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An Event Planner's Guide to Successful Email Campaigns

16 Tips to Help You Succeed



Table of Contents

Setting up a Campaign Strategy

- Be Personal
- Be Consistent
- Be Selective
 - Divide, Target & Conquer
 - Spam!
 - Sign on the Dotted Line
 - Be Responsive
 - Be Ready with a Response

Creating Individual Emails

- Craft Your Subject Lines Carefully
- Who Are You?
- How to Do It
 - Include a Sense of Urgency
 - Encourage Sharing

Sending Methods and Best Practice

- Timing Is Everything

Checking and Tweaking

- Test, Test, Test
- Practice Good Hygiene

Broadening Your Horizons



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Email is one of the best, most cost-effective ways to promote an event, but you've got to do it properly. You need to have a strategy, plan your campaigns carefully, adopt best practices and pursue improvements. If emails are new to your business, if you haven't yet employed this valuable tool to help you promote your events in the past and might be unsure where to start, here are 16 tips to get you started down the path to success.

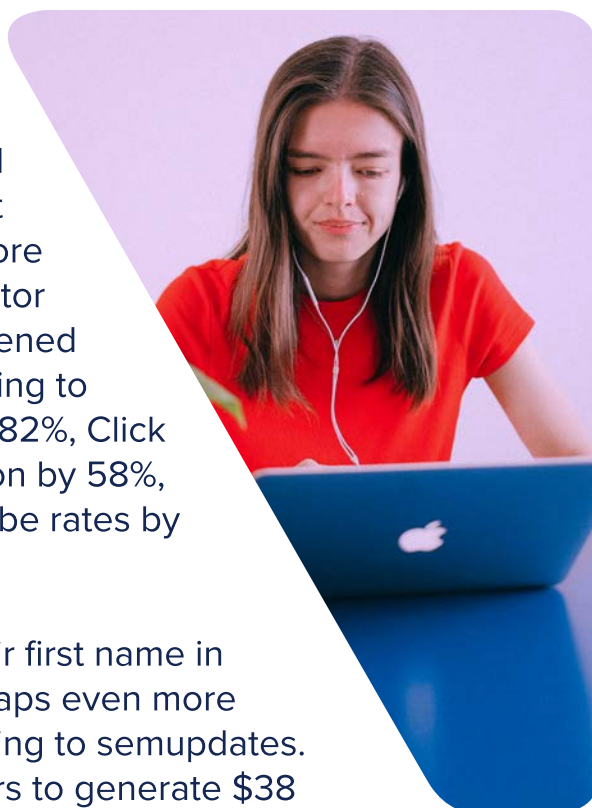
Setting Up a Campaign Strategy

1. Be Personal

Email personalization is not a new concept. It's been around long enough for marketers to learn that the effectiveness of emails with personalized subject lines has remained remarkably consistent for going on a decade. In 2013 they were 29% more likely to be opened, and a recent Campaign Monitor statistic shows they are 26% more likely to be opened in 2022. Want more eye-opening details? According to [Sale Cycle](#), personalization increases open rates 82%, Click Through Rates (CTR) by 75%, customer satisfaction by 58%, sales increases of 56%, and decreases unsubscribe rates by 40%!

As you can see, addressing your recipient by their first name in your messaging pays substantial dividends. Perhaps even more important for the modern marketer is this: according to [semupdates.com](#), updates in email marketing enable marketers to generate \$38 per dollar spent; personalized emails deliver 6x higher transaction rates; and 50% of companies feel they can increase interaction within email by increasing personalization.

This staggering revenue generating power stems from emails' ability to create personal touchpoints. It's what allows emails to outperform the ROI of every other digital channel. In fact, it is 40x more powerful in terms of customer acquisition than social media.



