



hivebrite



Master your **community communication**



| *Email Marketing Guide*

Email Marketing is not dead

Contrary to other digital channels, email remains a dominant and widely used channel to communicate.

According to Statista, active email accounts hit 5.6 billion in 2019 and 320 billion emails are sent every day in 2020

The 4 main reasons why you should consider email as a communication tool are:

1- You **talk directly** to your audience

Contrary to social media or display, your message is only seen by people you specifically define.

2- Content options are **limitless**

No character limit, no image specifications or brand limitations. You can tell and display what you want in your email.

3- It's **free** or almost

You won't be charged by clicks or impressions. As soon as you have your email list, you can send as many emails as you want.

4- **Personalisation** and **segmentation** are key

Contrary to other channels, you can personalize your emails at the user level and create different lists based on your audience data.



There are many occasions where email marketing is the best idea

Emails convert prospects into community members and turn existing members into community advocates.

- **Newsletter:** to keep in touch regularly with your audience and push relevant news to them
- **Special offer/Invitation to an event:** clear CTA (call to action=button, hyperlink, etc.) to drive conversion or attendance to an event
- **Welcome/Onboarding email:** a powerful way to introduce a service or platform with more details
- **Transactional email:** to validate all important actions on the platform, registration, password change, order confirmation
- **Informational or product & service update:** a quick and effective way to communicate about a change in an offer or a platform maintenance date



Your content is king but your subject line is queen

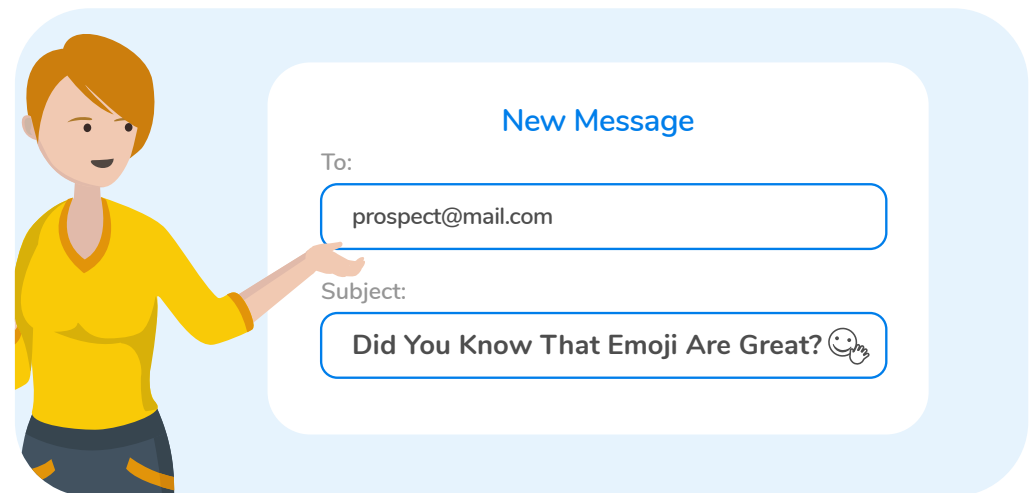


Content Optimization

- Balance images and text (avoid too much text)
- One or two CTA buttons max
- Optimize for mobile devices
- Personalisation
- Use a catchy subject line!

Subject Line Optimization

- Urgency - 2 days left !
- Curiosity - did you know?
- Ask questions
- Title case increases open rate
- Including an emoji can increase open rate by 56% according to *Campaign Monitor*



