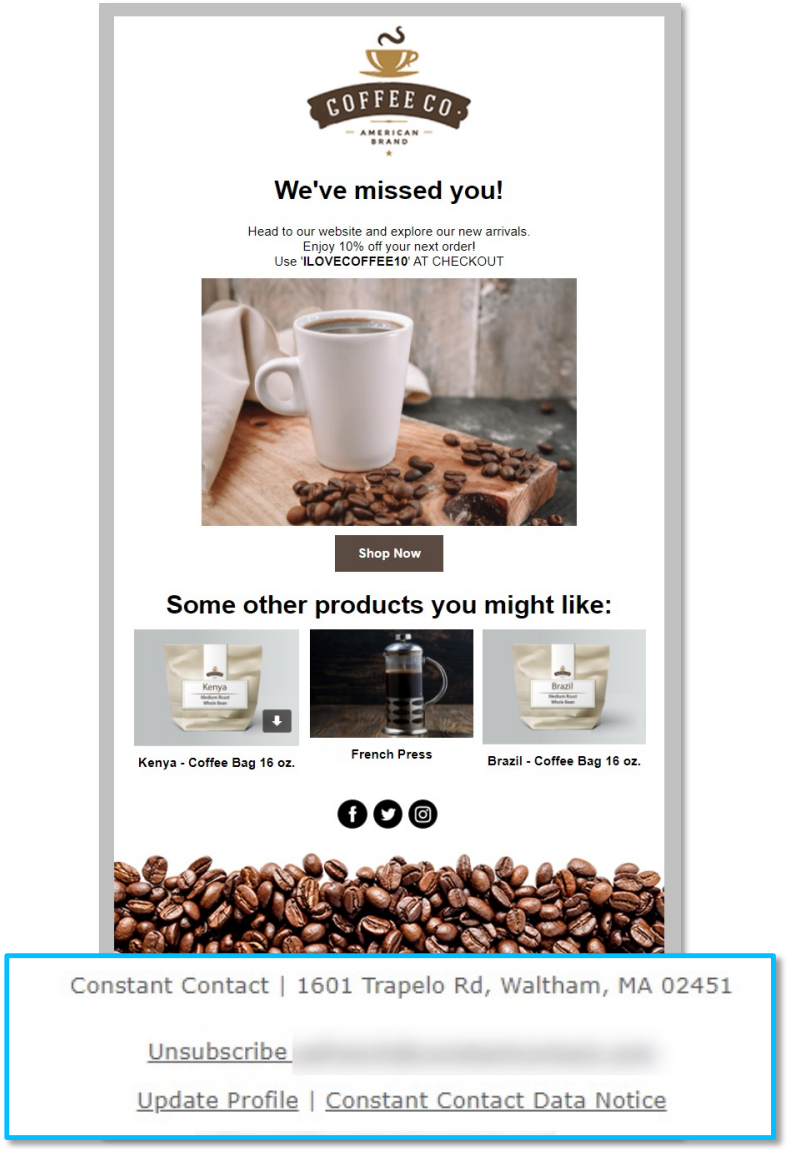


Don’t share your email list

For once, you should keep it all to yourself!

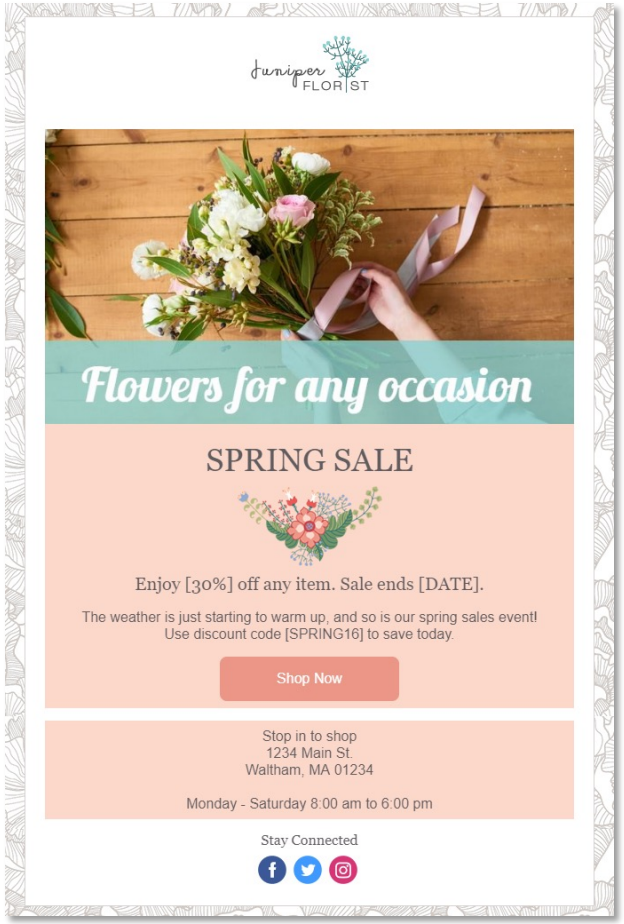
How to stay compliant with anti-spam laws:

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



Include two types of emails in your strategy

Promotional



Non-promotional

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?

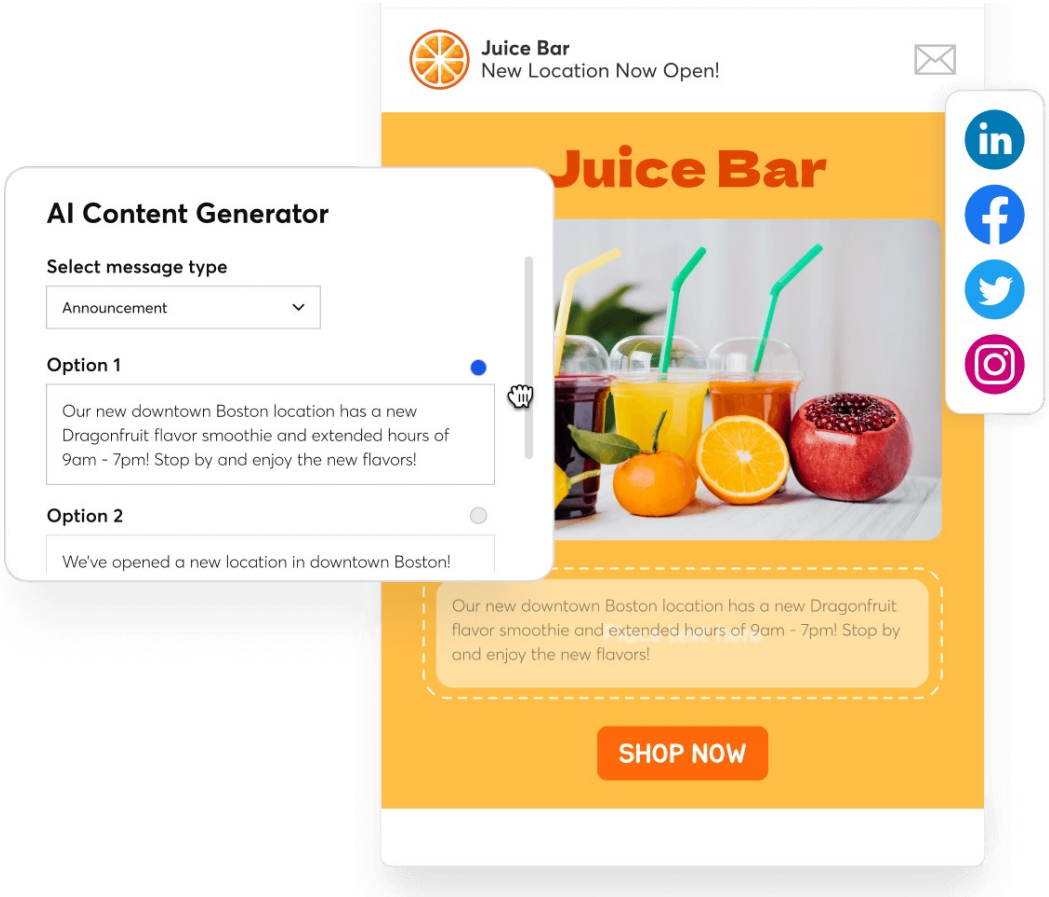
What to say for nonprofit:
Answer 3 questions

