

Essentials of Email Marketing

A short guide on mastering emails for your subscription business

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Core Concepts



Transactional Emails

Transactional emails take effect after some action has been triggered, like signing up, cancelling, or shipping. These are customized with Cratejoy, under **Settings > Notifications**.



Marketing Emails

Marketing and “bulk” emails are manually sent out, such as sale announcements, sneak peek, or some other type of promotion. These are styled and created within a mail service, like **Mailchimp**.



Drip Campaigns

A drip campaign is a series of emails and are meant to encourage the subscriber to perform some action, like purchasing. This might include a “Welcome Email” followed by several offers.



Lead Nuturing

Lead nurturing is the process of taking a normal lead and turning them into a “qualified” lead, or a lead that has had a relationship built with your business.



Educational Emails

Educational or non-promotional emails are emails with CTAs (calls to action) that are not directly related with purchasing. These can include emails that profile a special part of the business or a unique opportunity for your lead.

Need to Know Terms:

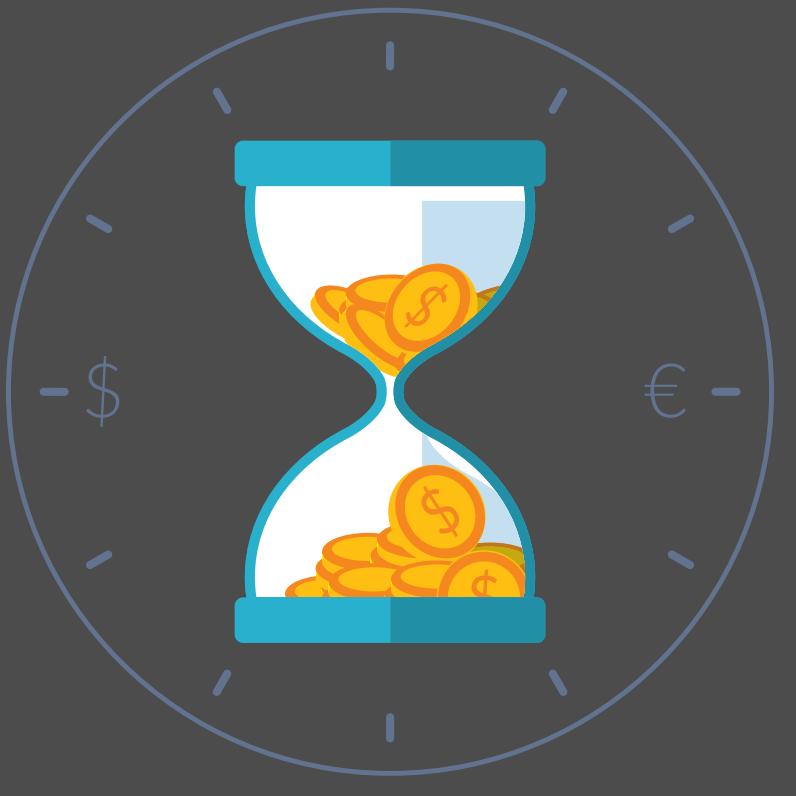
Open Rate: The percentage of emails opened in an email marketing campaign, or the percentage opened of the total number of emails sent.

Click Thru Rate (CTR): The percentage of recipients that click on a given URL in your email

Conversion Rate: The percentage of recipients who respond to your call-to-action in an email marketing campaign or promotion. This is one measure of your email campaign’s success.

CAN-SPAM: A law that outlines rules for commercial email. Read more about compliance in [Hubspot's post](#) about marketing laws.

Automation Best Practices



Timing is Everything

First 24 hours

Welcome Email. These confirm their subscription to your newsletter and are an opportunity to reinforce branding and encourage them to engage on your social channels.

4-10 days later

Sneak Peek/Special Look. Profile past boxes or maybe something upcoming. Add a Call to Action (CTA) to join.

4-10 days later

Educational Email. Highlight something intriguing and interesting about your program. CTA to contact or learn more.

10-15 days later

Promotional Offer. New offer or promotional CTA, like a special discount or special free product. About 20 days out, if they haven't subscribed, it may be due to price.

15-30 days later

Remind them about their promotional offer or ask them what's keeping them from subscribing.

Note: These are extremely flexible. Test, test, and retest. Consider A/B testing by splitting lists and provide different drip campaigns.



General Tips

Educate

Automations are great places to cultivate education about your business alongside promotional offers.

