Integrated Emails

THIS SECTION WILL COVER

- Creating highly-customised emails using your Segmentation Models, Loyalty Plan and Key Messages

- Automating time and context sensitive email communications

- Utilising data from your email system to learn more about your audiences as a key component of your Continual Improvement Plan

BUILDING BLOCK

Integrated Emails

WHAT ARE INTEGRATED EMAILS AND WHY ARE THEY IMPORTANT?

This section is a practical guide to integrating email communications planning with your objectives and strategies.

A two-way integration between your email provider and your CRM system creates advantages in both directions. It's easy to create exceptionally personalised and effective emails and deliver them to large numbers by combining and reinforcing the insights gained from each system. Analysing each customer's interaction with those email campaigns can provide valuable insights into the performance of your Segmentation Models, Incentives, Pricing and Loyalty Plans, Key messages and other important aspects of your relationships with your audience.

HOW TO BUILD INTEGRATED EMAILS

1. **Identify your objectives.** Why are you emailing?

- Often an email is sent to encourage the recipient to take a particular action but emails can also be used to build excitement, reward loyalty, or communicate vital information.

- Every email should have one clear primary objective. Occasionally an email may serve more than one purpose but if so, it's best practice to ask the reader to take only one action.

- You may want to take the time now to create a Continual Improvement Plan and record your objectives there.

2. **Identify your recipients.** Who are you emailing?

- With an integrated email system you can choose recipients based on information derived from your CRM system, your email system or both.

    Example: Target *lapsed bookers* who clicked an email link for an upcoming event but didn't purchase a ticket.

- Set rules to exclude anyone you don't want to receive a communication. For example, do not email to encourage a booking if a *lapsed booker* has made a donation within the last ten days, as this is the 'thank you' period.

3. **Define your timelines.** When are you emailing?

- What determines when an email will be sent? This is usually one of two things:

- Organisational activities. In this case, the timing will be set for a specific and pre-defined date.

    Example: You want to send an announcement you are going on sale or embarking on a new giving campaign for an education programme.

- Individual activities: an individual does something to trigger an email. In this case the timing is set automatically based on rules.

    Example: An offer is sent to a *lapsed booker* when they haven't purchased a ticket in the last twelve months.

- Is this a one-off email or the beginning of a series of emails? Creating a timed series of emails begins in much the same way.

- Set predefined dates to send emails at regular intervals - for example every two weeks - regardless of readers' actions.

    - Alternatively, plan an automated series of emails to be triggered by the actions of the recipient. For example, instead of a single offer email to the *lapsed booker* above, set rules to automate further emails based on their response.

- Some scenarios for automated email programmes:

    - If they don't open the email within ten days, send another with a different subject line.

- If they open it but don't click through, send a reminder highlighting the offer and its expiration date.

- If they book, move them automatically out of the Lapsed Booker segment and end this series of emails.

4. Design and send your email.

- Knowing the why, who and when of the email will allow you to design the content. Ensure the email has the right key messages to connect with the individual and achieve its objectives. The segmentation models, key messages, and incentives you've created should guide you.

- Make your content as specific to the recipient as possible. Many email providers enable you to pick and choose from different pieces of content within the same campaign depending on who you are sending it to.

