Email Marketing For Photo Industry Companies

DIMA Education Session D87

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How You Can Use Internet Marketing To Improve Your Business

- Convert Customers and Prospects Into Fans
- Save on Advertising Expenses
- Expand Your Sales
- Target Specific Groups
- Analyze Online Marketing Results

Marketing 101…the Basics

- Define your offering
- Create and build your customer base
- Present your products or services to your customer(s) as a Value Proposition
- Make the sale
- Follow up to create future sales

What Is Email Marketing?

- **Information sent by your company via the Internet** to customers or prospects
- Each **message is personalized** with the individual's name
- The message is usually **targeted** toward a specific demographic or group
- **Uses graphic design** and precise copy **for quick, easy reading**

Types of Emails

- **Newsletters**
  - Useful tips to customers
  - Recent product improvements
  - Upcoming Special Events
- **Promotional Offers**
- **Surveys**

Legal Requirements

"Thou shalt not spam the citizens of this country!"

Congress of the United States

Legal Requirements

- **Email advertising may only be legally sent to people who want it** and with whom you have a “relationship”
  - Active or previous customers
  - People who request information or who voluntarily give you their contact email addresses
- **Names can’t legally come from purchased or mass market lists**

Legal Requirements

- People receiving your emails must have **the ability to "opt out" of future emails**
- **You are responsible for keeping track of your email contact lists** so that people opting out receive no further emails
- Adhering to these requirements is good for you and your marketing efforts…as well as the public
  - They keep you from being blocked by online service providers
  - You market only to interested, serious prospects

Why Use Email Marketing?

- Provides **fast, convenient & inexpensive** contact with customers and sales prospects
- **Lowers you advertising costs**
  - No printing expenses
  - No mailing expenses
  - Almost no advertising expenses
- Previous customers or people familiar with your company are the **easiest people to convince to buy your products or services**

Why Use Email Marketing?

- Each time you contact your customer you're saying, **"Hi, we're here to serve you."**
- **Emails…particularly newsletters…keep your business in people's minds**
  - With each positive email message you'll be providing benefits to your customers that they'll appreciate
  - You'll reinforce your branding
  - Customers will think of you when they're ready to buy
  - People are more likely to recommend you to friends because you will be a familiar "friend"
- Over time **you will see increased sales**!

Business Benefits

- Email marketing is **easy to produce** “in-house” and “on the cheap”
  - You or someone in your office can create copy and do the layouts with available online software
  - No advertising agency is required; just your time and effort
  - You no longer need advanced knowledge of html to create beautifully designed newsletters and email promotions
- Your newsletters & promotions will look **100% professional**
- **Reduced promotional costs** to obtain new business from your client base can decrease your marketing outlays from dollars per customer to just pennies

Using An Outside Company

- Email service companies like Constant Contact *(who we use)* or iContact offer **complete, turn-key solutions** to effective email marketing
- They give you:
  - Access to hundreds of creative, designed templates that you can use as is or modify for professional-looking emails
  - Automatic handling of the “nuts and bolts” of html design
  - Complete data management of contacts, images and opt-outs
  - Statistical measuring and management tools
  - The ability to test your emails before sending them out en masse
- **Reliable transmission** from their company servers
- Their emails are **less likely to be blocked** by Internet Service Providers or spam blockers

What Email Marketing Offers…

- **Inexpensive advertising**; $30 - $60 per month
- Repeated **advertising "impressions"**
  - Marketing experts tell us that it can take up to 20 impressions of an advertising message before a prospect actually buys
  - Every email your prospects read makes a powerful impact
  - Email advertising campaigns build sales over time
- Opportunities to **market to existing clients from different perspectives** *(i.e. cross-marketing of various products)*
- **A statistical measure** of what works and what doesn't
- **Identification of customers** interested in specific products for sales follow-up calls

What Emails Don't Offer…

- **No magic bullet** for instant sales results
- **Minimal increase in short-term business**
- **A majority of your contacts will not even look at your email messages!**
  - 75% of your emails may not get opened
    - Spam filters or Internet service providers may block some
    - People arbitrarily "Delete" most emails. It's nothing personal! Folks are busy and inundated with emails. So, they just click "Delete."
    - Our experience with group targeted emails:
      - 25% opens for consumers and amateur photographers
      - 45% maximum for professional photographers
- **Ads are short-lived -** Opens will drop to near 0% within 3 days
- **Coupons usually generate low response**

How An Email Campaign Can Hurt You…

You can create a lot of ill will if your don't use email marketing correctly!

