

# Email Marketing

*Email Campaigns That Work*

Sharaf Atakhanov, CUA  
Temple University

**Email Traffic**

**31 billion**

**What's wrong with  
email marketing today?**

# What's wrong with email marketing today?

- ✓ Poorly Designed
- ✓ Too Much Noise
- ✓ Untargeted
- ✓ Poorly Scheduled

**What can we do about it?**

# What can we do about it?

- ✓ Think about your users first
- ✓ Send less email
- ✓ Improve the usability

# Usability Issues

- ✓ Excessive use of **graphics & colors**
- ✓ Using **spammish subject lines**
- ✓ Offering no option to **unsubscribe**
- ✓ Out of control **coding & formatting**
- ✓ Sending fancy **scripts, active x and flash**

# Usability Issues

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**Spam. Spam. Spam.**

**12.4 billion**

# What ticks off Spam Filters?

- ✓ I am a prince from Nigeria.....
- ✓ Is this red enough?
- ✓ **MAKE THIS BIGGER!!!!**
- ✓ C@n Y0u read th l s
- ✓ No text in message body
- ✓ Click here...Click here...Click here
- ✓ Free...Urgent...blinking text?

# Usability Principles

- ✓ Legibility
- ✓ Affordance
- ✓ Efficiency = keep it simple!
- ✓ Effectiveness
- ✓ Redundancy

**real world example**

# Friday – 5:10 pm

{ *here is how it starts* }

- **Boss:** Hey, we need to send this email out yesterday
- **Me:** Okay.
- **Boss:** Make it pretty.
- **Me:** Okay. *(rolls eyes)*
- **Boss:** And make the logo bigger
- **Me:** Right....





*Join us for our  
Faculty/Staff  
Campaign for Alter  
Hall!*

**John F. Kennedy Garden**  
TEMPLE UNIVERSITY MAIN CAMPUS  
**Wednesday, October 19**

Hall - Message (HTML)

Actions Help



edu]

[view online version](#) of this email.  
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TEMPLE UNIVERSITY <sup>®</sup>



*Join us for our  
Faculty/Staff  
Campaign for Alter  
Hall!*

**John F. Kennedy Garden**  
TEMPLE UNIVERSITY MAIN CAMPUS  
**Wednesday, October 19**

Dear Fox and STHM Faculty, Administration and Staff:

You are cordially invited to join us for a wine and cheese party as we kick-off our Fox School of Business and STHM

Wednesday, October 19  
3:00 p.m. – 5:00 p.m.

**John F. Kennedy Garden, on the site of the future Alter Hall  
Temple University Main Campus**

In event of Rain, we'll move inside to the first floor student lounge in Speakman Hall  
Join Dean Porat, Vice President for Development Stuart Sullivan, and your Campaign Co-Chairs  
Arvind Phatak, Rob Hamilton, Debbie Avery, Betsy Barber and Jeff Montague as we kick off our  
campaign in style! Garcon, Wine for all my friends!!!

**RSVP Now!**

Visit our [Alter Hall web site](#) for information and [online registration](#).

**Let's show our Fox & STHM spirit and leadership!**

Please join us on September 28 and October 19 for these important events.