     Example: When asking a *lapsed booker* to make a new purchase, pull in an image or message which references their *Buying-based segment*. If they're in your *contemporary segment* you can highlight your forthcoming *contemporary* programming.
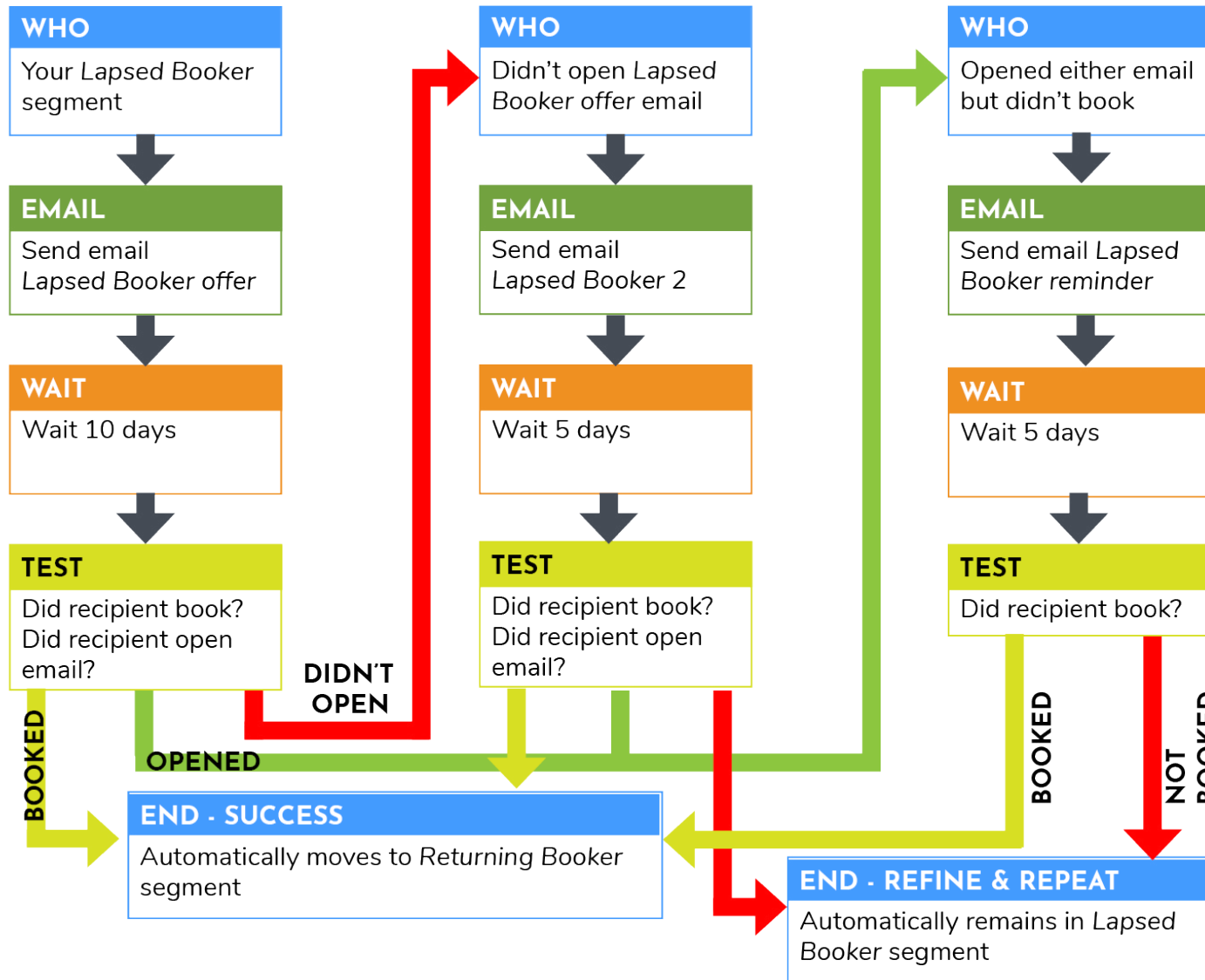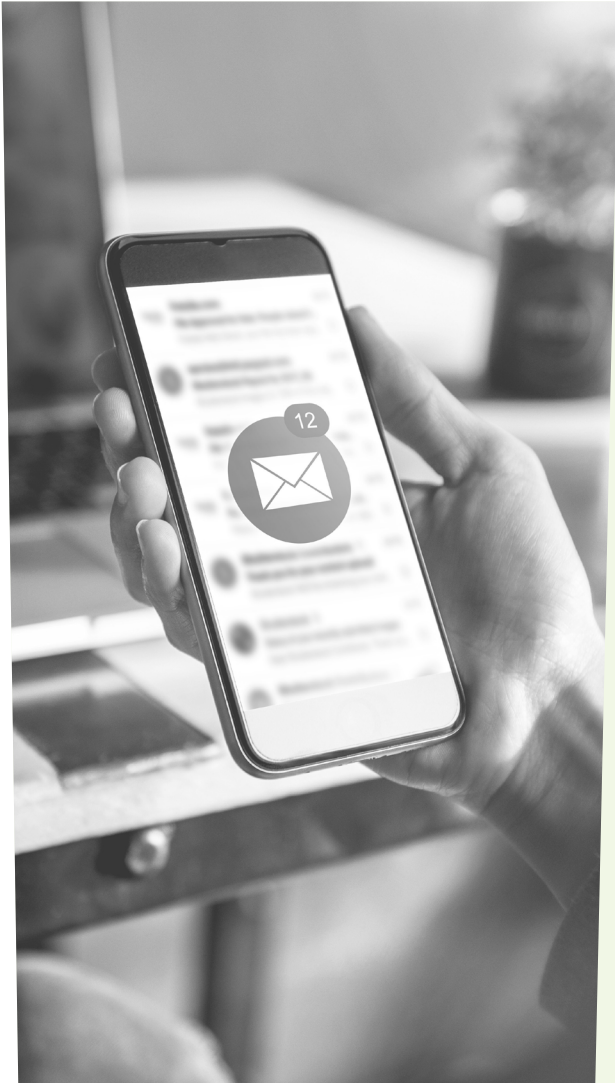
     Example: When creating pre-show

emails, tell your former *lapsed booker* just how much you've missed them. Create distinct pre-show emails for each Relationship-based segment, using a different tone of voice and messaging.

5. Integrate the results into a Continual Improvement Plan.

- Increase the impact of your email marketing campaigns using analytics including open rates, click-throughs and popular links within your bulk email provider.

- Benchmark your figures against your own historical rates, against other arts organisations with the **2019 Spektrix Insights Report** or more broadly using dotdigital's global ecommerce report, **Hitting the Mark**.

- For example, if your *lapsed bookers* don't respond to your offer but frequently click through to your Calendar page, maybe scheduling and flexibility is more important to them. You can test this by planning a new series of emails for *lapsed bookers* focused on flexibility and comparing your results.

     Example: Highlight your Customer-Friendly Policies around refund or ticket exchange, or highlight a range of events with different start times and schedules.

WHO
Your *Lapsed Booker* segment

↓

EMAIL
Send email *Lapsed Booker offer*

↓

WAIT
Wait 10 days

↓

TEST
Did recipient book?
Did recipient open email?

WHO
Didn't open *Lapsed Booker offer* email

↓

EMAIL
Send email *Lapsed Booker 2*

↓

WAIT
Wait 5 days

↓

TEST
Did recipient book?
Did recipient open email?

WHO
Opened either email but didn't book

↓

EMAIL
Send email *Lapsed Booker reminder*

↓

WAIT
Wait 5 days

↓

TEST
Did recipient book?

DIDN'T OPEN

BOOKED

OPENED

BOOKED

NOT BOOKED

END · SUCCESS
Automatically moves to *Returning Booker* segment

END · REFINE & REPEAT
Automatically remains in *Lapsed Booker* segment

Integrated emails: additional resources

Use the **Integrated Email Worksheet** to learn how to design an integrated email or sereis of emails to suit your organisation.

Spektrix Users: Click this icon for a list of Support Centre articles to help you implement this advice in your system.