Email Marketing & Consumer Expectations
Email Terminology

- **Call-to-Action** – Part of the email that encourages the recipient to do something
- **Click Rate** – Percentage of subscribers who click on a link in an email out of those who receive the email
- **Conversion Rate** – The percent of subscribers who complete the goal of your email message such as signing up for the promoted event
- **Deliverability** – Also known as Inbox Placement, this represents the emails being delivered to your subscribers’ inbox as intended
Email Terminology

• **Inbox Providers** – Companies that provide a mailbox to end users, such as Gmail or Outlook

• **Open Rate** – Percentage of subscribers open an email out of those who receive the email

• **Sender Reputation** – Indicator of how inbox providers view your email sending reputation

• **Spam Complaints** – Occurs when a recipient reports your email as spam to their inbox provider

• **Unsubscribe Rate** – Percentage of subscribers who unsubscribe from your message
Why email?

3.7 billion email users around the globe

244.5 million email users in the US

Statista, 2018 & 2019
Why email?

Email Usage in the U.S. By Age, 2017

- 15-24: 91%
- 25-44: 93.4%
- 45-64: 90.5%
- 65+: 85.5%

Average = 90.1%

https://optinmonster.com/is-email-marketing-dead-heres-what-the-statistics-show/
Why email?

- Email goes with us wherever we are
- Mobile email continues to grow
- 78% of opens occurred in the first 24 hours
The challenge of email

2017

269 billion Emails sent and received each day

2022

333 billion Emails sent and received each day

2022 Average

77 Emails Per person, per day

How do you stand out?
Secret to email success

RIGHT MESSAGE

RIGHT PERSON

RIGHT TIME
Secret to email success

RIGHT MESSAGE
RIGHT PERSON
RIGHT TIME
Starts with trust

• Email is personal information
• 78% of online users have changed their online behavior due to Cambridge Analytica and other data privacy scandals
• How do you establish trust?
  ✓ Establish a positive brand reputation
  ✓ Ask subscribers to opt-in to receive emails
  ✓ Inform subscribers what you will do with their email address
  ✓ Protect their personal data

https://marketingland.com/most-consumers-believe-online-privacy-is-impossible-survey-finds-263538?
Preference centers

• Ask what type of messages the want to receive

• A good preference center will:
  – Let the subscriber choose what they want to receive
  – Collect basic information that you can use to send relevant messages in the future
Preference centers

What not to do in your preference center:

• Ask too many questions
• Require information they may not want to share
• Ask for a preference you won’t honor
• Set expectations you aren’t going to follow
Email subscriptions

OCLC updates
Keep up with what's new and upcoming with your library cooperative.

OCLC Abstracts
This weekly newsletter covers news and events about OCLC and the library community for a general library audience.

- Subscribe to OCLC Abstracts

OCLC Next
Insight and information about the work being done by OCLC and libraries all over the world. Notifications include each post's introduction and are sent out with each new post, usually several times a month.

- Subscribe to OCLC Next

OCLC Member Reports
These messages describe new OCLC member reports as they are released.

- Subscribe to OCLC Member Reports

Product and service updates
Be the first to hear news related to an OCLC product or service you care about.

- Subscribe to OCLC Product and Service Updates

OCLC Training Updates
These monthly emails offer up-to-date information about available training, upcoming events, and other training content about OCLC products and services delivered by OCLC and training partners.

- Subscribe to OCLC Training Updates
What types of messages to send?

- Welcome message
- Email newsletter
- Milestone messages
- Promotional emails
- Transactional emails
Welcome message

Lindsey, prepare to be amazed!

Instacart

Welcome, Lindsey!

Instacart is on a mission to simplify a weekly task for you: grocery shopping. Partnering with local stores, we’ll make short work of your grocery list and bring your order right to your door.

Save time and money, skip the stress of parking and lines, and reorder your favorites with ease.

We’re Instacart, and you’re gonna love us!

