

WELCOME



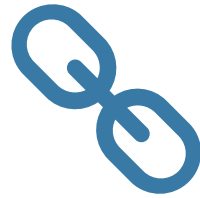
Email Marketing – Best Practices to Boost Your Business

June 22, 2023

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Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>





This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER



Mariia Souchko:

- Bilingual Marketing Project Expert and one of the owners of Playground Creative Agency with a Master's in International Commerce and a Master's in Marketing.
- Accumulated 15 years of experience in marketing development and has built her career in a variety of roles and industries, mostly in medium to large companies, in France, Switzerland and Canada.
- Specializes in business management processes (strategic marketing, business development, operational management, custom relationship management, etc.) and knows how to operate in competitive markets.

June 22nd, 2023

Email Marketing: Best Practices to Grow Your Business



What we will cover

- ✔ The Importance of Email Marketing
- ✔ How to Build a High-Quality Email List
- ✔ Adhering to Email Marketing Regulations
- ✔ How to provide captivating content, so subscribers open your e-mail.
- ✔ Content Ideas
- ✔ Understanding and Improving Click Performance



Why is e-mail marketing still relevant



Why is e-mail marketing still relevant

- Suitable for **any type of business**
- No **loyalty channel** has managed to outshine it
- It brings a very powerful and important **return on investment**
- Powerful as it generates campaigns with **various content**:
 - Images
 - Texts
 - Videos
 - Gifs, etc.



- ✔ **An average ROI is \$36 for every \$1 spent**
- ✔ **Targeted emails & list segmented emails drive 36% of email marketing ROI**









Why is e-mail marketing still relevant?

- ✔ E-mail marketing **IS a loyalty tool.**
- ✘ It's **NOT a recruitment tool!**
 - We don't use it to get new customers
 - **Activate existing** customers and retain them



#1 Direct Communication

Build a loyal audience => The Audience you can call **Your Audience.**

-  **Direct contact**
-  **Immediately in their mailbox**, and it will **stay here**
-  Subscribers can **reply to you directly**
-  Your Audience **belongs to you, not** to a third-party
-  **You** control the algorithm
-  **Live statistics**



#1 Direct Communication

Why build an audience?

Social media: YOU DO NOT OWN your followers on these platforms.

Relying solely on these, you run the risk of:

- accounts being **shut**
- accounts being **hacked**
- algorithm **crashes**
- algorithm **changes**
- **loss of reach** for network



#1 Direct Communication

Why build an audience?

- ! Maintain an audience that **does not depend on or belong to a third party**
- ! Even if the system crashes, you **always own this list**
- ! Your audience list increases **your company's value** for investment or sale.

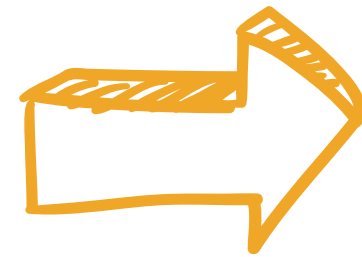


#1 Direct Communication

The mailing list has a higher value for you

! Signing up for e-mails update is a **less impulsive** act

! It is a more **thoughtful process**



involves more steps

- Visit Website
- Enter your e-mail
- Fill on other fields of the form
- Check the confirmation e-mail
- Etc.



#2 Highly Targeted

Segment your audience and send highly **targeted messages**:

- location
- age
- interest
- etc

#3 Great for Retention

- Build Customer Loyalty
- Encourage Repeat Business
- Keep Your Business Top of Mind





Return on Investment (ROI)!


- \$ If you already have a list of **subscribers** or **clients** to send email content to, your return on investment will be quick.
- \$ Setting it up **costs you less** than any other marketing initiative.

Be patient!

The pillars of e-mail marketing

Advantages of a newsletter:



 **Cheaper than acquisition channels** (Loyalty and retention channels such as e-mail marketing or SMS are much)

 Newsletters tend to **grow organically** when **exciting content** is shared!

 It helps your customer to **get to know you better**, and it is a very **stable channel** compared to SEO, Google ads, and social media ads.

Should I only use e-mail marketing?

NO! E-mail marketing is about **reducing the risks**

It is **crucial** to maintain at least one **acquisition channel**, such as:

- Google search
- Google ads
- SEO
- Social media



Combine the **acquisition** from these channels with a **loyalty channel** to maximize your ROI.



Transactional Emails



Automated & real-time emails sent to individuals based on some action or transaction






Order confirmations, receipts, account creation confirmations, password resets






Very high open rates -> leverage to promote other products/services or upcoming deals




Informational Emails

-  Communicate important information, updates, or announcements to subscribers
-  Newsletters, new blog post announcements, updates on changes to services
-  Keeps your subscribers **updated** about what's new and significant. This helps maintain **engagement and foster customer relationships**

Promotional Emails

-  Marketing messages aimed at driving a purchase, sign-up, or other conversion
-  Sales announcements, special deals, discount codes, new product launches
-  Key tool to **drive revenue** and **maintain** customer **interest** in your offerings

Educational Emails

-  Provide useful information or teach your audience something valuable related to your product, industry, or other topics
-  How-to guides, tutorials, tips and tricks.
-  **Builds trust and loyalty** by adding value beyond just selling products or services.