But most importantly, don't forget to conduct regular A/B tests

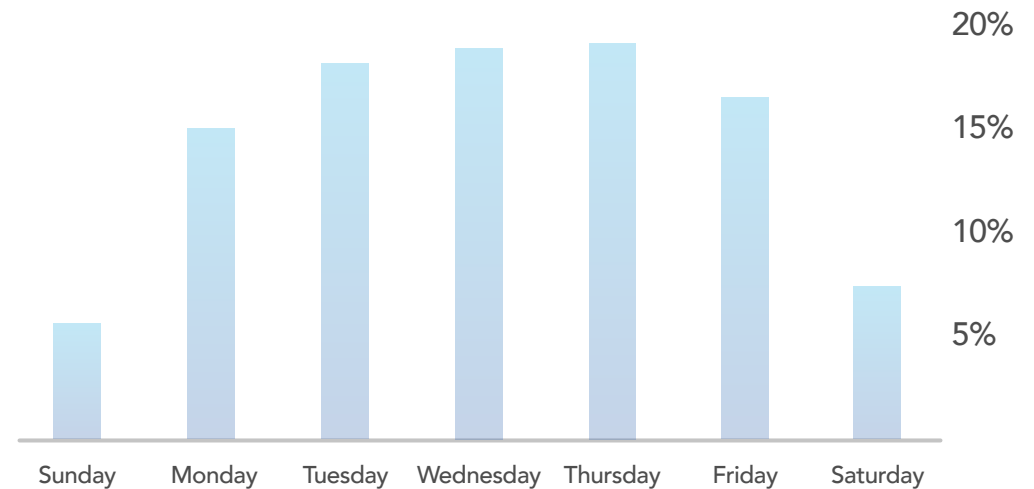
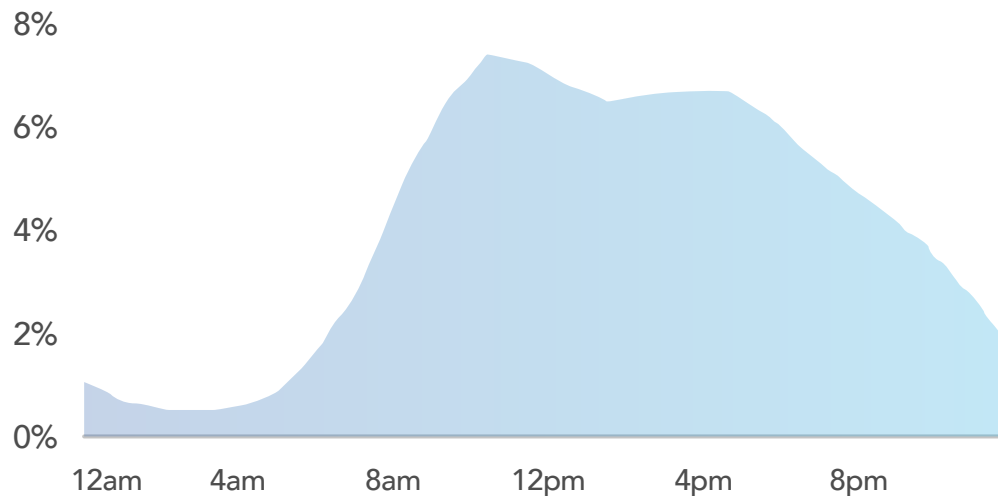
When to send your email

The best time to send your emails may depend on your audience type. There are no universal rules. You will have to test to confirm your optimal sending time, but industry standards suggest:

Mad Mondays: You should avoid this busy day

Weekends: People are not “normally” in front of their laptop

According to Mailchimp, the best days are Tuesday, Wednesday and Thursday



Finding the best time

And 10am-1pm is the best time.

So Thursday 12pm seems to be the ideal time.

But what if everyone sends their emails at the same time? 🤔

Test, learn and compare

Good and clear **campaign reporting** should be able to easily show you:



Delivery rate - The percentage of emails that were actually delivered to recipients inboxes



