



Email Trends: What's in Style for 2017

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asaecenter.org/EndorsedSolutions

Today's Agenda



- Email state of the union
- What *was* in style
- What *is* in style now
- How to transition old workflow practices to align with current trends
- Key takeaways



Demand Metric Study

- Email is #1 for usage, but only scores a C for effectiveness
- Email still in top 3 categories of spend
- How do we improve the ROI on email?



Marketing Effectiveness

Figure 6: Email reclaims the top spot as the most effective tactic for association marketing.



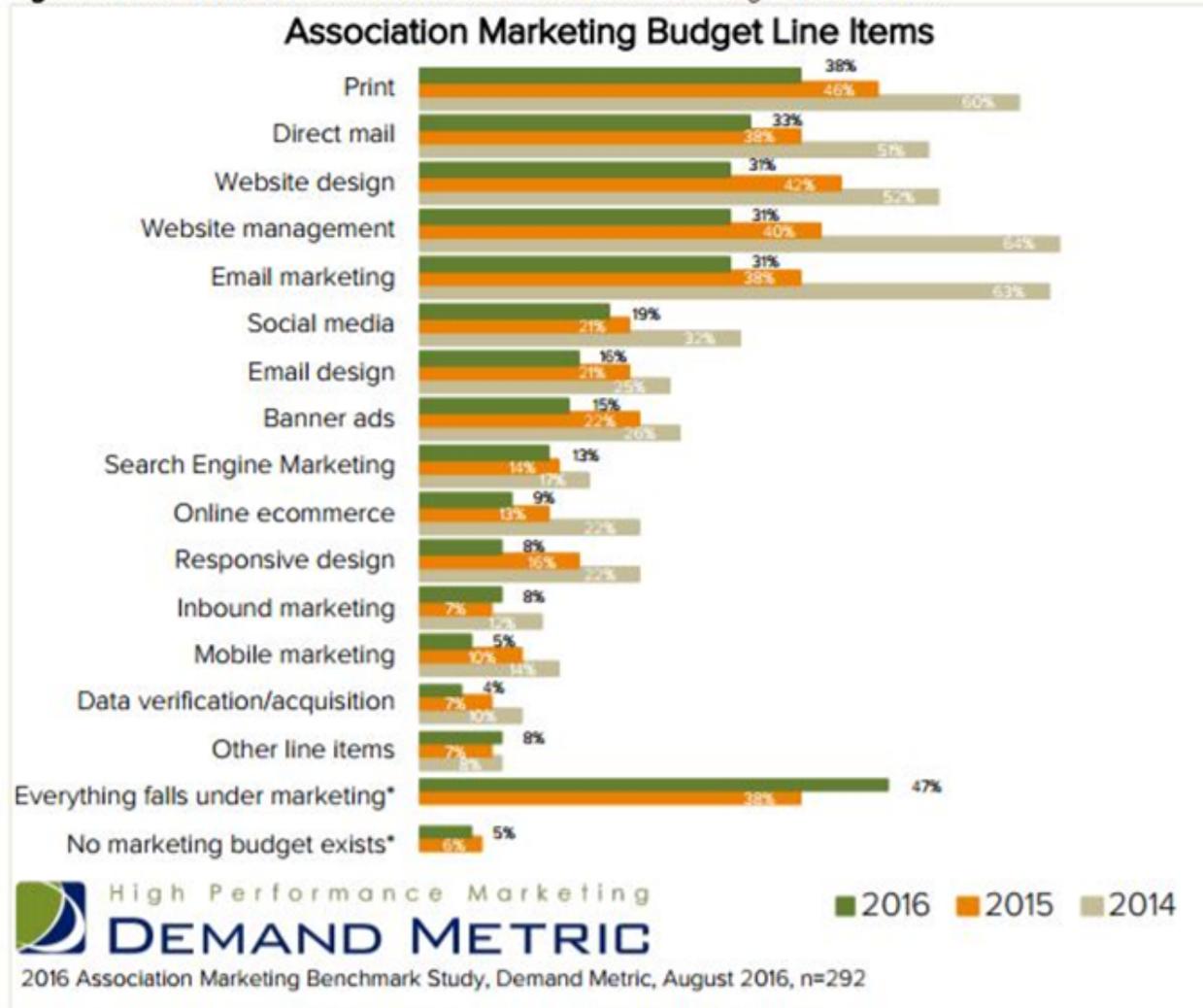
Marketing Tactic Usage

Figure 7: Email reclaims the top spot as the most effective tactic for association marketing.



Budget Line Items

Figure 12: Almost half of associations studied do not break their budget into line items.



* New response category added in the 2015 survey



SDMA 2017

- 4th Year of the Study is Underway
- Participate! \$5 in coffee
- Results released at 2017 MMCC
HighRoadU.com>Research



Trends of the Past

- Long email newsletters
- Over messaging your membership/no defined frequency of communications
- Casting the widest net when sending



Message sent from stam@standrews.org to stam@standrews.org
View original message (HTML) in your inbox
© 2014 St. Andrew's Church
www.standrews.org



Conundrum

As an attempt to reduce the number of emails, the solution was to create fewer emails that contain more content.

- The issue is relevancy of content
- The issue is resource time to craft the email
- The issue is relevancy to constituent
- The issue is “the eye roll.”



Features of the Past

- Text versions of email
- Forward to a Friend
- Refer a Friend
- Creating a special mobile version
- Email social share



Reality Check

- Are your MarComm resources spending too much time using features of the past?
- Have you measured the performance when using older features to know if they are successful?
- Have you tracked the average open rates during low and high email volumes?
- Are you actively checking unsubscribe/opt out rates when sending more emails?
- Have you asked your membership how many emails they want from you per week? Per Month? And have you asked them what their interests are or do you assume?
- Are you actually doing anything with the behavioral data your ESP aggregates?



What's the point?

- The purpose of any form of messaging is to get in front of a constituent, *motivate* them to go somewhere to do something.
- Deploy messaging that takes into account behavioral data to build out an interest profile.



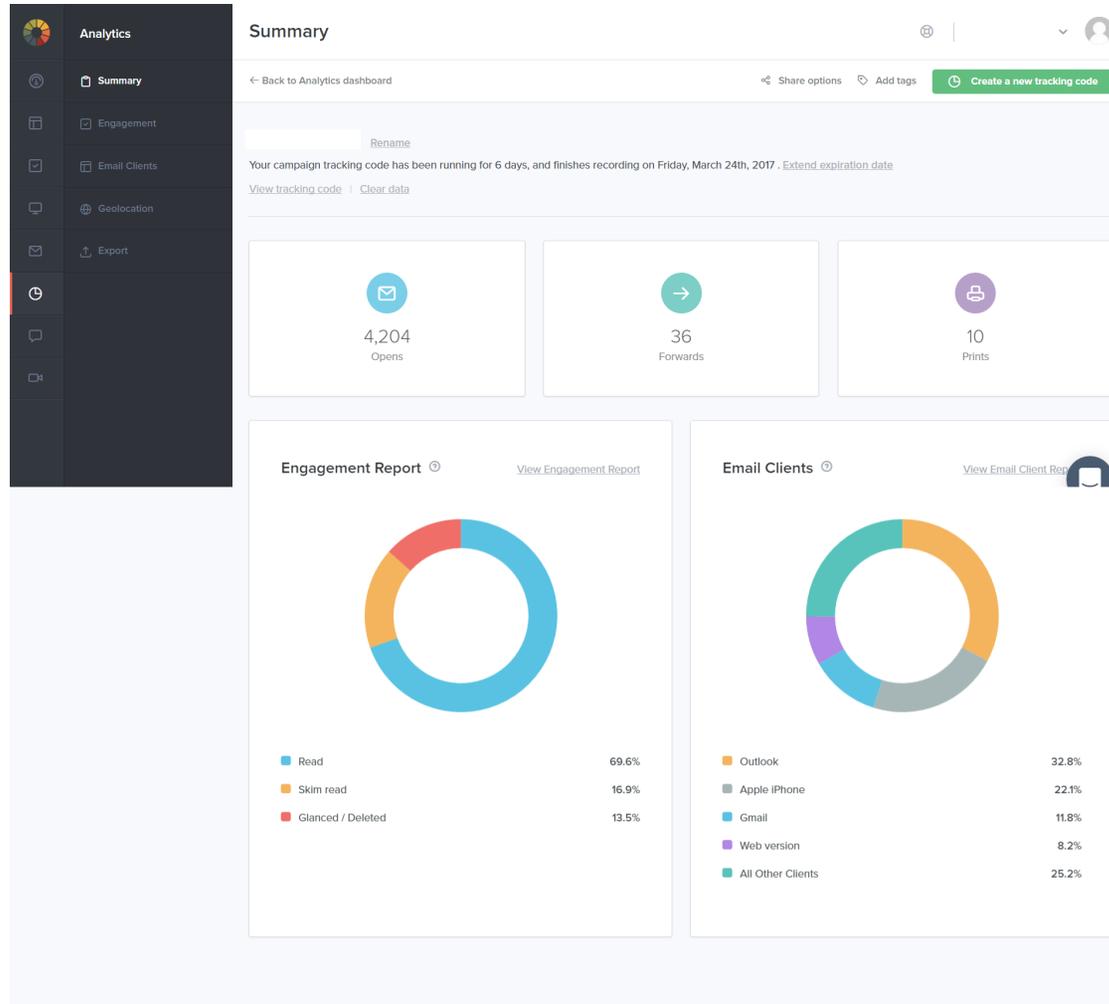
Where do we go from here?

