



Best Practices in Email Marketing: A Case Study

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Marketing Services
UBC Continuing Studies



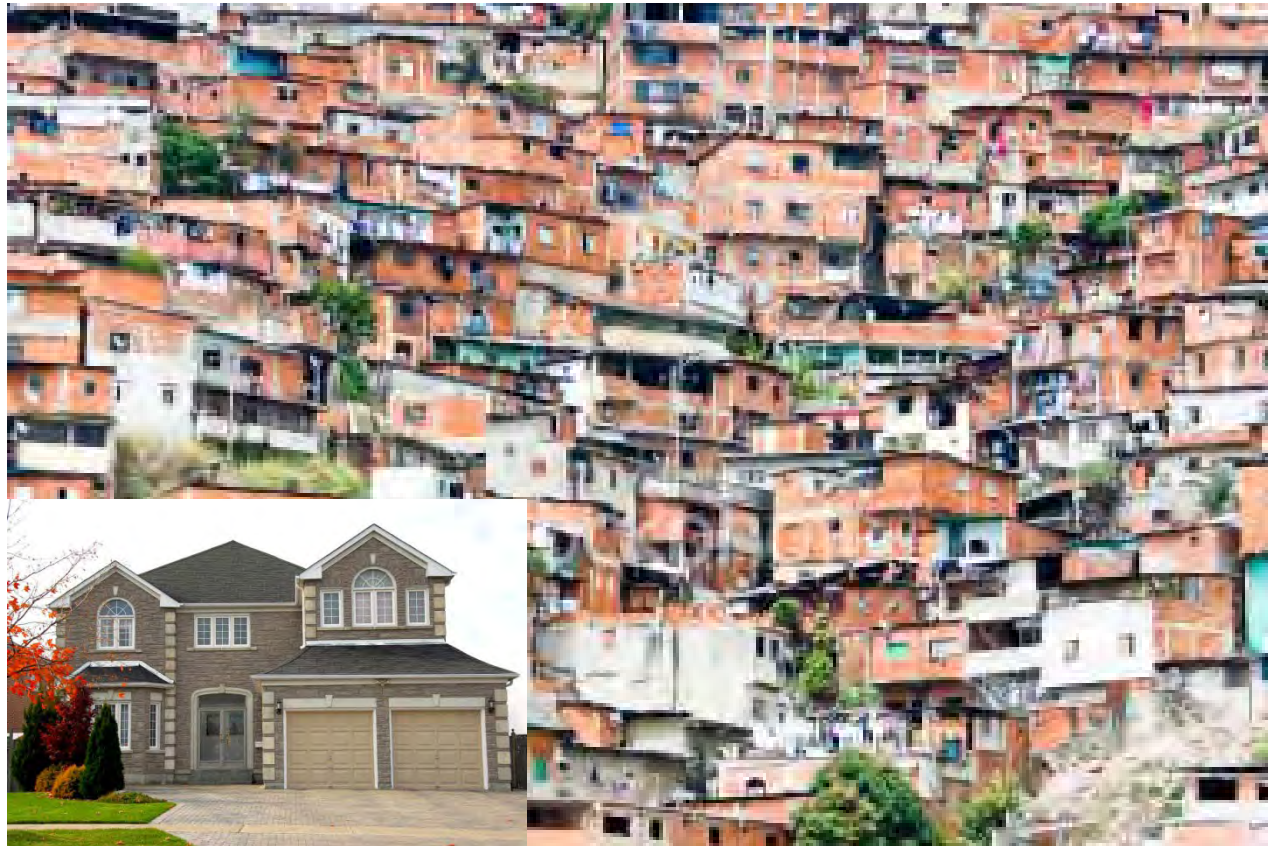
Best Practices in Email Marketing

- The Email Landscape
- The UBC Continuing Studies Experience
- Laying the Foundation
- Building Your Message
- Additions / Renovations

The Email Landscape - Then



The Email Landscape - Now





So Why Use Email Today?

“Email adoption and use by consumers and businesses alike remain strong, with 153 million online adults regularly using email by 2014.”

Source: US Email Marketing Forecast, 2009 To 2014, Forrester Research, June 2009

Online Behaviour of Adult Learners

- 79% use email, send text messages
- 65% use search engines, read online reviews
- 32% read blogs, download video/podcasts
- 9% comment on blogs, post online reviews
- 6% publish a blog or website

*Source: Demand Engine Adult Learner Communication Survey
Q4 2009, as reported at UCEA Conference, Feb 2010*



Best Practices in Email Marketing

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- **The UBC Continuing Studies Experience**
- Laying the Foundation
- Building Your Message
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UBC Continuing Studies Experience

- Started email marketing in 2002
- Currently send approx 15-20 email campaigns per month to 2000+ recipients
- 35% of marketing mix

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Our Set Up...not





Our Set Up

- Staff of 8 (5.67 FTE), includes 3 program liaison and 1 (overworked) web developer
- No direct cost to program areas



Our Primary Goals

- Communicate with current and former students
- Reach out to prospects



Types of Messages

- Courses or program starting soon
- Information sessions
- Deadlines, special offers
- Single-minded message with single call to action



The End Goal?

