Email Marketing

Useful hints and tips

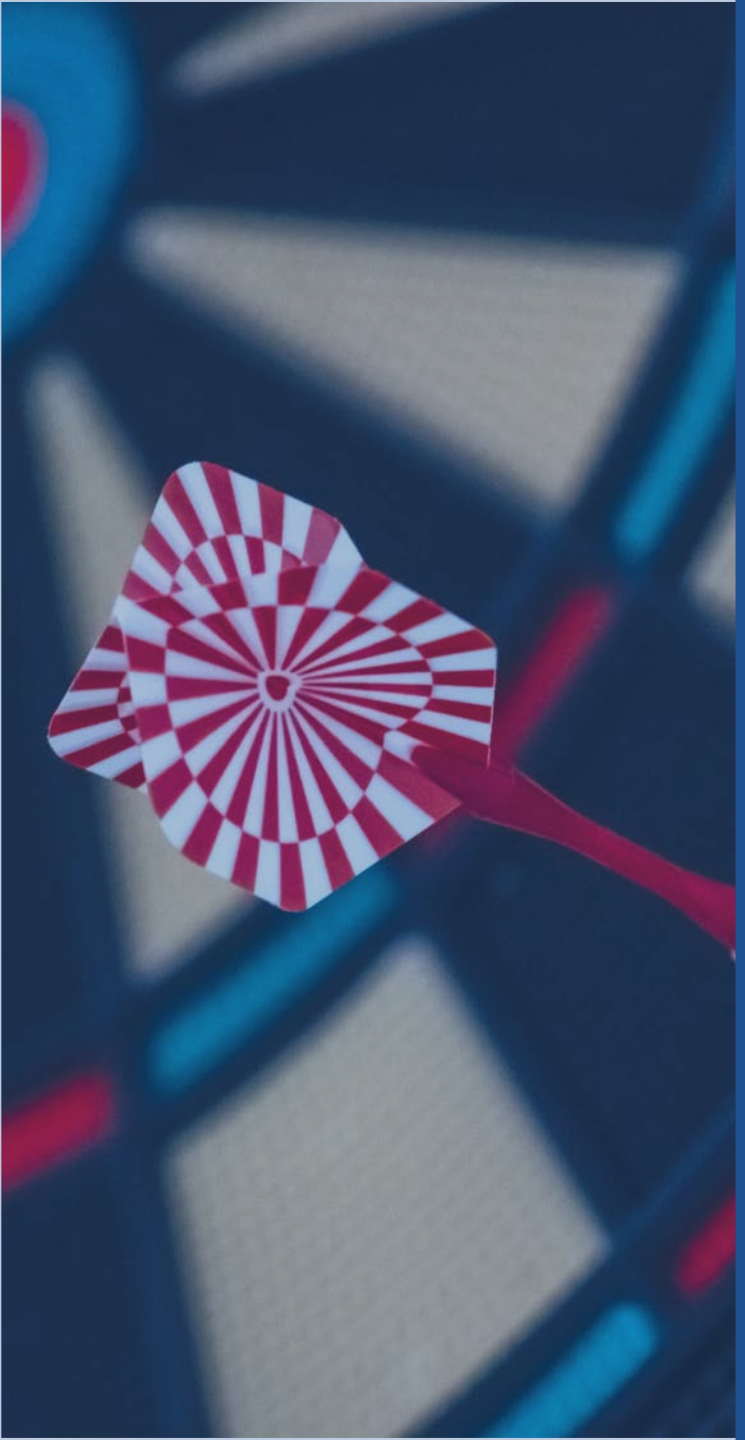
Brought to you by One Tree Software

Outline

- Why use email marketing?
- Targets
- Circle of Communication
- Email Structure
  - Subject Lines
  - Message
  - Calls To Action

Why use email marketing?

