

Email Marketing: The Workhorse of Online Communications



Kelly Clark

Manager for Online Marketing
Naylor Association Solutions



Ferdinand Libunao

Marketing & Communications Manager
American Society for Healthcare Human
Resources Administration (ASHHRA)

Email Marketing

What You'll Learn:

- How to establish a practical, focused email strategy.
- What elements to consider when sending your emails.
- How to read and interpret email metrics, and use them to improve your email campaigns.

Why email?

- Email has the highest ROI for all major direct marketing channels. (Return Path)
- 91 percent of U.S. adults like to receive promotional emails from the companies they do business with. (MarketingSherpa, 2015)
- 66 percent of consumers have made a purchase based on an email marketing message they've received. (Direct Marketing Association, 2013)

Why email?

Year-over-year change in perceived value of association online media

(ranked by 2015 most valuable)

| | 2011 | 2014 | 2015 | 1-year change | 4-year change |
|--|------|------|------|---------------|---------------|
| ONLINE MEDIA OVERALL | 3.95 | 4.07 | 3.94 | -0.13 | -0.01 |
| E-newsletters | 3.93 | 4.17 | 4.04 | -0.13 | +0.11 |
| Webinars | 3.78 | 3.72 | 3.68 | -0.04 | -0.1 |
| Member magazine (digital) | 3.63 | 3.60 | 3.54 | -0.06 | -0.09 |
| Online buyer's guide/directory | 3.65 | 3.69 | 3.46 | -0.23 | -0.19 |
| Online career center | 3.36 | 3.41 | 3.36 | -0.05 | NC |
| Mobile media (incl. apps, text messaging) | 3.07 | 3.28 | 3.28 | NC | +0.21 |
| Video | 3.14 | 3.16 | 3.14 | -0.02 | NC |
| Blogs | 2.89 | 2.99 | 2.84 | -0.15 | -0.05 |
| RSS feeds | 2.70 | 2.69 | 2.43 | -0.26 | -0.27 |

● negative trend
● positive trend

Source: 2015 Association Communications Benchmark Report, Naylor Association Solutions and Association Adviser

Start With a Strategy

Email marketing isn't effective unless you have a goal in mind for using it.

Goals and objectives help ensure that you email with a purpose.

Goals also help ensure that your members know what to do when you email them.

Why do you email members?





Poll Question




Start With A Strategy


6 Steps to Refine Your Email Goal:

1. **Focus on just one product or service.**
2. Define your target audience.
3. Determine why someone would take action on an email.
4. Define how people will find out about your offer.
5. Determine when people will find out about your offer, and what their deadline is.
6. Establish where customers can redeem your offer.

Focus on just one product or service:



THE HUMAN SIDE OF HEALTHCARE



A SHHRA WEBINAR
Take Your Healthcare Provider Background Screening Pulse
Thursday, June 18, 2015
1:00 p.m. ET, 12:00 p.m. CT, 11:00 a.m. MT, 10:00 a.m. PT
[Register Now](#)

Current estimates project health care hiring to soar 30 percent between 2010 and 2020, with an increase of more than 4.2 million jobs, according to a Healthcare Employment Projections report from The Center for Health Workforce Studies. Is your background check program ready to support increased hiring and help you verify qualified applicants? In 2014, First Advantage surveyed health care providers to uncover background check program risks you may face. Attend this event to find out what was found and to benchmark your practices against what best-in-class health care companies screen to prepare for the hiring surge.



Learning Objectives:

- Identify risks health care providers face with their current screening programs
- Describe what best-in-class health care providers include in their background check
- Recognize key automation steps that help providers screen more without undue burden on staff



Speaker
Diana Acuna, Director, Healthcare Solutions, First Advantage

Price
ASHHRA Members: Free
Non Members: \$24.99

This webinar has been approved for 1.0 recertification credit hour for HRCI and CHHR.



ASHHRA 51st Annual Conference & Exposition
Strategic Leaders for Healthcare's Future
September 19-23, 2015 Orlando, Florida



Hi Dani,

With 60 percent of your association peers reporting last year an inability to effectively communicate member benefits, I thought our infographic, [Staying Relevant](#), may be of interest to you and your team at Naylor Association Solutions.

