

# Email Marketing Basics: *7 Critical Strategies for Success*



**Gillian Owen**  
**Email Marketing Specialist**

- **How many emails do you receive each day?**
- **How many of you have made a purchase from an email?**



**FACT:**

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***90+% of US Internet  
Users send / receive  
email.***

# **FACT:**

**57% of US Users check  
email every day.**

# **FACT:**

**1.4 billion email users  
(2009)**

***1.9 billion by 2013  
(worldwide)***

- **Focus on one idea!**
- **Too many messages = confusion.**
- **YOU ARE NOT IN CONTROL!**



- **Time = \$\$**
- **Dense blocks of text = BAD**
- **2-3 Sentences**
- **Use Bullet Points**
- **Use Bold text**



- **Attention = Greatest Asset**
- **Not Relevant?**
  - **People Stop Paying Attention**
  - **I'll Get To It Later**
- **Transmission Cost vs.  
Attention Cost**





- **If they don't recognize you, will be skipped over / deleted.**
- **Friendly Display Name vs. Plain Email**



➤ **FROM Lines:**  
**Gillian Owen – Customer Paradigm**

**“G”**

**Gillian**

**“CP Info”**

**[gillian@customerparadigm.com](mailto:gillian@customerparadigm.com)**



- **Subject Line is 2<sup>nd</sup> Most Important Part of Email**
- **Sums up message**
- **Entices them to open, read, take action**



- **Personalization can “grab” attention**
- **Including first name in subject line – can increase open rates by 32-60%**



- **People want to know that you care about them as a person!**
- **Monolithic Company vs. Person**

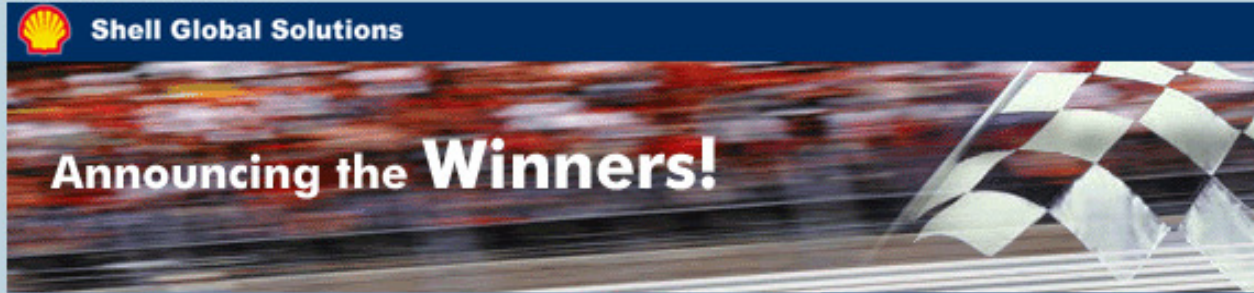


- **Tell the Recipient What You Want Them To Do.**
- **Long, ranting emails...**
- **Low context medium – no behavioral clues.**
- **Be Direct!**









Dear Jeff,

It is our pleasure to announce that the winners of the Shell Global Solutions registered visitor prize drawing have been selected! To find out if you've won, please visit the [list of winners](#) on our web site.

And don't forget that video footage and photos of all the participants in the Shell Global Solutions Racing Challenge are posted and available for your review. Just [click here](#) to find yourself and your associates in action.

Thanks again for visiting us at ATCE. We felt the show was extremely successful, and hope your visit was an enjoyable and productive one.

Kind Regards,

Skip Koshak  
Business Development Manager  
+1 504 728 6445  
[skip.koshak@shell.com](mailto:skip.koshak@shell.com)

P.S. Do you want to learn more about Shell Global Solutions? Please [click here](#) to get additional information.



You may have won this radio-controlled, 1/18 scale Enzo Ferrari F2003 Mini Z Racer! [Click here](#) to find out!



Video footage and photos from The Challenge have been added to the web site. [Click here](#) to view.





## HIKE, BIKE, YOGA, PRAY

### ROSH HASHANAH RETREAT

WINTER PARK, CO SEP 29-30, 2008

Jeff-

If you're like me, you're holding on to the last bit of summer this weekend. Can you believe that Rosh Hashanah (Sept. 29-30) is less than a month away? With new activities including an amazing children's program and a Jewish Meditation Workshop, our retreat is one of our best events of the year.

Come alone, or bring your family and friends. We have singles, couples, and even a growing number of children. You'll meet people like you, who love the outdoors. Every year I hear people say they made their best friends on the retreat.

[Join us - sign up today >>](#)

I hope to see you there!