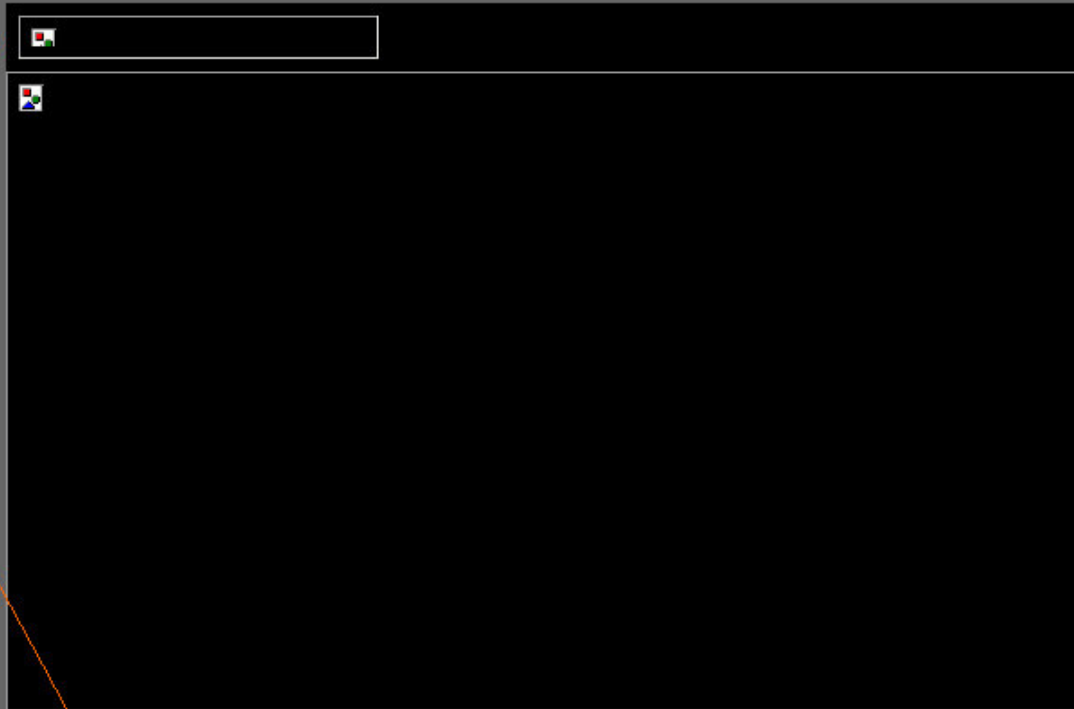
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## **Faculty/Staff Campaign for Alter Hall**

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 [Register Now!](#)

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 **Fox School of Business**  
TEMPLE UNIVERSITY®