Over the last 5 years, Naylor Association Solutions and [Association Adviser](#) have surveyed thousands of trade and professional association executives and communications staff about their communications practices.

One of the most important things we've learned from that research is that associations need to understand the importance of content relevancy.

I hope you find value in this [Staying Relevant](#) infographic. If you have any questions or would like more information, I encourage you to reach out to me at any time.

Enjoy,



Jill Andreu
Vice president of content strategy and development
jandreu@naylor.com, 352.333.3363

[View infographic](#)



Staying Relevant, insider insights from *Association Adviser* and Naylor Association Solutions' 2015 Association Communications Benchmarking Study

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Association
Adviser

Start With A Strategy

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Define your target audience:



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Why someone would take action on an email:

ASHHRA 51st Annual Conference & Exposition
Strategic Leaders
for Healthcare's Future
September 19-21, 2016 Orlando, Florida

ASHHRA
THE HUMAN SIDE OF HEALTHCARE

Did you see the stellar lineup of Keynote Speakers?

ASHHRA 51st Annual Conference & Exposition

**An attendee had this to say about
last year's conference:**

"It was my first time attending but it will not be my last. Enjoyed the free time on Monday to interact with colleagues. Learned something new and unique at all sessions attended. Great job. Hats off to the planners."

Now is the time to register for the ASHHRAs annual conference. What's so special about the conference, you ask? For starters, you can:

Register

- Make lasting connections with your health care HR colleagues
- Attend informative learning sessions
- Earn recertification credits
- Enjoy Orlando, Florida, and all it has to offer
- Have fun at social events
- Discover innovative solutions from exhibitors

We could go on and on, but nothing compares to experiencing the conference firsthand. And don't forget - registration includes one year of membership for non-members!

Financial assistance is available to attend the annual conference!

ASHHRA has generous partners offering financial assistance to attend the annual conference. The deadline is fast approaching (**May 29!**), but you still have time to apply, so take advantage of these great opportunities.

- [Gary Wills Leadership Award](#)
(Two recipients will receive \$2,500 each)
- [MetLife Conference Scholarship](#)
(Nine recipients will receive \$1,500 each)
- [HealthcareSource New-to-the-Profession Conference Grant](#)
(Three recipients will receive \$1,500 each)

Association
Adviser

DELIVERING BEST PRACTICES, NEWS AND LEADERSHIP
STRATEGIES FOR ASSOCIATION PROFESSIONALS
BROUGHT TO YOU BY NAYLOR ASSOCIATION SOLUTIONS

webinar

2016 Series



Kelly Clark
Online Marketing Manager
Naylor Association Solutions
kclark@naylor.com
770.576.2633



Ferdinand Libunao
Marketing & Communications Manager
American Society for Healthcare
Human Resources
fibunao@aha.org
312.422.3724

Email Marketing: The Workhorse of Online Communications

Don't forget to register for next week's webinar designed to help you reach your email marketing and communication goals in 2016!

Register now and learn how to establish a practical, focused email strategy, what elements to consider when sending your emails, and how to read and interpret email metrics, and use them to improve your email campaigns.

**Click to Register
for Free Webinar**

Wednesday, March 30, 3 p.m. EST/12 p.m. PST

 Naylor Association Solutions is a CAE Approved Provider. Live attendance of this program may be applied for 1 credit toward your CAE application or renewal professional development requirements.