—*Jamie*  
Rabbi Jamie Korngold, Adventure Rabbi



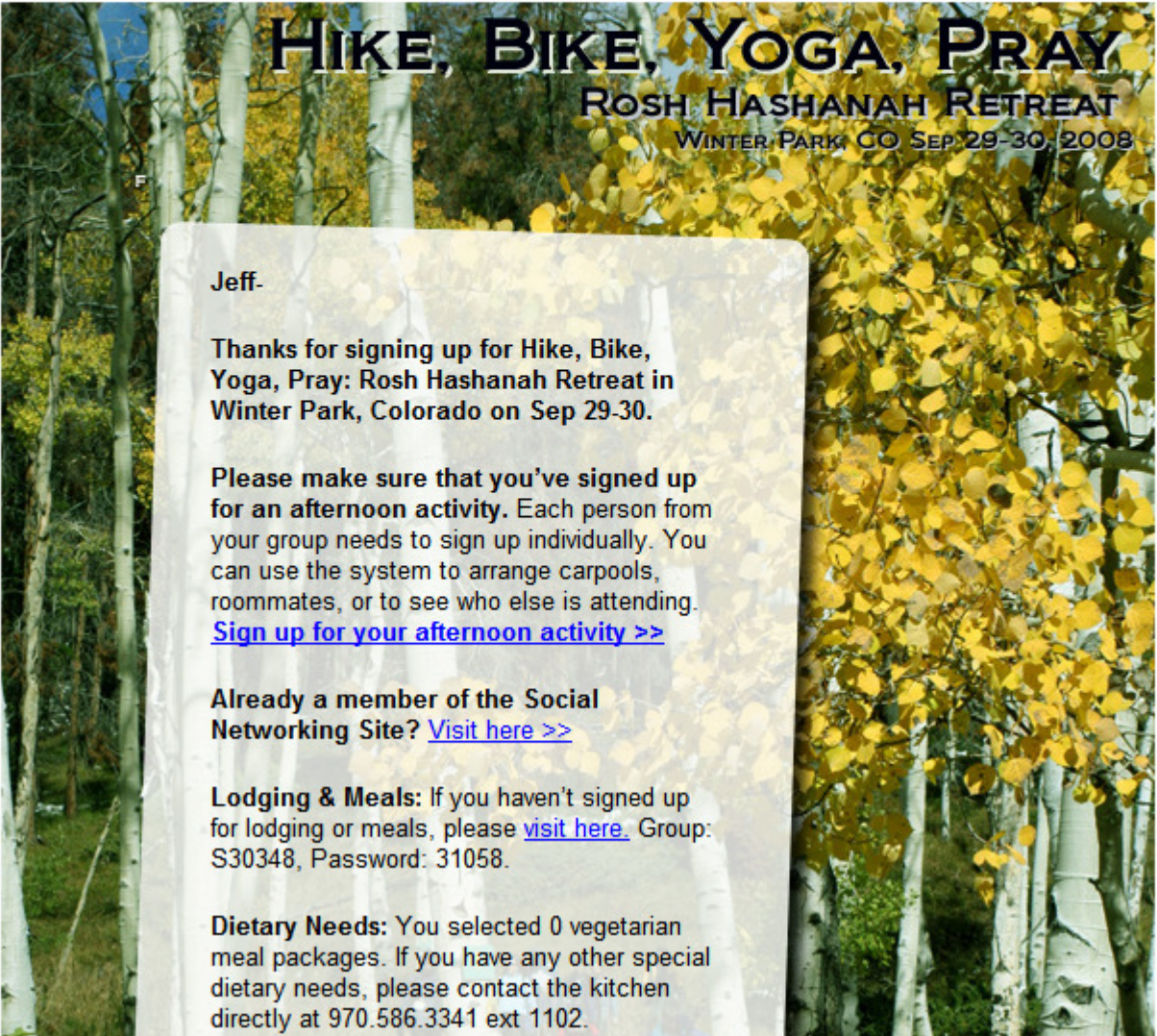
**SIGN UP  
TODAY!**  
[CLICK HERE >>](#)

Jeff, please sign up for an activity for Rosh Hashanah - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Jeff Finkelstein - Lead Guide Adventure Rabbi [jeff@AdventureRabbi.org] Sent: Mon 9/1/2008 9:50 AM  
To: Jeff Finkelstein  
Cc:  
Subject: Jeff, please sign up for an activity for Rosh Hashanah



Jeff-

Thanks for signing up for Hike, Bike, Yoga, Pray: Rosh Hashanah Retreat in Winter Park, Colorado on Sep 29-30.