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16 Tips to Help You Succeed

2. Be Consistent

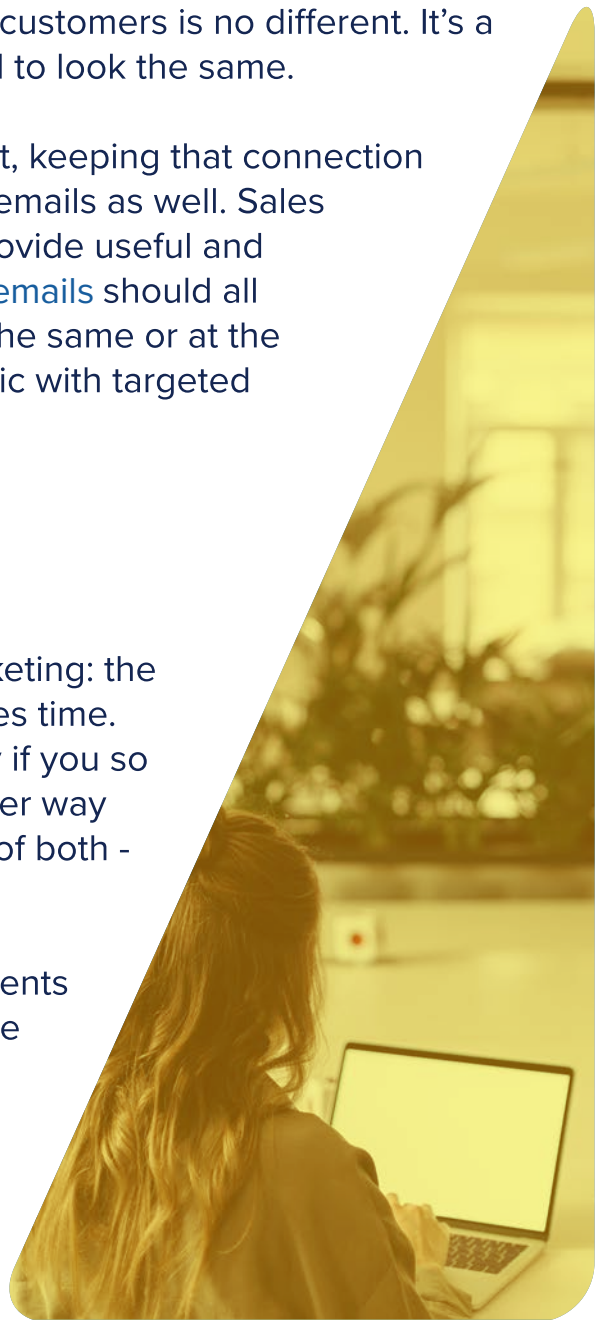
Just like in every other area of life, personal connection is more than just a one-time interaction. Start by using professionally designed email templates that create an aesthetically pleasing presentation. There are many templates out there to choose from so pick the ones that most fit your brand and messaging. Remember, you'll need several different templates as it takes regular communication to nurture any relationship, and your connection with your customers is no different. It's a key factor. The last thing you want is every email to look the same.

In addition to establishing a frequency of contact, keeping that connection consistent should also include varying styles of emails as well. Sales emails, brand-driven emails that educate and provide useful and actionable information, and customer [retention emails](#) should all be used in your strategy. Not all customers are the same or at the same stage of the sales funnel, so directing traffic with targeted campaigns can reap huge benefits.

3. Be Selective

There is a well-worn phrase in the world of marketing: the money is in the list. Putting that list together takes time. You can also purchase that list from a third party if you so choose (but be wary and do your research). Either way you decide to do it – or perhaps a combination of both – the key is focusing on quality.

What's a quality list? One that is filled with recipients interested in what you are selling/promoting. See Tip 6 below for some ideas on how to gather quality emails. The more extensive the list you have, the more money you can make by selling to those recipients. Provide them with high-quality content and the subscribers will look forward to hearing from you.