Understand your baseline

- Average number of emails sent per week to members/non-members/prospects
- Average key metrics between each of those groups (Open, Clicks, Read, Skim Read, Glanced, Forwards, Prints)
- Break these out quarterly to see your trends

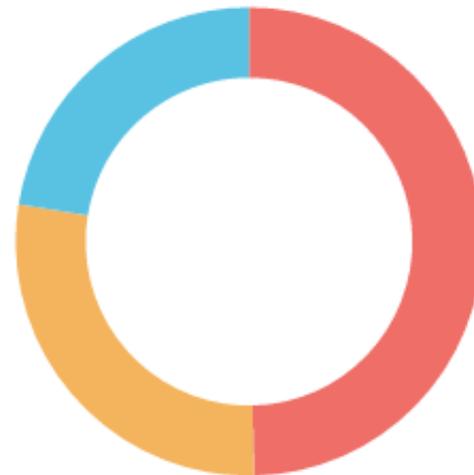


Where should I begin?



Reading Environments

Reading environment ⓘ

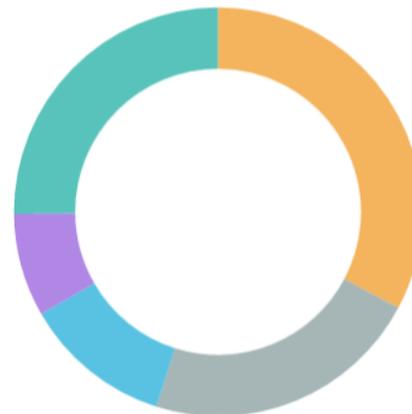


Desktop	49.7%
Mobile	27.9%
Webmail	22.4%



Email Clients

Email Clients ⓘ



Outlook	32.8%
Apple iPhone	22.1%
Gmail	11.8%
Web version	8.2%
All Other Clients	25.2%