Headline:
- What are you trying to accomplish?

Message body:
- Why should the reader care?

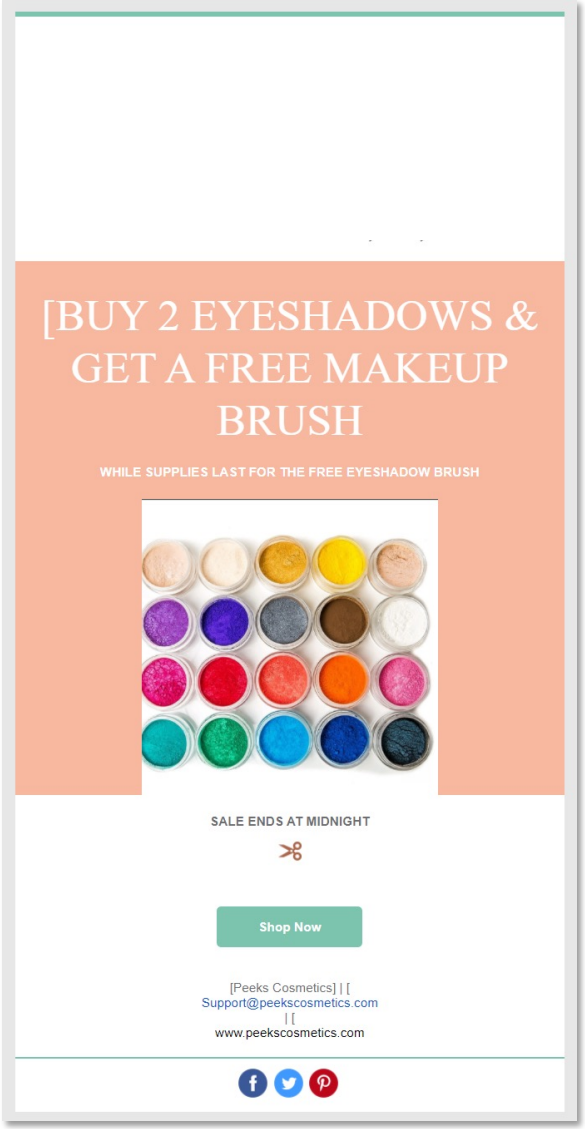
Call to action button:
- How can the reader get involved?

Stuck? Use AI to create content



Promotional emails:
Design to drive action

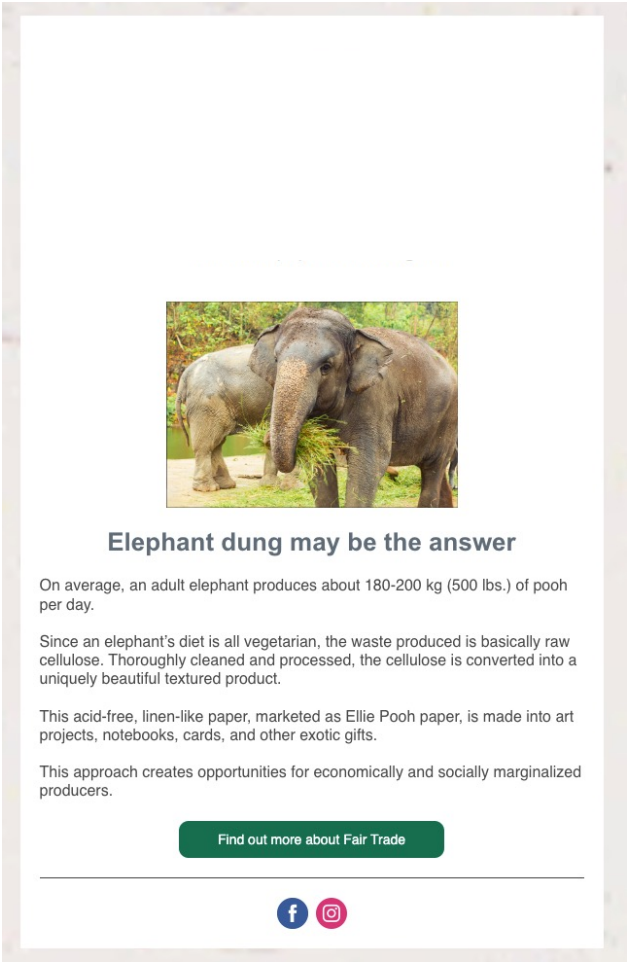
- Keep it focused – 1 topic
- Keep it simple
  - Picture
  - Paragraph
  - Call to action (provide a direct link)



Non-promotional emails:
Retail/Ecommerce

What stories can you share?