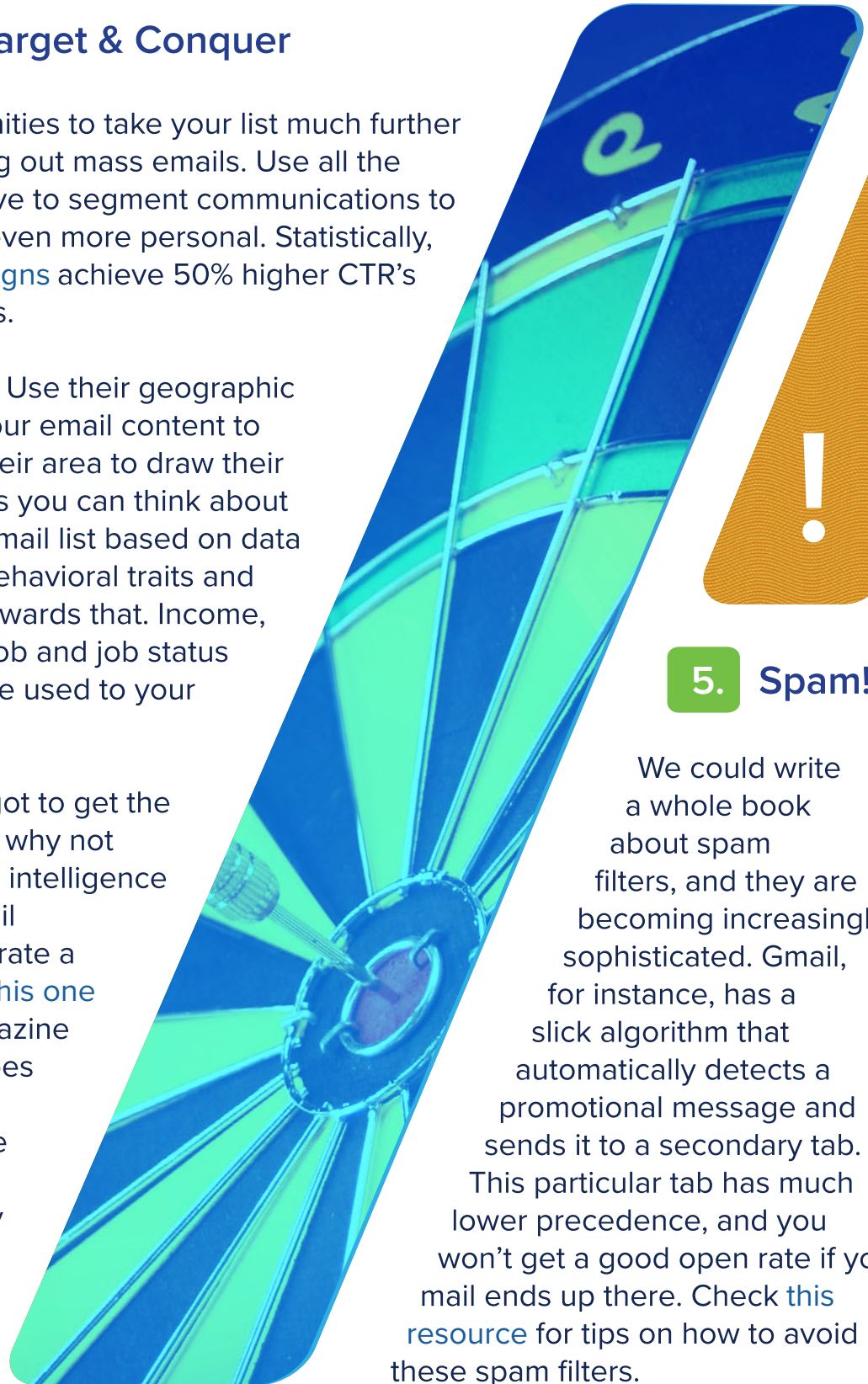


4. Divide, Target & Conquer

There are opportunities to take your list much further than simply sending out mass emails. Use all the information you have to segment communications to make your emails even more personal. Statistically, segmented campaigns achieve 50% higher CTR's than general emails.

Here's an example. Use their geographic location to focus your email content to speak directly to their area to draw their interest. Or perhaps you can think about segmenting your email list based on data that reveals their behavioral traits and gear the content towards that. Income, educational level, job and job status – all of these can be used to your benefit.

Of course, you've got to get the information first, so why not gather some of this intelligence as part of your email campaign? Incorporate a questionnaire like [this one](#) from Exhibitor Magazine to find out what types of events they are interested in. These can also help you figure out how they prefer to receive messaging, what kind of content they like, etc.



5. Spam!

We could write a whole book about spam filters, and they are becoming increasingly sophisticated. Gmail, for instance, has a slick algorithm that automatically detects a promotional message and sends it to a secondary tab. This particular tab has much lower precedence, and you won't get a good open rate if your mail ends up there. Check [this resource](#) for tips on how to avoid these spam filters.