*Join us for our  
Faculty/Staff  
Campaign for Alter  
Hall!*

Faculty/Staff Campaign for Alter Hall! | Wednesday,  
October 19, 2005

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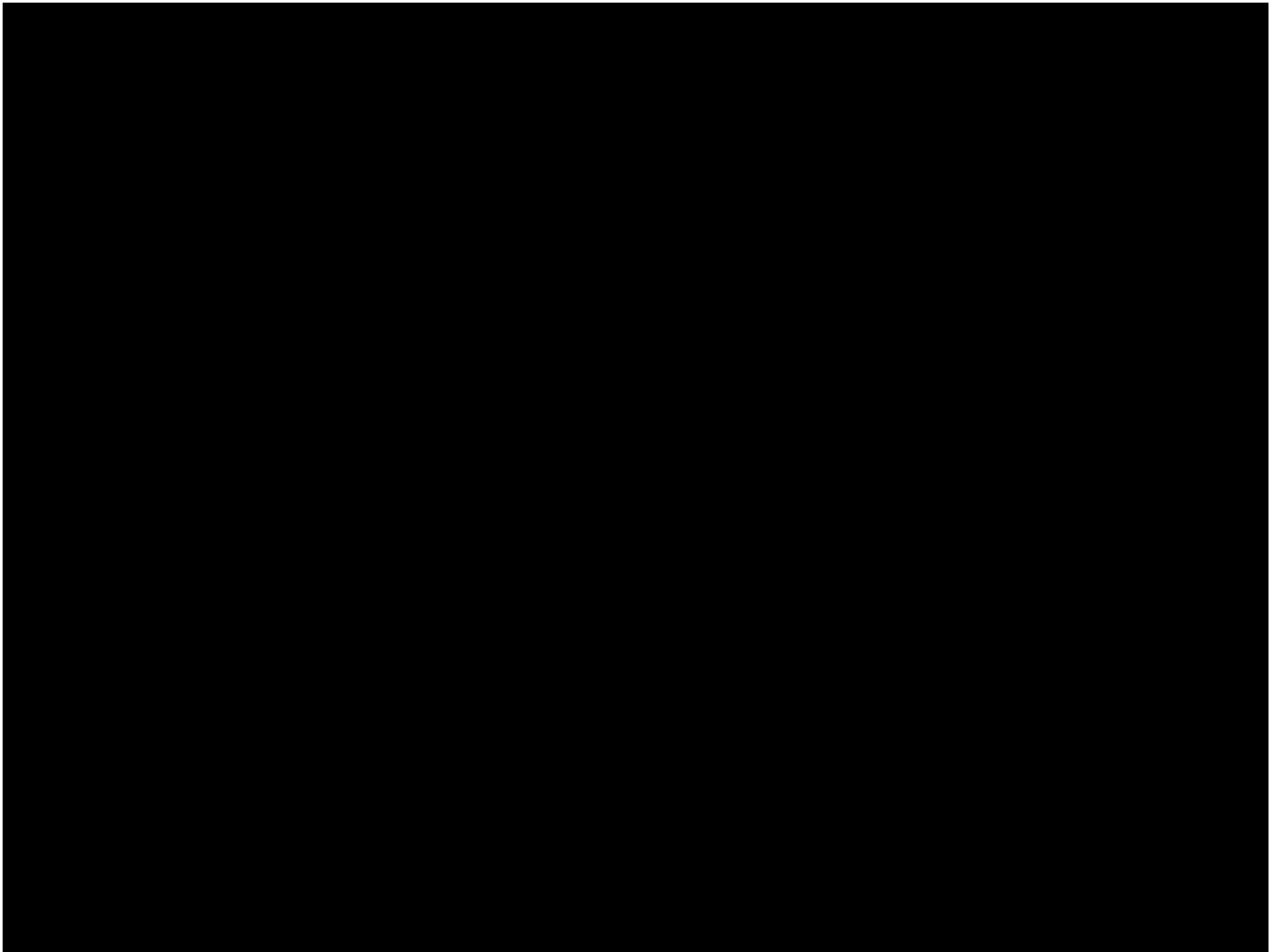
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[RSVP Now!](#)



# 10 steps for Success

# **I. Get Permission**

## **2. Setup Privacy Policy**

# 3. Use Email Publishing Tool

Campaign Monitor | Mail Chimp | Topica | Newsweaver

Get Active | Emma | Constant Contact | Bronto

## **4. Segment Your List**

Create/Send Campaign

Manage Clients

Manage Subscribers

Reports

Subscriber Lists | [Create New List](#)



## Current Subscriber Lists

[Create New List](#)

 <b>ABC International</b>	Setup	Subscribers	
<a href="#">Online Store Customers</a>	Sep 27, 2005	157	<a href="#">Delete List</a> and all subscribers
<a href="#">Web Site Subscribers</a>	Mar 09, 2006	187	<a href="#">Delete List</a> and all subscribers

 <b>Rogers and Co Textiles</b>	Setup	Subscribers	
<a href="#">CRM Synched Subscribers</a>	Jun 30, 2006	1	<a href="#">Delete List</a> and all subscribers
<a href="#">July exporters conference</a>	May 22, 2006	1	<a href="#">Delete List</a> and all subscribers
<a href="#">Web site subscribers</a>	Aug 02, 2005	16	<a href="#">Delete List</a> and all subscribers

# **5. Design HTML & Text Email**

```
<html>
```

```
<head>
```

```
<title>Use actions to control c
```

```
<link rel="stylesheet" href="he
```

```
<script language="JavaScript">
```

```
var previous = "tutorial6.htm
```

```
var next = "tutorial8.html";
```

```
function matchContentFile
```

```
if ((parent.left) && parent
```

```
== -1 && parent.left.location
```

```
parent.left.location.pathname
```

```
parent.left.location.repla
```