Highlight Other Features/Reason to Join

In the 2nd/3rd emails, consider highlighting some part of your business that's interesting, not necessarily a promotional or sales CTA. Do you donate to charity? Do you work with a special type of business? Are you a family business? Give insight into something other than your product.

Space it Out

Generally, try to avoid multiple email within the same week. Early on, you don't want to appear spammy.

Test, Test and Test!

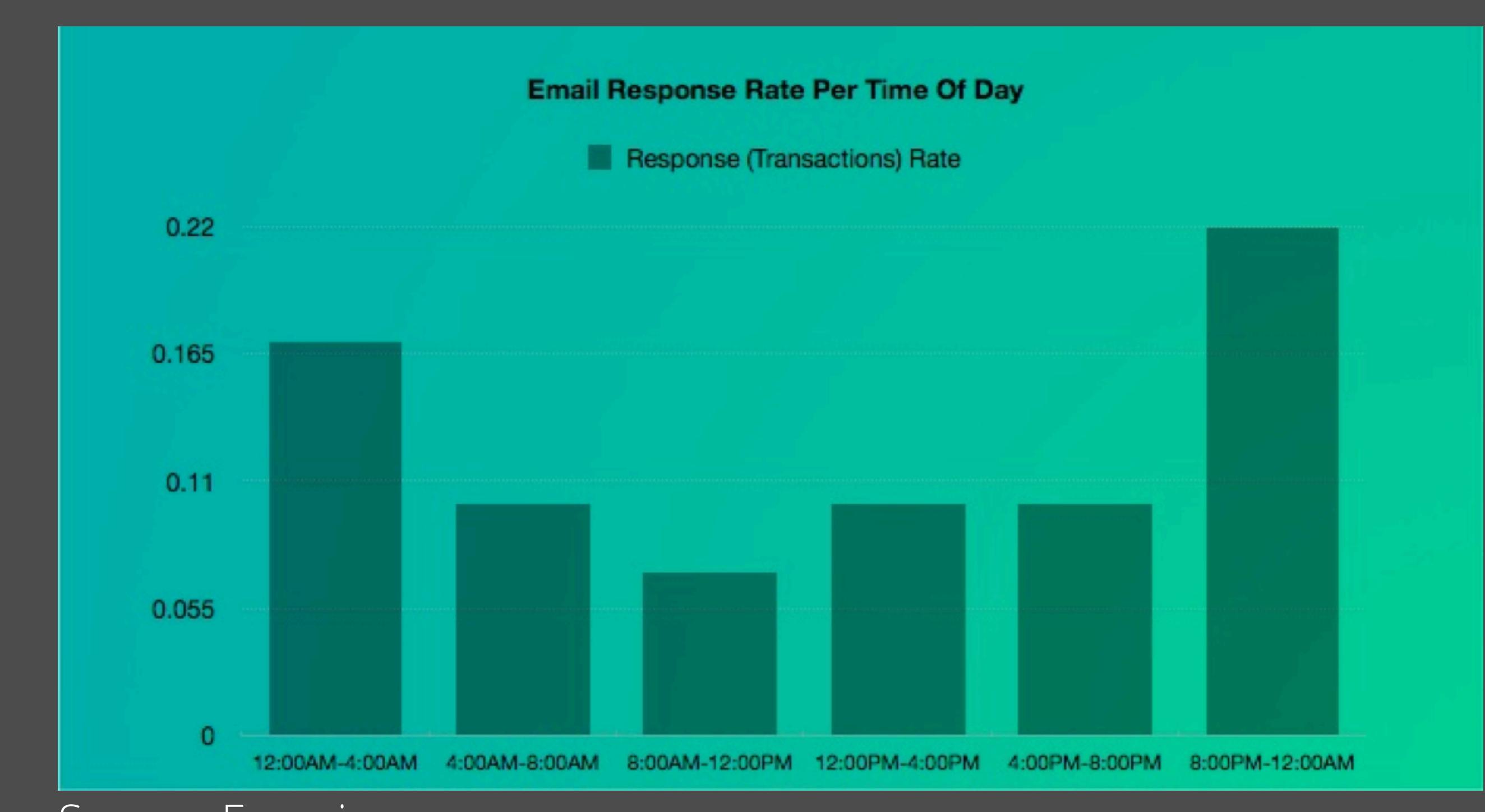
