

Digital Communications

Workshop: Email Marketing

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| 9:30am Why Email Matters | An effective email program can affect, and improve, the performance of your entire organization. Learn why email matters for relationship-building, sales, fundraising, and get-out-the-vote efforts. |
| 10:00am Email Acquisition | Learn how to increase the size of your email list through ad campaigns or outside email lists. You'll learn: <ul style="list-style-type: none">• how to evaluate an offer to rent or purchase an email list;• best practices for acquisition campaigns with ads; and• how to measure and improve – your acquisition efforts. |
| 11:00am Measuring Performance | Analytics and reporting should be at the center of everything you do for your email marketing program. Learn how to: <ul style="list-style-type: none">• develop reports that measure your impact;• identify opportunities for improvement; and• share reports and recommendations with your organization. |

There will be a lunch break from 12pm to 12:30pm.

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| 12:30pm Effective Content | Say farewell to the email newsletter template that you (secretly?) disdain. Understand how to cultivate your subscribers with effective content. You'll learn: <ul style="list-style-type: none">• principles of persuasive email copywriting;• best practices for compelling subject lines and calls to action; and• how to measure your effectiveness with analytics. |
| 1:30pm Getting Subscribers to Take Action | Effective email funnels guide a new subscriber to become an engaged supporter. You'll learn: <ul style="list-style-type: none">• how to build a lifecycle email campaign;• how to build your first email marketing funnel; and• how to use analytics to measure your effectiveness. |
| 2:30pm Deliverability | The final hurdle is whether your emails make it to subscribers' inboxes. You'll learn: <ul style="list-style-type: none">• major factors that affect email deliverability;• how to manage and clean your list; and• how to work with new, large email lists. |
| 3:30pm Testing | Learn how to evaluate and continuously improve the performance of your email marketing. You'll learn: <ul style="list-style-type: none">• how to evaluate the performance of your email campaigns;• how to identify and undertake meaningful tests for your list; and• how to communicate your results to others in your organization. |