

email marketing

Email Campaigns That Work

Sharaf Atakhanov, CUA
Temple University

Email is dead.

Long live email.

what's the problem?

- Volume
- Schedule
- Usability
- Policy
- Compliance

Volume

**What
volume?**

3 | billion

12.4 billion







send less emails

Schedule

“We need to send this out yesterday...”

frequency

December, 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2 	3	4	5	6	7	8
9	10	11	12 	13	14	15
16	17	18	19	20	21	22
23	24	25 	26	27	28	29
30	31	1	2	3 	4	5

day + time

[Create/Send Campaign](#)
[Manage Clients](#)
[Manage Subscribers](#)
[Reports](#)
[Saved Campaigns](#)
[Create/Send New Campaign](#)
[Edit and Resend Campaign](#)
[Test 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 >](#)

who sent what?

setup calendar

Usability

target

[Create/Send Campaign](#)
[Manage Clients](#)
[Manage Subscribers](#)
[Reports](#)
[Subscriber Lists](#) | [Create New List](#)


Current Subscriber Lists

[Create New List](#)

 ABC International	Setup	Subscribers	
Online Store Customers	Sep 27, 2005	157	Delete List and all subscribers
Web Site Subscribers	Mar 09, 2006	187	Delete List and all subscribers
 Rogers and Co Textiles	Setup	Subscribers	
CRM Synched Subscribers	Jun 30, 2006	1	Delete List and all subscribers
July exporters conference	May 22, 2006	1	Delete List and all subscribers
Web site subscribers	Aug 02, 2005	16	Delete List and all subscribers

tools

- **Campaign Monitor**
- **Mail Chimp**
- **Topica**
- **Newsweaver**
- **Emma**
- **iContact**
- **Constant Contact**
- **Bronto**
- **Stream Send**
- **Listrak**

tools

design

“Can you make the logo bigger?”



*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.
add foxevents@temple.edu to your address book to ensure delivery to your inbox.



 **Fox School of Business**
TEMPLE UNIVERSITY®



*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.



www.fox.temple.edu

[Forward this email](#) to a friend. | [Unsubscribe me](#) from future Fox School emails.

This email was sent by:
Fox School of Business and Management
Speakman Hall | 1810 North 13th Street | Philadelphia, PA 19122-6083
Tel: 215-204-7676 | Email: foxinfo@temple.edu



content



Dear Fox and STHM Faculty, Administration and Staff:

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Faculty/Staff Campaign for Alter Hall

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 [Register Now!](#)



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

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

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

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[RSVP Now!](#)

“Just send the email as PDF”

[Search Mail](#)[Search the Web](#)[Show search options](#)[Create a filter](#)[Compose Mail](#)Digital SLR Cameras - www.pentaxslr.com - Research, compare & buy Digital SLR Cameras Sponsored Link < >**Inbox (4)**[Starred](#) ☆[Chats](#) ☰[Sent Mail](#)[Drafts \(1\)](#)[All Mail](#)[Spam \(3558\)](#)[Trash](#)[Contacts](#)▼ **Quick Contacts**

Search, add, or invite

● **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](#)[Archive](#)[Report Spam](#)[Delete](#)[More Actions ...](#) ▼[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](#)[New window](#)[Print](#)[Expand all](#)Sponsored Links ([feedback](#))[Free Digital Camera](#)

We'll Ship You A Digital Camera Free. Simply Complete Our Survey! FreeCamera.YourSmartRewards.com

[Digital SLR Cameras](#)

Compare Prices, Read Reviews & More Find the Lowest Prices at Smarter

www.smarter.com[Digital Cameras on Sale](#)

Simply enter your zip to find local and online sales and deals!

www.ShopLocal.com[more sponsored links >](#)[← Back to Inbox](#)[Archive](#)[Report Spam](#)[Delete](#)[More Actions ...](#) ▼[Refresh](#)1 of 22 [Older](#) >Shortcuts: o - open y - archive c - compose j - older k - newer [more >](#)You are currently using **65 MB (2%)** of your **2687 MB**.Gmail view: [standard with chat](#) | [standard without chat](#) | [basic HTML](#) [Learn more](#)[Terms of Use](#) - [Privacy Policy](#) - [Program Policies](#) - [Google Home](#)

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Check Mail Compose

svlug

- Inbox** (42580)
 - Drafts (1)
 - Sent
 - Spam (2655) Empty
 - Trash Empty
 - Contacts
 - Calendar
- My Folders Add
- Archive** (4452)
 - Yahoo** (11)