Bring them to your website



Email Marketing Advantages

- Complement other promotion
- Reinforce our brand
- Timeliness
- Track and measure response



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Good Email Marketing

Relevant products or services to a **target** audience who have **consented** to being contacted.



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Best Practices to Consider

1. Permission
2. CAN-SPAM
3. Institutional policies



Permission

- Pre-existing business relationship
- Affirmative consent



Permission Reminders

Pre-existing relationship

We sent you this message because you have taken a course or program with UBC Continuing Studies. You may [unsubscribe](#) if you no longer wish to receive our emails. [Privacy Policy](#)

Affirmative consent

NOTE: We sent you this message because you subscribed to [ubc-multimedia-web] list administered by UBC Continuing Studies with the email address: doina.strusievici@ubc.ca. You may [unsubscribe](#) if you no longer wish to receive emails from this list. [Privacy Policy](#)

What is CAN-SPAM?





CAN-SPAM

**Controlling the
Assault of
Non-
Solicited
Pornography
and
Marketing Act**



The *Other* CAUCE

Coalition **A**gainst **U**nsolicited
Commercial **E**mail



CAN-SPAM Basics

- Straightforward subject line
- Honest and truthful message
- Identify your company or brand as the sender
- Physical address included in your email
- Unsubscribe instructions or opt-out link
(Guarantee to process unsubscriptions within 10 business days)



Institutional Policies

- Check your institution's policies regarding privacy and information sharing.



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Privacy Policy

The University of British Columbia Continuing Studies supports the protection of privacy and the freedom of information in accordance with:

- [UBC Policy #118, Records Management](#)
- [UBC Policy #106, Access to and Security of Administrative Information Systems](#)
- All applicable Canadian federal, provincial and local laws and statutes, including the Freedom of Information and Protection of Privacy Act R.S.B.C. 1996 c. 165, sections 26(a) and 26(c)

For further information on [Freedom of Information at UBC](#), please contact the Freedom of Information Coordinator by e-mail at christina.ulyeteg@ubc.ca.

Commitment to Privacy

Personal information provided on the registration form is collected pursuant to section 26 of the *Freedom of Information and Protection of Privacy Act* ("FIPPA"), RSBC 1996, c.165, as amended. The information will be used for the purposes of: admission; registration; academic progress; notification of future courses; and operating other UBC-related programs. UBC collects, uses, retains and discloses information in accordance with FIPPA. UBC may share and disclose personal information within the University to carry out its mandate and operations. Information, in aggregate form only, may also be used for research purposes and statistics.

Should you have any questions about the collection of information, please contact Manager, Marketing Services, UBC Continuing Studies, 410-5950 University Boulevard, Vancouver, BC, V6T 1Z3.



Who to Send your Email to?

- Students – current and former
- Subscription lists – prospects
- Partner lists



Student Lists

Must be RELEVANT

- Prerequisites
- Location

Target your message to those who are most likely to find it relevant.



Subscription Lists

Program Updates

SUBSCRIBE NOW



[Sign up](#) to receive information about upcoming course dates and other news.



Fulfill your Promise

SUBSCRIBE TO PROGRAM NEWS AND UPDATES

Subscribe to one or more of our email lists to receive valuable information about the UBC Continuing Studies programs you are interested in. On a regular basis you'll receive emails about upcoming information sessions, program deadlines, special course offerings and noteworthy industry-related events.

How to Send Your Email





Email Management Software

- In-House (UBC CS - Lyris)
- Third-Party Email Provider (e.g., Constant Contact, Mail Chimp, Vertical Response)



Benefits of Email Management Software

- Metrics for emails sent, opened, links clicked
- Scheduling
- List creation & management
- Segmentation



When to Send Emails

- Programs: several months or more before start
- Courses: several weeks
- Reminders: a couple of days



Delivery Timing

- Think of audience
- Mid-week (Tues, Wed) better than beginning or end of week
- Mid-day better than mornings or evenings



Campaign Example

Recent Information Session for
Immigration Practitioner program



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Email 1



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Studies**

UBC CERTIFICATE IN IMMIGRATION: LAWS, POLICIES AND PROCEDURES

Free Information Session Monday, April 19

The next program begins in September 2010. Attend this free information session to learn about the growing field of immigration consulting and how to prepare for an exciting new career. Get valuable information before you apply to the program at the upcoming information session.