Shop now

Trader Joe’s Newsletter Confirmation

Trader Joe’s Newsletter Confirmation

Trader Joe’s Newsletter Confirmation

Welcome! Thank you for your interest in receiving the Trader Joe’s eNewsletter. Here's what you can expect: We won't crowd your inbox. We won't send coupons or discount offers ("Sake" is a four-letter word to us - we have low prices, everyday). We will send you a first look at the Fearless Flyer, exclusive stories about New Products, unconventional (mostly) Recipe Ideas and information about New Store Openings. Sound good?

Please click the link below to activate your subscription to the Trader Joe’s newsletter mailing list.

http://en.traderjoes.com/sub_confirm.asp?e=93473_5936176b-0C1F3206-57B7-4F50-B8C5-F9D85A79D23B

If you are unable to click on this link, please copy and paste the entire link into the address bar of your web browser.

*Note: We sent you this confirmation email in order to protect your privacy. If you do not activate your subscription now, we will be unable to send you the information you have requested.

You may unsubscribe from this list at any time. To do so, just follow the directions for unsubscribing in future emails we send you.

Thank you!

This email was sent by:
Trader Joe’s
5228 S. Figueroa
Los Angeles, CA 90034

Lindsey, prepare to be amazed!

You're part of something special

National Park Foundation

National Park Foundation

You're part of something special

National Park Foundation

You're part of something special

National Park Foundation

Thank you for signing up to receive emails from the National Park Foundation, and welcome to our community of park enthusiasts!

At the National Park Foundation, we’re committed to providing you with news and information to keep you connected to the parks you love. You can learn more about our mission at nationalparks.org.

There, you'll also find helpful resources to help you learn more about national parks, connect with other park lovers, and plan your next exciting trip. For example:

- You can share your national park stories
- You can discover tips, resources, and travel ideas with our Owner's Guide
Welcome message

• Make a good first impression
• Catch subscribers when they are most engaged
• Inform subscribers of important information
• Ask for their preferences
Email newsletter

Featured Event

Lead your communities into the future while experiencing amazing Phoenix

Join fellow library leaders and members of the OCLC Americas Regional Council at the 2019 OCLC Library Policies Conference held on October 2–3 at The Scott.

Located within the Phoenix metro area, The Scott is an oasis in the heart of Old Town Scottsdale. This boutique hotel is remarkable for its unbeatable location, exceptional service, fabulous amenities, and dining options. The Scott is a pull away from a compelling collection of cultural attractions, including Camelback Mountain, Paseo Art Museum, Taliesen West, the Frank Lloyd Wright School of Architecture, the Scottsdale Fashion Square, Scottsdale Waterfront, and nearby Desert and Old Scottsdale.

Our high-energy, two-day agenda is designed for attendees of all types of libraries. Attendees have the opportunity to learn from library colleagues, OCLC leadership, and experts from outside the library community. Conference highlights include:

- Keynote speaker Pam Sanford Smith of Anythink Libraries, Bette Hill of Arizona State University, Skip Proctor of OCLC, and Doug Ulmer of Palomar
- 15 sessions led by five sessions spanning four different categories: user experience, organizing ideas, technology, and powerful networks
- Breakout sessions with OCLC staff on WordPress Management Services, OCLC brave, open content, and the library on-demand
- Two preconference workshops: STEAMing and services: Your library's role as a "community catalyst" for educators and youth and "Design a Powerful Story" for public library leaders
- 90-minute dinner event at the Heard Museum in the heart of downtown Phoenix, known internationally for its quality collections and advancement of American Indian art.
- Early bird registration has been extended through Friday, August 9, and provides a $95 savings. Register today to reserve your spot at The Scott!

Learn more and register.

From Next, the OCLC blog

DECJwriters, Dr. requests, and three-letter combos: memories from 40 years of ILL

By Tony Mekyn, OCLC Product Manager, Resource Sharing

Anniversary celebrations are always fun. They remind us of important events and accomplishments from the past. They give us a chance to look back over the years and reflect on just how far we've come. Remembering yesterday—while telling them it's not—is also how we understand who we are.

Anniversaries also bring back many fond memories of relationships, successes ... and overlooked opportunities.

