Big Wins from the Inbox:
Email Strategies to Get More Conversions

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VP Marketing, Toast
@ellieeille
is email marketing dead
is email marketing dying
is email marketing still relevant
is email marketing still effective
15 Tips to Improve Your Email Marketing Results
The Simple Things
That Make a Big Difference
Have a Clear Call-to-Action

New Campaign Analysis Services
REQUEST PRICING

StreamSend Now Offering Campaign Analysis Services

Insanity: Doing the same thing over and over again and expecting different results.

- Albert Einstein
Email with single call to action increased clicks 371% and sales 1617%
## Keep Your Segmentation Simple

### Email Segments

<table>
<thead>
<tr>
<th>Persona</th>
<th>Engagement with HubSpot</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unknown</strong></td>
<td></td>
</tr>
<tr>
<td>Prospects</td>
<td></td>
</tr>
<tr>
<td><strong>Who:</strong> Email address only</td>
<td></td>
</tr>
<tr>
<td><strong>What:</strong> WSG-focused</td>
<td></td>
</tr>
<tr>
<td><strong>Goal:</strong> Convert</td>
<td></td>
</tr>
<tr>
<td><strong>Primary Personas (Ollie / Mary)</strong></td>
<td></td>
</tr>
<tr>
<td>Unengaged</td>
<td></td>
</tr>
<tr>
<td><strong>Who:</strong> Not actively engaged with sales</td>
<td></td>
</tr>
<tr>
<td><strong>What:</strong> Product-focused webinar/trial</td>
<td></td>
</tr>
<tr>
<td><strong>Goal:</strong> Engage</td>
<td></td>
</tr>
<tr>
<td>Engaged</td>
<td></td>
</tr>
<tr>
<td><strong>Who:</strong> Actively engaged with sales</td>
<td></td>
</tr>
<tr>
<td><strong>What:</strong> Nothing</td>
<td></td>
</tr>
<tr>
<td><strong>Goal:</strong> Close</td>
<td></td>
</tr>
<tr>
<td>Customers</td>
<td></td>
</tr>
<tr>
<td><strong>Who:</strong> Customers</td>
<td></td>
</tr>
<tr>
<td><strong>What:</strong> Nothing</td>
<td></td>
</tr>
<tr>
<td><strong>Goal:</strong> Use Product</td>
<td></td>
</tr>
<tr>
<td><strong>Not a Fit</strong></td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td></td>
</tr>
<tr>
<td><strong>Who:</strong> Can't or won't buy HubSpot</td>
<td></td>
</tr>
<tr>
<td><strong>What:</strong> Live webinars, inboundmarketing.com, videos, blog articles</td>
<td></td>
</tr>
<tr>
<td><strong>Goal:</strong> Participate in Community</td>
<td></td>
</tr>
</tbody>
</table>
% Improvement in Email Performance Metrics for Segmented Emails

Source: MailChimp Research June 2015
Align Content with the Funnel Stages

- Top educational gated content
- Product education with next step
- Responses/alerts based on actions
- Content resources for sales
Widen the Funnel & Replenish Your List

2.1% of your contact data goes bad every month.
- MarketingSherpa

Your List Expires at ~25% / Year

Year 1: 50K
Year 2: 29K
Year 3: 21K
Focus on Value – WIIFM?

It's Here - WebCaster with Hybrid Flash Multicasting

Andrea Kang akang@mediaplatform.com via bounce.s4.exacttarget.com

9/9/10

To: me

Images are not displayed. Display images below - Always display images from akang@mediaplatform.com

Dear Ellie,

We are pleased to share some exciting news with you today! MediaPlane's WebCaster is now the first enterprise video product in the world that is enabled with multimedia Live Streaming using the new Adobe Flash Player 10.1 software, which was also announced today by Adobe. Read all about it in our press release.

WebCaster now features a hybrid Flash multICASTing architecture based on a distributed Media Framework (OSMF). This browser-based video player allows an organization to create both IP multicast and application level multicast using Flash Player 10.1. Why should this matter? MediaPlane has been designing and testing the network efficiency and significantly lower costs compared to traditional techniques.

MediaPlane worked closely with the Adobe Flash Media Server team on the entire development cycle, and we are excited that this revolutionary technology will be available soon.

Would you like to see it first-hand? We will be hosting a WebCaster and MediaPlane/Flash Multicasting webinar tomorrow at 10AM PDT. "Introducing the Next Generation of Enterprise Video," featuring Greg Pulver, Founder and CTO of MediaPlane, as he discusses the technology between hybrid Flash multicasting and our WebCaster product. Register today to attend - seats are limited and you won’t want to miss out. We look forward to seeing you there!

