

SMALL BUSINESS
**MARKETING
SERIES**



Brought to you
by Crowley Main Street

EMAIL MARKETING



TODAY'S AGENDA

- | | |
|-------------|---|
| 5:00 – 5:15 | Welcome & Foundation |
| 5:15 – 6:00 | Your List + What & When to Send |
| 6:00 – 6:15 | BREAK |
| 6:15 – 6:30 | Designing & Writing Emails People Will Read |
| 6:30 – 6:50 | Accessibility, Legal Basics & Measuring Success |
| 6:50 – 7:00 | Action Planning & Wrap Up |

THE FACILITATOR

CHERIE HEBERT

Co-founder of BBR Creative

With 30 years of marketing and advertising experience, Cherie Hebert has helped more than 750 businesses grow their brands since co-founding BBR Creative in 1997.



BBR

THE FACILITATOR

KELLY SMITH

Digital Strategist

Savvy with online strategy, Kelly's got the insights to ignite engagement for any goal. With her running the digital world on your behalf, you can take your mind off online and focus on what matters: growing your business.





TODAY WE'LL COVER:

- Why email marketing still works
- How to grow your email list
- What and when to send
- Writing & designing emails people read
- Legal & accessibility requirements
- Real strategies you can use immediately

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WHY EMAIL?



One of my favorite parts about email marketing is its intimacy. Access to someone's inbox is sacred, and for a person to welcome you in, there's already a certain level of trust that you just can't achieve with other platforms.

Rob Litterst, Head of Strategy and Operations for HubSpot



EMAIL IS STILL THE HIGHEST ROI MARKETING CHANNEL

**Average return is
\$36–\$42 for every
\$1 spent**

WHY IT WORKS

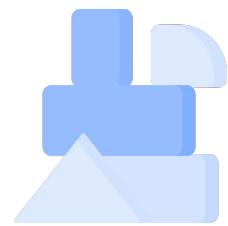
- ✓ You own your audience
- ✓ Direct communication
- ✓ Highly personal
- ✓ Great for repeat customers

Social media = rented land

Email list = owned asset

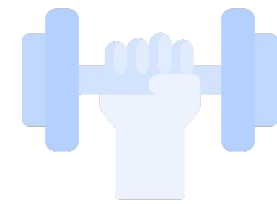


WHAT IS EMAIL GOOD FOR?



Build Brand Awareness

- Cohesive visuals & messaging build trustworthiness.
- Reinforce values & differentiators.
- Highlight services and offerings.



Strengthen Relationships

- Nurture relationships with past & potential customers.
- Update your audience on news & opportunities.



Educate Your Consumers

- Establish yourself as a thought leader in your industry.
- Become the main source for insights & information.

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YOUR LIST



YOUR EMAIL LIST IS MARKETING GOLD

**It's about quality
over quantity**

YOUR EMAIL LIST IS:

- ✓ Direct access to your audience
- ✓ Not controlled by algorithms
- ✓ An owned marketing asset



HOW LOCAL BUSINESSES CAN GROW EMAIL LISTS

In-Person

- Checkout sign up
- QR code sign up
- Receipts
- Event booths
- WiFi login

Online

- Website signup forms
- Pop ups
- Lead magnets
- Social media links

Incentivized

- Discounts
- Guides
- VIP sales
- Event alerts
- Early access

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WHAT & WHEN TO SEND



THE BIGGEST EMAIL MARKETING MISTAKE

**Only emailing
when you want to
sell something.**

What happens:

People forget you.

**When you finally send
an email:**

It feels like spam.



DEFINE AUDIENCES & CONTENT CATEGORIES

First: Clearly define your audience segments.

What types of people are subscribing?

Then: Outline possible content categories.

What do your audiences want to see?

TIP: SEGMENTING YOUR LIST

- The better you segment your audience the higher your ROI will be.
- Segments allow you to send more specific content.
- These can be based on tags or engagement.



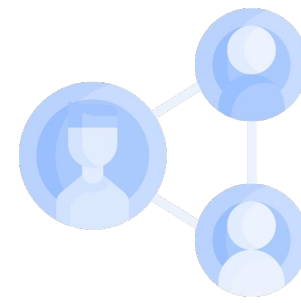
A SOLID APPROACH

Mix three types of emails:



Helpful

- Tips
- Advice
- Education



Community

- Stories
- BTS
- Staff highlights



Promotion

- Sales
- New products
- Events



BUILD A SIMPLE MONTHLY EMAIL PLAN

Consistency is more important than frequency. Consistency builds trust.