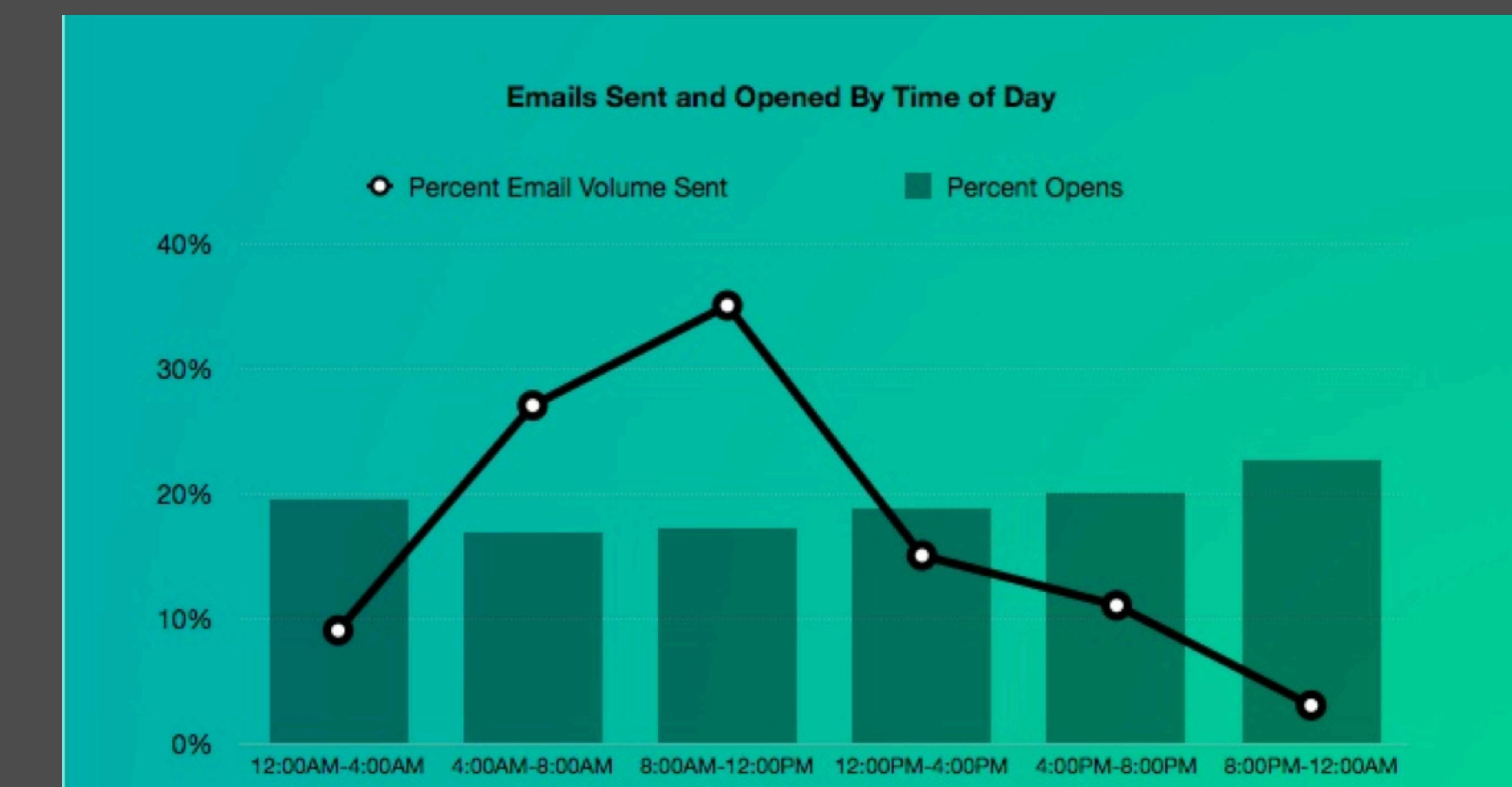
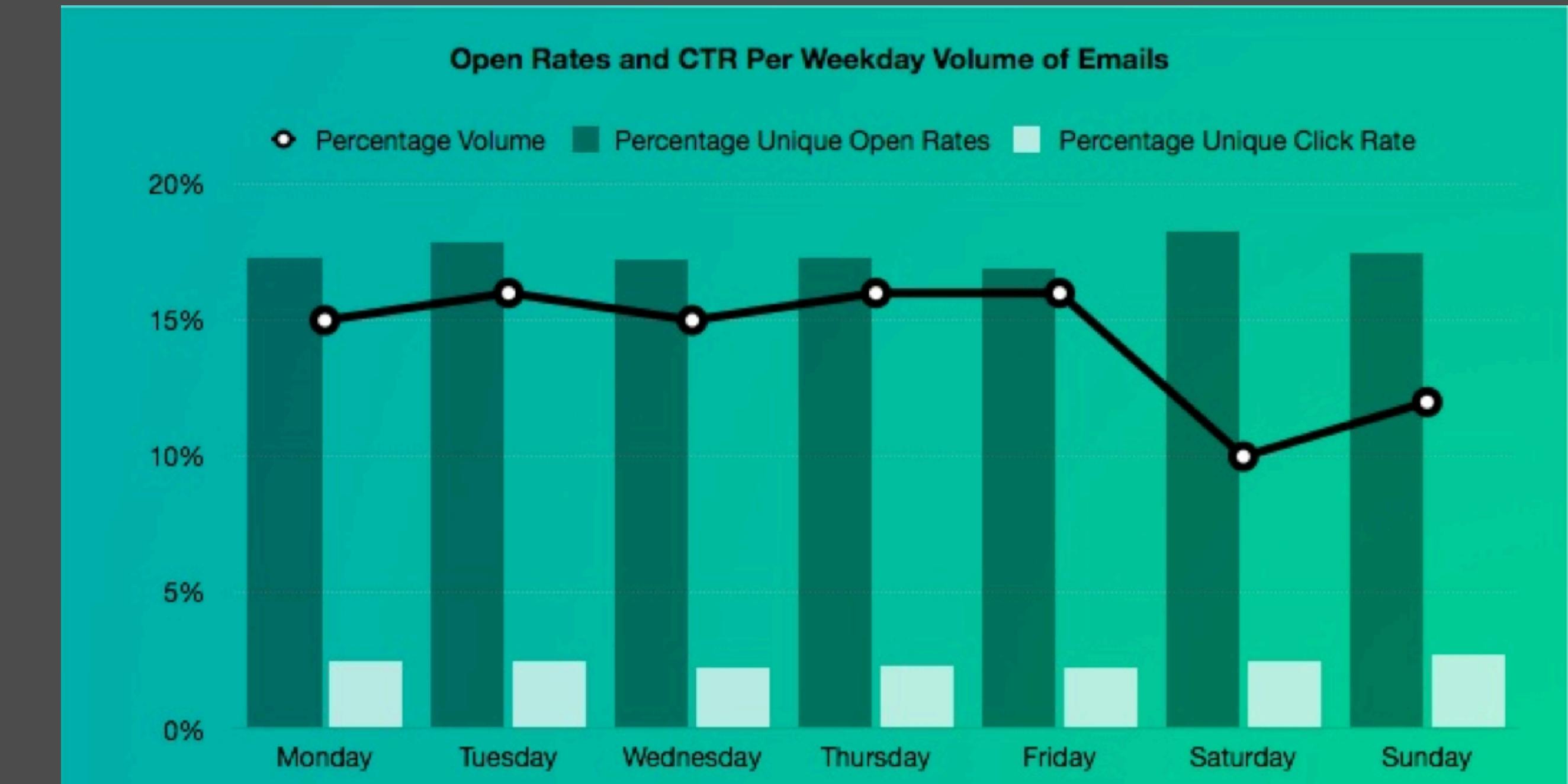
Test headlines, CTAs, and buttons and messaging. Use Insights to track Open Rates, CTRs, and conversions. Remember to minimize changes with each test, so you can more easily correlate what's working.