How to create your own subscribers list



Quality Over Quantity:



Having a large number of subscribers that **do not interact with your content** is **counter-productive**



Aim to have subscribers with **great engagement** and an **active interest** in your content

How to create your own subscribers list



Collect as much information as you need to



Analyze your Audience



Create different audiences



Use these audiences

Only request **necessary** information.

How to create your own subscribers list



Permission-Based Subscriptions:

- ❌ It is an invasion of privacy
- ❌ It results in no, or very low, engagement
- ❌ It is not unique to you, so your competitors will also potentially have access to the same lists
- ❌ It will damage your brand image

Remember, email marketing is a **loyalty channel**, not an **acquisition channel**.

How to create your own subscribers list



Leverage All Channels

- ✓ Use your existing client database
- ✓ Use your social media
- ✓ **Add a subscription form to your webpage**
- ✓ Offline methods: flyers or sign-up sheets at events to gather email addresses

How to create your own subscribers' list



- ✔ **Offer Value:** promise of being the first to know about new tours and services
- ✔ **Incentivize:** give something in exchange for the email address, like a **discount code**, a **free guide** to Nova Scotia's hidden gems, or access to **exclusive deals**
- ✔ **Contests and Giveaways:** Running a contest or giveaway can help grow your email list quickly. Entrants provide their email address for a chance to win, and you get a list of potential customers interested in your services

Segmenting Your List for Tailored Content



The Right Message to the Right Person!

- ✓ **Demographics:** on age, location, or language preference. This will help you send more personalized content
- ✓ **Interest**
- ✓ **Behavior:** based on past actions, such as those who have made a booking or those who frequently open your emails. This helps to send relevant follow-up emails or rewards for high engagement

Regulations for Email Marketing

- ✓ **Permission-Based Marketing:** Canadian Anti-Spam Legislation (CASL), you must have **explicit consent** from individuals before you can send them marketing emails.
- ✓ **Unsubscribe Mechanism:** must include an easy and free way to unsubscribe.
- ✓ **Identification Information:** are required to clearly identify yourself or your organization in each email you send. This means including your business name, address, and contact information.
- ✓ **No Misleading Content:** Your emails must not contain any information that could deceive your recipients. This applies to your subject line, content, and sender information.
- ✓ **Privacy Laws:** Respect your subscribers' personal information. Only collect what's necessary, keep it secure, and use it only for the purpose it was collected.



How to create an e-mail strategy from scratch:

- Set Goals and KPIs (Key Performance Indicators)
- Plan
- Create
- Deliver
- Analyze

Reuse existing content from:

- Your social media
- Your website
- Same industry or similar businesses



What are the benefits of an email marketing strategy?

Having a strategy will help you **communicate clearly and consistently**

- maintain a **brand tone of voice** and **message**
- maintain the **frequency** of your emails
- adjust for **seasonality**
- keep to your **subscribers' interests**
- generate and **create content**