Behaviors



4,204
Opens



36
Forwards



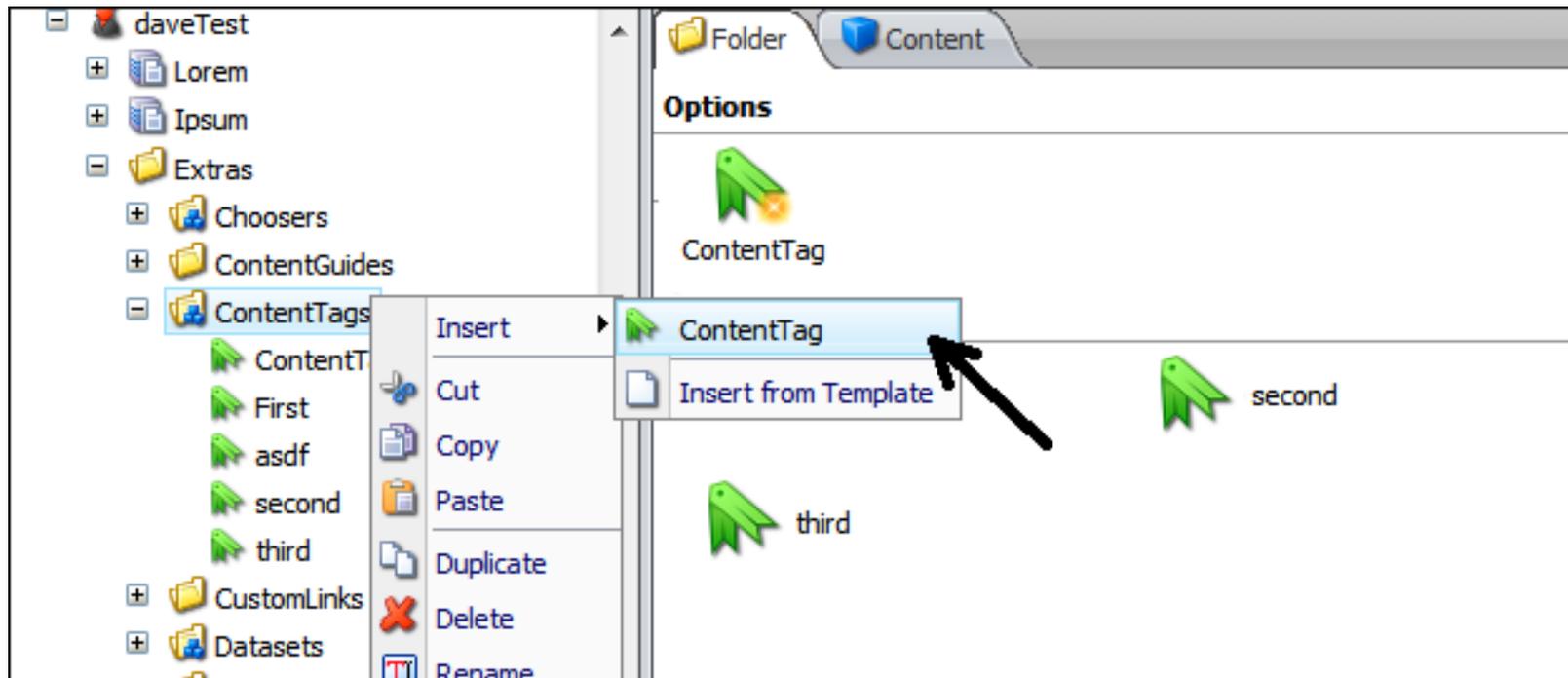
10
Prints



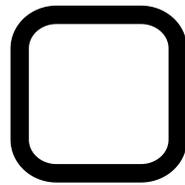
Address the CMS



Web Content Tagging



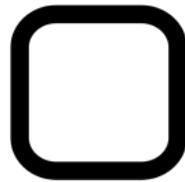
Address the AMS



Advocacy



Legislative



Grass Roots



Continuing Education



Building Interest Profiles

Associations Now Plus

Weekly ▾

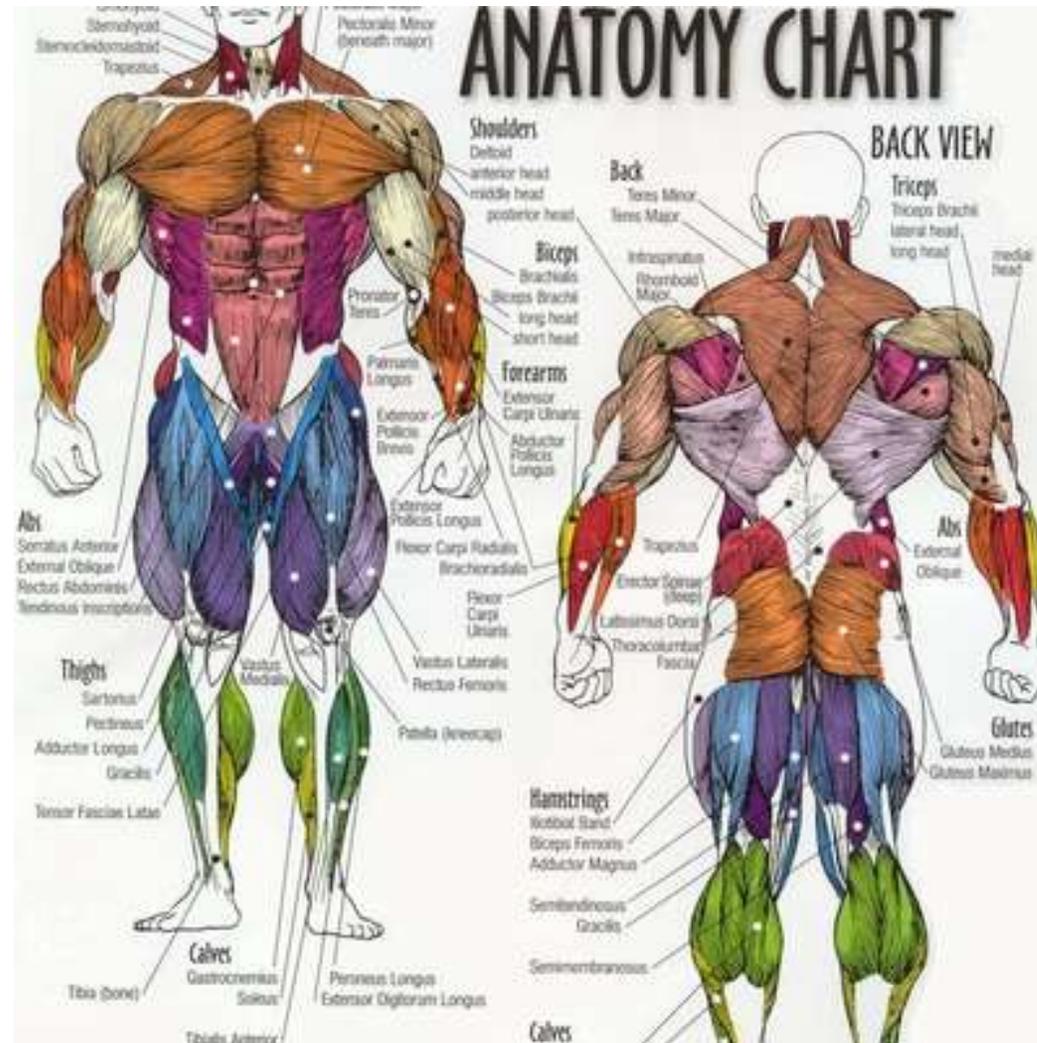
Please expand the topics you are interested in and select each topic you would like to receive.

[Expand All](#) / [Hide All](#)

- Business Operations**
- Diversity & Inclusion**
- Finance**
- Fundraising & Non-Dues Revenue**
- Governance**
- Government Relations**
- Human Resources**
- Leadership**
 - CEO Succession
 - CEOs/Executive Management
 - Change Management
 - Innovation
 - Leadership Development
 - Organizational Culture
 - Strategic Planning
- Legal**
 - Antitrust
 - Compliance
 - Confidentiality
 - Contracts
 - Intellectual Property
 - International Law
 - Liability
 - Litigation
 - Records Retention



Anatomy of Solid Design



- Responsive with Text/CSS/Media Queries
- Preview Text
- Preheader Text
- Single column fluid layout
- Limited teaser text with read more links
- Make sure images are readable when they scale up to 320px or scale down



What is in Style (for a reason)

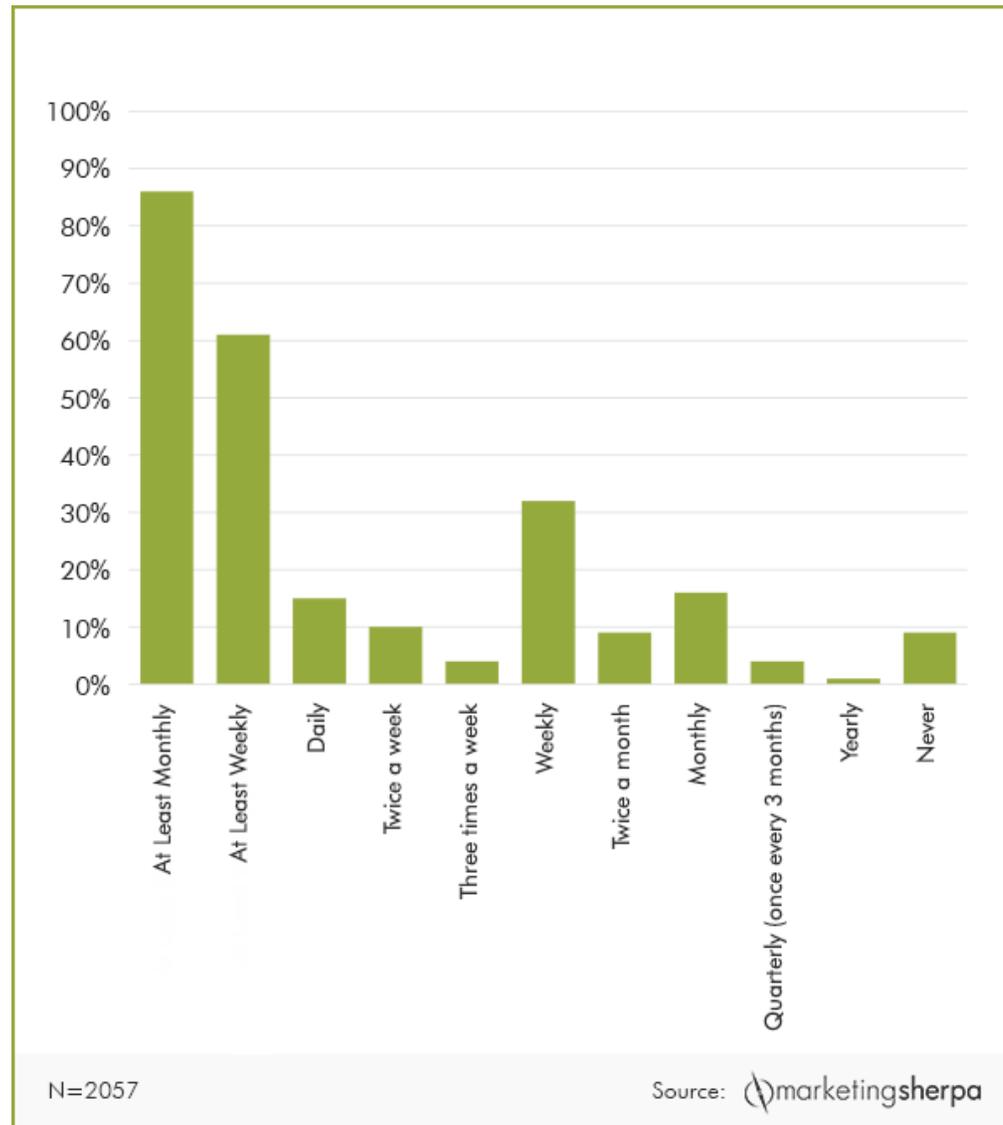
- Website CMS allowing you to tag your content
- Website CMS with RSS feeds
- Analytics that allow you to create UTM codes for all touchpoint mediums
- Taxonomy of interests in AMS factoring in constituent preference AND constituent behaviors

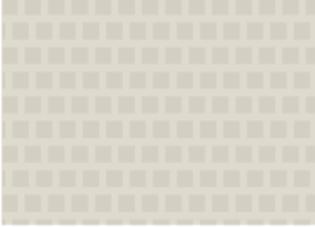


- Responsive, single column fluid layout
- Consistent branding across all messaging template assets (not just your logo)
- Delivering content the constituent is interested in
- Litmus Analytics & Rendering Checklists
- Segmenting your audience



Recency – Frequency - Cadence





While 86% would like to receive promo emails at least monthly, 15% would like to receive promotional emails every day.

To me, this points to the importance of segmentation. If you're sending daily emails to people who only want monthly emails, they are likely to unsubscribe or mark your email as spam.

Likewise, if you're sending monthly emails to the 15% who want daily emails, they will feel underserved, and there will be a void that might be filled by your competition.