# HTML

**6. Make it CANSPAM Compliant**



**\$11,000**

**7. Send it to your boss**



# 8. Test your campaign

Yahoo! | Gmail | Hotmail | AOL

MS Outlook 2000-2007 | Thunderbird | Eudora | Entourage | Apple Mail



[Show search options](#)  
[Create a filter](#)

[Compose Mail](#)

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**Inbox (4)**

[Starred](#)

[Chats](#)

[Sent Mail](#)

[Drafts \(1\)](#)

[All Mail](#)

[Spam \(3558\)](#)

[Trash](#)

[Contacts](#)

Quick Contacts

**The Gmail Team**

Set status here

Allison Lam

Caitlin Roran

Gabe Carter

John Lewis

Lizzie Astley

Mitchell Tarver

Moving this week

Nathan Woodward

Working from home

Nicola Brennan

Zach Taylor

A bit busy

Alex Lidell

Paige Stevens

Wayne Carlson

[Add contact](#)

[Show all](#)

[Back to Inbox](#)

[Refresh](#)

1 of 22 [Older](#) [>](#)

### Good Camera [Inbox](#)

Mitchell Tarver <tarver13@gmail.com> I've been 1:19 pm (0 minutes ago)

Chris to Mitchell 1:20 pm (0 minutes ago)

Wow, this is the most comprehensive review I've read in awhile. I was thinking of getting a Sony, but now I'm sort of swayed by the s50 too... yeah, the review sounds great... you should definitely get one for Joshua! Now I'm jealous!

[- Show quoted text -](#)

[Reply](#) [Forward](#)

Mitchell Tarver <tarver13@gmail.com> to me

You can borrow mine and try it. I already bought it.

[- Show quoted text -](#)

[Reply](#) [Forward](#)

[Back to Inbox](#)

[Refresh](#)

1 of 22 [Older](#) [>](#)

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[Digital SLR Cameras](#)

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[Digital Cameras on Sale](#)

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Shortcuts: **o** - open **y** - archive **c** - compose **j** - older **k** - newer [more >](#)

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Check Mail Compose

svlug Go

Inbox 42584 messages

Search: "svlug"

Options | Help

Reply Forward Print Spam Delete More Actions View

367 message(s) found matching "svlug"

Show Snippets

From	Subject	Date	Location
...	... open' of a format, but it's much more available to Joe-Average user.) -bill (who has OOo, but usually sticks to KWord :) ) _svlug mailing list <a href="mailto:svlug@lists.svlug.org">svlug@lists.svlug.org</a> <a href="http://lists.svlug.org/lists/listinfo/svlug">http://lists.svlug.org/lists/listinfo/svlug</a>		
Mike Castle	[svlug] Favorite LDAP user admin tool	Tue, 9/20/05, 9:52 AM	Inbox
...	... with OpenLDAP? I've glanced through the code and the schema files, but I haven't noticed anything obvious that says "tie these things together." Thanks, mrc _svlug mailing list <a href="mailto:svlug@lists.svlug.org">svlug@lists.svlug.org</a> <a href="http://lists.svlug.org/lists/listinfo/svlug">http://lists.svlug.org/lists/listinfo/svlug</a>		
Ian Klufft	Re: [svlug] slides posted from Slauth presentation	Tue, 9/20/05, 12:01 AM	Inbox
...	... readable by OpenOffice 1.x. OK, the .sxi file is up. I also converted Ted's slides from his presentation in May about Greylisting (an anti-spam technique) to .sxi. _svlug mailing list <a href="mailto:svlug@lists.svlug.org">svlug@lists.svlug.org</a> <a href="http://lists.svlug.org/lists/listinfo/svlug">http://lists.svlug.org/lists/listinfo/svlug</a>		
Rick Schultz	Re: [svlug] bash, tcsh, and (vi) readline modes	Mon, 9/19/05, 6:01 PM	Inbox

Yahoo contains 13 messages

Subject: [svlug] Favorite LDAP user admin tool

Hide Reading Pane

From: Mike Castle <dalgoda@ix.netcom.com>  
Date: Tuesday, September 20, 2005 09:52:08  
To: SVLUG <svlug@lists.svlug.org>

I'm looking at making the great migration from YP to LDAP, and in the process, tying it into Samba as a PDC.