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16 Tips to Help You Succeed

6. Sign on the Dotted Line

Before you can activate a first-class email campaign you need to have a list of people to send it to. There are many ways to build such a list, but without question one of the best methods is to use a **lead magnet**. This “magnet” is something of value (such as an e-Book, White Paper, special report, gift certificate) that your ideal prospects would like to have.

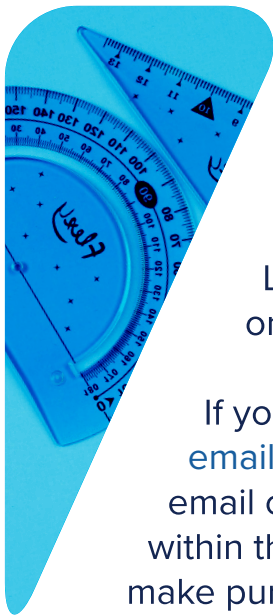
If it is a printed or digital asset, make sure it's something unique. It could be a how-to guide to navigate a specific part of your industry or one that helps solve a specific problem. Make sure it is high quality and professionally designed. Then, work with your email provider to set up what is known as a “gate.” This means that when somebody lands on your webpage and wants to download the asset, they will first need to give you their email address (and permission for you to send further emails to them). They will then automatically be added to your mailing list.



7. Be Responsive

When somebody opens your email on a mobile device, your formatting needs to be designed to maximize the smaller screen size. In other words, it needs to be responsive, a semi-technical term that means that your message looks stunning on any device. Like templates in general, there are also responsive templates from online providers to adapt to fit any size of screen.

If you need some more inspiration, listen to these stats from emailmonday.com and ourcodeworld.com: between 57% and 62% of email openings occurred on a mobile device, 70% of mobile users act within the first hour, and 50% of US shoppers use their mobile device to make purchases. Take mobile seriously. The more sophisticated phones get, the more they will become the primary engine for commerce.



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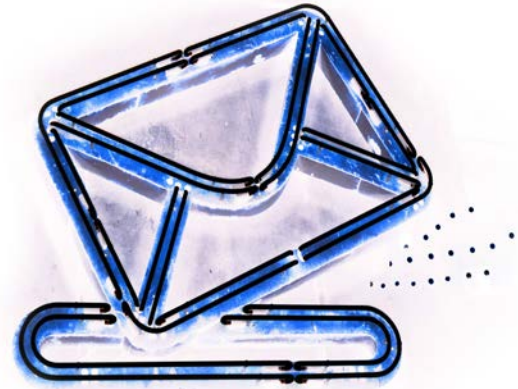
8. Be Ready with a Response

Your email blast may be geared to increase registrations for your event; or you may be directing them to your site to find out more information. No matter the objective, be ready for the response and set up an automated system to deal with it. For example, create an automated trigger email that will reply to an inbound message at any time of the day. You also need to create an automation sequence that will send potential leads to the most appropriate person on your team.

Creating Individual Emails

9. Craft Your Subject Lines Carefully

When you open your email program in the morning and are faced with a long list of new arrivals, what do you do? You probably scan the subject line and decide whether to open it or not. Subject lines really matter. Take the time to create two or three really strong ones, and then conduct an A/B test to find out which one works best. See below for more information on this type of testing. Take time to craft the preview text carefully as well. Some providers (notably Gmail) will also display this prior to opening.