Please make sure that you've signed up for an afternoon activity. Each person from your group needs to sign up individually. You can use the system to arrange carpools, roommates, or to see who else is attending. [Sign up for your afternoon activity >>](#)

Already a member of the Social Networking Site? [Visit here >>](#)

**Lodging & Meals:** If you haven't signed up for lodging or meals, please [visit here](#). Group: S30348, Password: 31058.

**Dietary Needs:** You selected 0 vegetarian meal packages. If you have any other special dietary needs, please contact the kitchen directly at 970.586.3341 ext 1102.







An Urgent Message from  
Martin Sheen, Actor & Activist

## GREENPEACE

1 in 6 U.S. Babies at Risk Of Birth Defects  
Bush Stonewalls Toxic Mercury Cleanup  
Get Tested. [Click here >>](#)

Dear \$first,

**It's bad enough that the Bush administration is attacking our environment.** But now their policies are harming our bodies and, even more importantly, threatening the health of our children.

**We all know that exposure to mercury can be damaging to our health.** But women of childbearing age are especially at risk, since mercury in a mother's body during pregnancy can permanently harm her baby's brain and nervous system, causing problems with children's attention span, memory, and language development. In fact, a recent Centers for Disease Control report showed that currently, one of every six children born in the United States each year (630,000) is at risk of unsafe levels of mercury in his or her body.



Toxic Mercury Emissions From  
Coal Plants Lead to Birth Defects

**You can take the first steps to protect yourself right now.** As part of a groundbreaking national study, Greenpeace and the University of North Carolina, Asheville are offering you an inexpensive, easy indication of how much mercury you have in your system. Go to [www.greenpeaceusa.org/mercurytest](http://www.greenpeaceusa.org/mercurytest) to sign up today.




✉ ||Faculty Test #1|| January 2010 eTransplantID Review - Volume 1,Issue 11 - Message (HTML)

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↩ Reply | 
 ↩ Reply to All | 
 ➦ Forward | 
 📄 Print | 
 📧 Attachments | 
 ✖ Close | 
 📏 Zoom | 
 🔍 Search

**From:** eTransplantID Review Newsletter [news@johnshopkins.6cp.com] **Sent:** Fri 1/22/2010 3:54 PM  
**To:** Jeff Finkelstein  
**Cc:**  
**Subject:** ||Faculty Test #1|| January 2010 eTransplantID Review - Volume 1,Issue 11

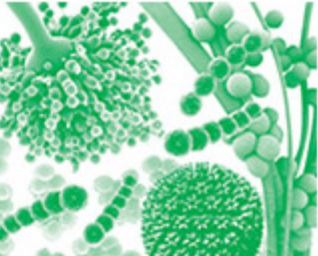


## eLITERATURE REVIEW

### eTransplantID Review

Presented by  
The Johns Hopkins University  
School of Medicine, The Institute  
for Johns Hopkins Nursing and  
Tufts University School of Medicine,  
Office of Continuing Education

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## January 2010: VOLUME 1, NUMBER 11

[Bacterial Infections in Solid Organ Transplants Recipients](#)

### In this Issue...

Consideration of bacterial infections in solid organ transplant (SOT) recipients is critical to appropriate patient management, both because these types of infections are common, and because they are frequently underrecognized and inadequately treated, thus increasing mortality rates. Lung transplant recipients are at high risk for bacterial pneumonia, and kidney and liver recipients are at risk for Gram-negative bloodstream infections originating from the urinary and the gastrointestinal tracts, respectively. Efforts to improve the outcomes of bacterial infections among transplant recipients have focused on how to increase recognition of infectious risk and the importance of an appropriate and timely selection of empiric antibiotic therapy.

In this issue, we review 6 recent relevant articles: The first 2 focus on outcomes related to the choice and timing of antibiotic therapy; the third is a prospective study of a new method for assessing global T-cell responsiveness, and the relationship of this test to various infectious syndromes in lung transplant recipients; the fourth is a state-of-the-art review of infections in SOT recipients; the fifth is a prospective study of Gram-negative bloodstream infections among SOT recipients; and the sixth article is a prospective study of tuberculosis in SOT recipients.



**Length of Activity**

Physicians  
1 hour

Nurses/NPs  
1 contact hour

Pharmacists  
1 contact hour

**Release Date**  
January 29, 2010

**Expiration Date**  
January 28, 2012

**Next Issue**  
TBD

**TO COMPLETE A POST-TEST**

**Step 1.**  
Review the CE Information and study the educational content.

**Step 2.**  
Select a post-test link at the

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Search Engine Optimization

# Questions?

- **Acquire**
- **Retain**
- **Interact**

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