TIP: MAKING A PLAN

- Look at your industry's best send days & times
- Use a content calendar + planning spreadsheet
- Send consistently on specific days (newsletter on the first Tuesday of every month)

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BREAK TIME

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DESIGNING & WRITING EMAILS PEOPLE WILL READ



EMAIL DESIGN THAT ATTRACTS

Good email design:

- ✓ mobile-friendly
- ✓ easy to scan
- ✓ visually interesting
- ✓ clear call-to-action

EMAIL DESIGN TIPS

- Stay consistent with brand
- Use headings & hierarchy
- Use images wisely
- Vary content layouts
- Make buttons obvious
- Have fun with it



EMAIL COPY THAT RESONATES

Subject Line

Your subject line determines whether the email is opened.

Best practices:

- ✓ 5–8 words
- ✓ Clear benefit
- ✓ Create curiosity/urgency
- ✓ Use emojis in subject but only one

ADDITIONAL COPY TIPS

- Customize your send name
- Brand your email sends and keep the template consistent with a top label
- Keep paragraphs short
- Bulleted lists for scannability
- Clear CTAs with urgency



SPOT THE ERRORS

Hello Mau,
You are invited to the following event:

MOVIE NIGHTS: EXTRATERRESTRE (EXTRATERRESTRIAL)

LA MEJOR COMEDIA DEL AÑO
EL MOODY ALLEN DE LA CIENCIA FICCIÓN
LA PRENSA INTERNACIONAL SE DIVIDE ENTRE VIGILANDO
PROVOCADAS
UNO DE LOS DIOS
... DE ESPAÑA

Event to be held at the following time, date and location:
Friday, 21 April 2017 from 6:00 pm to 8:00 pm (AEST)
Instituto Cervantes Sydney 293 Sussex Street Level 3 Sydney, NSW 2000 Australia

[View Map](#)

Share this event:

[f](#) [t](#) [in](#)

[Attend Event](#)

When Julio wakes up in a strange apartment after a night of partying, he's pleasantly surprised to discover it belongs to a beautiful one-night-stand he can't remember - Julia. What's already an awkward situation is made even more so when they discover a giant flying saucer hovering above the city, which is now deserted. Now Julio must contend with a jealous ex-boyfriend, an eccentric neighbour - and very possibly the end of the world! - (C) Focus.

Be on time: The movie will start at 8:00 pm so please arrive before. After 6:00 pm, the ground floor door will be closed and the elevator unable to go up to the Instituto Cervantes.

La película empezará a las 18:00 por lo que le rogamos llegue antes de esa hora. A partir de las 18:00 la puerta de la calle se cierra automáticamente y tampoco se puede acceder al 3er piso, donde se encuentra el Instituto Cervantes.

AMIGO MONTH MES AMIGO

Celebrating Latino
Hispanic & Lusophone Heritage

7th September - 12th October

5 WEEKS OF EVENTS CELEBRATING THE CONTRIBUTIONS OF ONE MILLION IBERIAN - SPEAKERS AND LATIN AMERICANS IN THE UK WITH:
THEATRE, FILMS, EDUCATION, DEBATES, CONFERENCES
RECEPTIONS, SPORTS, PARTIES, FESTIVALS, & RELIGIOUS FELLOWSHIP
www.mesamigo.com www.aibam.org

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NO WIN NO FEE

Ildoro Bonilla Direct dial : 020 8826 1351

Ashley House, 235-239 High Road, Wood Green, London, N22 5HF
ibonilla@levenes.co.uk www.levenes.co.uk/espanol

FORTHCOMING EVENTS DURING THE AMIGO MONTH

MISA DE LAS AMERICAS
DOMINGO 9 OCTUBRE, 1 pm.
SAINT GEORGE CATHEDRAL.

[From Myth To Earth - live reading and exhibition tour](#)

TRADE UNION MEETING AT THE PORTUGUSE CENTRE:
SATURDAY 8

#1 IN TRAVEL!

Sunset Travel will connect you with specialized travel agents to plan and book your entire vacation including airfare, hotels and car rental for the best travel experience of a lifetime! Great Deals on trips to Europe

CALL NOW **EMAIL US**

Lakes and Mountains
Our agents are standing by to give you the best customer service for booking your dream vacation! We service all aspects of travel, all over the world and would love to help you with your plans today! Our representatives offer something a bit special. For a limited time only, we have a number of worldwide resorts located in different settings to create a unique experience, depending on the experience you desire, while maintaining the same level of luxury and relaxation at a whenever resort you choose. Take a look at each of our stunning locations and imagine yourself there!

Lake and Mountains
Imagine you are in a beautiful location, whether you choose one of our big chalets or a contemporary apartment, you will look over stunning views of the valley. Perhaps go for a walk, stroll around the local village, a refreshing swim in the beautifully clear lake or a more energetic mountain walk or hike.