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 svlug@lists.svlug.org http://lists.svlug.org/lists/listinfo/svlug			
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 svlug@lists.svlug.org http://lists.svlug.org/lists/listinfo/svlug			
Ian Kluff	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 svlug@lists.svlug.org http://lists.svlug.org/lists/listinfo/svlug			
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 propagate 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



File Edit View Go Message Tools Help



Folders

View: All

Search 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
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

- 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 Size: 49 KB Proficiency test
 - 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

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

- **Litmus**
- **MailChimp Inbox Inspector**

tools

metrics

[Create/Send Campaign](#)
[Manage Clients](#)
[Manage Subscribers](#)
[Reports](#)
[Sent Campaigns](#) | [Subscribers](#) | [Clients](#) | [Account](#)


Campaign Reports

June 2006 Newsletter

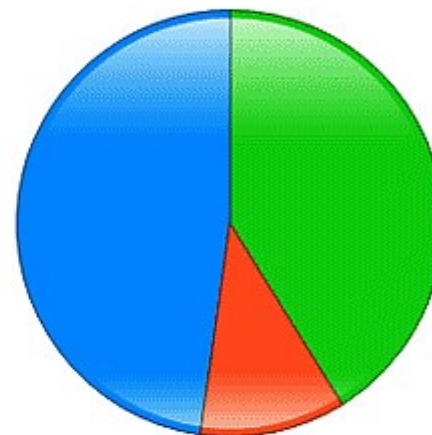
Campaign Snapshot

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
Total HTML Opened	238
Unique HTML Opened	149 (46.27%)
HTML Clicks	27 (18.12%) recipients clicked 29 links
Unsubscribed	4 (1.24%)
Spam Complaints	1 (0.31% - what are these)
Bounced	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.

- **All Email Publishing Tools**
- **GroupMetrics**

tools

spam

“I am a prince from Nigeria....”

Junk E-mail		Search Junk E-mail	
Arranged By: Date		Newest on top	
 Alberta Morrison		Mon 12:32 PM	<input type="checkbox"/> 
 Sexually Active VIAGRA		Mon 12:28 PM	<input type="checkbox"/> 
 Kory Pike Windows Vista ready for download!		Mon 12:00 PM	<input type="checkbox"/> 
 Jeanine Murdock		Mon 11:50 AM	<input type="checkbox"/> 
 Lena Logan Windows Vista ready for download!		Mon 11:36 AM	<input type="checkbox"/> 
 Jasmine kurtlak ko*nige		Mon 11:34 AM	<input type="checkbox"/> 
 Gustavo Curry Peel off excessive pounds quickly!		Mon 11:24 AM	<input type="checkbox"/> 
 Kendall Baxter Won't forget last night		Mon 11:03 AM	<input type="checkbox"/> 
 Rosalind Hearn 100mg x 90 pills \$159.95 price		Mon 10:55 AM	<input type="checkbox"/> 
 Isiah Soto Replica watches for less		Mon 10:52 AM	<input type="checkbox"/> 
 solo Hendrickson kotsaki		Mon 10:49 AM	<input type="checkbox"/> 
 Ulysses Sapp Se> < was never so crazy before! Manster is your new sexual reality!		Mon 10:43 AM	<input type="checkbox"/> 
 Lynette Clarke Don't make your partner frustrated!		Mon 10:40 AM	<input type="checkbox"/> 
 Andy Gaisser ngareren		Mon 10:38 AM	<input type="checkbox"/> 
 Regina W. Krause		Mon 10:36 AM	<input type="checkbox"/> 
 Microscope Do you want to become the top mold company in your area? 		Mon 10:21 AM	<input type="checkbox"/> 
 Ted Burris		Mon 10:20 AM	<input type="checkbox"/> 

- **Junk Mail Folder**
- **Spammers**

tools

keep it simple

Policy

politics

“Who authorized this?”

red tape

**“Only our department is supposed
to send this...”**

email blasts

**“Just send it to everyone you have on
your list...”**

setup email policy

Compliance

CAN-SPAM ACT

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Tel: 215-204-7676 | Email: foxinfo@temple.edu



\$ 11,000



think about:

- Volume
- Schedule
- Usability
- Policy
- Compliance

Thank you!

Questions?

download a copy of this presentation at
www.soaphia.com