**Can't make the live session? All registrants will receive access to the archived version of the webinar.*

Start With A Strategy

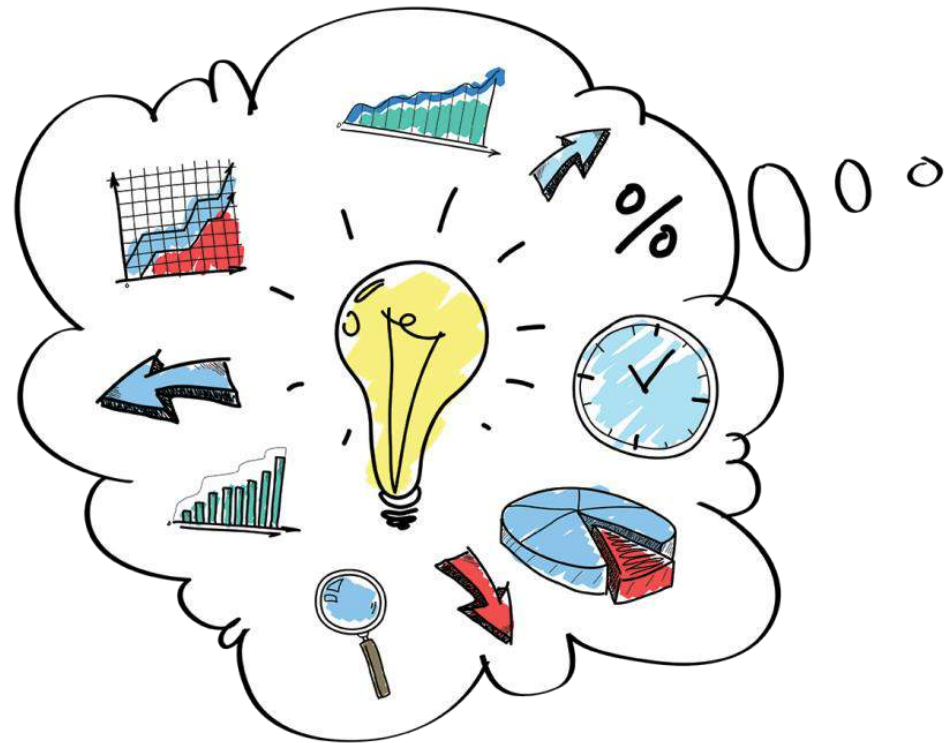
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6. Establish where customers can redeem your offer.

How and when will people find out about your offer?

Take time to consider:

- Your manpower
- Your resources
- Your information cycle





Poll Question



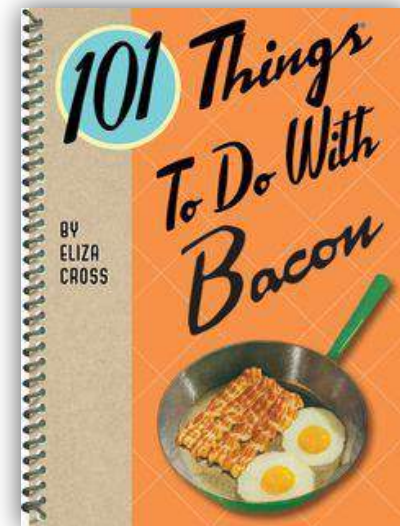
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≠




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When and where someone would take action on an email:



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Strategic Leaders
for Healthcare's Future
September 19-22, 2018 Orlando, Florida

ASHHRA
THE HEALTH CARE HR ASSOCIATION

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Register



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ASSOCIATION SOLUTIONS

Hi Dani,

I wanted to share [5 Tips for Maximizing Non-Dues Revenue from Your Communications Vehicles](#) with you, because if there are two things we know about non-dues revenue it's that associations love it and they can always use more.

However, there are several more non-dues revenue truths associations should know to maximize their non-dues revenue earning potential.

Included in this eBook are tips on how to:

- Encourage advertisers to engage members and support your industry relevance;
- Recognize what your advertisers want and how to best deliver to help them reach their advertising goals;
- Arm your sales team with the right tools to maximize non-dues revenue and more.

Be sure to download your free copy today by clicking [here](#).

I hope you benefit from [5 Tips for Maximizing Non-Dues Revenue from Your Communications Vehicles](#), and I encourage you to [contact our team](#) with any questions or if you're interested in more information about Naylor Association Solutions' services.

Best of luck growing your non-dues revenue,

The Naylor Association Solutions Team

DOWNLOAD

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Start With A Strategy

Tips!

