

## **8.4 Drafting an Email & Targeting Your Email Marketing**

### **Part A: Reflection**

The objective of this activity is to get you to think about how you could use email marketing to reach a very specific audience. Consider and answer the following questions for your email and submit this along with Part B.

#### **How can your IDL use email marketing to accomplish this goal?**

Stacey Sansom Designs can use email marketing through segmented email lists that specifically target the members of each segment. Since several services and/or products are provided, it would be ideal to target each segment differently – segment specific content and promotions.

These segments would include:

- General Email
- Alterations & Repairs
- Patch Sewing
- Sewing Lessons
- Books
- Other Services.

This could be quickly accomplished by dividing the general email sign-up form to automatically segment the sign-ups according to the appropriate category listed above. While it may not be the most efficient way to operate this on the back end, it is quick setup on the front end of the existing website.

Since the automated email system allows multiple email signups and allows you to automatically assign these to a segment as the information is captured, the task is manageable while the company following remains within the current email automation plan allowances.

**Who (target market) would you send the email to? Why did you choose this target market?**

There are several segments that I want to focus on improving email automation with, but for the sake of this assignment I will select one category.

Focus will be on the *Alterations & Repairs* segment. This target market was selected because it could reduce some confusion and automate other business and service-related tasks.

When a customer schedules an appointment for item drop-off, there are some follow-up items that need to be taken care of. First, I need to verify the service is a feasible job by obtaining additional information and frequently pictures of the items. Second, once an appointment is confirmed, I need to send an address to the customer for the drop-off. It does not change, but since it is my home address, I do not provide it until appointment is confirmed as a valid appointment.

The following are typical tasks that could be handled via automated email campaigns.

1. Thank you email for scheduling and letting them know someone will contact them via email, text, or private message (method provided) to confirm the details of their appointment. Inform them of the required confirmation requirements – pertinent images, details requested. This will have to include a deadline before drop-off day.

2. Confirmation email that serves as a reminder of their appointment that includes the address and drop-off times. This would include information about fitting requirements such as wearing the same undergarments and shoes that will be worn most often with the garments and would also include information for special arrangements (times outside of the allotted times).
3. Follow-up email when the work is complete and digital invoice is sent including a reminder to check their spam boxes. It would include information about when they can pick up their items.
4. Receipt when invoice is paid.
5. Thank you after items are picked up requesting a review be left on social media.

This would take some time to initially setup due to integration problems with the email system collecting data from the scheduling system and invoicing systems. They are 3 different services without direct integrations.

Promotion emails are another task that would quick to implement. Around certain times of the year, I frequently run promotions on services. These are frequently around the holidays, back to school time, common wedding months, and local school dances. It would be a great way to spread promotional information to new potential (list joiners), new, and established customers.

### **How often would you send an email? Why?**

For service-related emails (customer jobs), the frequency would be dictated by task completion. This would be the above-mentioned emails over a course of 7-14 business days. This is just a natural progression through getting alterations from request to completion.

For promotional emails, 1-2 times per month is adequate to serve as a gentle reminder to schedule alteration and repair services and inform about current or upcoming promotions.

For customer follow-up emails, 1 time per quarter is ample to remind about services offered, request review be left, or remind them to schedule if they have additional items requiring services. During holidays and other busy seasons, this quarterly email can serve as a reminder to schedule early due to longer turnaround times.

**What would be the subject line, and what parts of it would get the target market to open the email?**

The alterations and repairs segment could be further segmented to help get personal with the email contents.

For example, residents of the neighborhood where Stacey Sansom Designs is located have different pain points than residents located on the other side of the lake in Little Elm proper. This is something that should be considered when creating personalized emails.

The subject line is a great way to get personal with previous customers.

Ideas for email subject lines:

- Do you have clothes that don't fit?
- Are your pants too long?
- Ripped hems? Don't trash those pants!
- It is BTS time, pre-schedule your child's uniform alterations today!
- Avoid HWY 380 get alterations local

- Good neighbor discount saves you 10% on alterations this month
- Got another bridesmaid dress? We can't fix the style, but we can fix fit.

Any of these headlines or subject line could use the recipient's first name to grab even more attention.

**What would the design and messaging be inside the email? How does this relate to the recipient?**

The design of the email would be simple with lots of white space with prominent but noninvasive logo. Clickable headings would separate key points in the email. Noticeable but small and noninvasive "call to action" buttons or links would be used in each heading divided section of the email. Prominent links to social media, website, email, and phone number would be present at the end of the email.

The email would open with a personalized greeting and use of the recipient's first name.

For a promotional email, section categories would include promotion, services, reminder, referrals, and contact. These may seem like broad topics, but they are a base to build catchy headers from and reduce redundancy across campaigns. I feel like this progression of topics is concise because it gets right to the promotion and each section would only have a few short sentences and a related image (if appropriate).

The headings would be reflective of the segment being targeted. In the case of alterations and repairs this would include headings such as:

- Promotion – Save 10% off alteration services this month

- Services – We offer these services
- Reminder – Don't forget
- Referrals – We like referrals
- Contact – Still have questions?

**What metrics would you use to track success?**

There are a lot of metrics that could be tracked to show success, but I think the following are best for starting out with regular email campaign usage.

- Delivery rate (tracking messages sent and message delivery)
- Open rate (tracking email opens, message delivery)
- Click-through rate (tracking click-throughs and message delivery)
- List growth rate (tracking new subscribers, unsubscribes, and complaints).