

Member Communication

Why is no one reading my email?

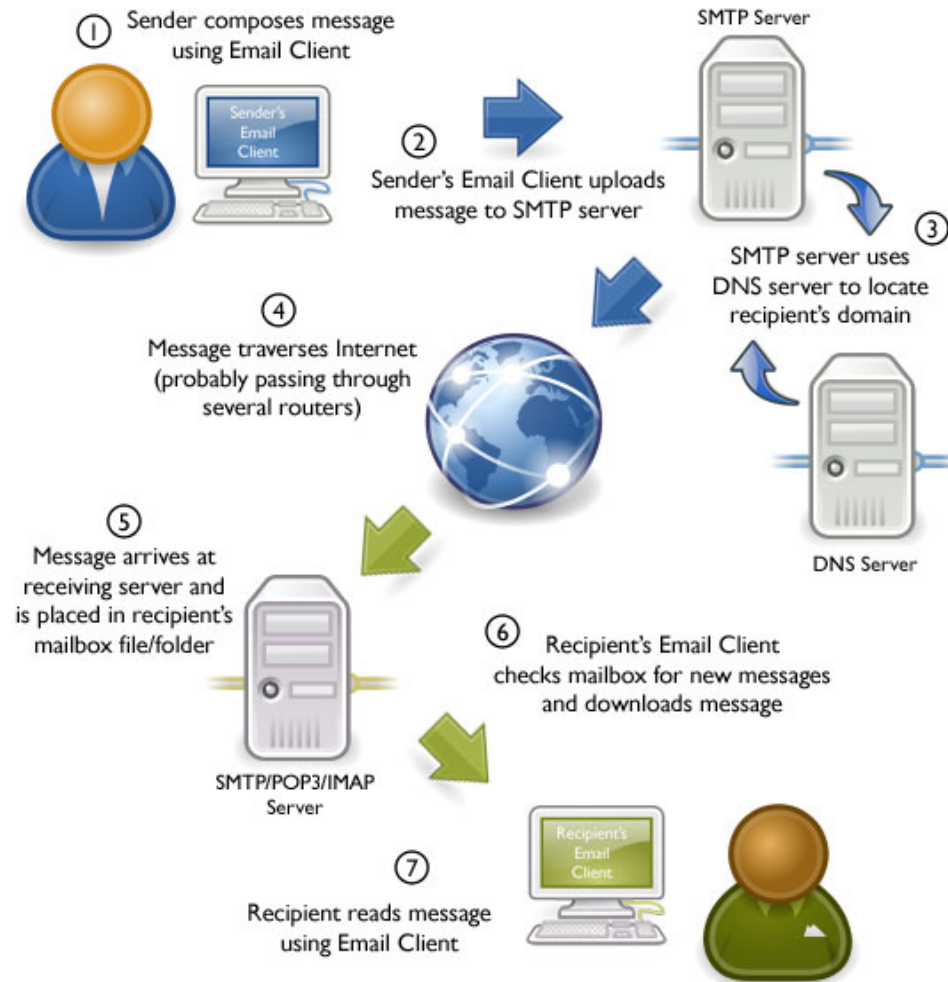


Agenda

- The Miracle of Email
- The Challenges of Email
- What “Should” You Do?
- Email Marketing Strategy
- Content Planning
- Designing a Great Email
- Integration & Testing
- Live Critiques