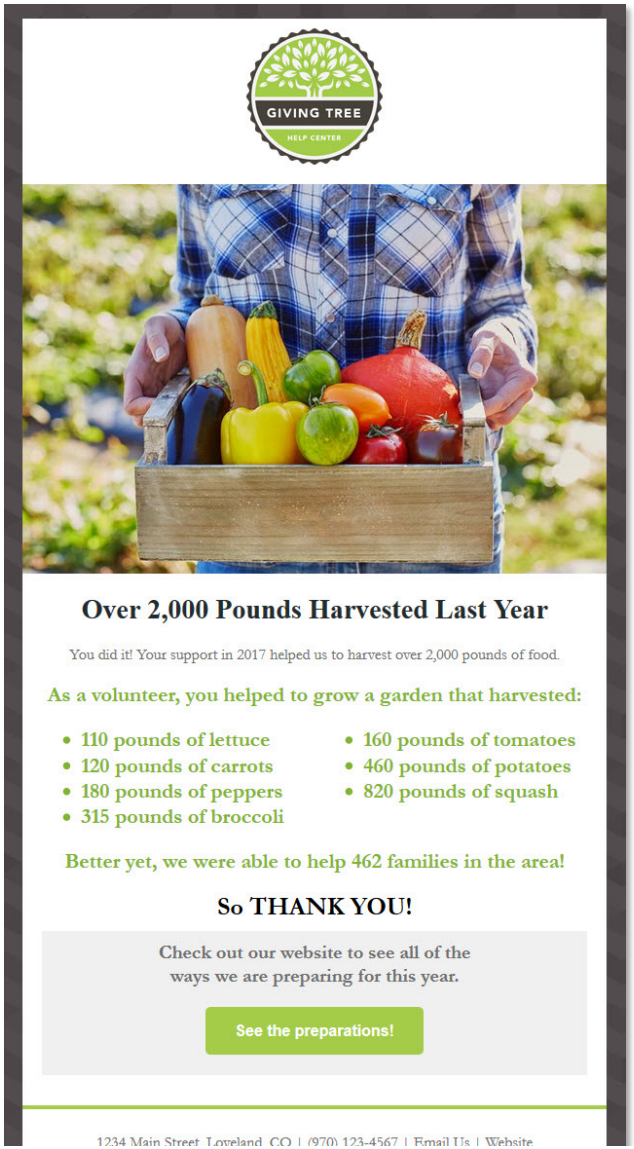
- Important social issues
- Seasonal trends
- Best use of products
- Customer stories
- Education about process



Non-promotional emails: Nonprofit

What stories can you share?

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



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

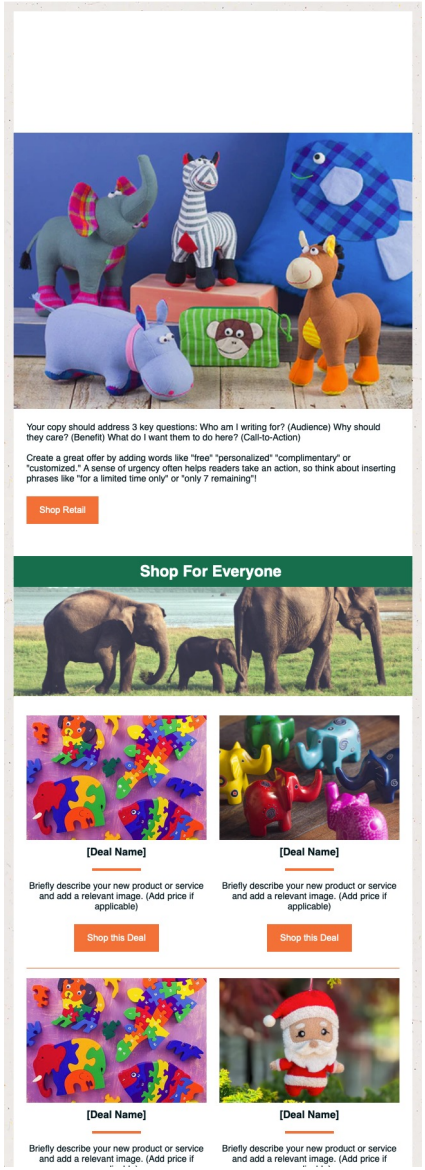
1234 Main Street
Loveland, CO 80538

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)



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%

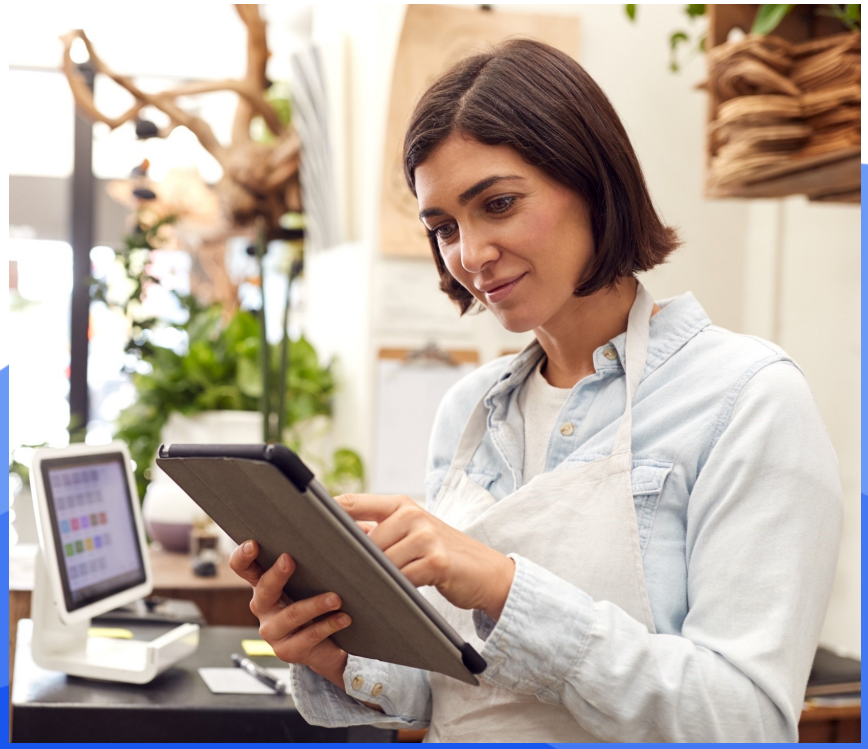
Go beyond opens & clicks

Look at:

- Conversion rate
- List growth rate
- Overall ROI

Foundational tips to drive your email strategy:

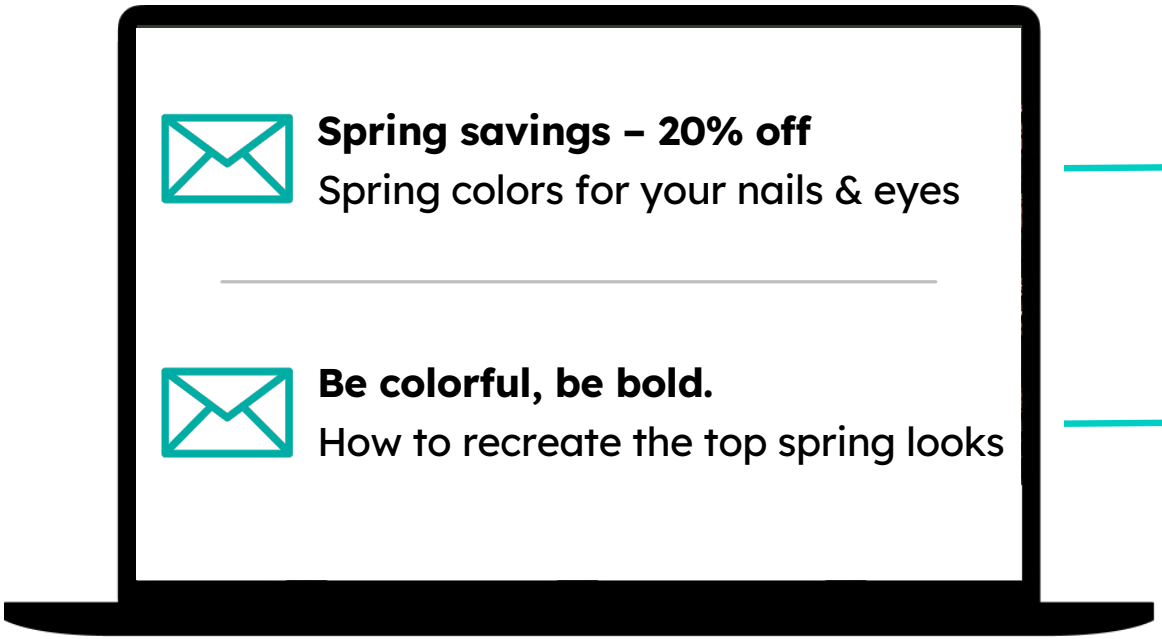
- Use both promotional and non-promotional emails to engage your customers
- Keep promotional emails simple and focused on driving one action
- Choose a frequency based on your business and audience