This email was sent by MediaPlane, Inc.
8454 Wilshire Boulevard, Suite 510 Beverly Hills, California, 90211 United States

Unsubscribe
Update Profile
60% Average landing page conversion rate
35 Free Pre-Designed Email Templates
7 Sets of HTML Templates to Stylize Your Email Marketing

Ordering custom email templates can cost hundreds of dollars. At HubSpot, we don’t want high costs to ever be an obstacle for your email marketing.

That’s why we’re offering you 35 built-out email templates, at a $600 value, for free! These HTML templates come in seven packs, each catering to different marketing messages with five separate layouts:

- Lead Nurturing Email
- Letterhead Email
- Landing Page with Offer
- Blog Newsletter
- Digital Magazine Newsletter

After filling out the form to the right, we’ll give you a custom access code to grab these templates for free.

Download Your Templates

First Name *
Ellie
Last Name *
Muirman
Email (required)
ellie@*
Website
http://hu*
Biggest Marketing Challenge
more awesome

I would like to talk to someone about HubSpot's email marketing software.

Download Templates Now

Conversion Rate 73%
Build an Opt-In List

Source: Omnivore, MailChimp’s anti-abuse system
Run Big and Varied Tests

Which email campaign elements do you routinely test?

- Subject Line (e.g. phrasing, length)
- Message (e.g. greeting, body, closing)
- Call-to-Action
- Layout & Images
- Days of the Week Sent
- Time of Day Sent
- Personalization
- Landing Page
- Target Audience
- From Line
- Mobile Layout & Images

*Source: Marketing Sherpa Email Marketing Benchmark Survey*
Many Elements to Test...

- Offer
  - Topic
  - Format
  - Length/Size
  - Name
- Landing Page
  - Description
  - Length
  - Image/Preview
  - Form Placement
  - Number of Form Fields
  - Which Form Fields
  - Form “Submit” Button Text
- Sender Name/Address
  - Consistent vs. Changing
  - Person vs. Company
  - Category-Related Name

- Audience
  - Interest
  - Persona
  - Recency or Level of Engagement
  - Other Demographics
  - Lifecycle Stage

- Format
  - Plain Text vs. HTML
  - Content in Text vs. Images
  - Number of Calls to Action
  - Length of Email

- Timing & Frequency
  - Day of Week
  - Time of Day
  - Triggered by Behavior
  - Timing Around Event
  - Frequency
Choose Simple but Critical Metrics

- Running a demand gen campaign? Measure leads
- Launching a nurture stream? Measure the impact on close rate
- Testing content? Measure CTR or download rate
- Using email to support Marketing’s end goal? Measure revenue
The Unexpected Things That Can Drive Results
Use One Channel to Build the Other

Use email to amplify social and search.

Use LinkedIn to build your email list.
Use TOFU for MOFU, MOFU for TOFU

Solve for TOFU with MOFU

Solve for MOFU with TOFU
Test Best Practices

Subject Line Length and Average Read Rate

- **Average Read Rate**
- **Messages with this subject line length**

N=9,313,885

Source: Return Path
EFFECT OF DAY OF THE WEEK ON CTR IN ONE-TO-MANY EMAILS

Source: HubSpot Science of Email Marketing
EFFECT OF DAY OF THE WEEK ON OPEN RATES ONE-TO-ONE EMAIL

Source: HubSpot Science of Email Marketing
The Complementary Things That Can Matter Even More
Complement Email with Other Channels

- Retargeting
- Social
- Website
- Events
- Phone
Matching website banner to email increased revenue per campaign by 10%

Source: MarketingSherpa
Hi there,

The EMV liability shift is approaching faster than you might think. Are you prepared?

Toast is a modern, innovative system that is designed to keep up with new and ever-changing payment and database regulations. In addition, once you switch to Toast you will never have to pay for software updates again. Ever. It's as simple as that!

We've put together this ebook to help you understand what EMV is and how you can prepare your restaurant before the 2015 liability shift arrives.

Download Ebook

Thanks,

Toast Team
Remember To Do Internal Marketing

January Marketing Update

Hi team,
It’s been a while since you’ve heard what Marketing’s been up to, so here’s an update that I hope to provide on a monthly basis. I can share this at the next company meeting but didn’t want to wait to share with this group.

More on this page on the Marketing Google Site.

Key Marketing Goals:

Highlights:

1. 
2. 
3. 
4. 
5. 
6. 
7. 

Let me know if you have any questions/feedback.

Sales Enablement

Leadership Updates
Experiment with Other Email Types

Dedicated Offer Email

Thank You / Confirmation

Abandonment Nurturing

Comarketing & Social Updates
When you’re putting together your email campaign, remember...

 ✓ The Simple Things That Make a Big Difference

 ✓ The Unexpected Things That Can Drive Results

 ✓ The Complementary Things That Can Matter Even More
thank you

Ellie Mirman
VP Marketing, Toast
all-in-one restaurant management platform
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