Form versus Function: Assessing Your Email Templates

Suzanne Carawan
Chief Marketing Officer
HighRoad Solution

asaecenter.org/EndorsedSolutions
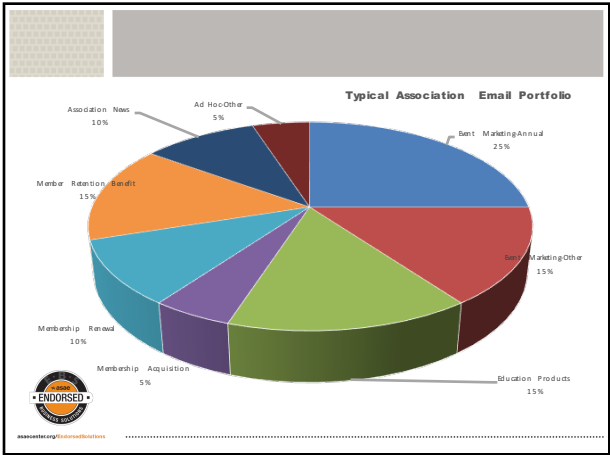

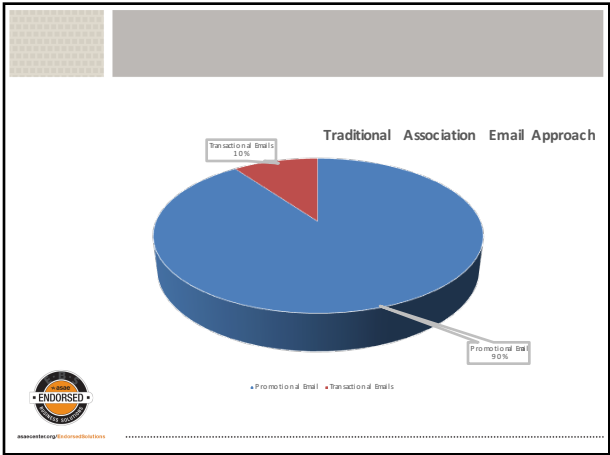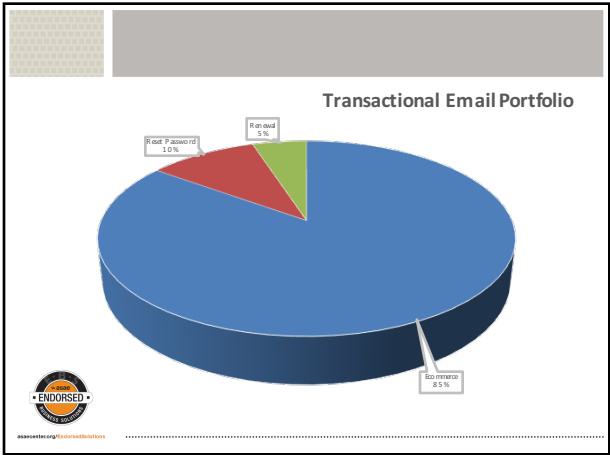
Understanding Baseline

asaecenter.org/EndorsedSolutions

What Email Are We Sending Today

asaecenter.org/EndorsedSolutions

Typical Association Email Portfolio

- Event Marketing Annual 25%
- Event Marketing Other 15%
- Education Products 15%
- Membership Acquisition 5%
- Membership Renewal 10%
- Member Retention Benefit 15%
- Association News 10%
- Ad Hoc-Other 5%

Traditional Association Email Approach

- Promotional Email 90%
- Transactional Emails 10%

Transactional Email Portfolio

- Ecommerce 85%
- Reset Password 10%
- Renewal 5%

Self-Check: Portfolio

Email Type	Percentage	Time Spent
Event Marketing-Annual	25	20
Event Marketing-Other	15	5
Education Products	15	20
Membership Acquisition	5	5
Membership Renewal	10	10
Member Retention Benefit	15	40
Association News	10	5
Ad Hoc-Other	5	5

asaecenter.org/EndorsedSolutions

What Do We Know in Terms of Performance?

-Open, CTR, #Subs, Unsubs

asaecenter.org/EndorsedSolutions

What Do We Want to Achieve?

