



Email Strategy, Tips & Trends



visit us at: www.blueskyfactory.com

About Blue Sky Factory

We are here for you:

- Client Services
- Deliverability
- Creative
- Software Development
- Social Media & Strategy
- Support, Education & Training

Employee Spotlights:

Our director of deliverability, Ken Pfeiffer, monitors all email traffic that goes through our Publicaster system to ensure compliance and email delivery, assists our clients in following email best practices, and maintains ISP relations.



DJ Waldow, the director of community, oversees all BSF social media interaction and engagement. DJ helps us, and our clients, keep a finger on the pulse of the social media industry.



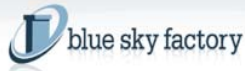
As VP of strategy and innovation, Chris Penn is responsible for helping BSF set and execute its strategies, and for building our market presence and strength. Chris also develops strategies to help us and our customers be more effective in email and social marketing.



Agenda.

Goal: Leave with a broad understanding of specific best practice email marketing tactics, and how they can be applied to your program today.

- **Industry Trends**
- **Best Practices Tactics**
- **Email Communication & Social Media**
- **Q&A**

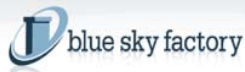


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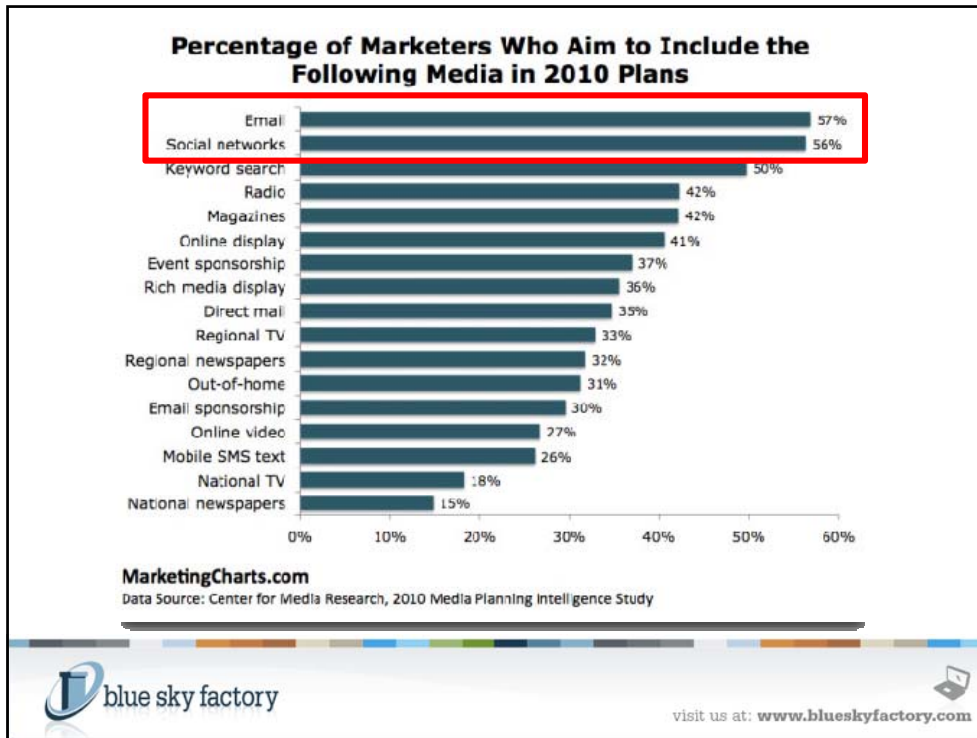
Think email is dead?



Think Again!



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According to the DMA,
the ROI on email marketing
in 2009 was \$43.62.



Not bad!

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WHERE DO YOU START?

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What Are Your Objectives?

1. **Connect** with your audience.
2. **Engage** your subscribers.
3. **Build** & grow relationships.
4. Become a **resource** for your subscribers.
5. Generate **loyalty, retention & mindshare**.

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List Building.

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First things first.
it starts with...

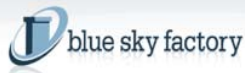
...and permission.

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Online list growth.

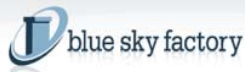
1. Make it easy.
2. No pre-checked boxes.
3. Include titles and a brief description of what you will be sending.
4. Tell them the frequency.



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Make it EASY.

The image shows a screenshot of a website with a sign-up box for "the Buzz eNewsletter" highlighted. The sign-up box is a white rectangle with a black border, containing the text "the Buzz eNewsletter" and "Sign Up Today". A red box highlights the sign-up box on the website. The website itself features a header with "Baltimore" and "the Buzz" logos, a main content area with a photo of a man in a blue shirt sitting in a stadium, and a sidebar with various promotional banners. The sign-up box is positioned in the bottom right corner of the main content area.