- Write down your objectives.
- Enlist accountability partners.
- Revisit objectives periodically.
- Get help if you need it.
- Build from your objectives.



Send the same message with every customer touchpoint!

Emails should show consistency in branding, colors and use of the association logo.

ASHHRA
THE HUMAN SIDE OF HEALTHCARE

American Hospital Association

Is your background screening program as efficient as it can be?

ASHHRA WEBINAR
Take Your Healthcare Provider Background Screening Pulse
Thursday, June 18, 2015
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Strategic Leaders
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September 19-23, 2015 | Orlando, Florida

Register | Log in | Join/Renew |

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THE HUMAN SIDE OF HEALTHCARE

HealthcareSource **Improve Employee Retention & Increase Patient Satisfaction** [Download White Paper](#)

A personal membership group of the American Hospital Association

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AHA News Now

- AHA urges CMS to allow more Medicare ACOs to share in more of their savings
- HHS: 1.9 million adults would gain mental health coverage with Medicaid expansion
- Study: States expanding Medicaid see budget savings, revenue gains

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Search

52nd Annual Conference & Exposition
Nurturing ENGAGEMENT In Shifting Landscapes
September 24-27, 2016 | GRAPEVINE, TEXAS

ASHHRA
THE HUMAN SIDE OF HEALTHCARE

new in career level | manager & director level | mid level | executive level

0-5 years experience | vice president / executive | chapters & regions

Featured Resources

HR Pulse
A quarterly journal of cutting-edge issues in health care HR, best practices, case studies, and organizational messages. [Click here for the latest digital HR Pulse.](#) [more...](#)

What's New
We are so excited to announce Kevin Carroll as a speaker at #ASHHRA16!
Carroll holds a MS in Health Education from St. Joseph's University, a BA in Speech Communication with a minor in Physical Education from Angelo State University and an Associates Degree in Interpreting and Translating from the Community College of the Air Force. Carroll is a frequent visiting lecturer across the United States.

HEALTHCARE TALENT IS SCARCE

SELECT+ INTERNATIONAL HEALTHCARE

ASHHRA Email Marketing
Announcement

ASHHRA Website



Now a Word From Our Lawyers

- CAN-SPAM Act of 2003, amended in 2008, applies to email sent to Americans.
- Canadian Anti-Spam Legislation (CASL), enacted in 2014, applies to email sent to Canadians.



September 19-22, 2015 Orlando, Florida

American Society for Healthcare Human Resources Administration
of the American Hospital Association
155 North Wacker Drive, Suite 400
Chicago, IL 60606
312.422.3720

ashhra@aha.org

www.ashhra.org

Click [here](#) to unsubscribe

Now a Word From Our Lawyers

- **CAN-SPAM:**

- Don't use false header information.
- Don't use deceptive subject lines.
- Identify the message as an ad.
- Tell recipients where you're located.
- Tell recipients how to opt out of receiving email from you.
- Honor opt-out requests promptly.
- Monitor what others are doing on your behalf.



Consistent use of branding & logo

Address & Contact Info

Opt out

Now a Word From Our Lawyers

- **CASL:**
 - You cannot email people unless they have given you express consent to be emailed.
 - Burden of proof of consent is on the marketer.
 - If a customer initiates a transaction with your business, you can keep them on your email list for two years, or until they asked to be unsubscribed.
 - Your emails must have your real name, address, and an unsubscribe mechanism.

Sending Your Emails

How frequently you should email your customers depends on how often they want to hear from you. That will hinge on:

1. The total number of emails you send.
2. The length of each email.
3. How often you ask them to take action.
4. The relevance of the info you provide.
5. The timing of your emails.



Opportunity to WIN big! [View in browser](#)

Rock 'n' Roll
MARATHON SERIES™



Rock 'n' Roll Marathon Series Survey

We know you're passionate about running. As a participant of the Rock 'n' Roll Marathon Series, we'd like to get to know more about your preferences on a variety of topics. As an incentive, we'll throw in a chance to win one of the following:

- Pair of Brooks Running shoes
- \$50 Sports Authority gift card
- Complimentary entry into any Rock 'n' Roll Marathon Series event

Please email rocknrollsurvey@competitorgroup.com with any questions.