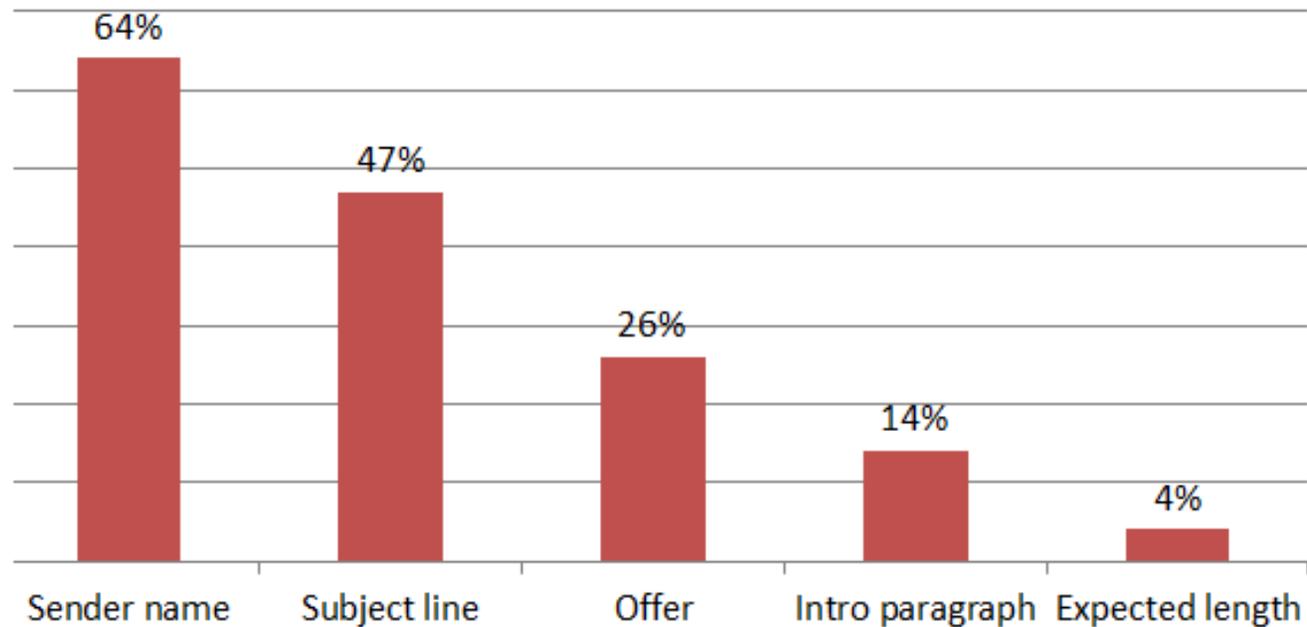


Things to Think About



Open Motivation

Reasons for opening an email

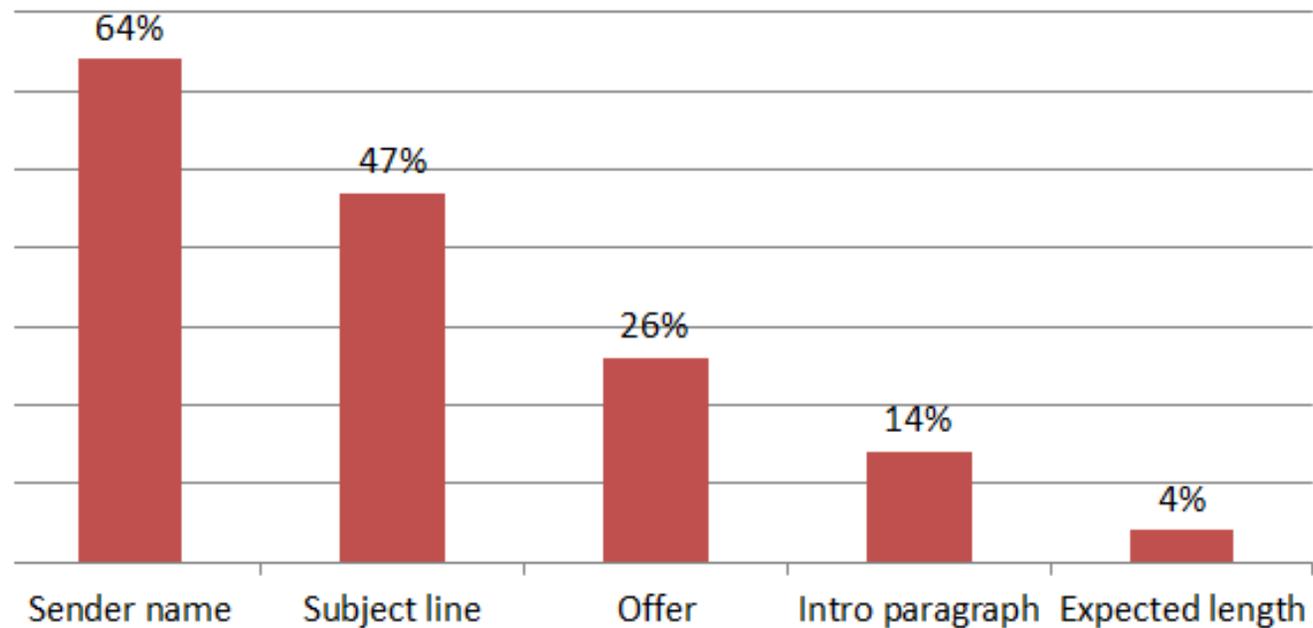


REALLY?? REALLY??



Open Motivation

Reasons for opening an email



Preview Text, Preheader Text & Subject Line

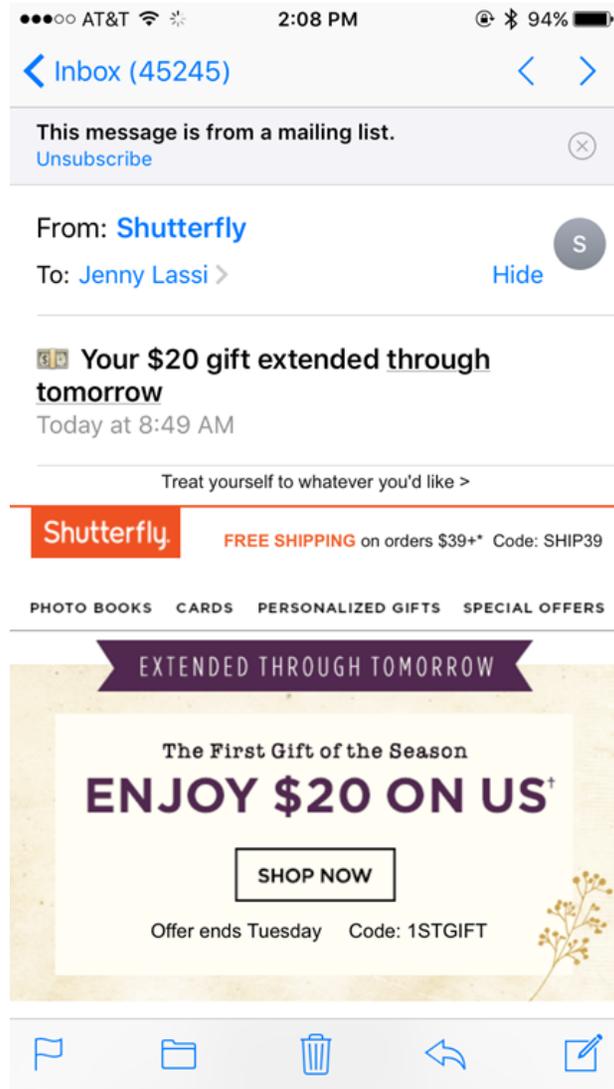


Designing for Unsub Options

- As of September 2016, IOS devices join Gmail, Yahoo and Microsoft for adding their own List Unsubscribe to the top of emails which is the first thing your subscriber sees, bypassing yours in your footer so add your Manage Preferences/Unsubscribe links to your email's pre-header to minimize subscribers using theirs and not yours.
- Know who you are designing for (demographic, member status, age).
- Know what email clients they are using.
- Always use Responsive HTML.
- Know what performs best with your audience.



Constituent Choices





salesforce.com - Custo... x Basecamp Launchpad x Login x HighRoad Solution - Ag... x Outlook.com - highroa... x Hotel NY 1600 TC Stripe... x

https://mail.google.com/mail/u/0/#inbox/14821f38fccb8621

HighRoad Animal Jam - Meet fri... Odessey Services Inc Salesforce Login + bitmark Blue Hornet Login Key Survey Login HighRoad File Uploader Adobe Connect VMX HTML Beginner Tutor

Allow mail.google.com to run "Google Talk?" Continue Blocking Allow...

Google

Click here to enable desktop notifications for Gmail. Learn more Hide

Gmail - 1 of 8,323

COMPOSE

Inbox (1,609) Important Sent Mail Drafts (19) Spam (148) Circles

Search people...

Invitations (1/2) John-Brandt-32 bm507z1ji63fqx ruzrqh3ze@publi c.talk.google.com wants to be able to chat with you. Okay? yes no

Ad Gwynnie Bee - Wardrobe Rental Sizes 10+ - Rent your wardrobe to stay cool all of fall. Limited time only: Get 30 days free.