Marketing Email Best Practices

Timing is Everything

What is the best day to email?

- This depends. Generally, Tuesday is considered the best day to send emails. This is also the most preferred date to send emails, meaning most people send emails at this time (more competitive).
- While the earlier weekdays generally have higher open rates, the end of the week and weekends tend to see higher click thru rates, the rate at which people click through the email to the source. This has created the view that more actionable requests (like signing up) should be sent later in the week, while educational pieces should be sent earlier in the week.
- There is no “best day” for every email list. Test yours!



Source: Experian

For timing, testing your list is what's most important. Younger audiences tend to have different schedules than older audiences. Test your emails to see which times see the highest open and click thru rates.

Marketing Email Best Practices

Attracting Eyes (and Clicks)

What is the best subject line?

- This is highly dependent on your audience. If people are subscribing for deep product discounts, test subject lines that highlight that. If they are subscribing to discover the best vegan recipes, for example, test subject lines related to those recipes.
- What is the content? The best subject line can depend on the content of the email. Consider what the email is saying and how best to capture that.
- Consider emojis. Emojis are small pictures that can attract the eye.
- Test! Like with everything, test different subject lines. Do overly advertorial subject lines work with your audience, like "Get Our Product for 25% off"? Or do more subtle subject lines see higher open rates, like "We just scored you an exclusive discount!" work better?

Click Thru Rates

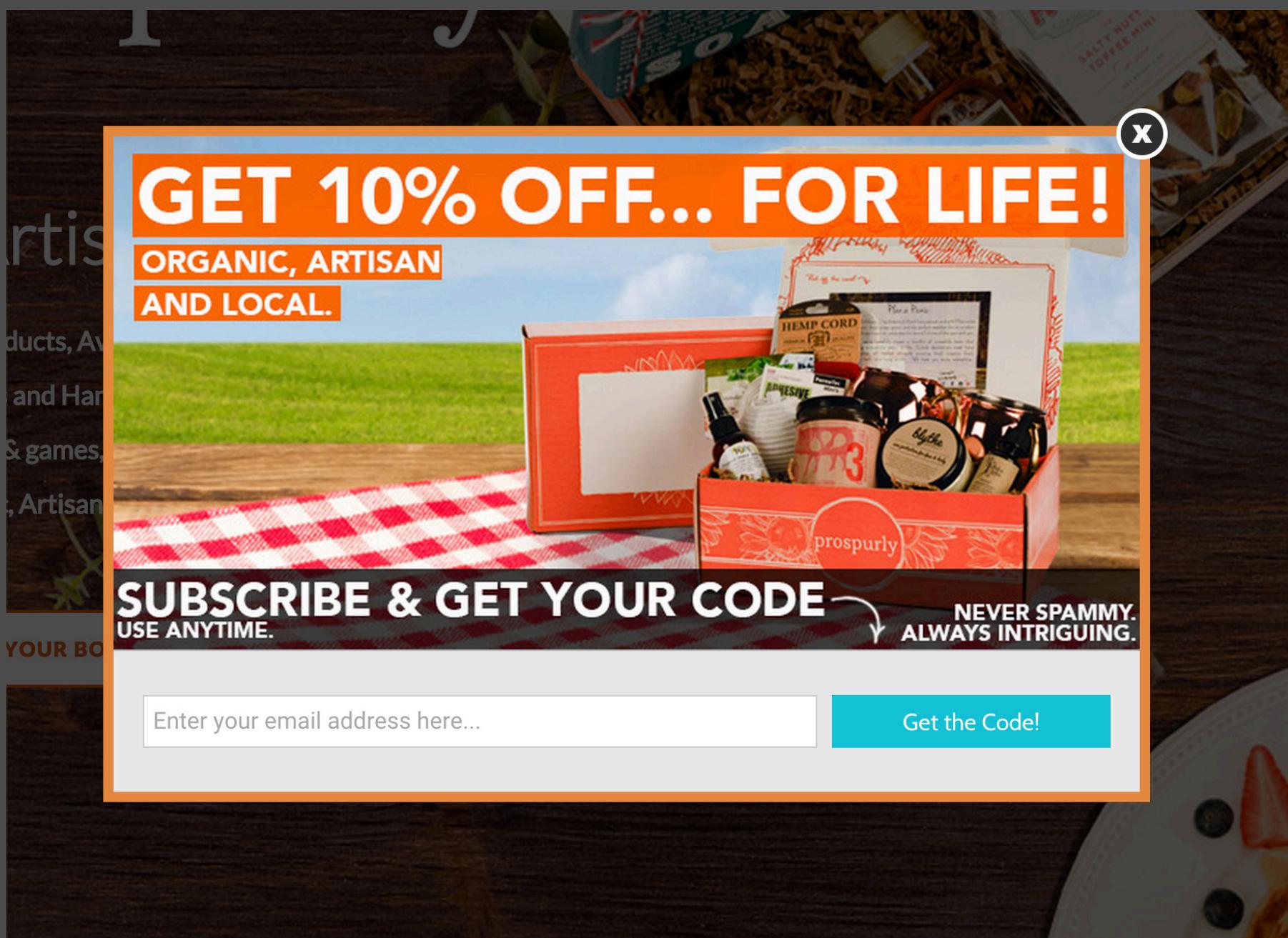
Remember: Click Thru Rates are as important as open rates, if not more so. This is a large measure of success for your email!