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

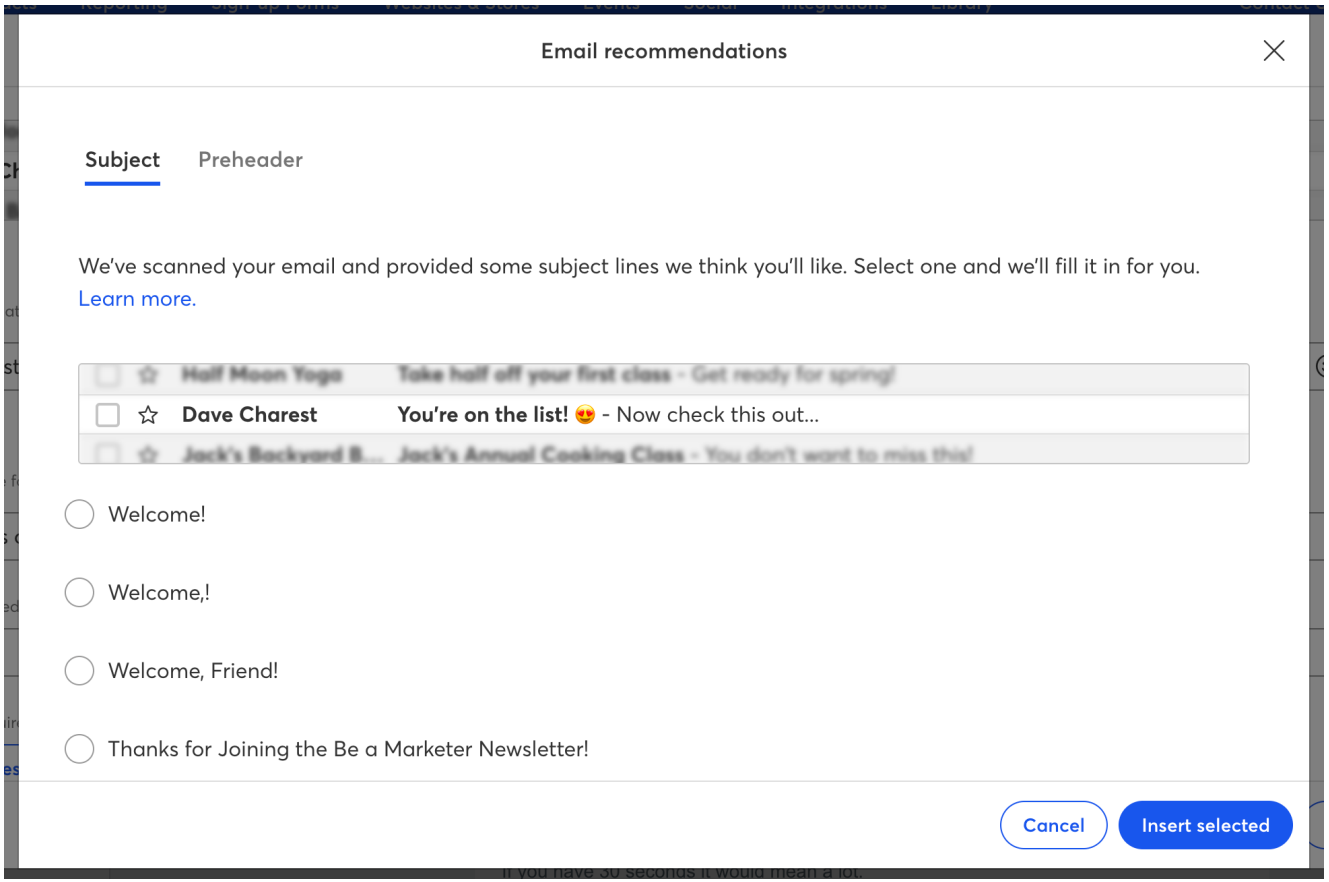
Every contact has unique wants, needs, & purchase behavior



People who've shown interest in receiving promotions

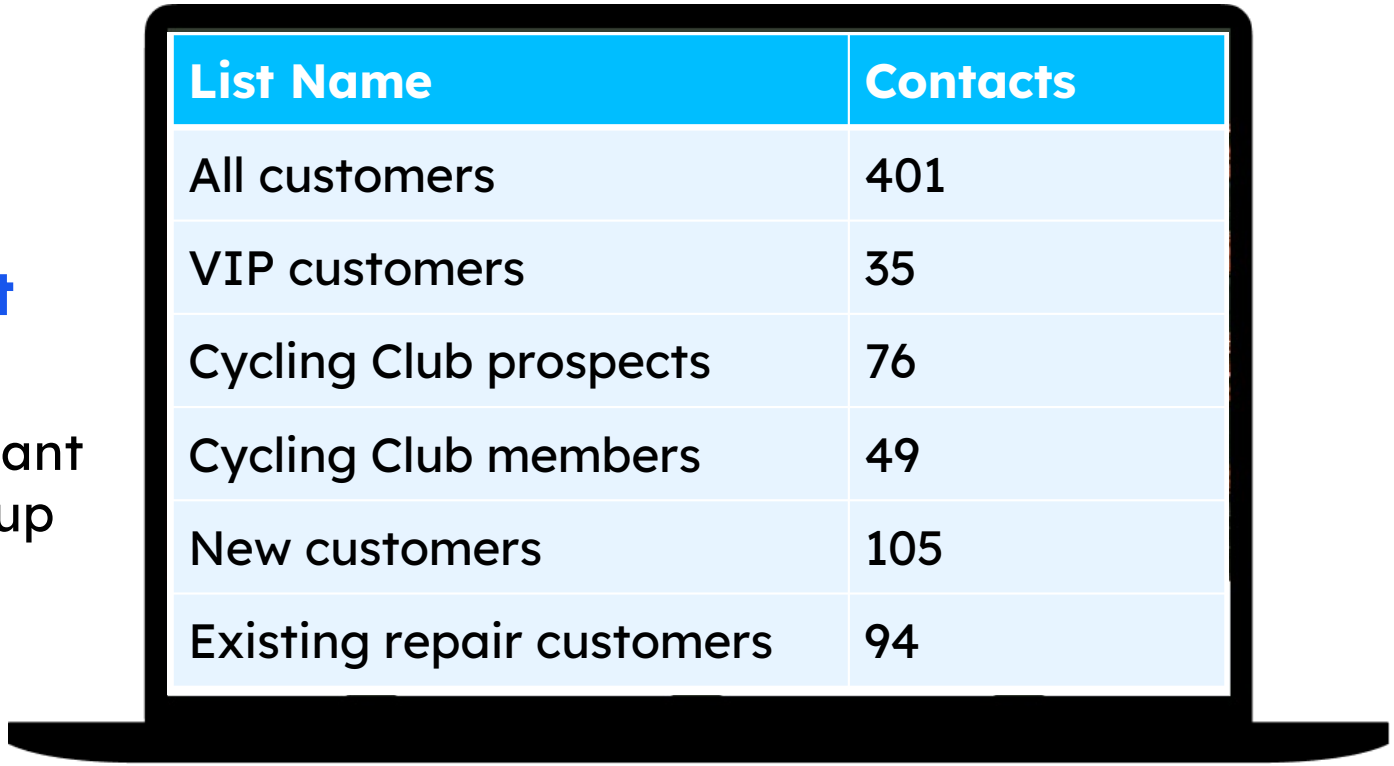
People who've shown interest in trends and how-tos