The Miracle of Email Delivery



Email Overload

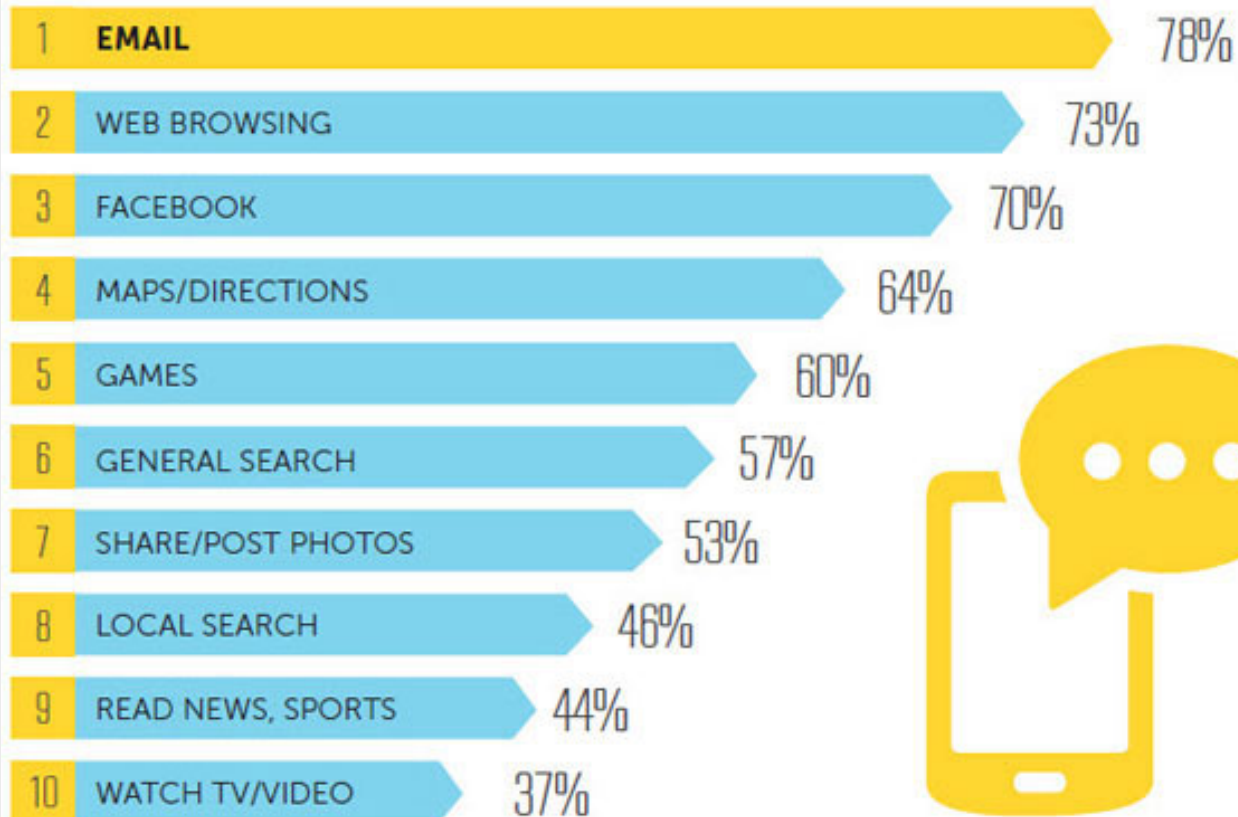
Daily Email Traffic	2014	2015	2016	2017	2018
Total Worldwide Emails Sent/Received Per Day (B)	196.3	204.1	212.1	220.4	227.7
<i>% Growth</i>		4%	4%	4%	3%
Business Emails Sent/Received Per Day (B)	108.7	116.2	123.9	132.1	139.4
<i>% Growth</i>		7%	7%	7%	6%
Consumer Emails Sent/Received Per Day (B)	87.6	87.9	88.2	88.3	88.3
<i>% Growth</i>		0.3%	0.3%	0.1%	0.0%

Table 2: Worldwide Daily Email Traffic (B), 2014-2018

Source: Radicati Group – Email Statistics Report

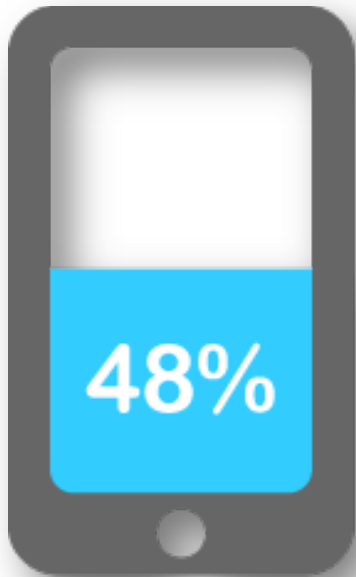
Mobile Influence

MOST POPULAR ACTIVITIES ON SMARTPHONES

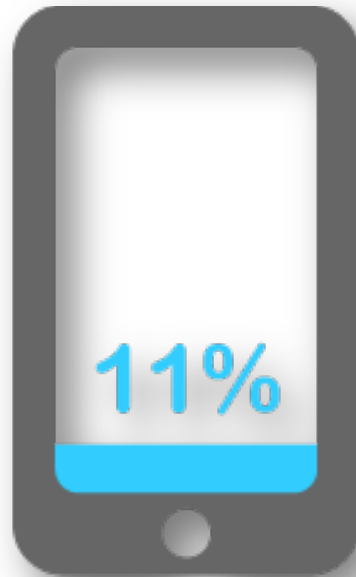


Source: IDC and Facebook: "Always Connected"