- Design, design, design. Make CTAs clear, use large buttons, and make the clicking through to your site or landing page easy and clear to do.
- Ask yourself if your request is clear – Is it obvious what you'd like your reader to do?
- Test positioning: If promotional, generally higher up CTAs work better (closer to the top of the email) More educational emails tend to perform just as well if the CTA is at the bottom, as viewers are interested in reading the content.

Tip! Mailchimp offers a Subject Line Researcher tool and insights on your past successful subject lines.

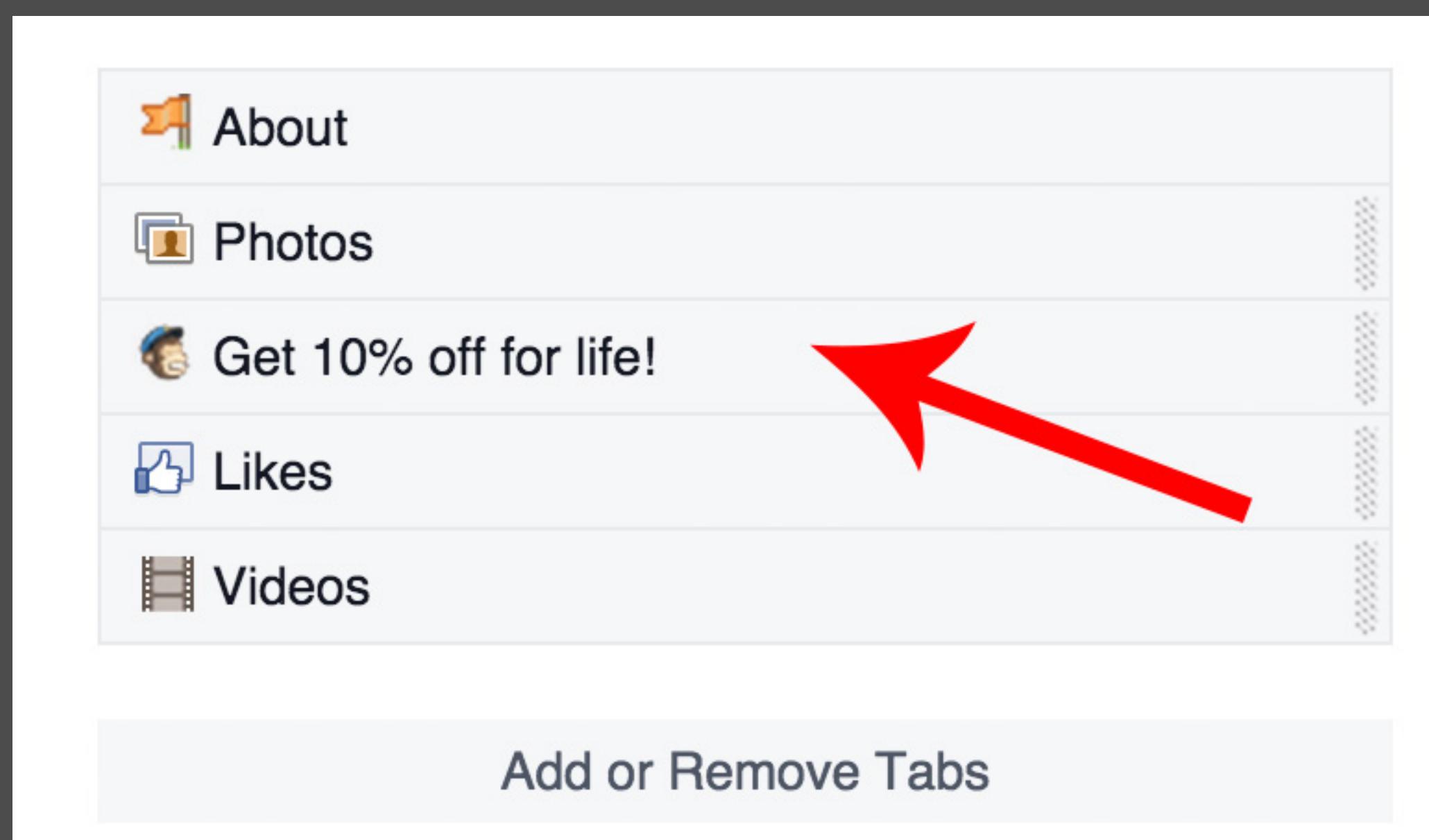


Growing Your List!