Consistency is key to **building loyalty**, so **planning** is **crucial!**

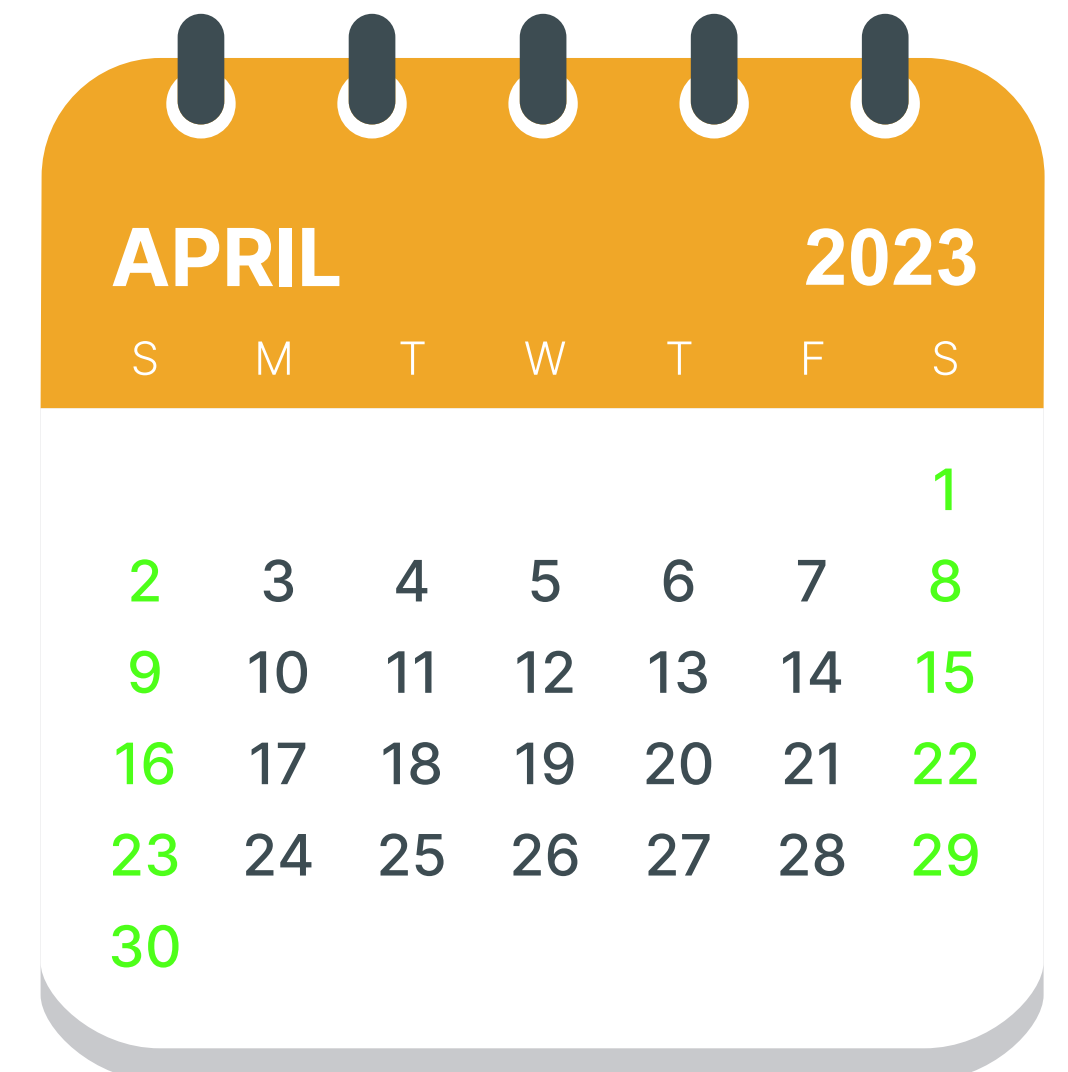
Regular emails also help clean up your subscribers list, which will **positively affect your delivery rates.**



When to send newsletters?

- Optimal times when they are more likely to be seen
- Consider your **industry**; when does it make sense for you to be posting?
- Remember your **target market**; when are they going to be most receptive to opening your email?
- Check the **public calendar!**

Mid-week and mid-day tend to have higher open rates



Do not blend into the noise! Know Your Audience

Personalization: Use the data you have about your subscribers:

- whether that's including their name
- referencing their past bookings
- or suggesting tours based on their interests

Value-Added Content:

- informative, entertaining, or offers a benefit to the recipient

For example: Travel tips for Nova Scotia, exclusive discounts, or unique insights into local experiences.

Balance Text and Images:

- A balance of text and images makes your newsletter more engaging
- Text should also resonate with the type of tourists you're targeting



Out in the Inbox

Do not blend into the noise!

Optimal Image Sizes:

- Image sizes between 600-800 pixels wide
- File size under 200KB for quick load times
- <https://novascotia.barberstock.com>

Clear Call-to-Action (CTA):

- booking a trip
- reading a blog post
- sharing content with friends, etc.

Responsive Design:

- Ensure your newsletters are mobile-friendly





Email Template

Send Date:
Subject:
Introduction:
Content: photo and larger text
Fields for additional content:
links, dates, promo, CTA

- Catchy Subject Lines** - first chance to catch your reader's attention.
- Make it compelling, engaging, and relevant to the content of the email
 - Personalize it when possible. For example, 'Sarah, Your Next Adventure Awaits in Nova Scotia!'

Create a template for each type of newsletter

Have a couple of templates ready before you start sending the newsletter.

Creating your template

- Use the **professional platforms** available for you
- Create a **consistent branding** experience
- Create a model you can **reuse and tweak**
- Use **suggested templates**
- Always **check the mobile version**
- Create **as many templates as the type of newsletters** you want to send



How can we easily generate content?