-$ for:
   Registration
   Products
   Education

asaecenter.org/EndorsedSolutions

What Do We Fear?

-Overemailing
-Opt-outs
-Mr. Irrelevant

asaecenter.org/EndorsedSolutions

Elements Needed
for Improvement
(Growth)

asaecenter.org/EndorsedSolutions

Growth Elements

1) Time to think strategically
2) Digestible, Achievable Plan to take you from big picture goal to tactical today
3) Right tools
4) Right talent
5) Discipline to stick to the plan

asaecenter.org/EndorsedSolutions

Slide 1

How Do We
Free Up Time?

ENDORSED

asaecenter.org/EndorsedSolutions

Slide 2

Where to Automate

Email Type	Percentage	Time Spent
Event Marketing-Annual	25	20
Event Marketing-Other	15	5
Education Products	15	20
Membership Acquisition	5	5
Membership Renewal	10	10
Member Retention Benefit	15	40
Association News	10	5
Ad Hoc-Other	5	5

ENDORSED

asaecenter.org/EndorsedSolutions

Slide 3

How & When Do We Grow?

ENDORSED

asaecenter.org/EndorsedSolutions

Rise of Automation & Redesign

Redesign Approach Using Digital Business Methodology

asaecenter.org/EndorsedSolutions

HighRoad's Process ™

1	2	3	4	5
Business Goals	Target Market	Data Sources & Metrics	Content Assets	Distribution & Promotion

HighRoad Solution™

Case Study
Optimum 5 Program

asae
ENDORSED

Research Methodology Employed

- Staff Interviews
- Analysis of Email Deliverability, Behavioral Usage & Composition
- Analysis of Feature/Function Use & Application
- Analysis of Past Engagements
- Comparison to Benchmark Clients

asae
ENDORSED

Research Areas Not Employed

- End User Interviews
- Persona Analysis
- Social Media and Web Analytics Analysis
- A/B Testing

asae
ENDORSED

Key Findings: Creative

Key Findings: Creative

- Mobile-First
- Lack of Compelling Graphics & Content
- Non-Email Writing Style
- Lack of Voice
- Lack of Understanding of Email Subject Lines & Preview Text

asaecenter.org/EndorsedSolutions

Key Findings: Metrics

Key Findings: Metrics

- Reliance on Vanity Metrics
- Lack of Conversion Metrics
- Zero Connection between COGS & Revenue
- Lack of Measuring Target Growth Markets or Lifetime Value (LTV)
- Lack of Measurement at the Aggregate

Key Findings:
Email Skill & Knowledge

asae ENDORSED

HighRoad Solution™

Key Findings: Email Skill & Knowledge

- Lack of organizational database knowledge
- Lack of segmentation
- Lack of technical know-how for responsive design/mobile-first
- Knowledge gaps in automation & inbound marketing methodologies

Key Findings:
Organizational Processes

Key Findings: Organizational

- Staff is overwhelmed & underwhelmed
- Lack of energy and enthusiasm towards evil "it is a necessary evil"
- Misaligned departmental structures
- Misallocation of time & energy
- High need for training & skill development

Key Findings:
Digital Channel Integration

Key Findings: Digital Channel Integration

- Focus has been on communicating to those the org already knows
- Lack of use of subscriber touchpoints
- Lack of use of social and engagement integration points
- Lack of conversion touchpoints to tie together user journey from awareness to purchase

---

Recommendations

This is Your User

Reading environment

Mobile	38.3%
Webmail	33.9%
Desktop	27.8%

The popularity of different environments, such as web-based email clients (Gmail, Outlook.com, etc.), desktop-based clients (Apple Mail, Outlook, etc.) or mobile devices (iPhone, iPad, Android, etc.).

Recommendations

- Mobile-First
- Long Format
- Contextualize the Experience
- Campaign-Level ROI Approach
- Align & Reinvigorate Departments

Results

- Launch with Expectations
- Improved Open & CTRs
- Interactive
- Engaging!

HighRoad Solution™

Marketing Technology for Associations

Contact us: HighRoad Solution
Name: Suzanne Carawan
Phone: 703.297.8480
Email: scarawan@highroadsolution.com

ENDORSED

www.highroadsolution.com
www.highroadu.com

asaecenter.org/EndorsedSolutions