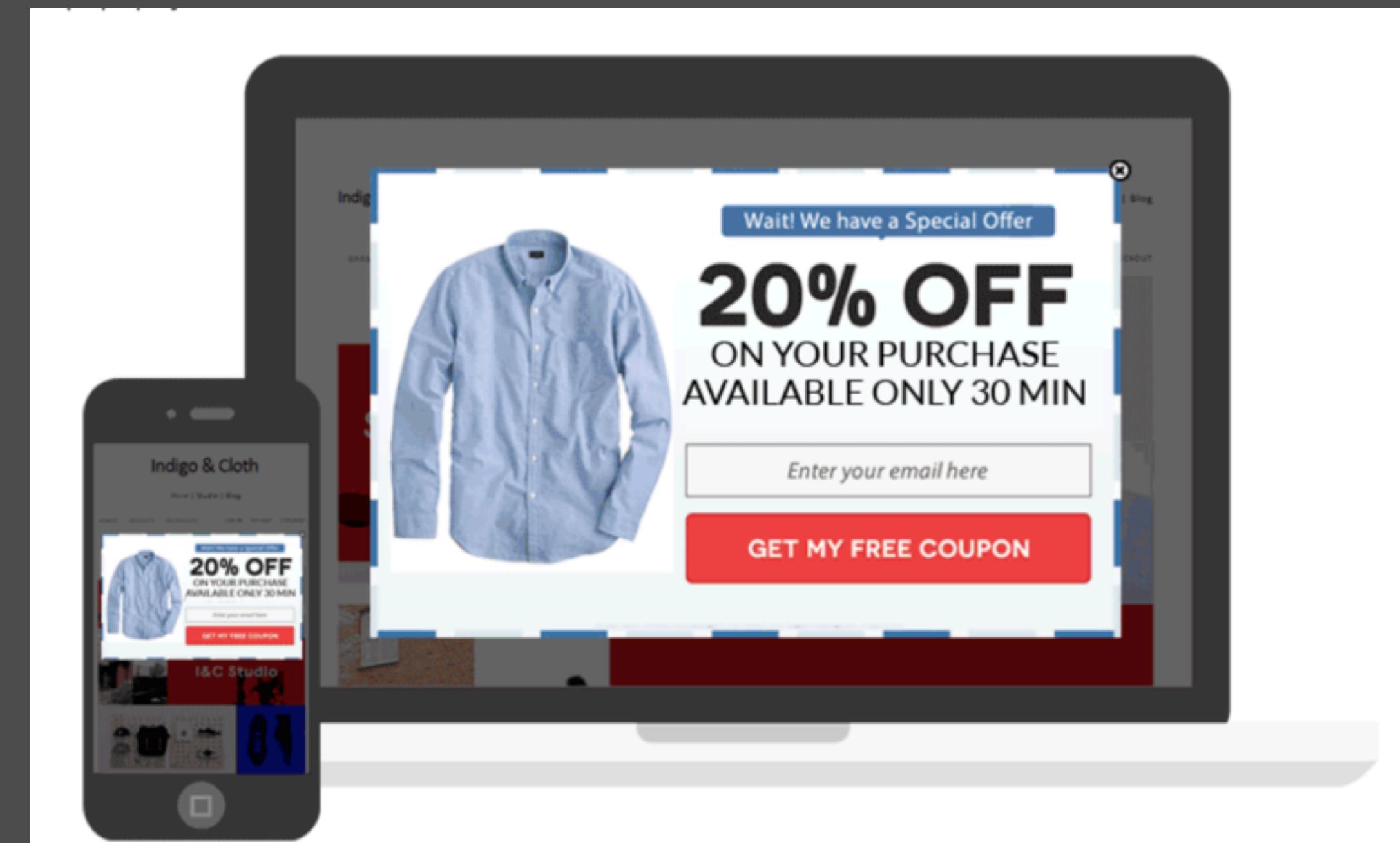
Popup Opt-In

Website popup opt-in can convert visitors who might not sign up. This gives you the opportunity to filter them through drip campaigns and test new offers.