- Control over where your message is sent
- Direct contact with prospects
- Cost effective (not free)
- Everyone has an email address
- Create an automated journey for guests to buy from your website
- Good to combine with social media campaigns
- Develops a relationship with clients



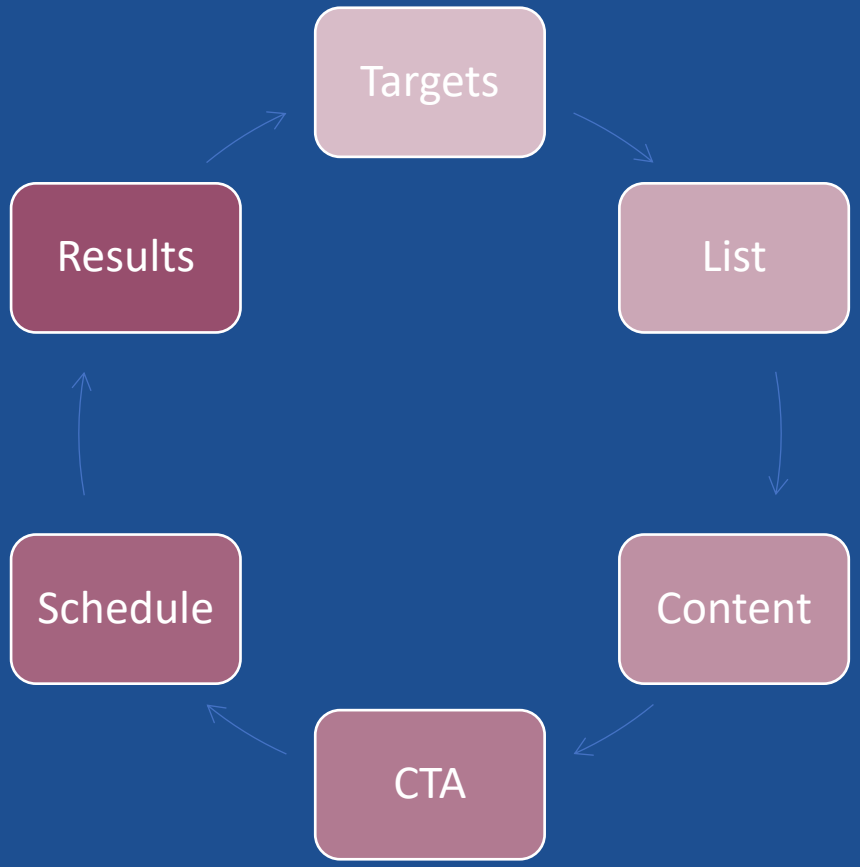
Targets

Collect email addresses at your venue, from your website, from One Tree and from your booking software.

Remember:

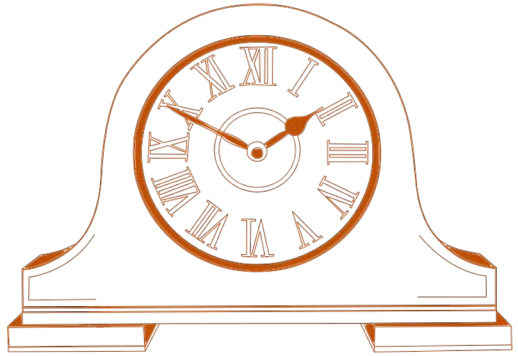
- Size matters
- 80/20 open rates
- Keep lists clean
- Be aware of GDPR

Circle of communication



Purpose

What is the aim of your email? What do you want your prospects to do? In the case of events, you want them to attend! Consider:



Timing, subject lines and emojis

Know when people are checking their emails. Add emojis to catchy subject lines.

Template layouts and content

Think about words and images and how to structure the email – create a consistent theme for your campaign.

Review email previews for errors

Eliminate errors by sending a preview email to your team to check.

Subject Lines

1

Use all available characters

Don’t autofill preview text with clutter.

2

Attract attention

Make your customers want to click on your email.

3

Use emojis to stand out

An image catches the eye amidst lots of text.

4

Change subject lines and resend

One subject line may be more effective than another.

Templates

- Check your template is responsive.
- Add a fixed block to promote your events in regular newsletters. Change the story depending on the season and your next event.
- Many templates are available on the internet for one-off email blasts
- One Tree provides free graphics you can use to include in emails.

Calls to action

Make the customer journey for buying tickets simple.

Check that your email message matches the events you have available. Don’t promise what you don’t have.

Link back to your event/s page to create the opportunity to buy immediately.

Send and check previews before sending your email out. Ask multiple people to proofread! Check for spelling and grammar errors. Also check that all links work correctly.

Summary

- Consider both images and words
- Strong message and call to action
- Repeat the theme across email and other digital communications, including social media and your website
- Use One-tree.net/promotional-resources
- Send a series of emails prior to your event

Questions?

Email us at support@one-tree.net or call us on 01761 472911