Hotel NY 1600 TC Striped Bed Sheets | Slimming Yoga Pants | 11 Piece Billiards Shot Glass Set | Bamboo Dry Erase Wall Caddy | Ultra Comfy Palazzo Pants | LED Night Gloves

Crowd Cut <mail@crowdcut.com> Unsubscribe to me 8:22 AM (26 minutes ago)

CROWD CUT The Best Product Deals Nation Wide Friday, August 29, 2014

GWYNNIE BEE Wardrobe Rental Sizes 10+ Rent your wardrobe to stay cool all of fall. Limited time only: Get 30 days free. Online Degree Program Flexible Programs To Suit Your Needs. Request More Info Today! globeuniversity.edu/online

8:48 AM 8/29/2014

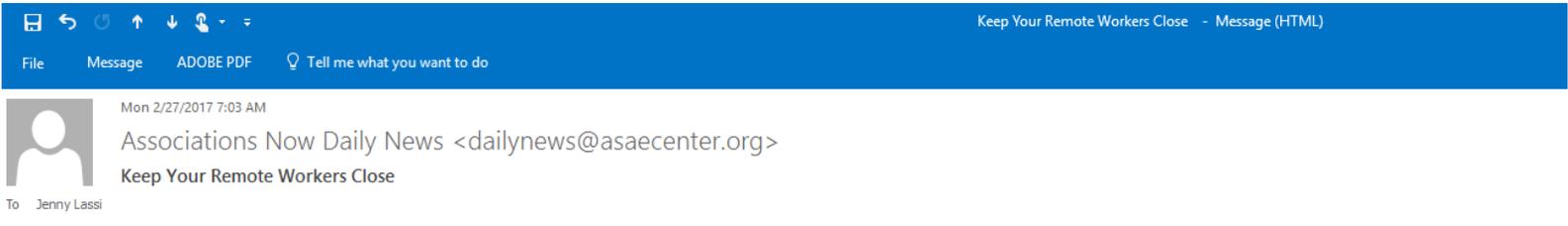


Preheader Text

FROM	SUBJECT	RECEIVED	SIZE	CATEGORIES
netFORUM_Integration@highroadsolution.com Starting Unit Test	AAFP: Opt-Outs Sync	Mon 2/27/2017 7:09 ...	1 MB	<input type="checkbox"/>
Associations Now Daily News Associations Now Daily News + Leadership Monday	Keep Your Remote Workers Close	Mon 2/27/2017 7:04 ...	81 KB	<input type="checkbox"/>
Personify_Integration@highroadsolution.com DIA Personify Integration: Reporting	DIA Bad Email Syncing	Mon 2/27/2017 7:00 ...	9 KB	<input type="checkbox"/>



Preheader Text



Preheader Text



Associations Now Daily News + Leadership Monday
[Click here to view in browser](#) | [Forward to a Friend](#)

associations NOW DAILY NEWS
Leadership Monday
February 27, 2017

Today's Top Stories

March for Science Gains Association Backing
With reassurance that the March for Science is a nonpartisan, pro-science event, more than two dozen organizations have signed on as partners for the April gathering, which will be organized in coordination with Earth Day celebrations this year. [READ MORE](#)

ADVERTISEMENT

yourmembership Trusted by **2,500+** associations. Make the switch to the industry-leading job board. [GET STARTED](#)

DC Council Members Seek Overhaul of Paid Leave Law
The DC Council introduced a bill last week that would adjust the new paid leave law and reduce the resulting tax increase on local businesses. [READ MORE](#)

ADVERTISEMENT

Cloudflare's Big Bug
The widely used content delivery platform is working with Google employees to plug a leak that may have affected sensitive information. [READ MORE](#)

Achieve What



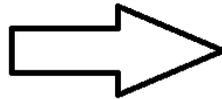
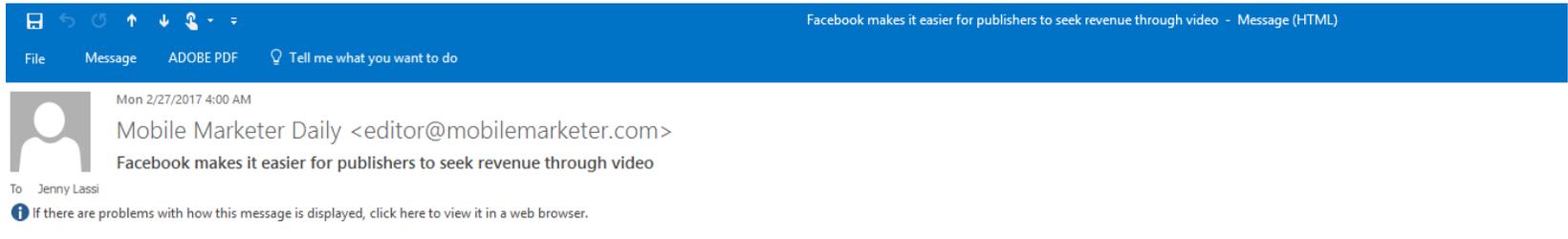
Preheader Text Fails

FROM	SUBJECT	RECEIVED	SIZE	CATEGORIES
MeetingsNet on behalf of International Meetings Rev... <http://pentonmeddir.com/c1/1421749/fb0ea386f51ae8ff/B/~0>	New 1 Hotel Brooklyn Bridge Brings 20k Square Feet of Events Space to Brooklyn <http://pentonmeddir.com/o/fb0ea386f51ae8ff/1/H/1421749.gif> This Week's News for Meetings, Incentives, Conventions, and Events	Fri 2/24/2017 11:53 AM	66 KB	<input type="checkbox"/>
MessageFocus Notify Server	[AMF]: Import Complete Import Completion notification for Jenny Lassi The Import process detailed below has been completed.	Fri 2/24/2017 11:52 AM	10 KB	<input type="checkbox"/>
zArchive - Meeting Professionals International	Survey Form Results Someone filled out your survey form. Here is the information:	Fri 2/24/2017 11:48 AM	29 KB	<input type="checkbox"/>
Lorman OnDemand Webinars	Google Analytics: Advanced Features And Functions OnDemand Webinar Advanced Features and Functions in Google Analytics You know the basics - learn more of the advanced features and functions available in Google Analytics.	Fri 2/24/2017 11:40 AM	17 KB	<input type="checkbox"/>

FROM	SUBJECT	RECEIVED	SIZE	CATEGORIES
netFORUM_Integration@highroadsolution.com NFIB netFORUM Integration: Running State Syncs (NFIB Web Service)	NFIB netFORUM State Syncs	Mon 2/27/2017 4:40 ...	22 KB	<input type="checkbox"/>
zArchive - Meeting Professionals International	Survey Form Results Someone filled out your survey form. Here is the information:	Mon 2/27/2017 4:18 ...	16 KB	<input type="checkbox"/>
Mobile Marketer Daily RSS <http://mm.acumiummail.com/cp/319259C0d37b3b325dc0c278412992f5761dad0> Advertise with us <http://mm.acumiummail.com/cp/319255C0d37b3b325dc0c278412992f5761dad0> Download mobile app	Facebook makes it easier for publishers to seek revenue through video	Mon 2/27/2017 4:09 ...	38 KB	<input type="checkbox"/>
noreply-dmarc-support@google.com	Report domain: highroadsolution.com Submitter: google.com Report-ID: 122075315029701593...	Mon 2/27/2017 4:07 ...	12 KB	<input type="checkbox"/>



Preheader Text Fails



The screenshot shows the content of the email. At the top, there's a navigation bar with "RSS | Advertise with us | Download mobile app" and the date "February 27, 2017". Below this is a black banner with logos for "DISCOVER WHY", "UBER", "iHeartRADIO", "The New York Times", "yelp", "TRUST YOU", and "YOU APPI". The main content area has the "Mobile Marketer Daily" logo and tagline "THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE". There are links for "Read more on mobilemarketer.com | Jobs | Blog" and "Forward this edition [Submit]". A section titled "Today's headlines" lists several articles, including "Facebook makes it easier for publishers to seek revenue through video". To the right, there's a promotional graphic for "THE SMART APP" by ARCTOUCH, with a "GET YOUR FREE EBOOK" button.