TAKE OUR SURVEY

10 Reasons to Attend SMX Social Media Inbox | X

Third Door Media to me

[show details](#) Mar 4 [Reply](#) | [v](#)



SMX Update :: [All the SMX News](#)

10 Reasons to Attend SMX Social Media - Register Before March 15 and Save!

Early bird registration for Search Marketing Expo - SMX Social Media in Long Beach, CA ends March 15. Register today and you'll pay only \$1195 for all the sessions, keynotes, networking and parties. Space is limited so [secure your spot now](#).

This West Coast version of [SMX Social Media](#) is an encore presentation of the standing-room only New York City edition presented last autumn. Attendees Dugg (sic) it. You will too! See what they said about SMX Social Media below.

[SMX Social Media](#) is a must-attend event for internet marketers who want to learn tactics needed to harness the power of reader-engagement sites and tools like [Del.icio.us](#), Digg, StumbleUpon and Netscape. You'll be a master of social media marketing (SMM) after attending SMX Social Media. See the [full agenda](#) and who'll be speaking at this intensive and intimate two-day conference.

Here are 10 reasons why you should [register](#) for SMX Social Media today....

10. SMM is one of the only effective ways to reach audiences tuning out traditional media.

9. Do SMM right, and you can drive traffic, raise awareness and improve your link popularity.

8. You'll get practical tips on how to drive traffic from social media sites and influence social media site audiences. [See the agenda](#) for details.

7. Maximize your networking experience before SMX Social Media with SMX Connect, the event's own social networking site!

6. You'll learn from and network with the visionaries and trailblazers of social media and SMM.

5. Wikia Search founder Jimmy Wales and Mahalo founder Jason Calacanis will have a keynote conversation with each other...and you.

4. SMX Social Media is hosted by [Danny Sullivan](#), founder of the social news site [Sphinn.com](#).

3. Commercial pitches? You'll get none.

2. You save \$100 by registering before March 15.

1. There are fewer than 200 tickets left for SMX Social Media. [Register today](#) and get yours!

BONUS REASON: Register for SMX Social Media now and you get 3 free months of [SEOMoz](#) Premium Membership -- a \$147 value.* SEOMoz Premium Membership features the best tools and techniques to improve your search rankings. You'll join hundreds of other search professionals who know that SEOMoz Premium Membership provides exclusive access to SEO Tools, Tips and Premium Instructional Guides that are invaluable to anyone trying to learn the secrets of achieving top rankings.

What Attendees Said About SMX Social Media

**Ready to Register?
Click Here!**

SMX Social Media
April 22-23
Westin Long Beach
Long Beach, California

Sponsor:



**UP NEXT.... Don't miss these
International Search Marketing
Expo events:**

- SMX Munich (in German)
April 8-9
[Home](#) - [Agenda](#) - [Register](#)
- SMX Sydney (in English)
April 10-11
[Home](#) - [Agenda](#) - [Register](#)
- SMX China (in Mandarin
and English)
April 18-19
[Home](#) - [Agenda](#) - [Register](#)
- SMX Madrid (in Spanish)
May 20-21
[Home](#) - [Agenda](#) - [Register](#)

Also...

Registration is now open for [SMX Advanced](#) in Seattle, June 3-4. We sold out last year, so [register early](#) to reserve your're place at the once-yearly event targeted at experienced search marketing professionals. [Register today](#) for only \$1,095!