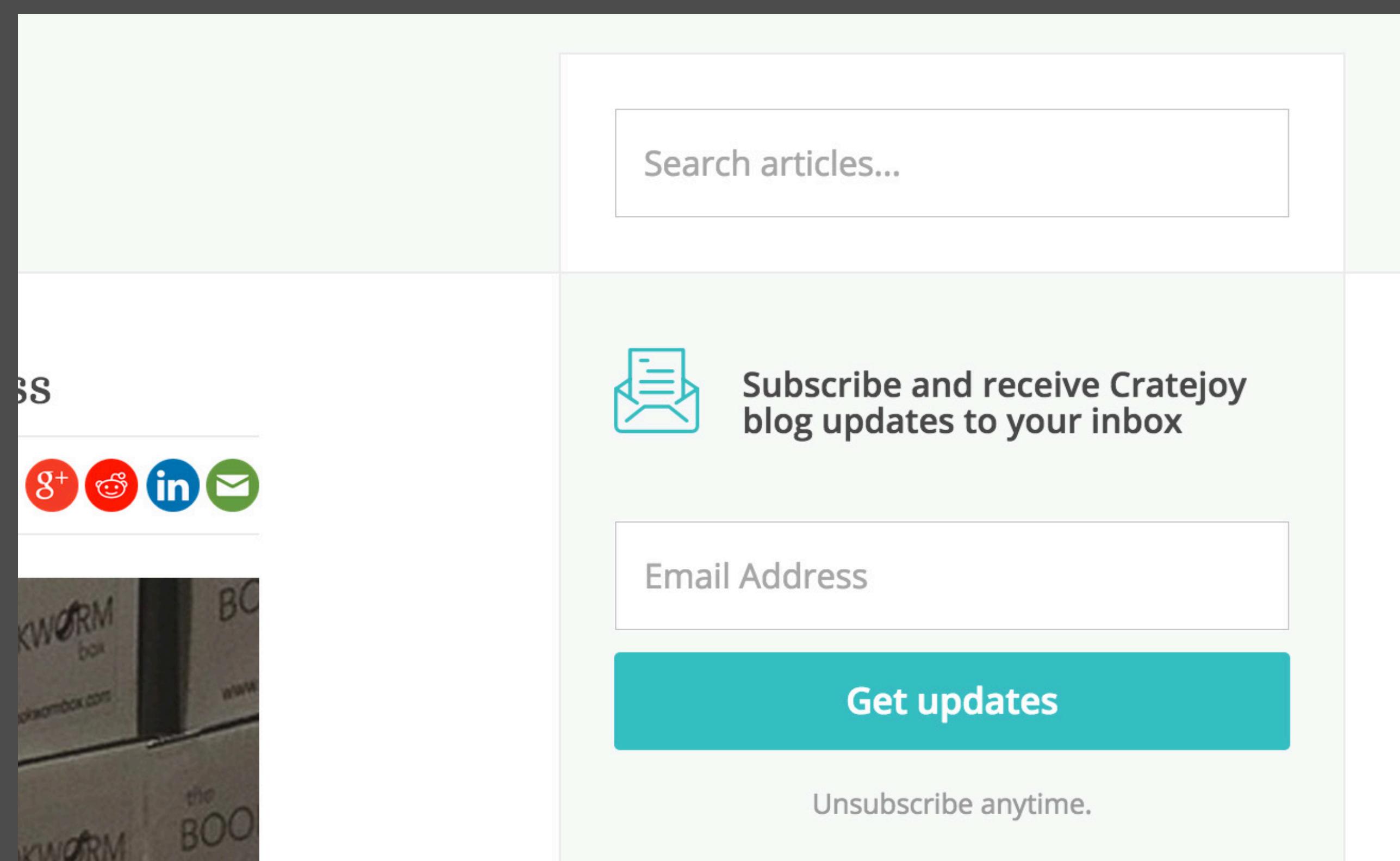
Cross Promotions on other Channels

Tweet subscribe links, add a Mailchimp tab on Facebook, and promote your newsletter on social media to encourage cross pollination of followers.



Exit Intent Popups

Exit intent popups occur when a user moves toward exiting your website. Use special offers and “before you go” messaging to convert visitors.



CTAs & Offers on Your Site

Providing signup links on your site is an easy way to convert visitors. Intriguing offers can help, like free downloadable PDFs or other niche-oriented offers.