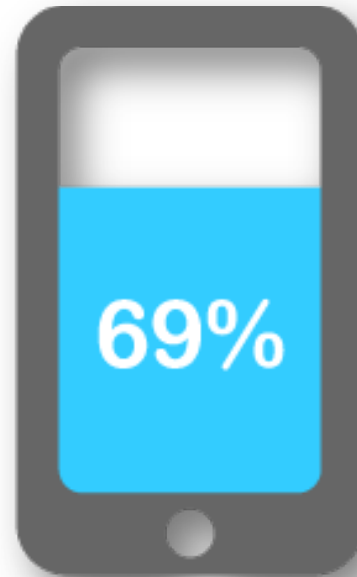
Mobile Influence



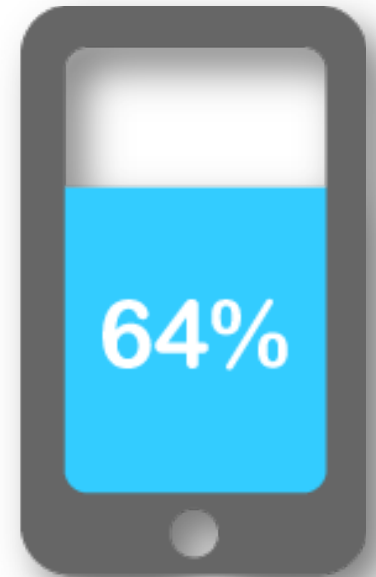
48% of emails are opened on mobile devices



Only 11% of email templates are optimised for mobile



69% of mobile users delete emails that aren't optimised



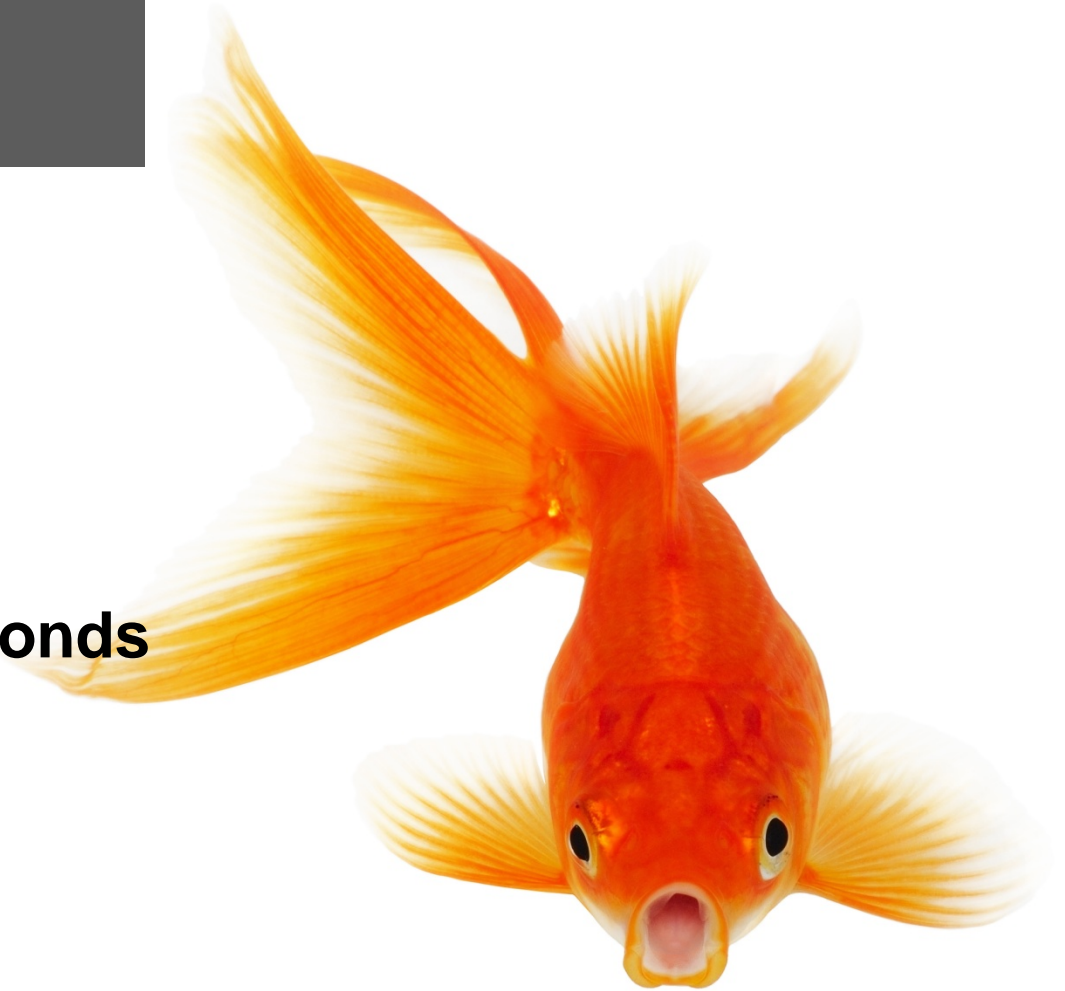
64% of decision makers read their emails on mobiles

Attention Spa...