Since I'm an LDAP novice, I'm having some learning curves. For example, I can't just edit a passwd file somewhere and run make in /var/yp anymore, so I guess I need a real admin tool.

I was unpleasantly surprised to find out (under Debian Sarge anyway), that the standard useradd/adduser tools don't automagically figure out where to put new users; though passwd seems to get it right for existing users.

So, for setting up LDAP for both PAM/NSS and Samba, what tools would you use for managing users?

Also, if anyone has a pointer on this: The Samba config files say that some LDAP configurations will allow a user to change a password in one domain (say, posix accounts using passwd), and that would propogate the change to other domains (say, the samba password stuff). What's the magic that causes this to happen (if it does) with OpenLDAP? I've glanced through the code and the schema files, but I haven't noticed anything obvious that says "tie these things together."

So, what do you *really* think?

Send feedback about  
Yahoo! Mail Beta

SEND FEEDBACK



Folders

View: All

Subject Or Sender

Local Folders

- Inbox
- Unsent Messages
- Drafts
- Sent
- Trash

News & Blogs

- Trash
- BBC News | N...dition (27)
- Creative Com... - rss (13)
- EFF: Breaking News (14)
- Mozilla Dot Org (10)
- mozillaZine.org (11)
- Wired News: ... Stories (8)

Subject	Sender	Date
Security Advisory	Mozilla Dot Org	5/7/2005 9...
Mozilla Expands Internati...	Mozilla Dot Org	5/8/2005 9...
Security Update to Firefox...	Mozilla Dot Org	5/10/2005 ...
Mozilla to Co-Host XTech ...	Mozilla Dot Org	5/12/2005 ...
Deer Park Alpha 1 available	Mozilla Dot Org	5/30/2005 9...

Subject: Deer Park Alpha 1 available

From: [Mozilla Dot Org](http://www.mozilla.org/)

Date: 5/30/2005 9:00 PM

Website: <http://www.mozilla.org/projects/firefox/>

## Mozilla Firefox Project

This page is a developer resource -

To Download Firefox, [visit our product page](#)

The **Mozilla Firefox** project aims to build the most useful web browser for Windows, Linux and Mac OS X. This page contains documentation about where the project is headed. developer

Unread: 10

Total: 14

- Folder List**
- All Folders
- Gopesh Tiwari
    - Calendar
    - Contacts
    - Deleted Items
    - Dheeraj
    - Drafts [1]
    - Inbox
    - Journal
    - Junk E-mail
    - Notes
    - Outbox
    - Sent Items
    - Sync Issues
    - Tasks
    - Search Folders
  - Archive Folders
  - Personal Folders
    - Calendar
    - Contacts
    - Deleted Items
    - Drafts
    - DRPT
    - ELMS

- Look for: Search In: Inbox Find Now Clear Options
- Inbox**
- Arranged By: Date Newest on top
- Today**
- bchandra@iitk.ac.in 5:48 PM [acadstaff] [Fwd: Re: To attend the PAN I... @
  - ccguest@iitk.ac.in 3:11 PM Proficiency Test @
  - ccguest@iitk.ac.in Received: Thu 9/8/2005 3:11 PM Proficiency test Size: 49 KB
  - Gopesh Tiwari 1:42 PM An important Tip
  - Gopesh Tiwari 12:04 PM Pl scrutinise the paper @
  - SUNDAR J 11:42 AM [Fwd: clustering] clustering articles @
  - Arun Kumar Sharma 9:25 AM
  - Dheeraj Sanghi 1:43 AM reminder**
- Yesterday**
- Dheeraj Sanghi Wed 11:34 PM [Fwd: CC scanner not working]
  - Voice & Data Reader service Wed 3:26 PM Voice&Data - September '2005 issue - Now O...
  - info@samsantravels.com Wed 3:00 PM Re: Air Deccan
  - Yatindra Nath Singh Wed 1:31 PM [acadstaff] Brihaspati problem - update.
- Tuesday**
- Dheeraj Sanghi Tue 11:34 PM