Reading and Understanding Email Analytics

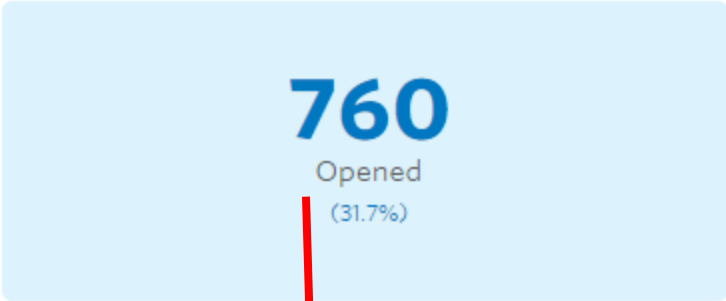
- **Click-through rate (CTR):** How many people clicked on your email as a percentage of total recipients.

$$\frac{10 \text{ clicks}}{100 \text{ recipients}} = 10\% \text{ CTR}$$



Reading and Understanding Email Analytics

Email Stats



$$\frac{20 \text{ clicks}}{760 \text{ emails opened}} \times 100 = 2.6\% \text{ click-through rate}$$

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I hope you find value in this *Staying Relevant* infographic. If you have any questions or would like more information, I encourage you to reach out to me at any time.

Enjoy,



Jill Andreu
Vice president of content strategy and development
jandreu@naylor.com 352.333.3363



[View infographic](#)

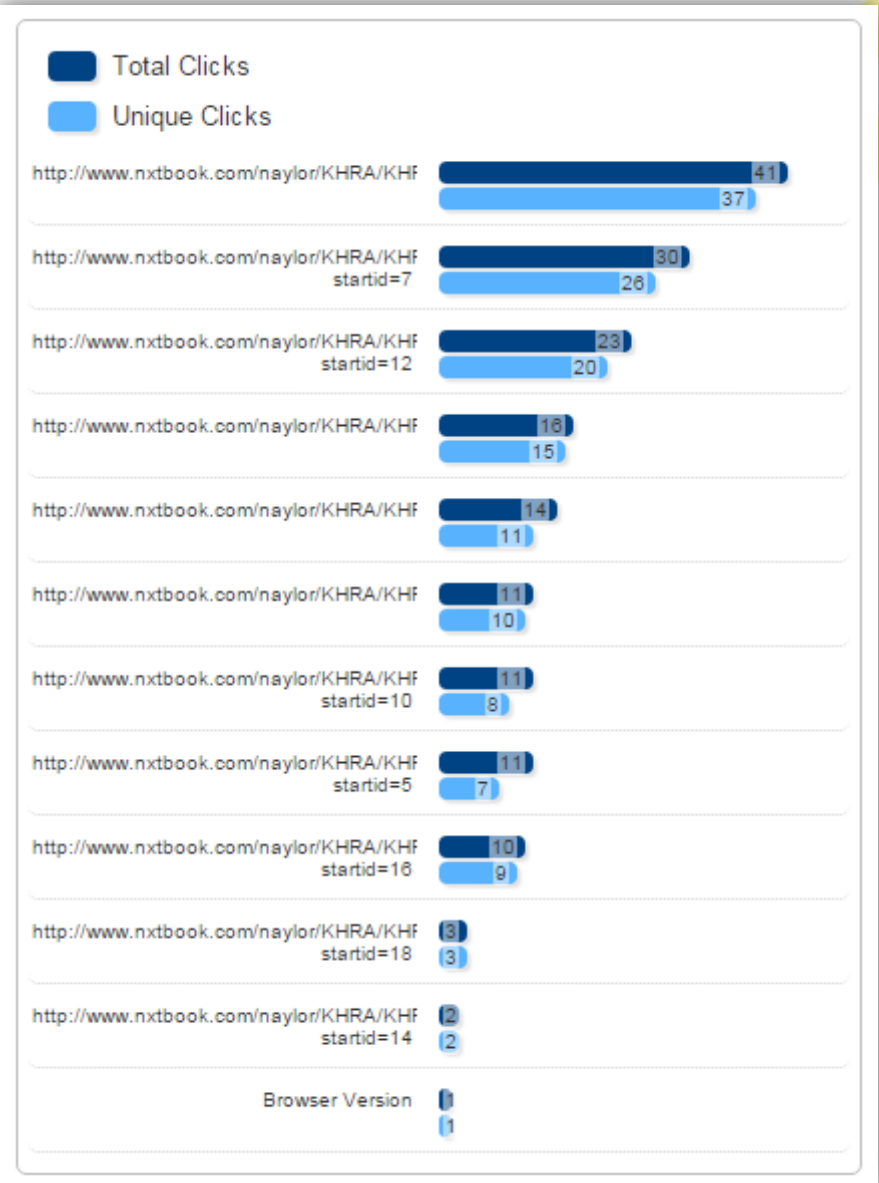
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Reading and Understanding Email Analytics

Some email programs allow you to see exactly which links recipients click.