Average attention span
in 2000: **12 seconds**

Average attention span of
executives today: **8.25 seconds**

Average attention span
of goldfish: **9 seconds**



Ready for the Secret to Email Marketing?



There is NO SECRET!

There is no best day.

There is no best time.

What works today,
probably won't work tomorrow.



Don't get discouraged...there is hope!

What should you do?

Be a
SUPERHERO
who solves
big problems!

What should you do?

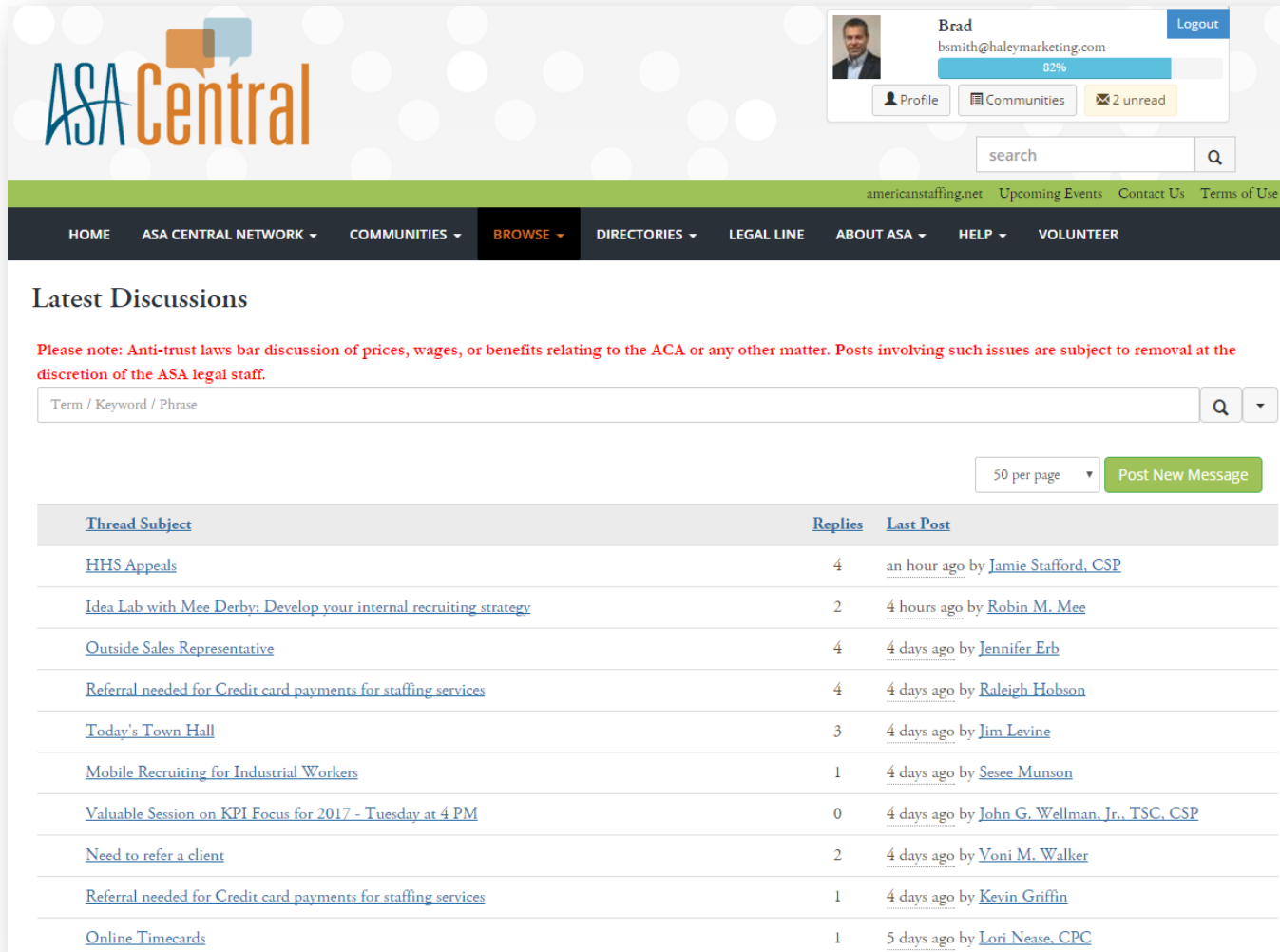


Survey Your Audience!

- Biggest challenges
- Biggest opportunities
- Top 5 goals
- What keeps them up at night?
- What's new?



What should you do?