This year, we are celebrating the 40th anniversary of OCLC Interlibrary Loan (ILL). And unbelievably I brought back many memories for many people. Here is a sampling of those recently shared with us on the ILL blog.

Read the post.

Featured Member

University of New Brunswick automatically updates local catalog records with OCLC APIs

As a result of a large relocation project, staff at the University of New Brunswick quickly valued hundreds of thousands of print records. The cataloging team then had to sign a significant amount of time updating existing holdings in their local records manually. And through an automated process using OCLC APIs, staff quickly updated the records to keep the resources available while they worked to create a modern research hub for the community.

Read the story.
Email newsletter

- Establish regular email communication
- Build trust
- Answer “what’s in it for me”
- 90% informative, 10% promotional
- Promote your website and social channels
Milestone messages

- Messages celebrating your subscribers
  - Birthday messages
  - Anniversary messages
  - Accomplishments
Milestone messages

• Show your subscribers you care about your relationship with them
• Establishes a positive feeling toward emails from your brand
• Use automation to help easily send these messages
Promotional emails
Promotional emails

• Focus on one call-to-action
• Create a visual hierarchy
• Easy to read copy
• Eye-catching subject line
• Mobile-friendly design
Transactional emails

Digital Downloads digital hold automatically borrowed

Digital Downloads <donotreply@overdrive.com>
to me ~

The ebook you had on hold was borrowed for you:

The Good Daughter: A Novel
Karin Slaughter

Go to your Loans in the app or on our OverDrive website to open or download it.

Thanks,
Digital Downloads

Note: This is an unmonitored email address. For help with a title or digital collection, visit OverDrive Help or contact your library.

View order status
Transactional emails

• Use a recognizable “From” name
• Identify the purpose
• Show brand personality
• Personalize
How to create content

• Start with reasonable expectations
• Repurpose!
  – Blog posts
  – Social posts
  – Press releases
  – Website content
  – Library promotional materials
• Stay true to your brand—emails should look, sound, and feel like your other library materials
A/B test your messages

• What should you test?
  – Subject line
  – Message content
  – Imagery
  – Call to action
  – “From” name
  – Send time and day

• Test only one element at a time
Secret to email success

RIGHT MESSAGE
RIGHT PERSON
RIGHT TIME
Which message is better received?
Personal expectations

• Consumers expect content to feel tailor-made for them
• The brand should “know” them
• Don’t want to go too far (goes back to setting expectations)
The Age of Personal Experiences
Segmentation

• Every mail does not apply to everyone
• No more ‘Batch and Blast’
• How to segment?
  – On the preferences they select
  – On basic information you have on subscribers, if appropriate
  – On behavioral actions
Dynamic content

- Dynamic content pulls in subscriber information to help make the email feel more personal
- Beyond first name, this could be
  - Preferred branch location
  - Library materials used
  - Type of books they most often check out (audio, tablet, actual book)
Secret to email success

RIGHT MESSAGE
RIGHT PERSON
RIGHT TIME
Cadence

• Depends

• Things to watch for
  – Unsubscribes
  – Spam complaints
  – Unsubscribe surveys
  – Set expectations up front and stick to them

• Create a calendar to plan emails so they are spread out when possible

• Use automation where you can
Automated emails

• Behaviorally triggered emails
  – Thank you emails
  – Welcome emails
  – Recommendation emails

• Time-based emails
  – Milestone emails
  – Reminder emails

• Emails based on Attributes
  – Birthday emails
  – Anniversary emails
Deliverability

• Inbox placement

• Subscriber engagement
  – Positive (clicks, opens, forwards)
  – Negative (unsubscribes, spam complaints, deleting without opening)

• Sender reputation
  – Good list management/hygiene
  – List acquisition
  – Steady cadence

Sender Reputation Tool and IP Address Blacklist Checker
Secret to email success

RIGHT MESSAGE

RIGHT PERSON

RIGHT TIME
How do you do this?

✓ Stay true to your brand
✓ Plan in advance
✓ Re-purpose content where you can
✓ Know your subscribers
✓ Keep good data
✓ Automate where possible
Questions?

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Because what is known must be shared.