Be careful to avoid these common mistakes:

1. Sending out **too many emails**
2. Giving your customers **too little perceived value** for the time they are spending to read your email
3. Not matching your email message to your customer and his needs
4. Designing **emails that look like spam…or are spam**
   - Spam emails are designed to sell by hitting a large number of people
   - Spam messages have minimal value to most recipients
   - Spam wastes people's time and annoys the heck out of them!
   - People retaliate by reporting you to their ISP and getting your emails blocked!

So…Why Do Email Marketing?

You'll be taking advantage of the 80/20 Rule!

- **80% of your sales are going to come from 20% of your customers**
- A high percentage of those 20%…the "live ones"…are going to be reading your informative emails
- You will be maintaining **positive contacts** with your best customers and "fans"
- **As you build your contact list the 20% will become larger numbers of people** and your profits will grow

The Secrets of Email Marketing

You will succeed in your email marketing if you provide three things:

1. Benefit
2. Benefit
3. More Benefit

Successful email marketing is all about fulfilling your customers' need for useful information that can <u>help them succeed</u>.

The Secrets of Email Marketing

- Create an email program with a group of contacts who will become fans and regular readers.
- The key to long-term success is in becoming the “expert” source for your contacts with positive, relevant information.

The Secrets of Email Marketing

- The **content mix** of your emails should be **95% benefit** oriented; **5% advertorial**
- It's important to **target the right audience with the right message.**
- **Segment** your customer population into **multiple lists**
  - Some contacts may be on several lists.

The Secrets of Email Marketing

- Create as many lists as you feel are necessary
- It’s better to have too many defined lists than too few
- You will be selecting specific lists when you broadcast your emails
- Constant Contact will not send duplicate emails to people on more than one list

Examples of Some Possible Lists

- Pro Photographers
- Advanced Amateurs
- Amateurs
- Equipment buyers
- Recent buyers
- Past buyers
- Single service buyers
- Local customers
- Nat'l. customers
- Camera clubs
- Pro organizations
- Lists by age
- Lists by gender
- Lists by ethnicity

The Secrets of Email Marketing

Timing is a key factor in email marketing

- Announce **seasonal events** or give tips for the season
- Coordinate your messages with your **customers' business cycles**
- Include **special group events**
- **Broadcast emails when they will be most effective**
  - Tuesday & Wednesday mornings are the best times
  - Last minute "heads-ups" are also effective

How To Create A Campaign

Step #1: Define Your Goals

- Are you **creating a newsletter?**
- Do you just want to **highlight "hot" items for sale?**
- Do you want to **create impressions** with short emails announcing upcoming events?
- Will you be conducting **online surveys?**
- Are you trying for a **two way dialog with your customers?**

How To Create A Campaign

Step #2: Select Your Template Design

- Constant Contact & other **companies give you numerous designed templates to choose from**
- **Modify the design template** to use your logo and company colors
- **Consider using different templates** for varying markets or emails but keep a consistent look
- **Use copies of previous emails** changing just content
- *Do you have problems with designing yourself?* **Constant Contact will create a custom design shell** for you for a relatively low price.