ASA Central

americanstaffing.net Upcoming Events Contact Us Terms of Use

HOME ASA CENTRAL NETWORK COMMUNITIES **BROWSE** DIRECTORIES LEGAL LINE ABOUT ASA HELP VOLUNTEER

Latest Discussions

Please note: Anti-trust laws bar discussion of prices, wages, or benefits relating to the ACA or any other matter. Posts involving such issues are subject to removal at the discretion of the ASA legal staff.

Term / Keyword / Phrase

50 per page

<u>Thread Subject</u>	<u>Replies</u>	<u>Last Post</u>
HHS Appeals	4	an hour ago by Jamie Stafford, CSP
Idea Lab with Mee Derby: Develop your internal recruiting strategy	2	4 hours ago by Robin M. Mee
Outside Sales Representative	4	4 days ago by Jennifer Erb
Referral needed for Credit card payments for staffing services	4	4 days ago by Raleigh Hobson
Today's Town Hall	3	4 days ago by Jim Levine
Mobile Recruiting for Industrial Workers	1	4 days ago by Sesee Munson
Valuable Session on KPI Focus for 2017 - Tuesday at 4 PM	0	4 days ago by John G. Wellman, Jr., TSC, CSP
Need to refer a client	2	4 days ago by Voni M. Walker
Referral needed for Credit card payments for staffing services	1	4 days ago by Kevin Griffin
Online Timecards	1	5 days ago by Lori Nease, CPC

Forums

What should you do?

Call your members. Talk.

What should you do?



Ensure your messages
are about members.

NOT ABOUT YOU!

What should you do?



Have a plan!

- Goals
- Standard formats
- Cadence/frequency
- Building your list

Planning Your Content



Develop a calendar



- Mix up time and day
- Try mailing at night
- Try mailing on weekends
- Develop a monthly theme
- Tie in holidays/events
- Delegate and set deadlines

Mix up format

From: msisler=pridestaff.com@mg.haleymail.com on behalf of Mary Sisler [msisler@pridestaff.com] Sent: Tue 10/11/2016 11:36
To: Mackenzie Froese
Cc:
Subject: Reader, will I see you next week?

Hi Reader,

Are you ready for the HR Southwest conference next week?

I'm going to be there along with several other team members and was hoping we could schedule a quick meeting. At PrideStaff, we offer free customized talent supply and demand reports, and I'd be happy to run one for you and bring it to the conference.

These reports offer marketplace intelligence around compensation, job titles, and locations that will yield the most effective job posting and sourcing strategies. It's a really valuable tool if you are considering hiring any time in 2017.

If you're interested, just send me a quick reply, and I'll be sure to run a report based on your company and your hiring outlook.

I hope to see you there!

Safe travels,

Amy Linn

PrideStaff

P.S. We will be at Booth #521, please be sure to stop by and say hello!

Simple text-based emails look more personal...

And often get a higher response!