Accommodations

- content that truly highlights what makes your place special
- the experiences your guests can look forward to

Showcasing Amenities

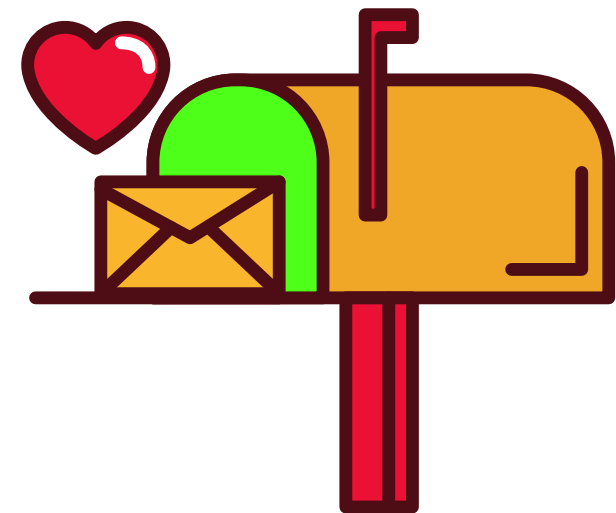
Share beautiful photos and detailed descriptions of your unique amenities. For example:

- Cultural Explorers might be interested in your on-site library or art collections
- Authentic Experiencers would appreciate locally sourced in-room amenities
- Free Spirits could be intrigued by a rooftop bar or a pool

Customer Testimonials

Real-life experiences can speak volumes to potential guests. Share testimonials from satisfied guests, ensuring you cater to the different tourist types. A story about:

- rich cultural experience one guest had could appeal to Cultural Explorers
- testimonial about an authentic local experience might resonate with Authentic Experiencers



How can we easily generate content?

Accommodations

Local Attractions

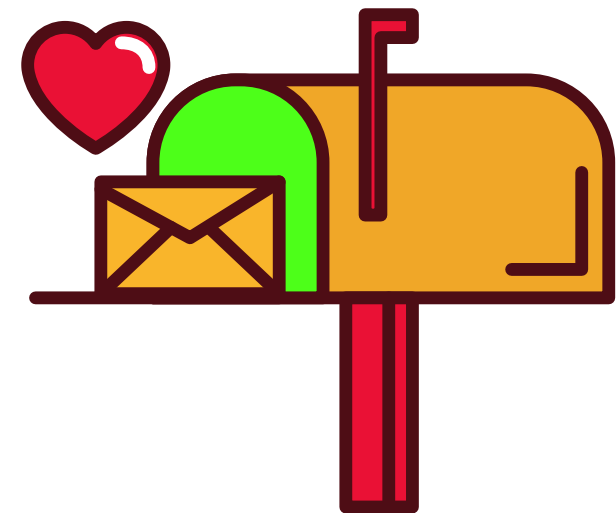
Highlight nearby attractions that might appeal to your target audience:

- local museums, cultural events, or historical sites for Cultural Explorers
- hidden gems or off-the-beaten-path adventures for Authentic Experiencers
- thrilling activities or vibrant nightlife for Free Spirits

Seasonal Promotions

Offer promotions that correspond with local activities or events happening during different seasons. This could include:

- discounted stays during a cultural festival
- special deals for outdoor adventure activities



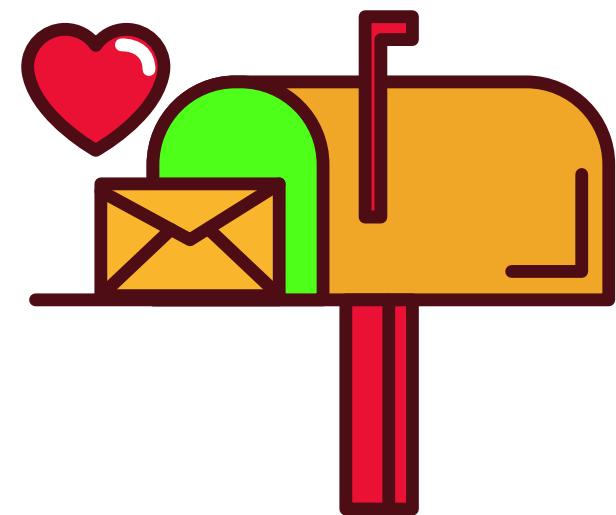
How can we easily generate content?

Tour Providers

- your email content can be more than just informative
- it should inspire and create anticipation

Tour Highlights

- **Cultural Explorers.** Offer them an **intellectual feast**, share insights about how your tours provide an in-depth understanding of local traditions, history, and culture.
- **Authentic Experiencers.** Highlight tours that allow them to **engage with the local environment and community**. Display the hidden gems, local secrets, and off-the-beaten-track experiences.
- **Free Spirits.** Highlight the **adventure aspects of your tours**, focus on **how your tours provide an exciting, free-spirited adventure**.



How can we easily generate content?