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blue sky factory driving email marketing performance

home about us products services our clients resources blog contact us

What's available for you?

Please click on a button below to learn more about what each newsletter can do for you:

factory direct
Tips, Tactics, & Insight Delivered. Blue Sky Factory's flagship monthly email newsletter. Stay up-to-date with industry trends, useful tips, Publicaster updates, and company news.

webinar series
Increase Brain ROI. Make sure you don't miss our next email marketing webinar. Receive an announcement/sign-up email & a convenient scheduling reminder.

52 EMAIL MARKETING TIPS

Subscription Center

Want to get more out of your email marketing efforts? We can help you. Click a button to the left to learn more about how each of our free newsletters can help you, then sign up for as many as you want.

Fields marked with a * are required.

*First name:

*Last name:

*Email address:

Phone number:

Company:

Website:

Job title:

State:

*Which items are you interested in receiving? (Pick as many as you want)

- Factory Direct Monthly Newsletter
- Blue Sky Factory Webinars
- 52 Email Marketing Tips: The Next Generation
- News & Press Releases

tell people what to expect

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Thank them and welcome them!

Taste Baltimore | Arts & Culture | Multicultural | Pride Baltimore | Sports | Deals & Discounts

Home - ENewsletter

Print Share

Thank You!

Look for our newsletter every month to highlight what's new, what's happening and what's hot in Baltimore. You can also check out our [Calendar of Events](#) to see all that's happening in Baltimore.

Plan

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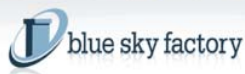
Offline list growth.

1. Capture opt-ins offline as well:
 - Parish events
 - Cards during Mass collections
 - Registrations
 - Schools
2. Make it clear that they will receive email from your organization
3. Follow up quickly.



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Be timely, relevant & compelling!



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SEPTEMBER 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 2010 52 Tips	2	3	4
5	6 Labor Day	7 2009 52 Tips	8 2010 52 Tips PES	9 Rosh Hashana Holiday Webinar	10 Gmail/Hotmail Up	11 Patriot Day
12 Grandparents Day	13	14 2009 52 Tips PES	15 2010 52 Tips Factory Direct	16	17 User Conf Save t	18 Yom Kippur

Work from an editorial calendar.

SOCIAL & EMAIL BELONG TOGETHER

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**EMAIL IS A
MAJOR
DRIVER
OF SOCIAL WEB ACTIVITY**

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Sending Practices

Social media and email can be used together to:

- **Encourage Content Sharing**
 - Share With Your Network
 - Facebook Like
- **Use Social to Build your Email List**
 - Email Subscriptions via Social Posts
 - Facebook Opt-in Form
- **Use Email to Grow your Social Media Presence**
 - Social Awareness Campaigns
- **Push Blog Updates via Email**
 - RSS to Email



22

Share With Your Network

Encourage email sharing with Share With Your Network.

Be sure to clearly define areas and call outs to distinguish between Connecting and Sharing via social.

Follow us on Twitter.

Like what you see? Share this email with your social networks:

Facebook
 Twitter
 Digg
 MySpace

Become a fan

Baltimore Summer Restaurant Week Returns, August 13-22, 2010

Baltimore offers a unique dining experience which encourages guests

23

Share With Your Network

Reach Increase: 39% Twitter, 30% Facebook, 29% LinkedIn, 2% Digg

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Share via Facebook Like

Facebook Like allows viewers to "like" the email in Facebook and expand a campaign's reach to a new viewing audience.

Posts a link to the email on a subscriber's Facebook page and records as a "like" in the count on the email.


The screenshot shows a Facebook share dialog for an email campaign. The email content is visible in the background, including the headline "Expect the Unexpected in Baltimore" and a link to "www.baltimore.org/art". The share dialog has a "SHARE" button and a "CLOSE" button. A "RECENT ACTIVITY" box shows that "Amy likes The Buzz in Baltimore" and "Amy commented on Stacy Ross's link". A "Like" button is highlighted with a red box, and a "Like" button on the email content is also highlighted with a red box.

Convert community to subscribers

The screenshot shows a Facebook page for "Baltimore the Buzz". The page features a cover photo with the text "the Buzz in Baltimore" and a call to action "Watch Listen". Below the cover photo, there is a section titled "The Buzz in Baltimore" with a description of the page's content. A sign-up form is visible, with fields for "First Name", "Last Name", "Zip Code", and "Email Address", and a "Submit" button. The page also includes a "Follow us on Twitter" button and a "Download our Events App" button.