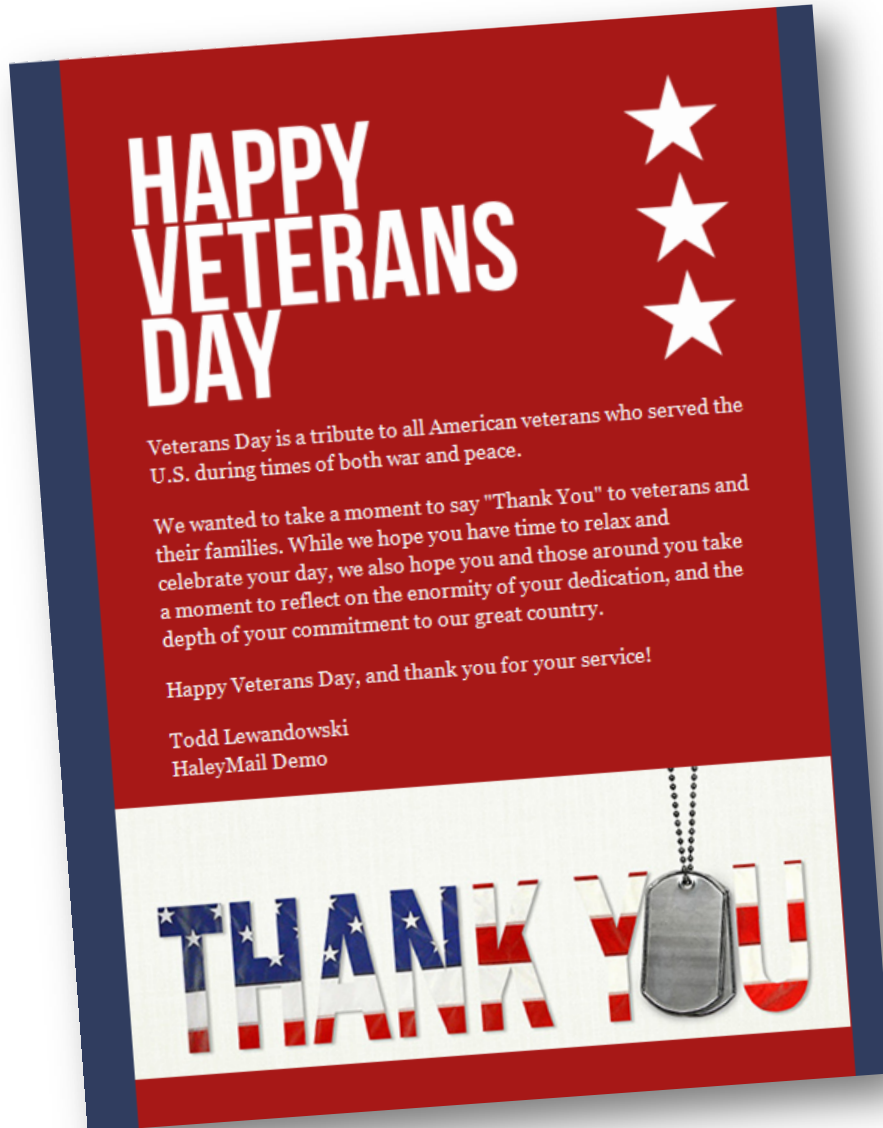


Mix up format



Ensure newsletter designs are consistent and use engaging images.

Mix up format



**Tie in holidays,
announcements,
special events, etc.**

Mix up content type



Too Busy to Think? How and Why to Carve Out "Think Time" For Business

Business moves fast.

Between the pile of responsibilities on your plate and the constant demands of leading a team, you may feel like you don't even have time to think. In order to lead well in today's complex, fast-paced society, however, finding time to think is *exactly* what you need most.

Sure, "getting stuff done" is essential – at times. But without a clear goal in mind and a clear road map to get there, simply "doing things" might cost you and your team more than it gives. Here's why – and how – to make time to think.

Why Your "Think Time" Matters

The popular media provides us images of business leaders as people with a lot of "hustle." As a result, we begin to believe that doing more is the same thing as accomplishing more. But is it?

Warren Buffet has built a business empire by spending most of his time

reading and thinking. At AOL, CEO Tim Armstrong and the rest of the executive staff spend four hours a week just thinking. LinkedIn CEO Jeff Weiner actually puts "think time" in his daily schedule – two hours of it. And Bill Gates's twice-yearly vacations are spent in contemplation, not in catching up.

When you spend time thinking, you can approach business more efficiently, gaining maximum impact from minimum application of time, money or effort. Abraham Lincoln reportedly once said, "Give me six hours to chop down a tree and I will spend the first four sharpening the axe." When you think, you spend time sharpening your axe – so when you start chopping down the tree, you can do it more quickly, more cleanly and with less effort.

How to Make Time to Think

Thinking is an essentially different mode of operation than action. While thinking can be combined with action – some executives

do their best thinking on the treadmill or bicycle – "think time" works best when it's structured specifically to let your brain work. Here's how to create think time that works for you.

1. Learn to say "no" and "please handle this."

Delegating is important. When it comes to finding space to think, delegating is essential. Check your schedule for meetings and tasks you can say "no" to, and find ways to delegate items that must be done. This will help free you from the details, giving you time and space to look at the big picture and to think more strategically.

2. Find your quiet space.

Virginia Woolf famously said that "a room of one's own" was essential for success as a writer. For success as a leader, a "quiet space of one's own" is just as essential. Focus on developing both a quiet "external" space in the form of an office with

Magazine-style articles instead of just text can pull readers in.

Mix up content type



eBooks turn content into engaging lead generators...

(Great for attracting new members!)

Mix up content type

Make it easy to convert.



GET THIS EBOOK

Get More Done: 100 Ways to Increase Productivity

Your search for today's best productivity ideas just ended! We wrote the (e)Book on how to make everyone in your organization more organized, efficient and happy.

Fill out the form below to download this eBook.

Name *

Company

Email *

Phone

SUBMIT >

Building an Email



Content Sections

Want salary information that's, ACTUALLY USEFUL?

tlewandowski=haleymarketing.com@mg.haleymail.com on behalf of Todd Lewandowski [t]

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Sent: Mon 10/17/2016 1:29 PM

To: Brad Smith

Having trouble viewing this email? Click here.

October 2016

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

presented by HaleyMail Demo

GET HIRED

How Much Will I Make if I'm a [insert your dream job here].

Want salary information that's, um, ACTUALLY USEFUL? Start here.

Show Me the Money!