Tour Providers

Customer Reviews

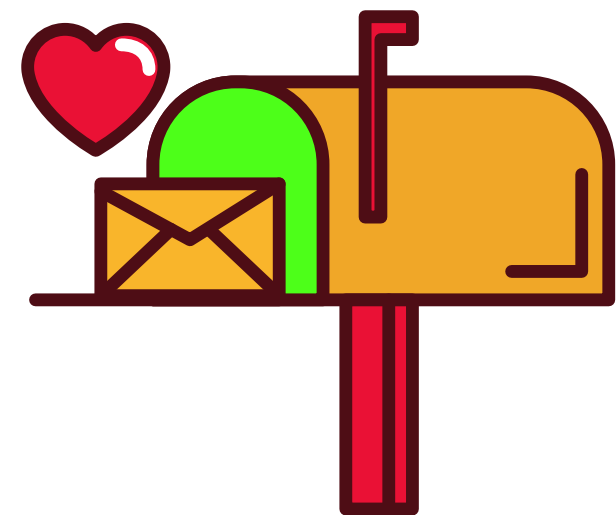
Select testimonials that align with the expectations and aspirations of your target tourist profiles. For example:

- Authentic Experiencers will appreciate a review that talks about the local connections made during the tour
- Free Spirits might resonate more with a testimonial highlighting the adventure and thrill of the experience

Behind the Tour

This is your chance to bring a personal touch to your marketing:

- stories about your guides, their passion for their work, and their connection to the places they take tourists
- give a sneak peek of the planning and organization that goes into creating each unique tour



How can we easily generate content?

Equipment rentals

- your email content can be a unique selling proposition
- highlighting your equipment and how it can enhance a tourist's local experience
- equipment is not just a rental; it's an opportunity for an unforgettable experience

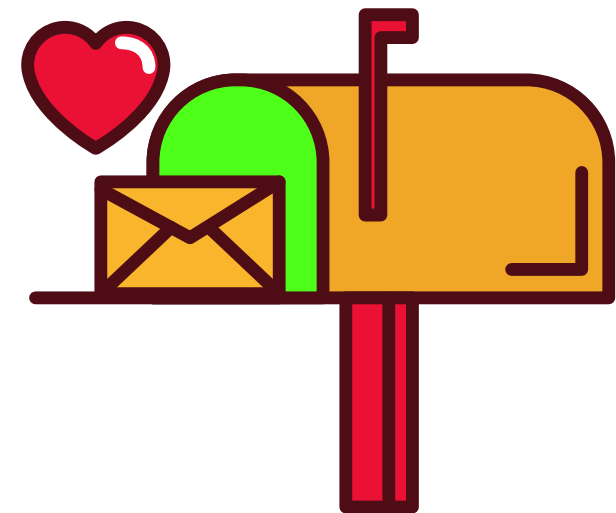
Expert Tips

Share helpful advice on how to maximize the use of your equipment

- provide tips on the best places to kayak or the best trails for biking

Ensure you tailor these tips to your different tourist profiles.

- Cultural Explorers, you might highlight scenic routes with historical or cultural sites.
- Authentic Experiencers, recommend less crowded spots where they can enjoy a more authentic and peaceful experience.
- Free Spirits, suggest thrilling routes or activities, such as challenging kayaking or hiking trails.



How can we easily generate content?

Equipment rentals

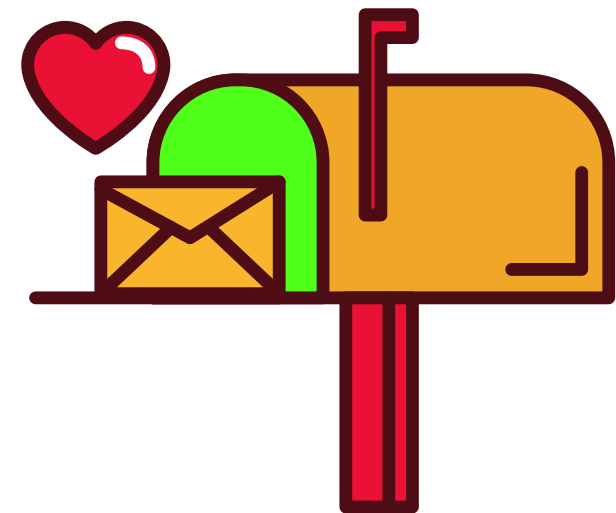
Showcasing Equipment

- high-quality photos and comprehensive descriptions of your gear
- explain how the use of your equipment can transform their local experience

You're not just selling a product, you're selling an experience!

Seasonal Offers

- Incentivize tourists to use your services (promotion of your special packages)
- Make them feel like they are getting an exclusive deal



How can we easily generate content?