Use AI to write subject lines and preheaders



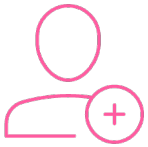
Improve your results by segmenting your list into smaller groups

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 ...

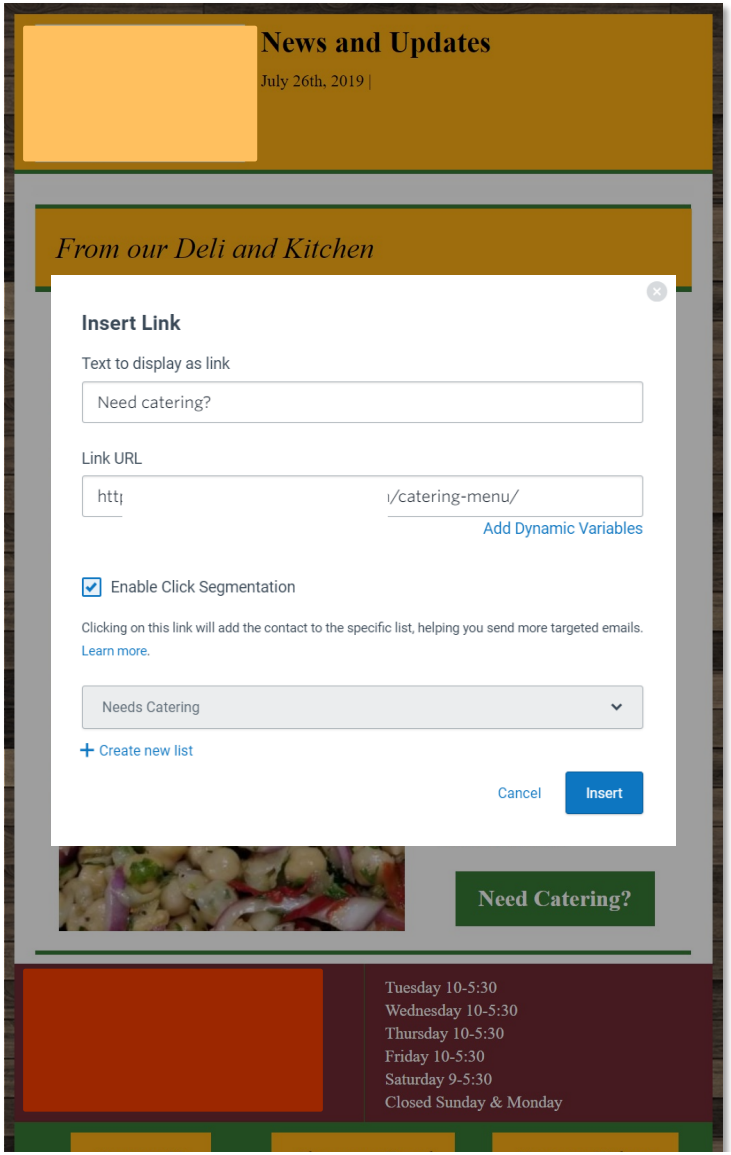
Everyone else

Remaining contacts who received too few emails to measure engagement.

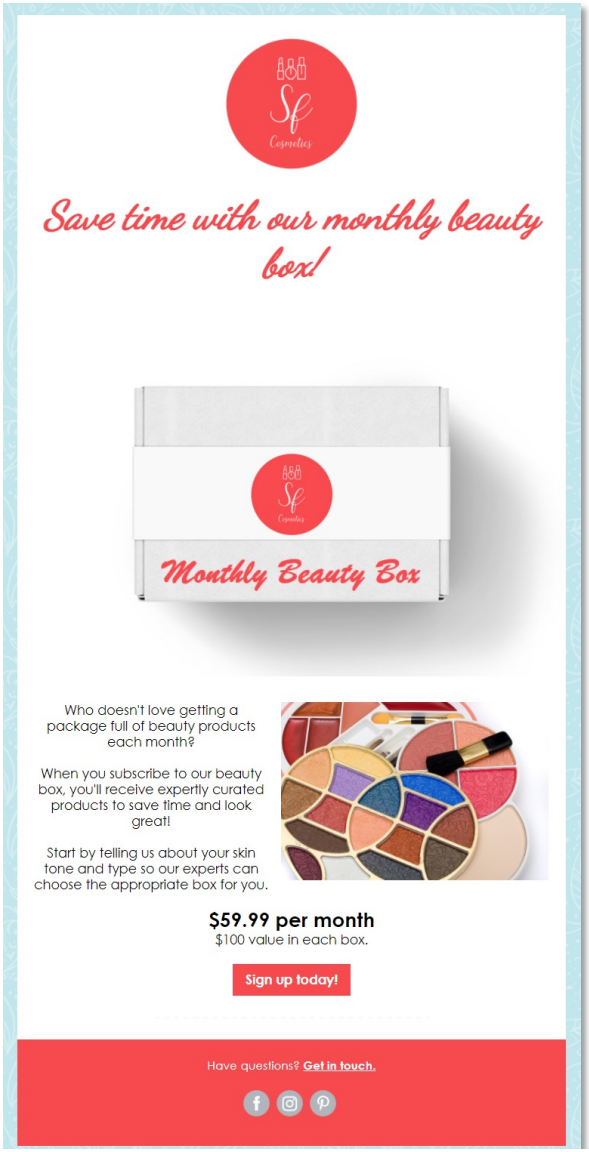
Send an email ...