**reminder**

Dheeraj Sanghi [dheeraj@iitk.ac.in]

To: Gopesh Tiwari

Two things:

1. Test at 2:00 PM
2. Send a mail to ug00@lists.iitk.ac.in asking them to volunteer to move to exchange server.

-dheeraj  
--

Dheeraj Sanghi  
<http://www.cse.iitk.ac.in/users/dheeraj>  
Professor, CSE Dept., and Off: 259-7077,7638 Fax: 259-0725,7586  
Head, Computer Center Off: 259-7252,7651 Fax: 259-0413  
IIT Kanpur, UP 208016 Res: (0512) 259-8627

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If you want to make enemies, try to change something - Woodrow Wilson

## **9. Set a schedule for your campaign**

1 Define Campaign

2 Define Content

3 Define Recipients

4 Define Delivery

## Step 4.2 Schedule Campaign Delivery

When would you like to send your campaign?

**Deliver the campaign immediately**

Your campaign will be sent to the Campaign Monitor delivery system and sent to your recipients immediately.

Send confirmation to  when the campaign has been sent

**Deliver at the following time**

You can always change the scheduled delivery time before the campaign is sent.

Date (mm/dd/yy)

Time

Time Zone

Send confirmation to  when the campaign has been sent

< Previous

Next >

# **10. Measure campaign performance**

Create/Send Campaign

Manage Clients

Manage Subscribers

Reports

[Sent Campaigns](#) | [Subscribers](#) | [Clients](#) | [Account](#)




## Campaign Reports

June 2006 Newsletter

### Campaign Snapshot

Performance Metrics for this Campaign

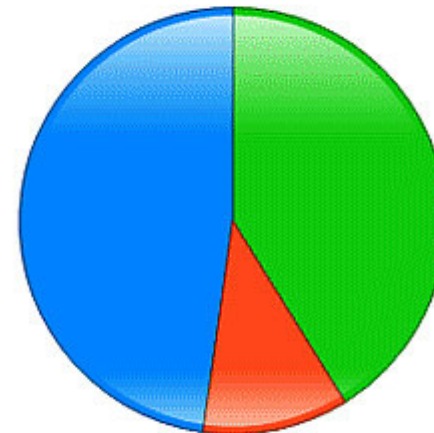
Subject	June 2006 Newsletter
Sent to	362 recipients on 30 Jun 2006 at 3:30 PM
Format	HTML and Text
<a href="#">Total HTML Opened</a>	238
<a href="#">Unique HTML Opened</a>	149 (46.27%)
<a href="#">HTML Clicks</a>	27 (18.12%) recipients clicked 29 links
<a href="#">Unsubscribed</a>	4 (1.24%)
<a href="#">Spam Complaints</a>	1 (0.31% - <a href="#">what are these</a> )
<a href="#">Bounced</a>	40 (11.05%)
Delivered	322 (88.95%)




 Preview HTML

 Preview text

[Export all Reports](#)

Campaign Averages (% of delivered)



149  Opened | 40  Bounced | 173  Unopened

### Reports Available



[Recipient Activity](#)

See which recipients opened, did not open, clicked links and unsubscribed from this campaign.



[HTML Link Activity](#)

Find out how popular each link in your campaign was and who clicked each link.



[HTML Opens Over Time](#)

Track the open activity over time for the entire campaign down to each minute.



[Unsubscribes Over Time](#)

Track the number of recipients who unsubscribed from this campaign over time.