Preview Text Opportunities

From Name

Handy

4:02 pm

This is what you've been waiting for
There's No Better Time...Book Now There's No Bett... ☆

Subject Line

theSkimm

7:07 am

Daily Skimm: Get busy
Is this email not displaying correctly? View it in your ... ☆

Preview Text

Thomas Papows

6:05 am

Your MLS listing updates from Thomas Papows
Dear Lauren Smith, Below are the updates of your li... ☆

Tobi Promo Code

Yesterday

50% Off Your First Order at Tobi!
Tobi 50% OFF FIRST ORDER Your 50% Off Code is:... ☆

Tobi

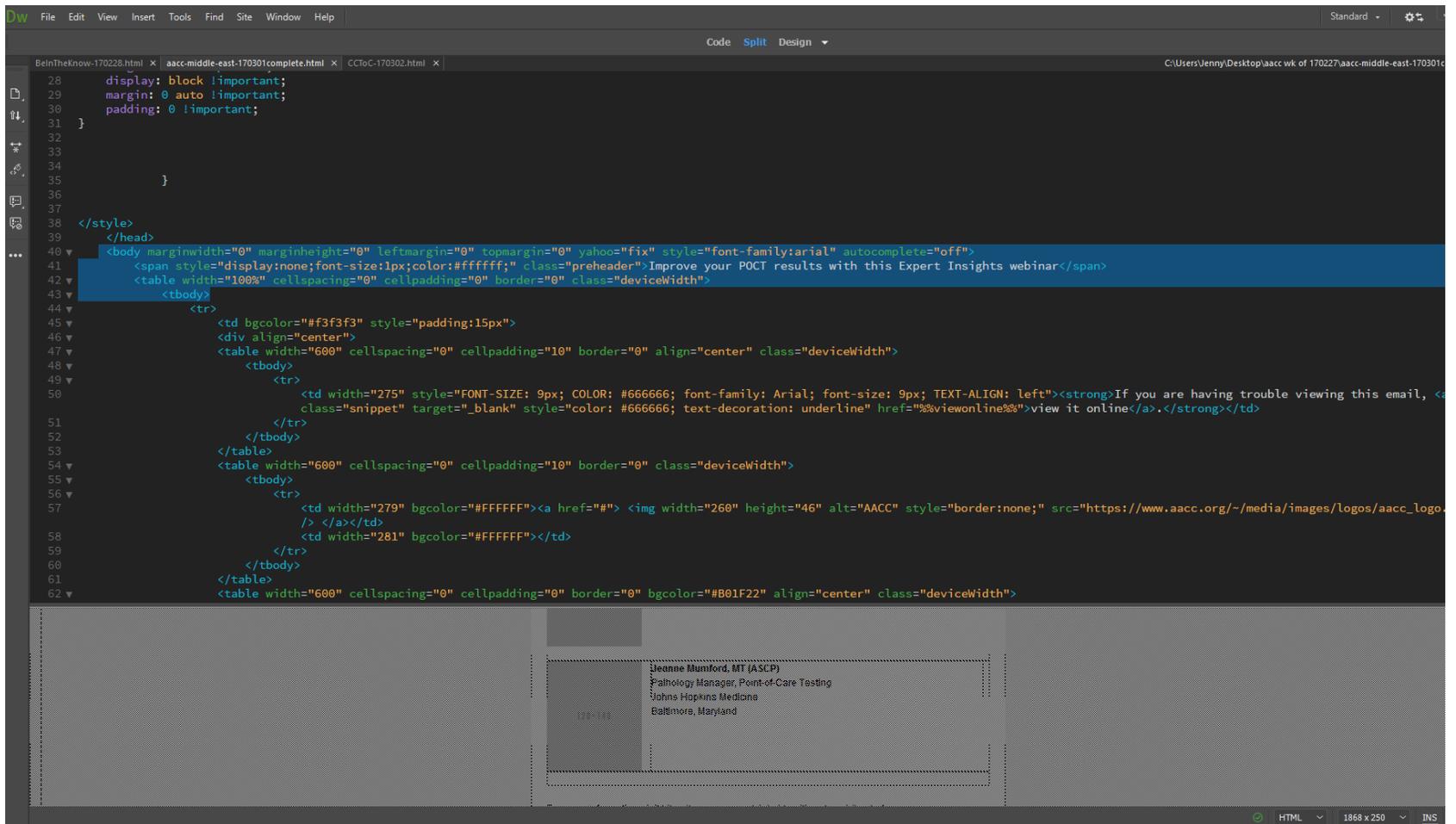
Yesterday

Hi Lauren! Thanks for joining Tobi.
Welcome to Tobi Make sure to add tobi@mkt.tobi.c... ☆



Preview Text Opportunities

```
Dw File Edit View Insert Tools Find Site Window Help
Code Split Design
BehnThelknow-170228.html x aacc-middle-east-170301complete.html x CCToC-170302.html x
C:\Users\Venny\Desktop\aac wk of 170227\aac-middle-east-170301c
28 display: block !important;
29 margin: 0 auto !important;
30 padding: 0 !important;
31 }
32
33
34
35 }
36
37
38 </style>
39 </head>
40 <body marginwidth="0" marginheight="0" leftmargin="0" topmargin="0" yahoo="fix" style="font-family:arial" autocomplete="off">
41 <span style="display:none;font-size:1px;color:#ffffff;" class="preheader">Improve your POCT results with this Expert Insights webinar</span>
42 <table width="100%" cellpadding="0" cellspacing="0" border="0" class="deviceWidth">
43 <tbody>
44 <tr>
45 <td bgcolor="#f3f3f3" style="padding:15px">
46 <div align="center">
47 <table width="600" cellpadding="0" cellspacing="10" border="0" align="center" class="deviceWidth">
48 <tbody>
49 <tr>
50 <td width="275" style="FONT-SIZE: 9px; COLOR: #666666; font-family: Arial; font-size: 9px; TEXT-ALIGN: left"><strong>If you are having trouble viewing this email, <a
class="snippet" target="_blank" style="color: #666666; text-decoration: underline" href="%%viewonline%%">view it online</a></strong></td>
51 </tr>
52 </tbody>
53 </table>
54 <table width="600" cellpadding="0" cellspacing="10" border="0" class="deviceWidth">
55 <tbody>
56 <tr>
57 <td width="279" bgcolor="#FFFFFF"><a href="#"> </td>
60 </tr>
61 </tbody>
62 </table>
<table width="600" cellpadding="0" cellspacing="0" border="0" bgcolor="#B01F22" align="center" class="deviceWidth">
```



Subject Line Safe Bets

- Question about [goal]
- [Mutual connection] recommended I get in touch
- Our next steps
- Do not open this email
- X options to get started
- Hi [name], [question]?
- Know this about [topic of interest]?
- A [benefit] for [prospect's company]
- X tips/ideas for [pain point]
- You are not alone.
- Idea for [topic the prospect cares about]



Design Tricks to Try

Accordion Menus in Email

-With native mobile app support, now more verbose emails can have an accordion menu for mobile so they don't get arthritis in their finger scrolling through all content to find what they want.

Scratch & Flip

-Provides a cool way to allow email recipients to consume the email on their mobile device and using a scratch effect, they can scratch off offers/promotions.

Graphs

-Interactive graphs increase engagement and this is a very cool option for lists that are primarily mobile as this doesn't work well for Outlook and Lotus users.

Rotating Banners

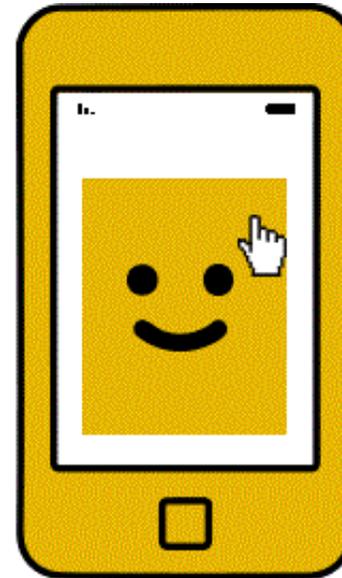
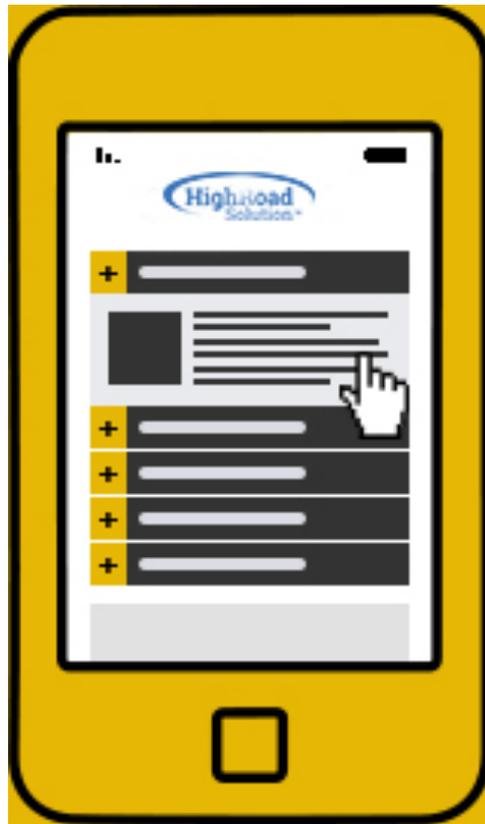
-Don't be limited to 1 header graphic when there are so many ways you can visually grab the attention of email recipients. Again, native mobile apps work, Outlook probably doesn't.