Beautiful Beaches
Our beautiful five star beach houses open their doors on to the expansive warm white sand that leads down to the stunning turquoise sea. There are restaurants, bars and cafes lining the sea front or if you can't bear to leave the stunning view from your accommodation you can order from our gourmet menu, which will be delivered to you by our other service staff. While you are here we also recommend you book one of our pamper sessions and take a dip in the heated pool.

CALL US NOW!

Country Life
Our smallest and cutest resort is nestled into the rolling countryside on a working farm. The self-catering accommodation ranges from a cosy six bedroom farm house to quaint one bedroom apartments in the barn conversions. If you like the idea of getting stuck into farm life you can help collect the eggs in the morning and in return we take away for your own breakfast. You can also experience milking cows and feeding the animals. The onsite farm shop sells everything you need for the perfect cooked breakfast and the local area is home to a number of independent shops and a pub or two. You will also be perfectly situated to explore a number of the local walks.

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*Prices do not include travel and taxes and conditions apply.



WHY DO THESE WORK?

Caraway x *Tan France*

LAST CHANCE
Monochrome Is Going, Going, (Almost) Gone



Our new **Caraway X Tan France** collection is going quicker than you can binge-watch the newest season of Queer Eye. With limited quantities left of these chic monochrome shades, we suggest adding to cart...ASAP.


[Shop Now →](#)

YOUR FREE SHIPPING IS ABOUT TO EXPIRE


RUDY'S

DON'T PUT THIS OFF LIKE A SOFTWARE UPDATE

Your cart is about to expire and so is your chance to enjoy free shipping. [Complete your purchase](#) before these go back on the shelf, and don't forget — use code **SMLSVDVS** at checkout.



Clay Spray
Quantity: 3 — Total: \$72.00



The Travel 1-2-3 Bundle
Quantity: 1 — Total: \$12.00

[CHECKOUT NOW](#)

Saje
NATURAL WELLNESS

GIVE WELLNESS, GET WELLNESS
Spread wellness to your friends



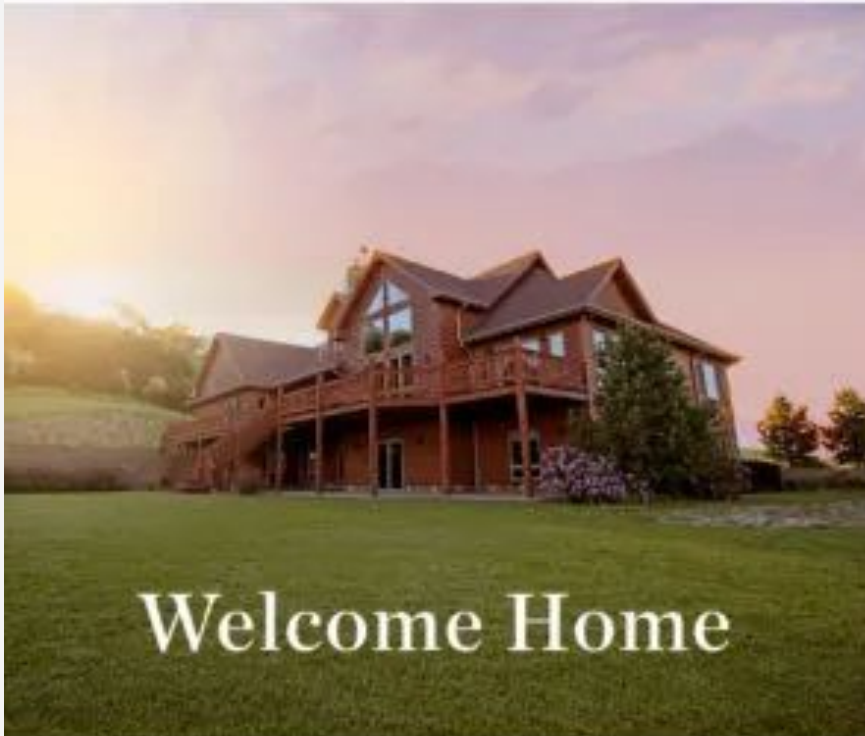
Smiles Davis, refer a friend who could use some Saje in their life and you both will receive 10% off your next online purchase.

[PLANT THE SEED](#)

NATURAL FARMACY

- DIFFUSERS
- DIFFUSER BLENDS
- BODY CARE
- SKIN CARE

Seven Hills Properties




Welcome Home

THANK YOU FOR JOINING OUR COMMUNITY!

Every week we send out a newsletter with featured property listings, open house information and snippets on the home buying market.

[SEARCH LISTINGS](#) [VISIT OUR SITE](#)

CLIENT REVIEW



"I finally found my dream home! I'm so grateful, because I wouldn't have gotten such a great price without the help of a realtor. They helped me map out all my options based on my ideal location, needs and budget, and guided me through the entire process."