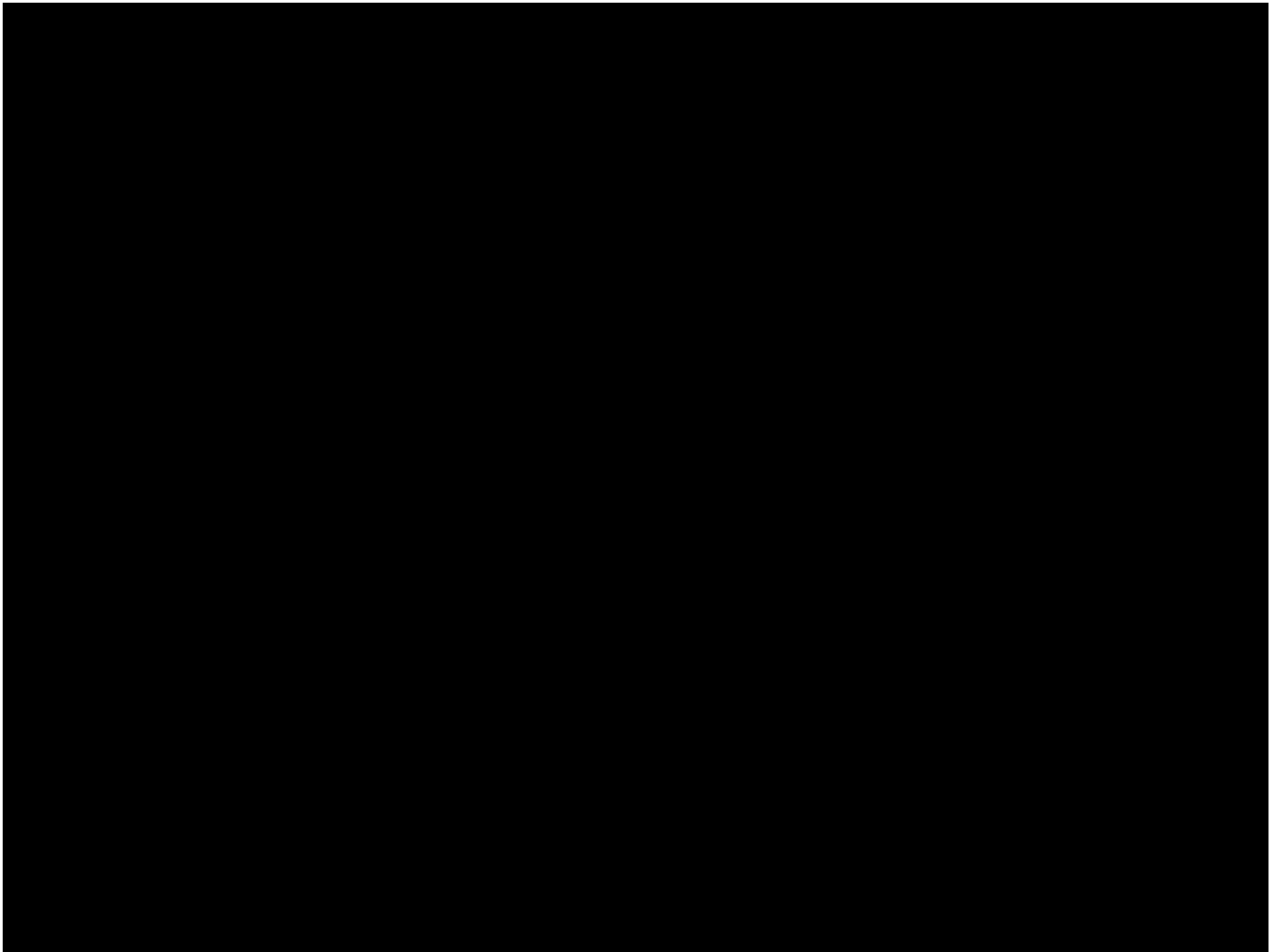
[Recipient Bounce Activity](#)

See which subscribers did not receive this campaign and why.



[Bounces Over Time Report](#)

Track the bounce activity over time for the entire campaign down to each minute.



# Thank you!

## Questions?

*download a copy of this presentation at*  
[www.soaphia.com](http://www.soaphia.com)