How To Create A Marketing Email

Step #1: Outline Your Message

- ***Simple Approach:*** Use the template from Constant Contact as a guide to what you'll be saying
  - The design templates are already structured with suggestions on copy that makes sense
  - Just drop in pictures and type in your copy
  - You can have an email ready in less than an hour with this technique
- ***More Complex Approach:***
  - Modify the template using its design shell as a starting point
  - Include additional topic boxes, change fonts, type and color
  - *Tip:* For speed consider doing your rough outline in Word

How To Create A Marketing Email

Step #2: Compose Your Subject Line

- **Your subject line will show in your customer's email window**
  - **This line will indicate who the email is from and the subject you define**
- **Recipients will open…or not open… your email based upon the few words in your subject line!** *(Plus possibly seeing that you sent it)*

How To Create A Marketing Email

Suggestions on Subject Lines

- Your subject must relate to your reader's needs
- There must be a clear benefit to him in reading your email
- Make your subject concise
- Avoid using words like "sale" or "free" that will cause your email to be blocked by spam filters

How To Create A Marketing Email

A Sample Subject Line - Have More Fun Taking Pictures

iPrints.com at Dale Photo ... | Have More Fun Taking Pictures | Aug 16, 2008 | 7:00 AM

From: iPrints.com at Dale Photo & Digital <editor@iprintspro.com>
Subject: **Have More Fun Taking Pictures**
Date: August 16, 2008 7:00:07 AM EDT
To: Dale Farkas
Reply-To: editor@iprintspro.com

You are receiving this email based on your interest in photography and because you have previously ordered photo services from Dale Photo & Digital or iPrints.com. Our hope is that our newsletters will provide useful information to help you in your photography. Please confirm your continued interest in receiving emails from us. Including editor@iprintspro.com in your address book will assure that future photo tips are not blocked.

You may unsubscribe if you no longer wish to receive our emails.

Photo Tips For Better Pictures...from iPrints.com

How To Create A Marketing Email

Step #3: Compose Headings and Subheads

- Headings and subheadings **provide structure** to your graphic emails
- **Use variations in type size, italics and color** to differentiate your content blocks
- **Sub-headlines can be linked** so that they take the reader directly to the content paragraph

How To Create A Marketing Email

Headings Used Within a Pre-designed Template

Photo Tips For Better Pictures...from iPrints.com

Issue No. 3 August 2008

How To Get The Most Enjoyment From Travel Photography

Great Pictures At Street Fairs & Local Events

Be Sure To Show Family & Friends in Action

Wonderful Photo Opportunities at Historic Sites & Theme Parks

Don't Forget to Include Yourself As An Important Part of the Story

Dear Dale,

Travel photography gives you a fabulous opportunity to express your

How To Create A Marketing Email

Step #4: Compose An Introduction

Specify the benefit of reading your email

- **You have no more that 15 seconds** to convince a customer or prospect that what you're saying is relevant to him
- **Include photos** with type wraps that illustrate the points of your message
- **Keep the introduction short**

How To Create A Marketing Email

An Introduction (That's Too Long)

Dear Dale,

Travel photography gives you a fabulous opportunity to express your personal creativity. Your photos can show your love of nature *and* tell meaningful stories about the people you meet.

I'm including a few vacation photos ...which I took while I toured the eastern United States...to illustrate what I find so wonderful about taking travel pictures.

Pretty scenics like the one here of the Massachusetts shoreline were fun to take.

But, the best part of my photographic travel adventure was interacting with the people I photographed.

Go out of your way to smile and be nice to people. You'll be amazed at how folks will respond if you show them a little respect and politely ask to take their picture.

Photography can open the door to memorable experiences with strangers who will become your friends!

How To Create A Marketing Email

Step #5: Create Body Topics

- **Include photos** with type wraps to illustrate the points of your message
- **Keep the text as short as possible**
- **Use links to your web pages** if you want to go into topics in depth
- **Insert a short advertorial within the articles** if it makes sense

How To Create A Marketing Email

Body Topics Using A Pre-designed Template

Street Fairs & Community Events

There's no better way to immerse yourself in a community that to participate in its events. Talk to local people. Ask about how they live and encourage them ham it up when you take their pictures. You can't miss getting great candid portraits.

Historic Sites & Theme Parks

Costumes and role playing by friendly, enthusiastic cast members will give you wonderful photo opportunities. Here's a photo from Colonial Williamsburg, Virginia...a lovely, colonial era town that brings America's history to life.