Restaurants

Communicate why dining with you will amplify their visit to Nova Scotia

Menu Highlights

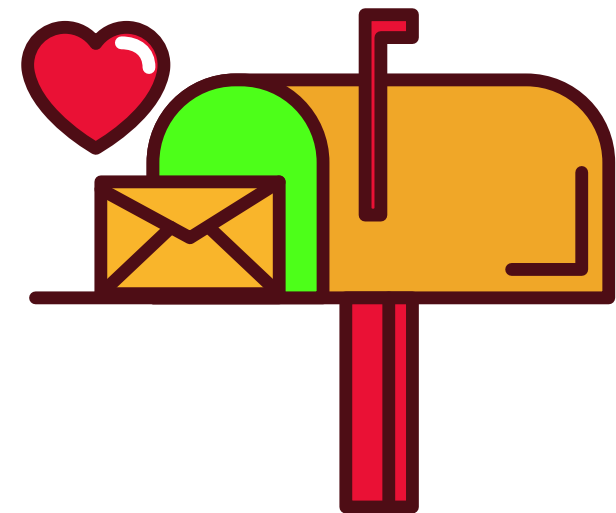
Tell a culinary story that appeals to your customers:

- Authentic Experiencers, highlight locally-sourced lobster that offer a true taste of Nova Scotia.
- Cultural Explorers, traditional dishes that hold historical or cultural significance
- Free Spirits, experimental or unique cuisine that they can't find anywhere else
- Remember to accompany your descriptions with mouth-watering images!

Chef Profiles

Establish a connection with your audience:

- Highlight your chef's unique story
- their culinary philosophy, and expertise



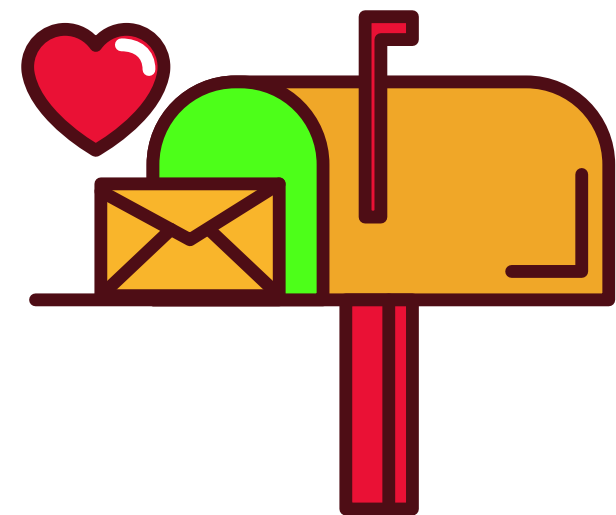
How can we easily generate content?

Restaurants

Dining Experience

Dining isn't only about the food but also the **ambiance and overall experience:**

- Authentic Experiencers, describe how your space offers a cozy, homey vibe where they can comfortably mingle with locals
- Free Spirits, you might emphasize the lively, high-energy atmosphere during live music nights.



First ideas sheet

1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Stop your emails going to SPAM

Are your emails going to spam?

Opening rate:

- **50%** is considered exceptional
- **20%-30%** is considered good
- **10%** opening rate suggests your emails might have been flagged as spam content

Subject line: use of certain words

Text-heavy content and lack of clickable links



SPAM

Good Practices

- **Organic** subscribers' lists
- **Clickable** content
- Fulfilling your **subscribers' expectations**
- Regularly **cleaning** your list
- Avoiding **spammy words and phrases**



Your e-mail marketing strategy



Metrics

Open Rate: One of the indicators spam systems will use to read your e-mail as positive.

Bounce Rates: These and complaints also influence spam filters.

Click through: Too much text with no links or buttons in the body of your newsletter reduces subscribers' engagement with e-mail.

Your e-mail marketing strategy



Campaign Performance

Part of your strategy should include how you are **going to measure** success.

Positive Indicators:

- Click-through
- Open Rate
- Sales

Negative Indicators

- Bounce Rate
- Complaints



TIPS!



Analyze the trends you get in the results.



Compare with the trends and results from social media accounts in website analytics.



Always also compare the **desktop and mobile analytics**.



Nova Scotia Excursion

Subject: "Your Monthly Guide to Nova Scotia's Hidden Gems - June 2023!"

Warm personalized greeting: Dear [Recipient's Name], welcome to your monthly exploration guide!"

Sections with engaging subheadings like:

- "June's Can't-Miss Events"
- "Nova Scotia's Secret Trails"
- "Culinary Delights: Seafood Specials for the Season"

Each section is concise, engaging, and contains high-quality images, promoting the vibrant local culture and stunning landscapes.

A clear CTA: "Plan your adventure now!" *leads to their booking page.*

Encourages sharing the newsletter and offers easy subscription options.

The design: clean, and consistent with the brand's colors and logo.

Tour Nova Scotia

Subject: "Stuff to Do"

Absence of a personalized greeting.

The newsletter **opens with a long, unbroken block of text** that lists various events and locations in Nova Scotia, making it hard to read and find relevant information.

It includes **generic or low-quality images** that do not adequately represent the locations or events.