Let contacts segment themselves with Click Segmentation

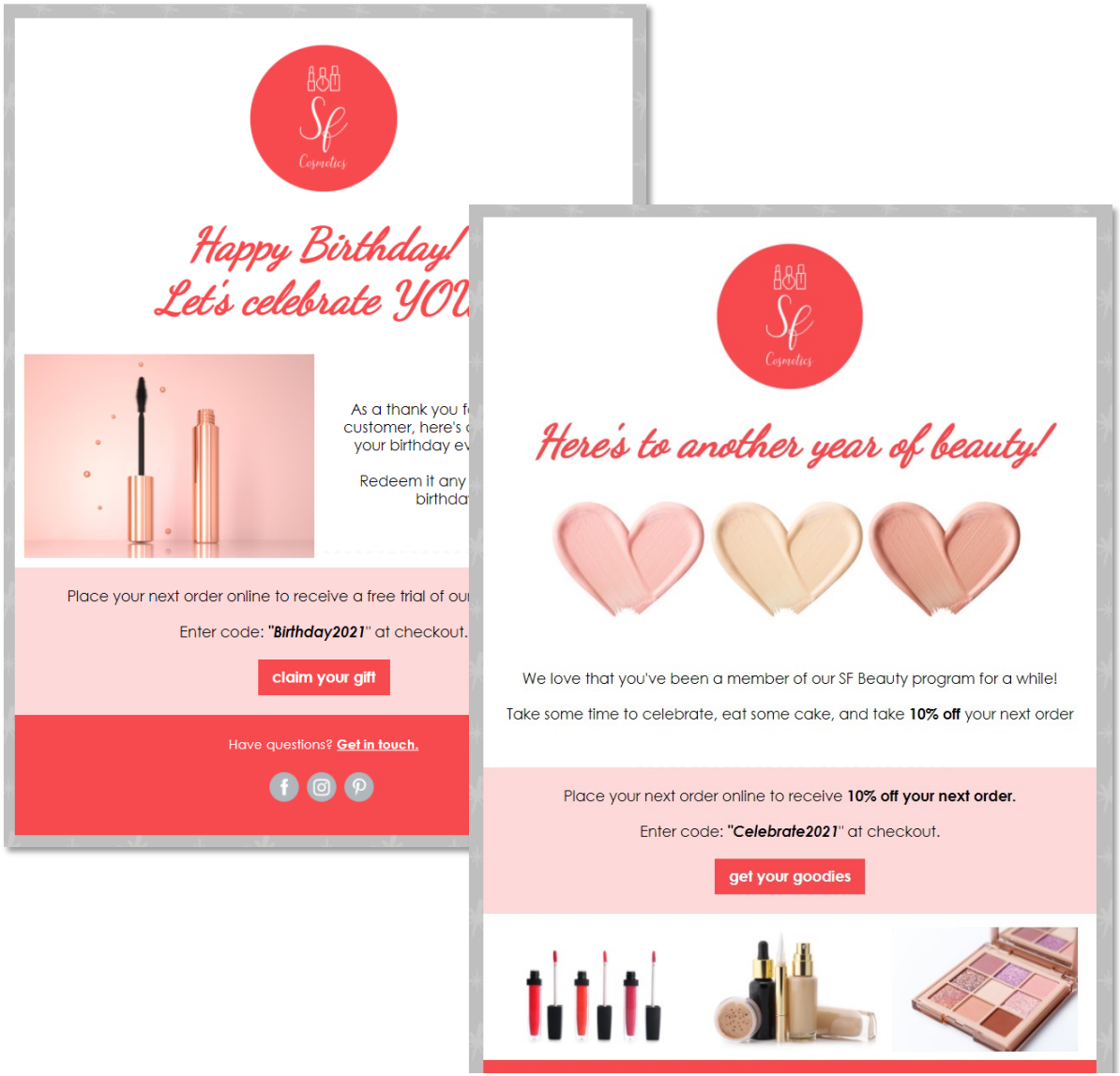
When a contact clicks a link, they get added to a list automatically.



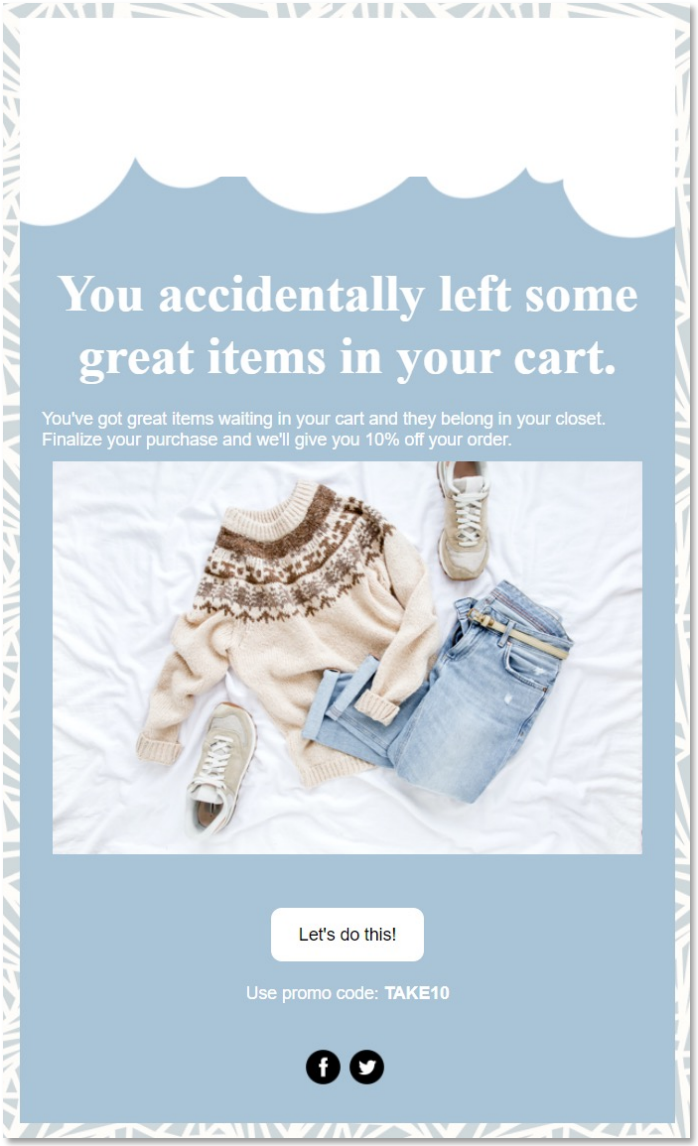
Save time by automating emails you send to new contacts all the time.