Reading and Understanding Email Analytics

Conversion rate: The number of people who complete your goal after receiving your email.

Conversions can be:

- A click through to your website
- A download
- Registration for an event
- Purchase of a certain item on your website



Reading and Understanding Email Analytics

- **Bounce rate:** The percentage of your total emails sent that could not be delivered to recipients' inboxes.
 - **Soft Bounce:** The result of temporary problems.
 - **Hard Bounce:** The result of an invalid, closed, or non-existent email address.



Reading and Understanding Email Analytics

- Email forwarding / share rate: The rate at which your email recipients forward or share your email with others.

$$\frac{\text{No. of forwards}}{\text{No. of original recipients}} = \text{Email forward rate}$$

$$\frac{15 \text{ forwards}}{100 \text{ original recipients}} = 15\% \text{ forward rate}$$

Reading and Understanding Email Analytics

Overall Return on Investment:

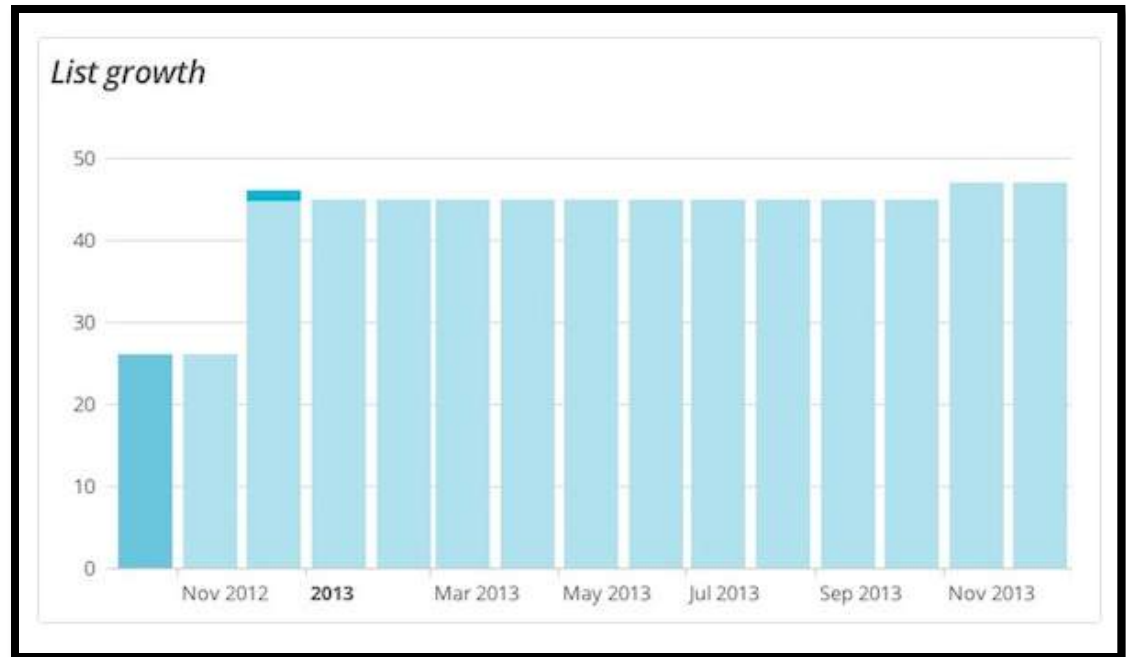
How much revenue are email-generated conversions bringing in compared to your costs of creating and sending emails?



Reading and Understanding Email Analytics

Some metrics you may want to track based on your campaign's specific goals:

- List growth rate
- Open rate
- Unsubscribe rate



Contact Info and Q&A

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kclark@naylor.com

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