Email Subscriptions via Social

Use social media site updates to promote your email subscription.



Social Media Explorer Putting the finishing touches on my August e-newsletter. This month covers content strategy. Subscribe here: <http://ar.gy/OUZ>
August 2 at 11:00am via Argyte Social



Blue Sky Factory, Inc Stay tuned for the debut of Compliance Corner, our newest monthly newsletter, later this week! Not signed up? We recommend you do so now! <http://ar.gy/2F>



Email Marketing Compliance | Email Marketing Strategy - Blue Sky Factory Blog
ar.gy
Blue Sky Factory is introducing a new monthly newsletter, with information on email compliance, data protection, privacy, and the CAN-SPAM Act. Sign up now.

May 3 at 11:23am · Comment · Like · Share · Promote

27



twitter Home Profile Find People Settings Help Sign out

We love Tuesdays here at the Factory. Why? It's Email Marketing Tip Day! Sign up to receive a tip every week <http://bsfurl.com/4Qd>

9:58 AM Aug 18th from web



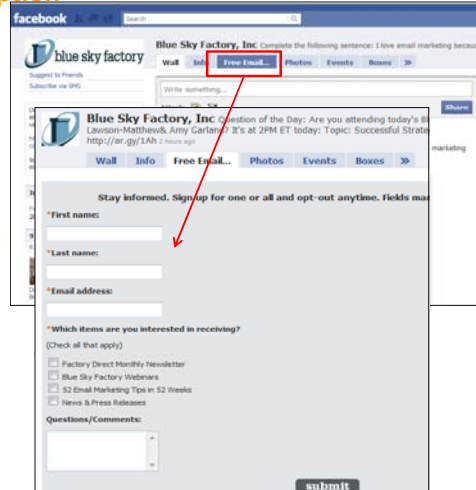
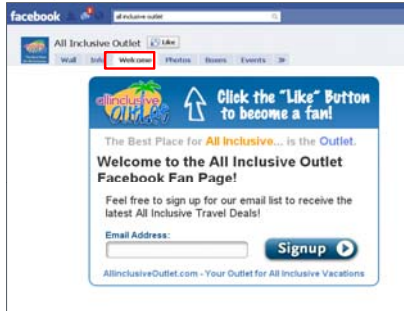
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Facebook Opt-in Form

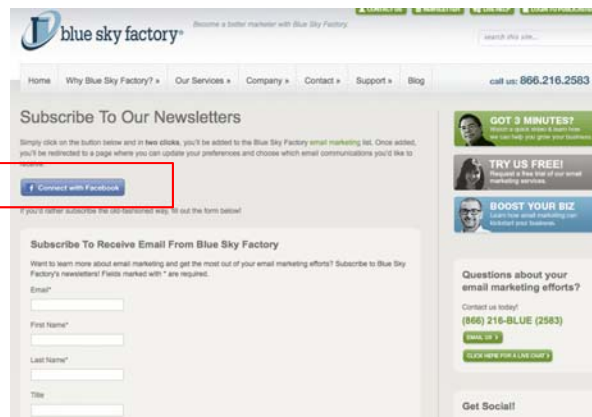
Facebook Opt-in Form and Subscription Center

Blue Sky Factory now makes it easy to grow your email list, build your brand and spread your awareness with a Facebook Opt-in form.

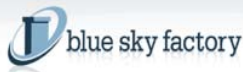


29

Leverage Facebook Connect



Build your list in 2 clicks



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**CONVERT SUBSCRIBERS TO
COMMUNITY**

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Social Media Growth/Reach Campaign

Create a social awareness campaign to use email to grow social media

Run an email campaign dedicated to introducing your email community to your online platforms, such as Facebook, Twitter and LinkedIn.



VisitMyBaltimore.com

Click here to view this email in your web browser.

Find out what all The Buzz is about! Stay connected with Baltimore on Twitter and Facebook. Whether it's baseball and live! pop culture and pop art, the classics and the contemporary, fine dining and festive events, there's something new and unexpected to discover in Baltimore.

Watch, Look, Listen

VisitMyBaltimore.com

You are already out making your Baltimore videos and posting them to YouTube. You're already posting your Baltimore photos on Flickr. You're sharing your Baltimore, the sights and sounds and charms you know and love the most, with the entire world. Now, share it with us on VisitMyBaltimore.com.

Social Media Growth/Reach Campaign



224% increase in fans from one campaign

33

WHERE ARE YOUR CUSTOMERS?

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SOCIAL DATA = INSIGHT



- Data attributes
- Social data activity
(i.e. the conversation)



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THANK YOU.

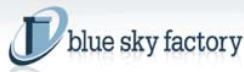
Q&A

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