Show Family & Friends In Action

Our dear friend Carol teaches during the year but spends summers in Vermont. Though she qualifies for Social Security, Carol still loves her rock climbing. This shot tells the story of a lady who lives young!

Include Yourself & Your Spouse

You're not just a spectator on your vacation. You're the star. Our visit to Ben & Jerry's ice cream factory wasn't up to rock climbing. But, it was a lot of fun and very tasty. Capture the moment. Tell your story. Show the fun!

How To Create A Marketing Email

Step # 6: Create A Concluding Message and Signature Block

- Sum up your points
- Provide a short infomercial
- Use this area to point up sales or new products
- Be upbeat, friendly and personal
- Consider including the option of customer feedback

How To Create A Marketing Email

Our Concluding Message & Signature Block

lady who lives young!

your story. Show the fun!

When we travel it's important for all of us to remember that we're guests in other people's towns, cities and countries. So, strive to treat both the Earth and its people with kindness.

Vacation Photo Tip #1: Want to find the best spots for great scenics? Just ask local people! You'll get pictures that *aren't* in the tour books!

Vacation Tip #2: Take advantage of unusual lighting. You'll capture beautiful pictures in the golden hours just after sunrise or before sunset and striking ones at night. If possible, use a light-weight tripod to get sharp images even when you have long exposures.

Vacation Tip #3: Save money where you can. **Use the coupon below to save 15% on your prints.** You'll save gas and cut down air polution by ordering your prints from us online. (You'll get better prints, too!)

Here's to a wonderful Summer!

Dale Farkas
President, iPrints.com *(an online division of Dale Laboratories)*

P.S. If you have any suggestions for us...regarding our services or articles you'd like to see on future newsletters...please email us at editor@iPrintsPro.com or call Toll Free (800) 327-1776.

How To Create A Marketing Email

Step # 7: Consider Links and Coupons

- Links go to your web pages of interest
  - Provide convenience for the reader
  - May generate sales
  - Will be tracked by Constant Contact
- Coupons provide a value-added
  - Designs are available with templates
  - Our experience is that online coupons don’t work very well

How To Create A Marketing Email

An Example of Links with a Coupon

P.S. If you have any suggestions for us...regarding our services or articles you'd like to see on future newsletters...please email us at editor@iPrintsPro.com or call Toll Free (800) 327-1776.

www.iprints.com
Order Digital Enlargements Now
www.dalelabs.com
Film Processing & Enlargements
Services For Professional Photographers
Cameras and Photo Accessories

Save 15%

Use coupon code **Summer2008** at our online checkout at ***www.iprints.com*** and we'll deduct 15% from the cost of your prints and enlargements. This discount applies only to online orders on **iprints.com**. Percentage savings are for printing prices only and do not include any discount on sales tax, shipping or additional requested services (such as retouching or print mounting.) May not be combined with or used in conjunction with any other coupon or discount offer.

Offer Expires: September 5, 2008
Coupon may be used for any number of orders until the expiration date.

How To Create A Marketing Email

Step # 8: Test & Edit Your Email

- Review your content
  - Pass the email by others for suggestions
  - Use spell-check
  - Edit, refine and slim down copy
- Check technical details
  - View on Macs and PCs
  - Test all links

How To Create A Marketing Email

Step # 9: Choose Your Lists

- **Be careful who you send emails to:**
  - **There must be customer benefit to the specific people on your list**
  - **The message must relate to them**
    - **For example, sending a local event announcement to an out-of-town person will not be well-received**
- **Refine your email into two or more separate email messages to better tailor your ideas to specific interest groups**
  - **Simply copy and revise your first email**

How To Create A Marketing Email

Step # 10: Schedule Your Broadcast Time

- **Constant Contact will send out all your emails within a 15 minute time window of when you schedule them**
  - **You can target readers at strategic times**
  - **Emails can go out any time 24/7 so that people who get to their computers a 6:30 AM can have your emails waiting for them**
- **Our experience is that the best time for business emails is 10 - 10:30 AM on Tuesdays or Wednesdays**

Questions?

Feel free to contact me by phone or email:

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