Preheader

Images blocked on desktop

Engaging copy



Content Sections

Having trouble viewing this email? [Click here.](#)

October 2016

HIRED!

presented by HaleyMail Demo

GET HIRED

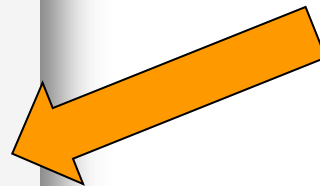


How Much Will I Make if I'm a [insert your dream job here].

Want salary information that's, um, ACTUALLY USEFUL? Start here.

Show Me the Money!

Create strong call to actions – not just “Click here...”



Content Sections

Use engaging images and multiple CTAs



GET AHEAD

Dear Boss
I Quit

Giving 2 Weeks' Notice: How to Do It and What to Expect

Break up with your employer the right way -- and be prepared for the awkwardness -- so you can exit with grace and keep your reputation intact.

Ready to Quit?

LIVE BETTER

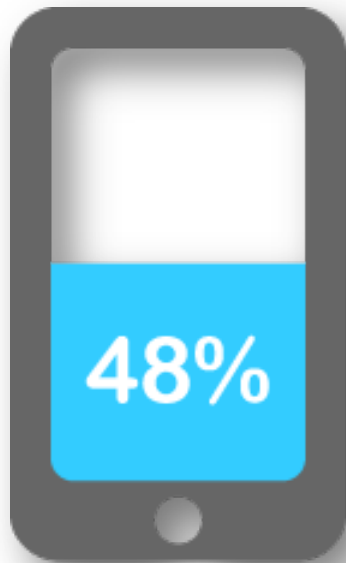
Didn't Get Promoted? 4 Things You MUST Do (and 3 to Avoid at All Costs)

Disappointed, confused or angry that you were passed over for a promotion? That's perfectly natural, but you need to let it go -- and do these things instead.

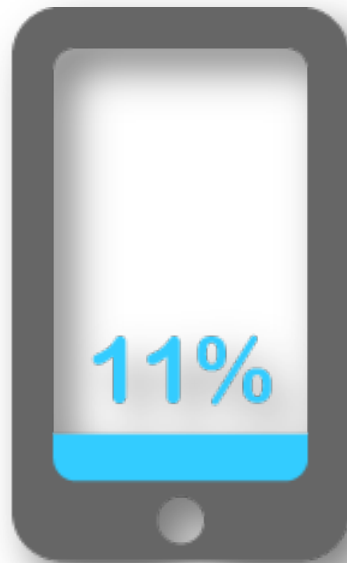
Follow These Tips

Be mobile!

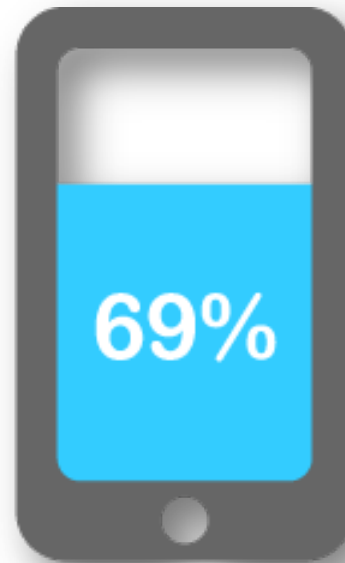
Remember these stats from earlier?



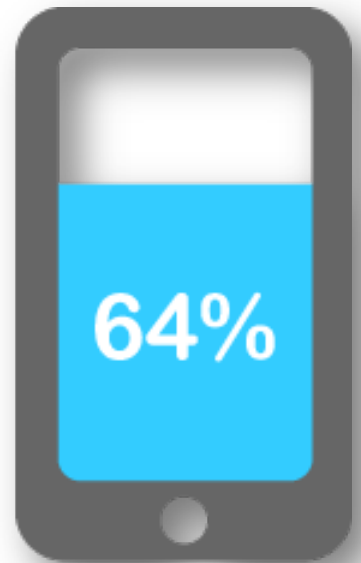
48% of emails are opened on mobile devices