Animated Gifs

-The tried and true method of using gifs to imitate video in email. Outlook shows only 1 frame of gif but this is pretty universally supported at this point.



Design Tricks to Try



Content Curation

- The role of email is to direct the recipient somewhere to do something.
- **Use teaser text and read more links. Don't giveaway the kitchen sink in emails or the html file size may reach a threshold that nets you more bounces.**



Subject Line Creativity

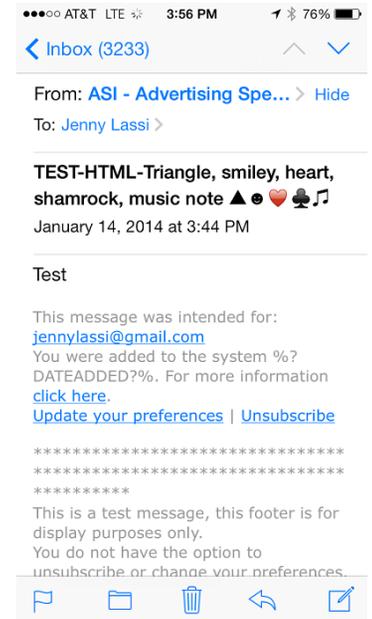
The only way to ensure that special characters render properly/consistently in a subject line is to encode in UTF-8.

1. Copy the desired character from a program like Start>Accessories>Character Map
2. Then go to a string conversion tool that will encode a string to Base64/UTF-8 like:
3. http://codertoolbox.net/string/#!encoding=base64&action=encode&charset=utf_8
4. Then create your subject line using your character from step 1 in the "input" text box.
5. Copy the string of characters the tool gives you in the "Output" box
6. Paste the UTF-8 string into the following where indicated by brackets but paste over the brackets:

=?utf-8?b?[string]?=

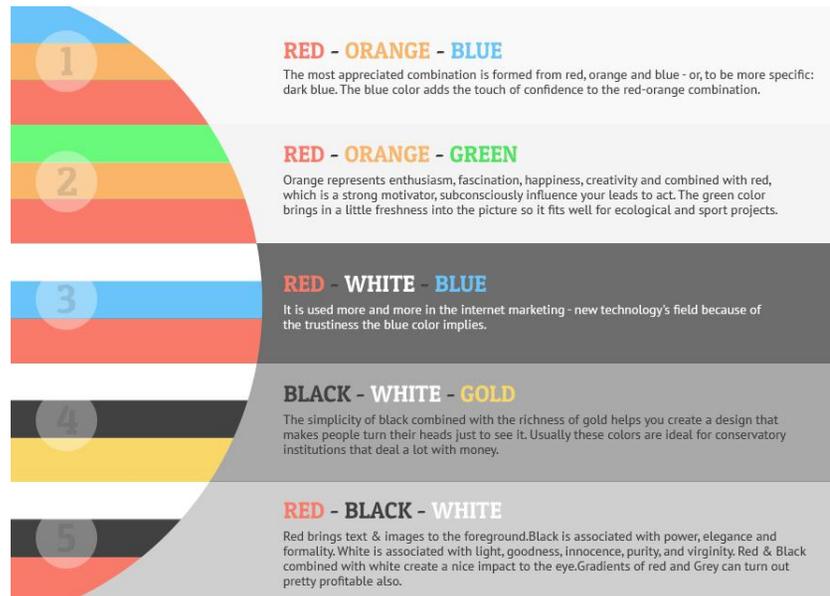
Example: =?utf-

8?b?VGhpcyBwcm9kdWN0IMKuIGlzIGF3ZXNvbWU=?=



Put the entire string into the subject line when launching an email through the UI. On the receiving end, you will see your desired subject line. See screenshot examples of the use of the (r) mark as well as one with many different types of characters.

Template Design Pitfalls



Pitfalls to Avoid:

- **Harsh Colors:** Stay away from colors that are overly bright or fluorescent. Tone them down so they don't compete with your words.
- **Too many colors:** Choose just one or two colors for your emails. The fewer colors you use, the cleaner your design so the reader won't be distracted from your message. Pick colors that your brand uses elsewhere.
- **Light text on a dark ground:** The most readable combination is dark text on a light ground, so stick to that whenever possible.
- **Cultural Association:** Colors are not universal to all humans in all cultures. In the United States, black is associated with death; but in other cultures, colors like white, purple, and gold are used during the mourning period.
- **The urge to be dynamic frequently:** Once you've got the design looking good, resist the urge to keep changing it. Choose a look and stick to it for a while so people recognize your mail in a quick glance.
- **Color Blindness:** Almost 5% of the entire population is color blind - the most common type being Protanopia (red-green color blindness). Such people do not see a complete lack of color instead; they have a harder time distinguishing the two colors from each other as the red color will look like green.



Ramping Up for Automation



The End of Email Marketing

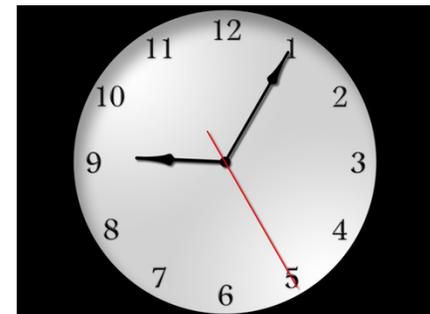
As we know it...

- Deliver communications with the frequency and content tagged for the specific interests of the constituent
- Using technology to solve workflow and resource time management
- Taking the human out of human error



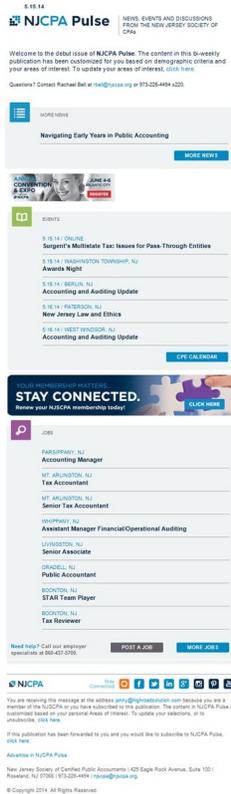
Wasting Resources

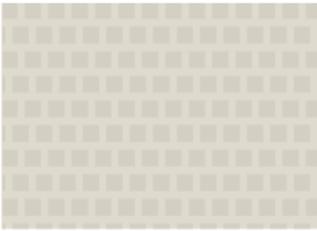
- The average newsletter takes 2-4 hours to flow in content and test using an existing template
- The average template takes 5-8 hours to design & code and 2-3 hours of end user UAT to fine tune requirements.



Future Technology Trends

- Hyperpersonalized Emails
- Serving content based on areas of interest factoring in behavioral data
- Can be a bit of editorial created content static to all but don't lead with it





NJCPA
NEW JERSEY SOCIETY OF
CERTIFIED PUBLIC ACCOUNTANTS

Maureen Donohue - NJSCPA Email Preference Center

Email Address: [Redacted]

Note: If you would like to update your email address, please click [here](#).

NJSCPA Electronic Communications

Below are the e-newsletters and categories of emails that the NJSCPA sends to you in a periodic publication(s). Uncheck the box and your selection will automatically be removed.