Information Session:

Monday, April 19, 6-8pm

UBC Robson Square, 800 Robson Street, Vancouver

The UBC Certificate in Immigration: Laws, Policies and Procedures is a part-time program delivered in a combined in-class and online format that takes place from September 2010 to June 2011. Classes are held in the evenings at UBC Robson Square in downtown Vancouver.

[Find out more and reserve your seat today.](#)

This certificate program is accredited by the Canadian Society of Immigration Consultants (CSIC).

Centre for Intercultural Communication | UBC Continuing Studies
410-5950 University Boulevard | Vancouver, BC, Canada V6T 1Z3 | 604-822-1437

NOTE: We sent you this message because we thought you would be interested in this program. You may [unsubscribe](#) if you no longer wish to receive our emails. [Privacy Policy](#).



Email 2



UBC CERTIFICATE IN IMMIGRATION: LAWS, POLICIES AND PROCEDURES

Reminder: Information Session Monday, April 19

This is a reminder that you have registered to attend a free information session to learn about the growing field of immigration consulting and how to prepare for an exciting new career. Get valuable information before you apply to the program at the upcoming information session.

Information Session:

Monday, April 19, 6-8pm

UBC Robson Square, 800 Robson Street, Vancouver

Note: Your completed program application form and supporting documents may be submitted at the information session.

[See a map of how to get to UBC Robson Square.](#)

The [UBC Certificate in Immigration](#) is accredited by the Canadian Society of Immigration Consultants (CSIC).


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410-5950 University Boulevard | Vancouver, BC, Canada V6T 1Z3 | 604-822-1437

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Email 3



UBC CERTIFICATE IN IMMIGRATION: LAWS, POLICIES AND PROCEDURES

Earlybird Tuition Deadline Wednesday, June 30

Thank you for attending the information session for the UBC Certificate in Immigration last month. If you are interested in applying to the Fall 2010 program, we encourage you to submit your application to take advantage of our earlybird tuition discount.

Earlybird Special: Upon acceptance into the program, **save \$100** on tuition if you submit your payment by Wednesday June 30, 2010.

[Find out more and apply.](#)

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A Solid Foundation

- Ongoing time and resources
- Need an email strategy



Best Practices in Email Marketing

- The Email Landscape
- UBC Continuing Studies Experience
- Laying the Foundation
- **Building Your Message**
- Additions / Renovations



Building Your Message

- Making it to the inbox
- Getting your message opened
- Getting your message read and responded to



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Making it to the Inbox

- Follow CAN-SPAM guidelines
- Use a quality permission-based list
- Keep your promises, keep it relevant and timely - be respectful



Getting Your Message Opened

- Most people will not open your email
- Excellent open rate is 30%; average is 22%
- Emails are opened right away or not at all



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Windows Live Hotmail - Mozilla Firefox

http://co106w.co106.mail.live.com/default.aspx?wa=wsignin1.0

Windows Live Home Profile People Mail Photos More MSN Search the web bing

Maureen sign out

Hotmail m.docherty@hotmail.com

Inbox (464) Junk (24) Drafts Sent Deleted (5) Canadian Living (186) Contests Friends and Family Information (1) JQ Stuff Kid stuff Laundry Misc. Recipes (37) Shopping Travel Work Stuff (9) Manage folders

Sort by Search your e-mail document write(ClearlyContacts.ca

Reply Reply all Forward Full view

Weekly Travel Specials - May 11, 2010

From: UNIGLOBE Geo Travel (InfoVantsland@uniglobetrrips4u.com)
Sent: May 11, 2010 3:01:32 PM
To: m.docherty@hotmail.com (m.docherty@hotmail.com)

To display this email in a browser, please click here
Never miss the latest last-minute deals: Add InfoVantsland@UNIGLOBEtrips

UNIGLOBE Geo Travel
WEEKLY TRAVEL SPECIALS
Vancouver Island Offices
May 11, 2010
[Geo.ca](#) | [Sign Up / Subscribe](#) | [Unsubscribe](#)

IMPORTANT TRAVEL UPDATES
All travellers need to have proof of extra medical insurance upon arrival in Cuba starting May 1, 2010. [Click here for more information.](#)

EUROPE
FLY, CRUISE & SAVE! Save up to \$200 on your roundtrip flight when booked in conjunction with a cruise! (Book by June 30, 2010, Call for complete details)
AIR ONLY - From \$149
From Vancouver / Air ONLY, call for accommodation / Taxes additional
Manchester - June 8 - 16, 2010 SALI
London - May 22 - 28, 2010 SALI
Frankfurt - June 8 - 16, 2010 SALI
MORE... [Click here for more EUROPE AIR-ONLY Specials!](#)
PACKAGES
DOMESTIC CITY PACKAGE (Includes Seattle) From \$899

3 Receive your order within 24 hours. SEE CLEARLY

Page 1 2 3 4 ... 17

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Transferring data from h.msn.com...