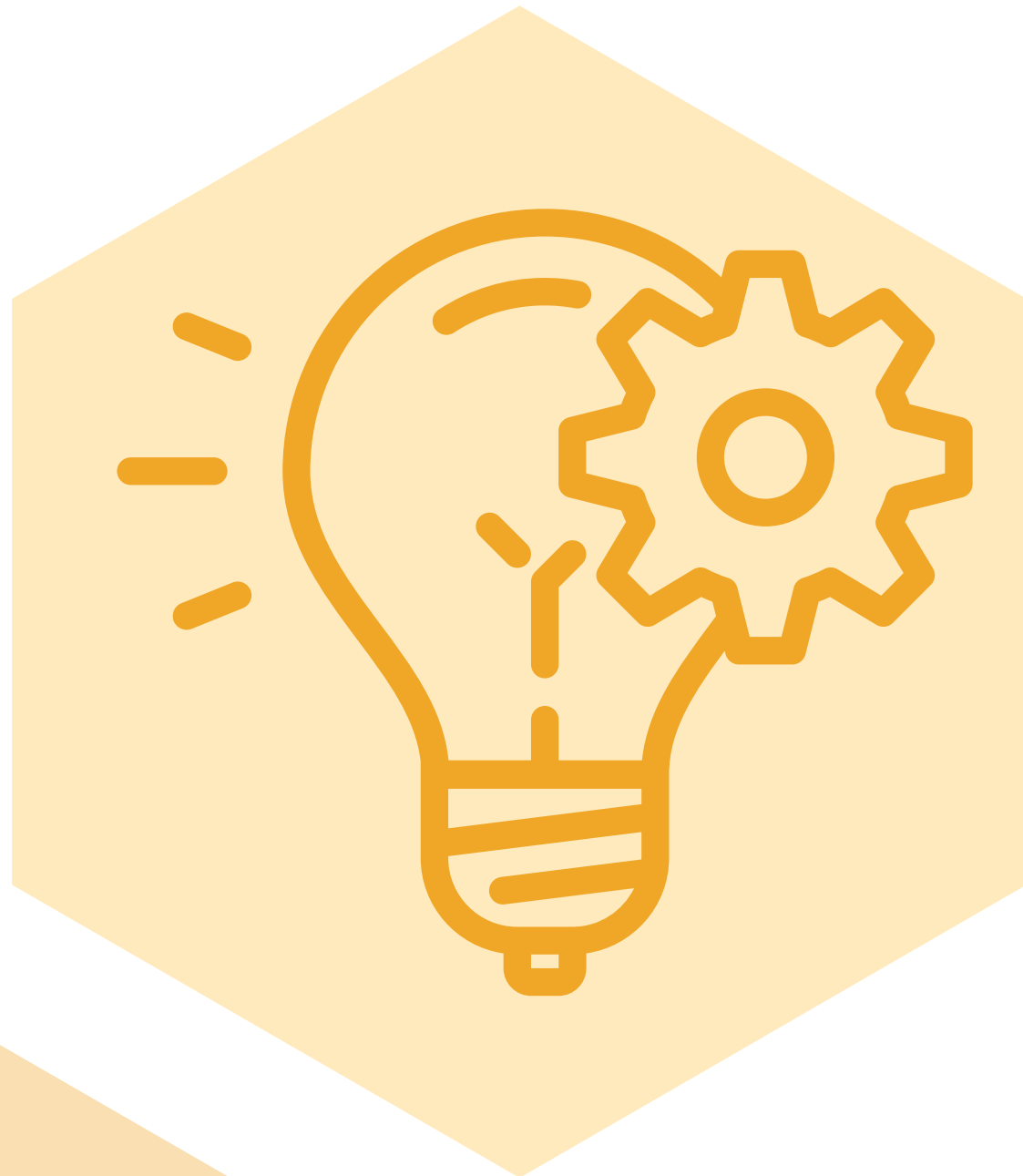
CTA: There's a missing clear Call-to-Action (CTA).

Sharing: The newsletter does not encourage sharing, and there are no options for subscribing.

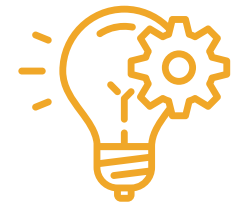
Design: The design is inconsistent, with mismatched colors and different font types.



Benefits of Email Marketing Automation



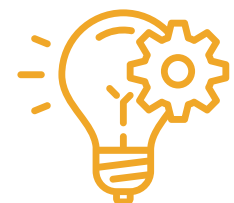
Efficiency: Saves you time by sending out emails at pre-scheduled times, or in response to certain triggers.



Personalization: Use data to tailor content to the reader.