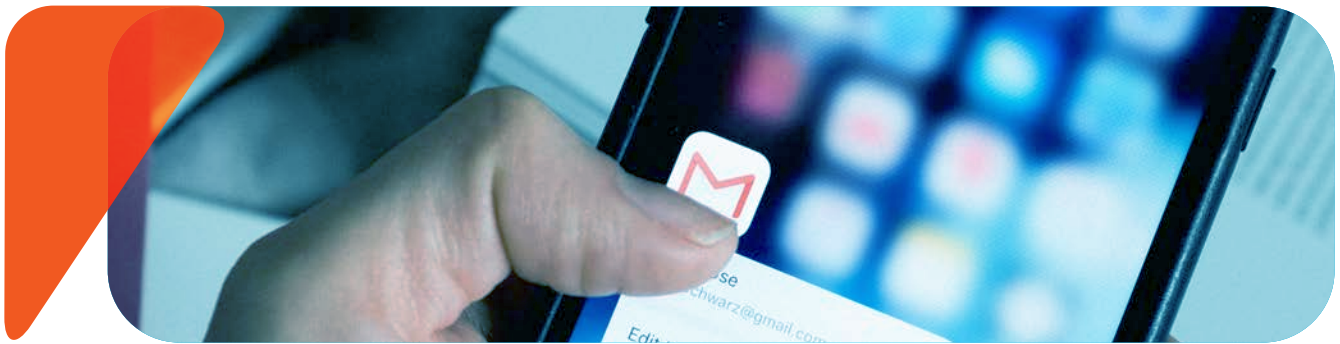


An Event Planner's Guide to Successful Email Campaigns

16 Tips to Help You Succeed

10. Who Are You?

This question is essential as the “from” field is almost as crucial as the heading. Rule number one is always to have a corporate email address that makes you instantly recognizable. Never use free webmail addresses (such as @gmail.com). These emails might not get past those filter guardians, but also because these generic emails portray you as less than professional.



11. How to Do It

Good rule of thumb for emails is to keep the entire email to 150 words or less. If it's longer than that, people most likely will not read it.

If you're writing the content of the mail yourself, you may have to go over it repeatedly while asking yourself: Is concise enough? Does it capture my intent? Is the tone fitting for my brand?

Break the copy up into manageable, bite-size & easy to ready pieces – just like we're doing here. No one wants – and consequently won't – read big chunks of copy. You can either use templates with existing design elements or have them designed. Design is crucial to get good CTR's (Click Through Rates).

Follow the basics and just like that, you'll be good to go in building your business's email campaigns.

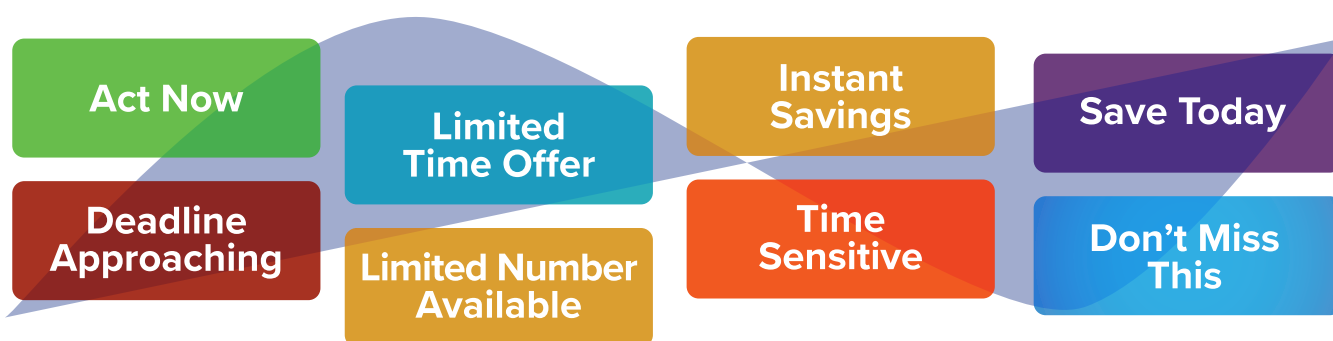
An Event Planner's Guide to Successful Email Campaigns