Only 11% of email templates are optimised for mobile

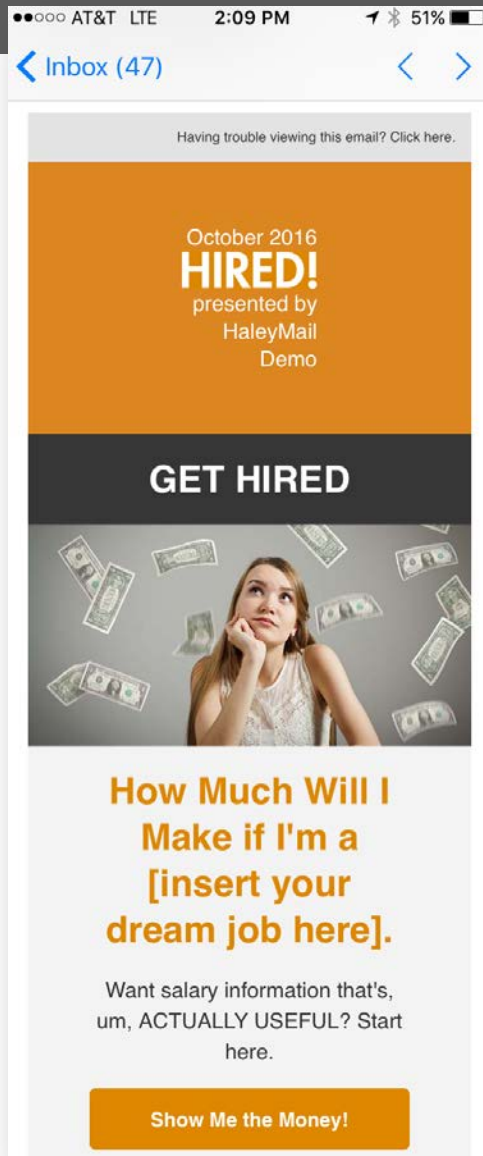


69% of mobile users delete emails that aren't optimised



64% of decision makers read their emails on mobiles

Be mobile!



Make sure your email is mobile:

- Large fonts, easy to read
- Compatible on all devices
- Large buttons for fat thumbs
- Engaging images
- Test using Litmus.com

The Best Design Still Fails If No One Opens Your Email



Email Delivery



Don't Cheat!

- Don't SPAM people; get opt-ins
- Use a reliable email delivery system
- Don't send from your own server

Subject Line

- Share the key takeaway from the article (value)
- Use engaging keywords that evoke an emotional response
- Don't be boring
- Test different approaches

Test 1: Three Surprising Hacks to Drive Huge Email Marketing Response

Test 2: Smart Companies Use These 3 Critical Elements in Marketing Emails

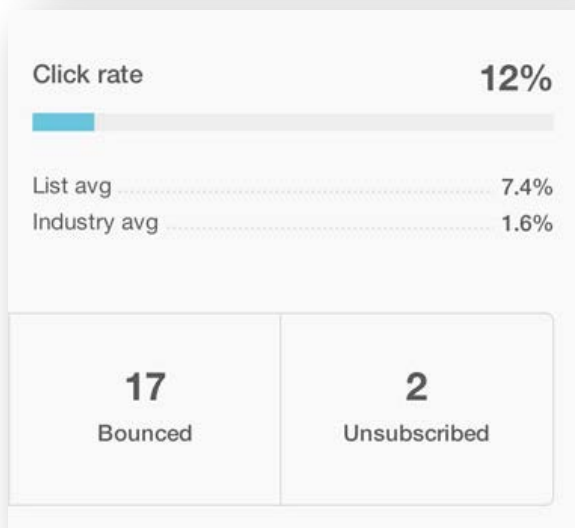


Review data/reports



Open Rate

- Day/time
- Subject line
- Audience
- Deliverability



Click Rate

- Content subject
- Email design
- Copy/Offer
- CTA
- Audience



AND



Look at these lists... WOW - Message (HTML)

File Message Tell me what you want to do


Delete Archive Reply Reply All Forward Delete Respond Quick Steps Move Tags Editing Zoom Open Boomerang Customer Manager

DS Diane Skullr, CSP www.cspvital.org <diane=cspnet.org@mail54.atl11.rsgsv.net> on behalf of 1 Wed 4/26

Look at these lists... WOW

If there are problems with how this message is displayed, click here to view it in a web browser.

www.cspvital.org [View this email in your browser](#)



Look at these lists... WOW
It's time to register for the Conference.

If you are in the staffing & recruiting industry - anywhere - then you need to be here. These are the people you want to know!

AT&T LTE 1:47 PM 86%

1


This message is from a mailing list. [Unsubscribe](#)

From: [CSP www.cspvital.org...](http://www.cspvital.org) [CD](#)

To: [David Searns](#) [Hide](#)

Look at these lists... WOW
 April 26, 2017 at 12:06 PM

www.cspvital.org
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Flag Folder Trash Reply Compose

Get Beyond Email

- Landing pages – simplify response
- Offer more ways to respond
- Go social
 - LinkedIn groups
 - Messaging to group members
 - 1:1 and 1:many LinkedIn messaging
 - Tweet at people you want to reach
 - Leverage your Facebook page

Get Beyond Email

- Upload your email list to Facebook and run promoted content
- Periodic direct mail
- Marketing automation – campaigns, not one-off emails
- Work with industry partners to get the word out



**Any
questions?**

1.888.696.2900

David Searns

dsearns@haleymarketing.com