Automate birthday and anniversary emails



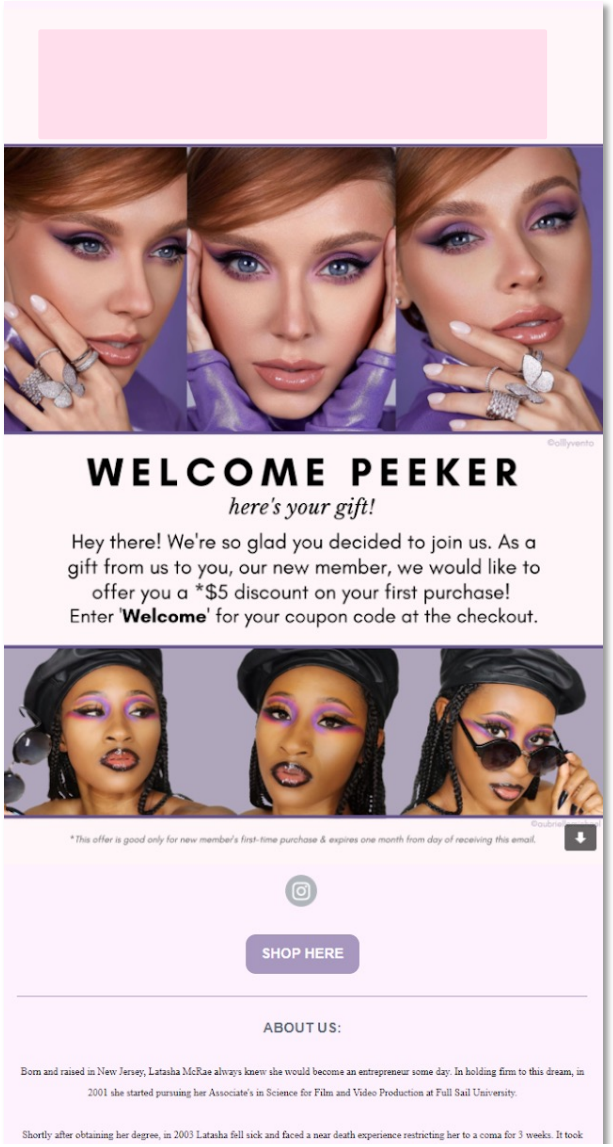
Increase revenue with an abandon cart email



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

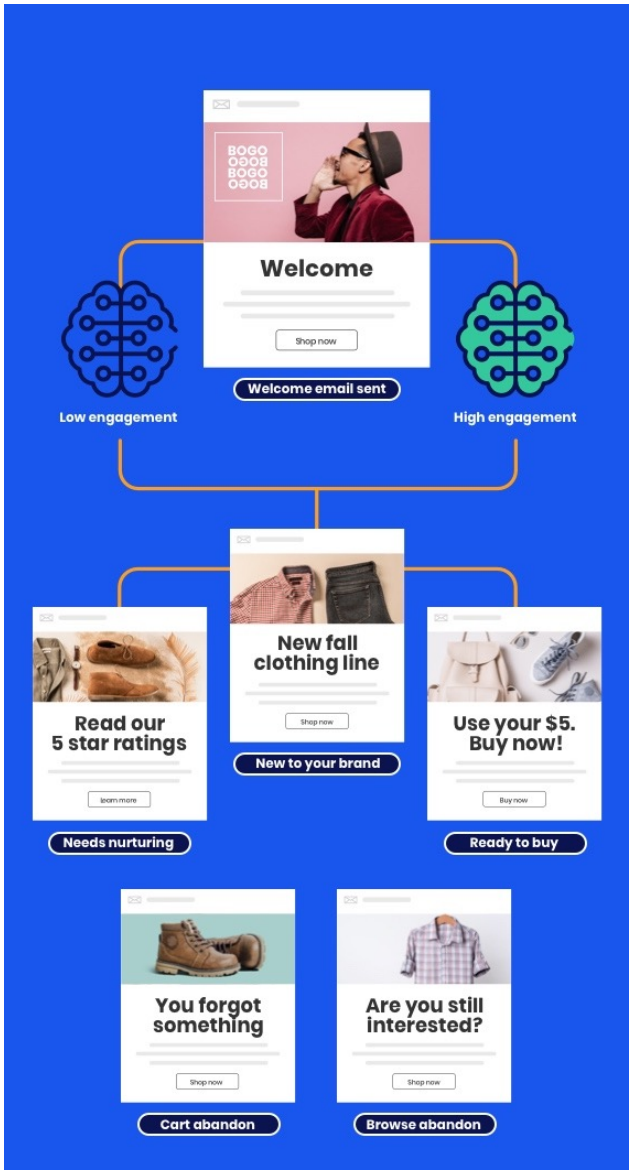
- Job title
- Location
- Custom field
- Company

Purchase behavior

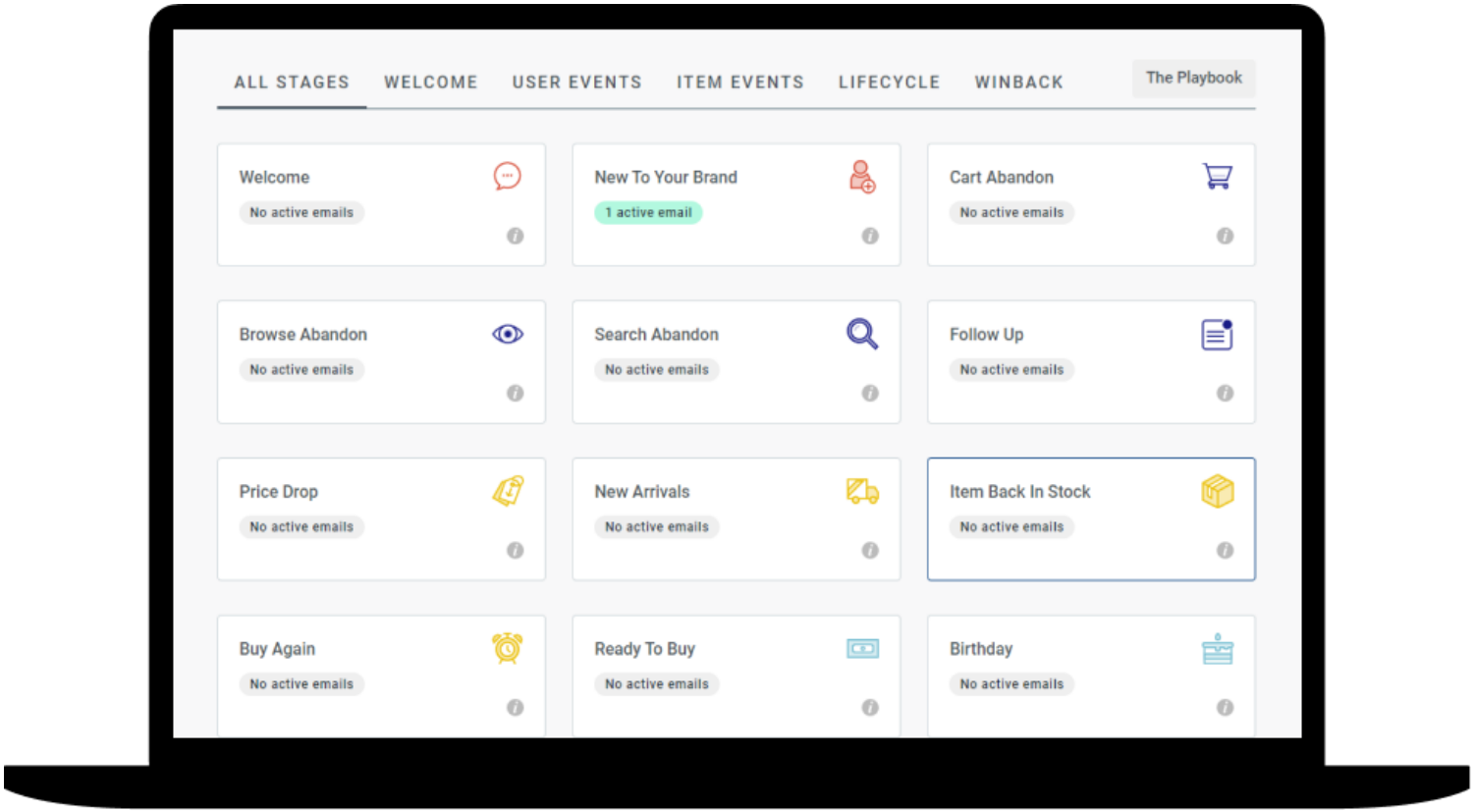
Connect with your online store to see purchase activity