-Lorna Alvarado

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ACCESSIBILITY & LEGAL BASICS



BEST PRACTICES FOR TRUST

- Obtain subscribers' **explicit permission** before adding them to a list.
- Only send **relevant** communications.
- **Do not share** subscriber data with other parties without permission.
- **Identify yourself** clearly in every communication.
- Enable subscribers to quickly and **easily remove themselves** from lists.

CAN-SPAM REQUIREMENTS

You must include:

- ✓ Unsubscribe link
- ✓ Physical mailing address
- ✓ Truthful subject lines

Never:

- ✗ Buy email lists
- ✗ Hide unsubscribe



ACCOUNT FOR ACCESSIBILITY

ALT text on images.

People using a screen reader need these to understand the content better.

Watch for color contrast.

Avoid using colors that are too similar to one another or colors that are too light.

Use text hierarchy.

This is really important when it comes to the legibility of your email and for screen readers.

Create a clean plain-text email.

Necessary for subscribers who can or want to only receive text. Can lead to being flagged.

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MEASUREMENT



KEY PERFORMANCE INDICATORS

Industry	Open Rate	Click Rate	Bounce Rate	Unsubscribe Rate
Restaurants	40.03%	1.58%	0.17%	0.37%
Retail	35.05%	2.08%	0.14%	0.21%
Professional Services	32.74%	3.04%	0.39%	0.25%
Nonprofit	40.04%	3.27%	0.21%	0.18%

Open Rate: Percentage of how many successfully delivered emails were opened by recipients.

Click Rate: Percentage of how many delivered emails registered at least 1 click.

Bounce Rate: Percentage of emails that couldn't be delivered to an email address.

Unsubscribe Rate: Percentage of subscribers that removed themselves from the email list per email send.

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WRAP UP



EMAIL MARKETING DO'S & DON'TS

DO:

- ✓ **Send consistently**
- ✓ **Provide value**
- ✓ **Write like a human**
- ✓ **Keep emails short**
- ✓ **Use segmentation**

DON'T:

- ✗ **Only send sales emails**
- ✗ **Use giant blocks of text**
- ✗ **Buy email lists**
- ✗ **Send daily promotions**
- ✗ **Ignore email**



PLAN YOUR NEXT 3 EMAILS

Type	Send Date	Main Feature	Sub-Feature	CTA



WHO WANTS TO SHARE?

Accountability makes it real.



Takeaways:

- Email is still the highest-ROI marketing channel.
- Your email list is an owned marketing asset.
- Value matters more than frequency.
- The most effective emails balance helpful, community and promotional content.
- Strong emails are easy to scan and provide clear value.

Q&A



RESOURCES

- **Mailchimp:** One of the most popular all-in-one email marketing platforms, Mailchimp offers easy-to-use templates, automation, audience segmentation and analytics. Free tier available for small lists.
<https://mailchimp.com/>
- **Constant Contact:** Designed for small businesses, Constant Contact provides customizable templates, simple automation and social media integration. Known for strong customer support.
<https://www.constantcontact.com/>
- **HubSpot Email Marketing:** HubSpot's free email tool includes drag-and-drop editors, automation and detailed performance analytics. Integrates seamlessly with HubSpot's CRM.
<https://www.hubspot.com/marketing/free/f160>
- **Canva:** Great for creating visually-appealing email graphics, headers and branded templates. Works well in combination with any email marketing platform. <https://www.canva.com/>
- **Really Good Emails:** A curated gallery of inspiring, effective email campaigns. Helps small business owners see what works in design, copy and layout. <https://reallygoodemails.com/>



RESOURCES

- **Litmus:** A testing tool for checking how emails render across different devices and platforms. Ensures professional-quality campaigns. <https://www.litmus.com/>
- **Milled:** Search by brand to view all emails sent in the past year. Great for tracking competitors' campaigns and getting inspiration for your own emails. <https://milled.com/>
- **Mailcharts:** Search by email type or theme (holidays, sales, emojis, etc.) to see what other brands are doing. Helps with strategic planning and benchmarking. <https://www.mailcharts.com/>
- **Campaign Monitor Blog:** Tips on design, deliverability and automation. <https://www.campaignmonitor.com/resources/guides/>
- **HubSpot Academy:** Free courses on email marketing strategy. <https://academy.hubspot.com/courses/email-marketing>
- **Litmus Blog:** Best practices and case studies for small business email campaigns. <https://www.litmus.com/blog>



NEXT IN THE SERIES

April 23, 2026

Session 5: Advertising & PR Opportunities for Small Businesses

Learn how to elevate your public perception and awareness with affordable advertising, sponsorships, PR support and more.



THANK YOU

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