- NJCPA Pulse** - Quarterly e-newsletter. Bi-weekly email publication containing customized news, reports and resources based on your areas of interest. Update Your Areas of Interest.
- CPE Connector** - Quarterly e-newsletter. Monthly e-newsletter that highlights upcoming conferences, seminars and other opportunities to earn CPE credits.
- Chapter E-Newsletters and Emails** - Quarterly e-newsletter. Each NJSCPA member receives a monthly e-newsletter and occasional additional emails from the chapter to which he/she belongs.
- Conferences and Seminars** - Quarterly e-newsletter. The NJSCPA will send emails to members about upcoming conferences, seminars and events which match their areas of interest. Update Your Areas of Interest.
- Membership Promotion** - Quarterly e-newsletter. Periodic emails about the benefits of becoming a member of the NJSCPA.
- Your Money Matters** - Quarterly e-newsletter for consumers and small business owners containing financial and tax news, tips and events.

Areas of Interest

Show all Areas / Hide all Areas

- Accounting, Auditing & attest Services
- Consulting Services
- Taxation
- Human Resources
- Management
- Business/Industry Concentrations
- Personal/Professional Development

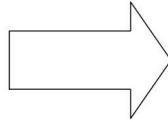
Opt Out

Opt out of ALL NJSCPA email communications.

Opt out of [Selected Areas]

Custom Opt Out

New Jersey Society of Certified Public Accountants
425 Eagle Rock Avenue - Suite 100 | Roseland, NJ 07068
973-226-4444 | Fax 973-226-7426
© Copyright 2014. All Rights Reserved.
04/16/14 11:00 AM



5.15.14 **NJCPA Pulse** NEWS, EVENTS AND DISCUSSIONS FROM THE NEW JERSEY SOCIETY OF CPAs

Welcome to the debut issue of **NJCPA Pulse**. The content in this bi-weekly publication has been customized for you based on demographic criteria and your areas of interest. To update your areas of interest, [click here](#).

Questions? Contact Rachel Bell at rbel@njcpa.org or 973-226-4444 x220.

MORE NEWS

Navigating Early Years in Public Accounting

MORE NEWS

EVENTS

- 5.15.14 | ONLINE
Sargent's Multistate Tax: Issues for Pass-Through Entities
- 5.15.14 | WASHINGTON TOWNSHIP, NJ
Awards Night
- 5.16.14 | BERLIN, NJ
Accounting and Auditing Update
- 5.16.14 | PATERSON, NJ
New Jersey Law and Ethics
- 5.16.14 | WEST WINDSOR, NJ
Accounting and Auditing Update

CPE CALENDAR

FROM MEMBERSHIP MATTERS: STAY CONNECTED.
Renew your NJSCPA membership today!

JOBS

- PARSIPPANY, NJ
Accounting Manager
- MT ARLINGTON, NJ
Tax Accountant
- MT ARLINGTON, NJ
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- WHIPPANY, NJ
Assistant Manager Financial/Operational Auditing
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Email Automation

- Hyperpersonalized Emails
- Automated workflows/drip campaigns
- Recurring messages that key off of a date field on the constituent record



Event Marketing Automation

- When there is consistency with how your association markets events in terms of the number of touch-points and the timing of deployments based on event date = PERFECT TIME TO AUTOMATE



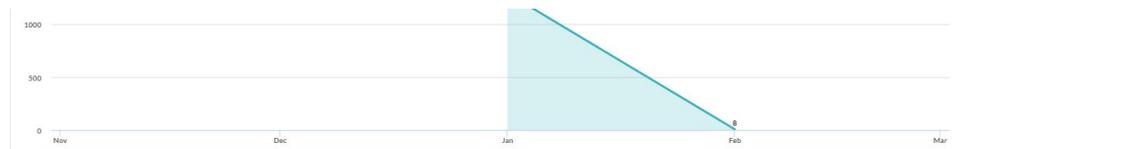
Blog Digest Automation

- Blogs are the easiest to automate depending on the ESP/MA platform
- Constituents can choose the frequency in which they wish to receive and the platform automates aggregating the blog posts in a time frame and deliver a formatted blog digest email
- The frequency options are normally per post, daily, weekly, monthly

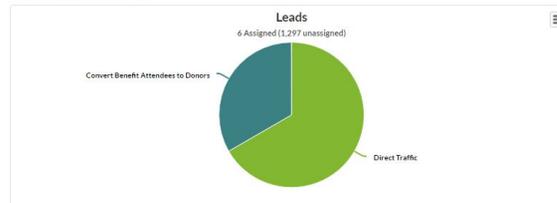


Marketing Automation

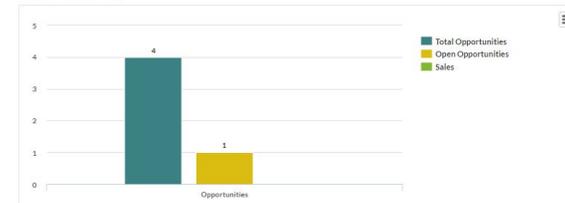
- Bundles together the management and reporting of web content, email, and social in one platform so that you can measure



Campaign Breakdown



Sales Breakdown



Cohort Report - Leads and Contacts between Nov 28, 2016 to Feb 28, 2017

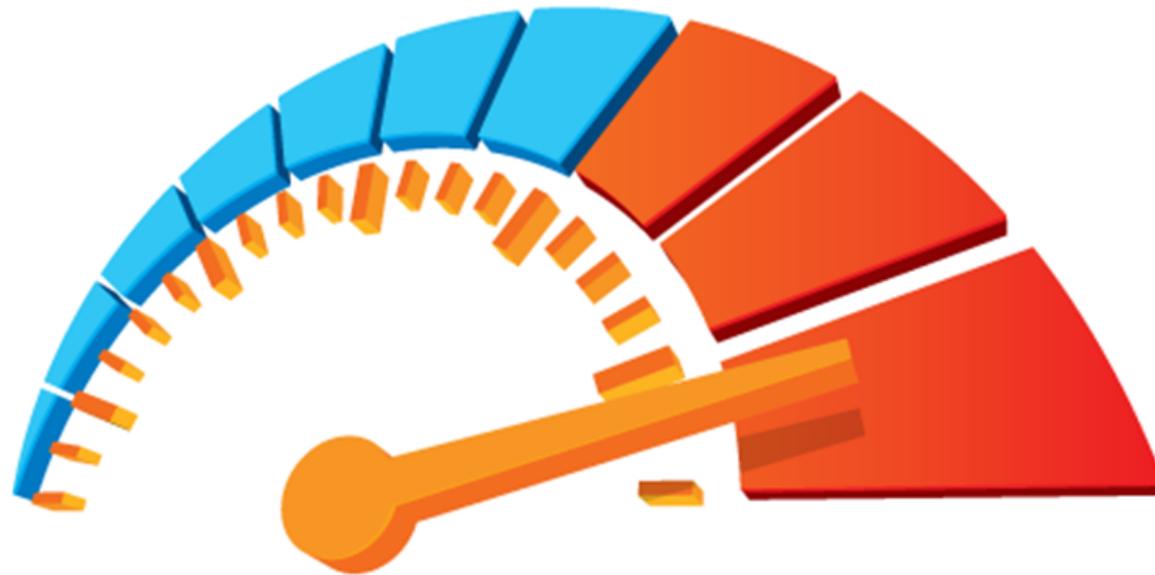
Performance Leads Opportunities View All											
Campaigns	Total Costs	Leads	Cost/Lead	Sales	Lost	Revenue	Working Opps	Total Value	Expected Value	Revenue + EV	Projected Rev/Lead
Direct Traffic	\$0	4	\$0.00	0	0	\$0	1	\$1,000	\$300	\$300	\$75
Convert Benefit Attendees to Donors	\$0	2	\$0.00	0	0	\$0	0	\$0	\$0	\$0	\$0



- 90% resource time on creating compelling content on website CMS tagged appropriately
- 8% resource time evaluating performance and success metrics
- 2% resource time using data driven analytics to tweak programs to...



Move the Needle!



Lasting Trends - Key Takeaways

- Know your starting point and build on that
(Branding>Design>Content CMS>Interests>Automation)
- Plan now for marketing automation
- Be content focused
- Be data Driven
- Automate Everything



Resources

- <https://www.marketingsherpa.com/article/chart/how-customers-want-promo-emails>
- <https://litmus.com/blog/9-things-you-need-to-know-about-email-in-ios-10>
- <http://blog.highroadsolution.com/blog/subject-lines-with-special-characters>
- <http://blog.hubspot.com/sales/sales-email-subject-lines-that-get-prospects-to-open-read-and-respond#sm.00181haph1bm0e1jz051aea38cfz3>
- <https://www.salesforce.com/blog/2016/07/pop-color-make-email-design-stand-out.html>
- <http://site.highroadsolution.com/sdma>





Marketing Technology for Associations

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