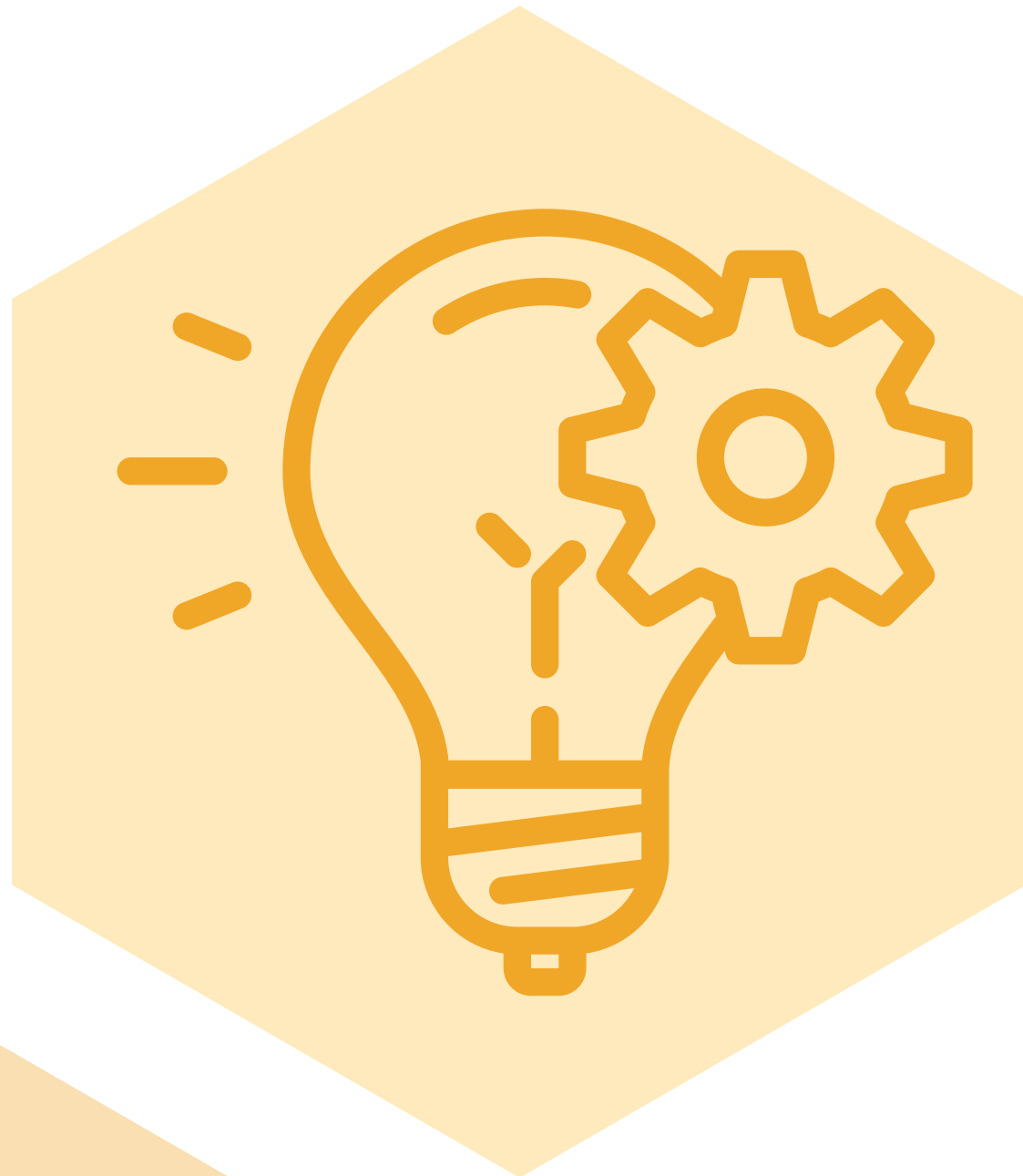


Consistency: Ensures your emails are sent out consistently.



Measurement: Come with analytics features, allowing you to monitor key metrics.

Overview of Automation Tools



MailChimp: Known for its user-friendly interface, MailChimp offers pre-designed templates, an easy-to-use email builder, and robust automation options.



Constant Contact: Aside from its core email marketing features, it offers additional features like social media sharing tools, making it a comprehensive digital marketing solution.



Sendinblue (Brevo): This platform shines with its powerful automation features that allow you to create complex workflows.



You web design platform.



Canva



Q & A



SPRING TUNE UP: *Weekly Webinar Series*

- **Thursday, June 29 at 10:00 am** – *How to Use Google Ads to Promote Your Business.* Presented by Liam Tayler (SME Solutions).



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

** NO WEBINARS JULY & AUGUST.
WEBINARS WILL RESUME IN SEPTEMBER.*

EXPORT Travel Trade Program

Get one-on-one coaching through the EXPORT Travel Trade Program to develop partnerships with tour operators and travel agents so you can attract more national and international customers.

Application deadline:

September 30, 2023, or until all spaces are filled.

<https://tourismns.ca/export-travel-trade>



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