Artificial intelligence + predictive analytics + automation

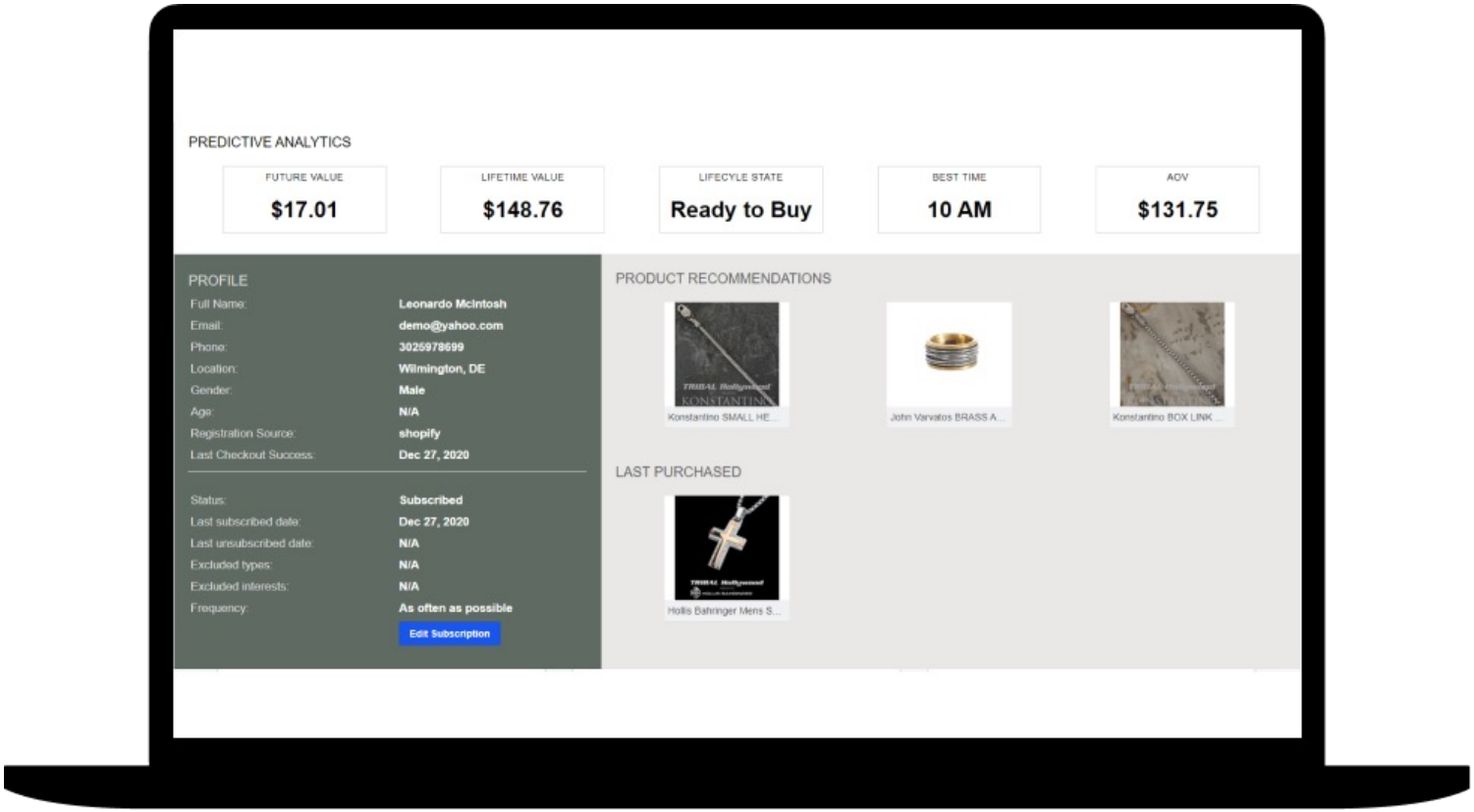
AI receives data, processes it, and calculates outcomes and automates probable best actions. It learns and adapts along the way.



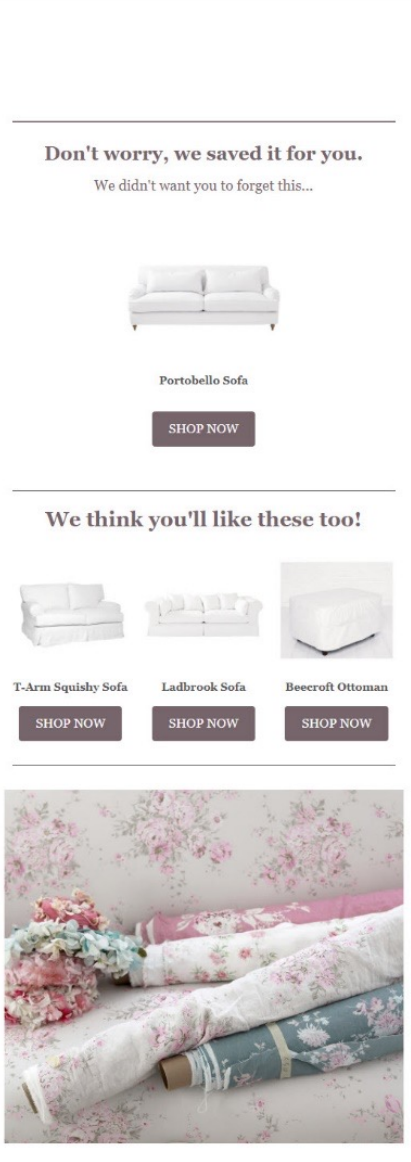
Send the right message to the right person



Predictive analytics use data to customize each contact's email



Content changes based on who you're sending to



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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