Open rate - The percentage of emails opened vs total email sent



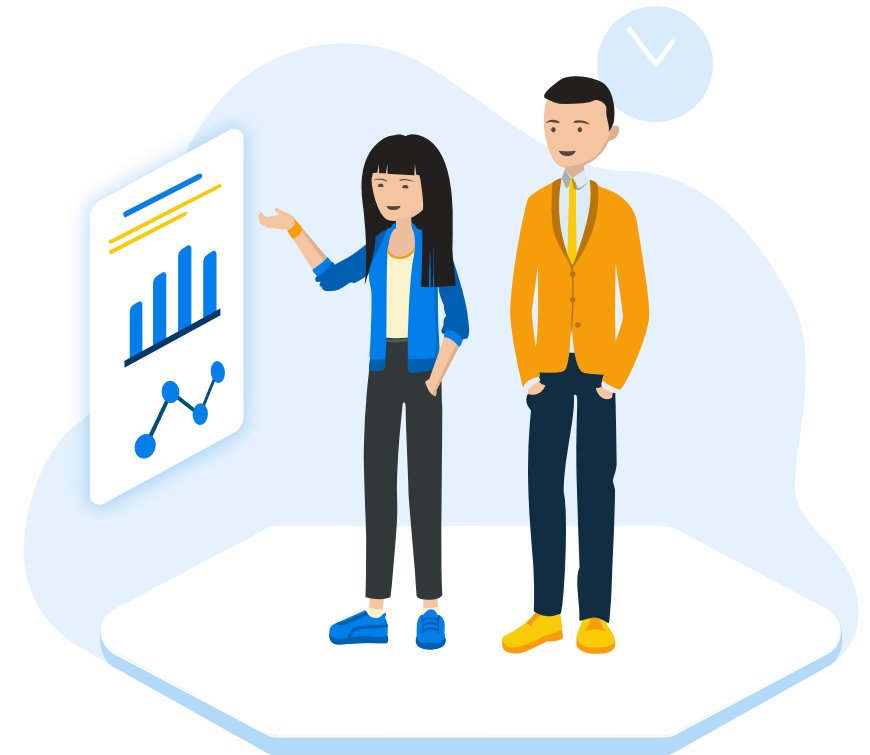
Click rate - The percentage of people who click within an email



Bounces : How many users never received the email



Recipients who unsubscribe or report your email as spam



You can then quickly compare campaign performance and adapt content or time sent for subsequent campaigns.

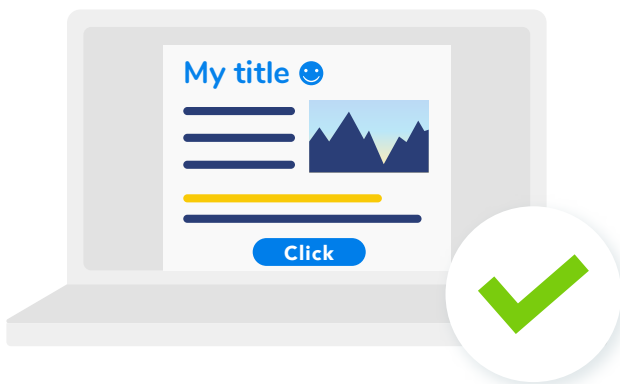
How to have GDPR compliant email campaigns

What is GDPR?

GDPR is The European regulation directed at protecting the personal data of EU citizens. Everyone that handles personal data of an EU citizen is subject to GDPR compliance, regardless of where you or your business is located. **It went live on May 25, 2018.** The primary thing to note is a new definition of providing consent: **opting in.**



Evaluate how your email marketing complies with the GDPR



- 1 Did your contacts consent to receiving your emails through an opt-in form?
- 2 Was this contact consent given for the specific purpose for which you're using their data?
For example, if they only opted into your newsletter list, this isn't sufficient consent to use their data for a marketing automation workflow.
- 3 Have you kept precise and secure records of all the opt-ins you have received?
- 4 Do you always offer your contact a way to unsubscribe from the email list, but also name the list and why they opted in?

Email is a great marketing tool when mixed with other marketing initiatives

We saw that email marketing is and will continue to be a major way to communicate with your community, but it could be even more powerful when combined with other types of marketing actions.



Video

The options to power your emails are endless with video. Just to name a few: onboarding videos, knowledge-based videos, meet the team videos, support video calls, and community stories.



Mobile and in app notification

Using emails to reach your community is powerful but sometimes you need to double or triple the touch points with similar messages. If you can send sequential push notifications on mobile and in app, you will increase your chance of being seen.



Social

Your email message can help you extend your message via social media and get new fans/followers. You can also build email lists through advertising your newsletter on social media.



Landing page builder

Some, if not many, of your email campaigns will send people to an external page (a registration, an event, a webinar, a donation page, etc.) You need this page to fit the message and be extremely easy to navigate. Email and page content should align to ensure the best user journey.