The Power of Mobile Marketing
Email Marketing in a Multi-Device Era:

*How to use mobile technology to promote yourself and drive more business*
Well hello!

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Questions after the event?
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First impressions matter.
Should your first impression be this:

Or this?

Stay cool when it's hot!

Southside Cycling

Stay cool when it's hot!

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Stay cool when it's hot!

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Stay cool when it's hot!

Southside Cycling
What is email marketing?

Delivering professional email communications... to an interested audience...

Containing information the recipient finds valuable...

to an interested audience...
What can it do for your business? Boost repeat business.

“Every time I send out an email, I get a sale in 15 minutes. Overall, I get up to four times as many sales with these newsletters than I did with my old ones, and they’ve gone from about $50 per order to $100.”

- Irene Schmoller, founder Cotton Clouds
What can it do for your business?
Create and increase awareness.

“The emails are an important reinforcement of brand. I get calls from people I’ve never met all the time. They get the newsletter, or a friend of theirs gets the newsletter, and they know I’m the person to call. It really helps establish credibility upfront.”

- Brandon Stewart, realtor at David Griffin & Company Realtors
What can it do for your business?
Drive revenue and profit.

“It has definitely been the easiest way to reach people. If we have a slower day and know that we want to reach local people, we can create a quick email and will get at least a few calls right away.”

- Christine Copertino, spa director for Allegria Spa
Harness the **power of the inbox on mobile**. Are you ready?
Why are we here today?
Mobile internet usage is growing...

51% of emails are opened on a mobile device

Source: Constant Contact
64% of American adults own a mobile phone

and it’s growing fast.
The average person... looks at their phone **150 times/day**.
Why is mobile so important for small businesses?

It’s how people read your messages, find you & make purchase decisions.
1. Mobile and local listings
2. Drive action with mobile marketing
3. Create mobile-friendly templates that match your brand
4. Next steps
1. Mobile and local listings
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And when it comes to mobile (local) searches...

- 80% use smartphones to find local information (hours, products, address & directions)
- More than 2x the rate at which local searches lead to purchase v. non-local search
- 50% of store visits happen within an hour of local search
- 78% of searches that result in a local purchase are conducted on mobile phones
Where does local listing information come from?

- Consumers
- Business submissions
- Listing management services
- Data aggregators
- Vertical-specific providers
- Scraped data
Take control of your listing...

1. Search for your business
2. List places that list your business
3. Check your listing information for accuracy
4. List places that don’t list your business, but should
5. Update your information
Search & discovery checklist
Update your online information

- Hours of operation
- Parking options
- Business description
- List of products & services

- Specials/deals
- Logo & photos
- Contact info, URL & social channels
- Payment options
Agenda

1. Mobile and local listings
2. Create great content to drive action with mobile marketing
3. Creating content with and for mobile
4. Next steps
It’s not always about you. It’s about what you know, or what you have access to.

2. Create great content to drive action with mobile marketing

- Focus on being relevant
- Figure out how much is “enough”
- Turn questions into content
- Images are content too
2. Create great content to drive action with mobile marketing

Write for your audience, not for you.
Write for your audience, not for you.

38% Unsubscribe if it’s boring

32% Send it to spam if it’s irrelevant

Source: MarketingSherpa
How much is enough?

3 pictures or less ............................................ 20 lines of text or less

Source: http://news.constantcontact.com
2 Create great content to drive action with mobile marketing

Fewer links, more clicks

1 most clicks
2 eh... okay
3+ steep decline
5+ less to no clicks
1. How do I ensure my pipes won’t burst this winter?
2. Do I get to deduct mileage I drive from work to home each day?
3. What’s a simple way to pick the right wine?
4. How do I get more people to show up at my events?

...Into Content

1. 5 Ways to Protect Your Pipes from Freezing this Winter
2. Answers to Your Top 3 Mileage Deduction Questions
3. Red or White? 5 Simple Wine-Pairing Tips
4. 10 Ways to Sell More Tickets for Your Next Event

2. Create great content to drive action with mobile marketing
Communicate through Images

- Communicate through pictures – and make them clickable
- Keep key action **above the scroll line**
- Use design wisely (and limit choices!)

Source: Constant Contact Data Reveals Direct Correlation Between Email Campaign Effectiveness and Number of Images and Text Lines Featured, 2015
Get to know what’s right for your audience…
How to test the day and time that works.

Day:
1. Select two different audiences
2. Select two days in the week
3. Send your email and watch for the best open rate

Time:
1. Use the same two audience lists
2. Select two times on the day with the best open rate
3. Send your email different times and watch for the best open rate
2. Create great content to drive action with mobile marketing

Emails with social sharing buttons increase click-through rates by **158%**

- Use the Share Bar
- Ask people to like, share, retweet, pin
- Add social media buttons
1. Mobile and local listings
2. Create great content to drive action with mobile marketing
3. Create mobile-friendly templates that match your brand
4. Next steps
3. Create mobile-friendly templates that match your brand

Select a mobile-friendly template that matches your message

Make sure your brand is consistent **everywhere**

Look great – and recognizably *you* – in any inbox!
Be recognizable. Everywhere.

• Be consistent with logo & branding colors
• Use images of your business, products & people
• Use consistent language

Email

Website

Facebook
3. Create mobile-friendly templates that match your brand
1. Mobile and local listings
2. Create content to drive action with mobile marketing
3. Create mobile-friendly templates that match your brand

4. Next steps
Follow this simple recipe for success...

1. Single column template
2. Fewer than 3 Images
3. Fewer than 20 lines of text
4. No more than 3-5 links
5. Action above the scroll line
Give them 4 reasons to pay attention.

- Recognized Sender: “Who sent it?”
- Compelling Subject: “Is it worth reading?”
- Good Timing: “When was it received?”
- Easy ‘share’ options: “Can I send to friends?”
Who sent it?
How do people know you best?

Make your “from name” and “from email” recognizable.
More than $\frac{1}{3}$ of people open an email based on the subject line.

Source: Inwise
Is it worth reading?
Identify your purpose. Be clear, be clever and...
Entice them.

- Use “teaser” text
- Customize the message
Choose your words carefully.

Avoid the following:
- Spam-like terms
  - Check your spam folder
  - Use spam-check button
- ALL CAPITAL LETTERS
- Excessive punctuation and symbols !!!, ???, $$$
Embrace mobile.

Get found!

Stay top of mind

Be where your customer is...on their mobile device!

It’s about your audience

Do things smarter & faster