16 Tips to Help You Succeed

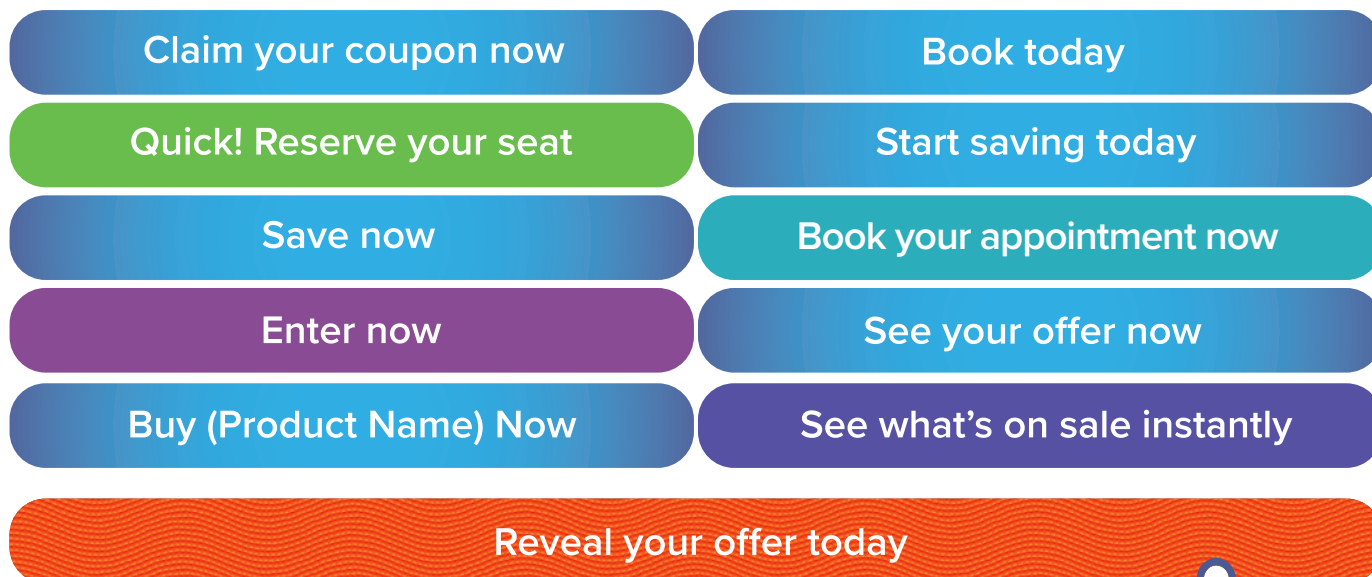
12. Include a Sense of Urgency

Your reason for emailing should be clear and instill a sense of purpose. Why? Good question. According to a report published by Experian, emails with a sense of urgency have 14% higher open rates and 59% higher transaction-to-click rates & their transaction rates were twice as high when compared to average marketing emails.

Take a gander at some example words and phrases from Campaign Monitor that you can use:



Then make sure to add urgency to your trigger point – aka your CTA button:



Buttons are better than links as they stand out more. You can also make it more noticeable by choosing a distinctive color. Many email companies offer templates and premade buttons that you can configure with your own copy.



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16 Tips to Help You Succeed

13. Encourage Sharing

It's not always appropriate but if it is, ask your recipients to share the email with other like-minded and relevant individuals. Some will, and some won't, but you may get additional exposure for your event. You can also always offer the bonus of digital discounts or gift cards for every referral who registers and attends.



Sending Best Practices

14. Timing Is Everything

When you have finished crafting your email and have ensured that everything is in place, you may be tempted to click send and hope for the best. Yet when it comes to email success, timing is everything. There are many different schools of thought here, but you are more likely to get a **higher open rate** on Tuesdays, Wednesdays, and Thursdays, typically in the mornings.

Avoid Mondays when everybody is swamped and tired from the weekend, while people tend to switch off on Friday. If you have an international list, you certainly need to segment it so that you can send it out at the most appropriate time for the relevant time zone.

Checking & Tweaking

15. Test, Test, Test

A message that turns somebody on may turn somebody else off, and you never know unless you test. Many email service providers have an A/B testing mechanism where you can randomly send message “A” to one group and message “B” to another, with additional options should you wish.

The evidence to support testing is overwhelming: successful email campaigns are 58% more likely to A/B test than unsuccessful campaigns – and they do it once a year. You can test the message itself, images, and the all-important heading to see which gets the best open rates, click-through rates, and CTAs.



16. Practice Good Hygiene

A good email list is dynamic. You should always be trying to add to it, and there will always be some attrition, people deciding to unsubscribe. Others may change their contact details. Take time to update your email list periodically, and it will always remain a valuable asset within your business.

As you gather more information about individuals through your personalization strategies, be ready to introduce new categories or new types of personalization fields. Move individuals to the more appropriate geographical category if need be so that you always send the email to them at the most appropriate time.

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16 Tips to Help You Succeed

Broadening Your Horizon

Hopefully, these tips will help you plan, craft, send and tweak your email campaigns. Remember, automation will always be your friend here. This, however, doesn't only apply in the world of email but also when planning your event, trade show, conference – you name it. Therefore, it makes sense to reach out to companies that specialize in technology, automation, and general support, and eShow is a great place to start. **Talk with** some of the friendly people at eShow today and take a look at some of their great products and services.

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