Slide 9 of 10 "Blank" English (U.S.)

Start Inbox - maureen.marriok... Notes-2-Presentation.do... Microsoft PowerPoint - [...]

Windows Live Hotmail... 1:20 PM



Getting Your Message Opened *...continued*

- Decision to open or not is made in three seconds
- One second is spent on the sender
- Remaining two seconds goes to the subject line



Sender Name

- Sender name should be institution's name (not an individual)
- Be consistent – don't confuse your recipients



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The screenshot shows a Mozilla Firefox browser window with the URL <http://co106w.col106.mail.live.com/default.aspx?wa=wsignin1.0>. The browser tabs include "UBC Continuing Studies cour...", "Email Marketing on the Rise |...", "Windows Live Hotmail", and "The CAN-SPAM...". The page title is "Windows Live Hotmail" and the user is logged in as "m.docherty@hotmail.com".

The Hotmail interface shows a navigation bar with "Home", "Profile", "People", "Mail", "Photos", "More", and "MSN". The left sidebar lists folders: "Inbox (445)", "Junk (25)", "Drafts", "Sent", "Deleted (35)", "Canadian Living (186)", "Contests (3)", "Friends and Family", "Information (1)", "JQ Stuff", and "Kid stuff".

The main inbox area displays a list of emails. The email "UBC Continuing Studies" is highlighted with a red circle. The email details are as follows:

Subject	Date
Elle Canada Newsletter	10/05/2010
Pier 1 Imports	10/05/2010
newsletters@frommers.com	10/05/2010
Ipsos News Alerts	08/05/2010
UBC Continuing Studies	05/05/2010
Style at Home Newsletter	05/05/2010

The selected email "UBC Continuing Studies" has the subject "Summer Institutes: Registration Now Open". The preview pane on the right shows the start of the email content: "Canadians be Truster" and "Afghan De".



Sender: email address

- Must match sender name

Subject: Register Now for Spring Language Courses
From: "UBC Continuing Studies" <languages@cstudies.ubc.ca>
Date: Wed, 31 Mar 2010 17:15:00 -0800
To: maureen.marriott@ubc.ca

- Emails to this address must be responded to – promptly!



The Subject Line

- “2-2-2” rule for subject lines:
2 seconds, first 2 words, why should I look at this today?
- Convey a sense of urgency
- Front-load your message; make it short (40 characters or less)



Continuing Studies

Subject: Two Weeks Left to Save: Web Design Program
From: "UBC Continuing Studies" <client-services@cstudies.ubc.ca>
Date: Tue, 25 May 2010 13:16:33 -0800
To: Maureen Marriott <maureen.marriott@ubc.ca>

You can view this message on the web by pasting the address below into your browser:
<http://www.tech.ubc.ca/email/1005-MM-w2.html>



Continuing Studies

Web Design Summer Program

July 5-23, UBC Robson Square

Only Two Weeks Left for the Earlybird Rate

This three-week intensive program is your introduction to creating graphically rich websites using Adobe Photoshop, Dreamweaver and Flash. Learn from expert instruction and hands-on activities in supervised Mac labs and create a dynamic, interactive website for a



Getting Your Message Read and Responded To

- Keep the message body short and “scannable”
- Single-minded message vs. scatter-shot approach
- Try to have essential message and call to action “above the fold”



Formatting and Layout

- If using HTML emails, always provide text-only option
- Use HTML to emphasize the most important information
- TEST your HTML email in a variety of email clients and browsers



Continuing Studies

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Monday to Friday, July 5-23, 10:30am-5:30pm, UBC Robson Square in downtown Vancouver. Re

Find out more at www.tech.ubc.ca/mmsummer/summer-institutes.html.

UBC Continuing Studies

800 Robson Street | Vancouver, BC V6Z 3B7 | Tel: 604-822-1420

You can view this message on the web by pasting the address below into your browser:
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Using Images

- Use images sparingly, and always provide “alt text” - descriptive tags
- Don't give the top space up to large images
- Don't use images to convey information – they are blocked in MOST email clients



Continuing Studies

Subject: Hot Summer Savings - 25% off & the Shipping's on us!
From: "SportChek.ca" <SportChek.ca@em.sportchek.ca>
Date: Tue, 25 May 2010 08:01:14 -0400
To: maureen.marriott@ubc.ca

If you cannot view this email, please [click here](#) to view an online version.



[STORE LOCATOR](#) | [GIFT CARDS](#)

[FOOTWEAR](#) | [APPAREL](#) | [OUTERWEAR](#) | [GEAR](#)

GOLF EXPERTS™
[ENTER PRO SHOP](#)

**HOT SUN
COOL GEAR**

Great deals on summer styles



Continuing Studies

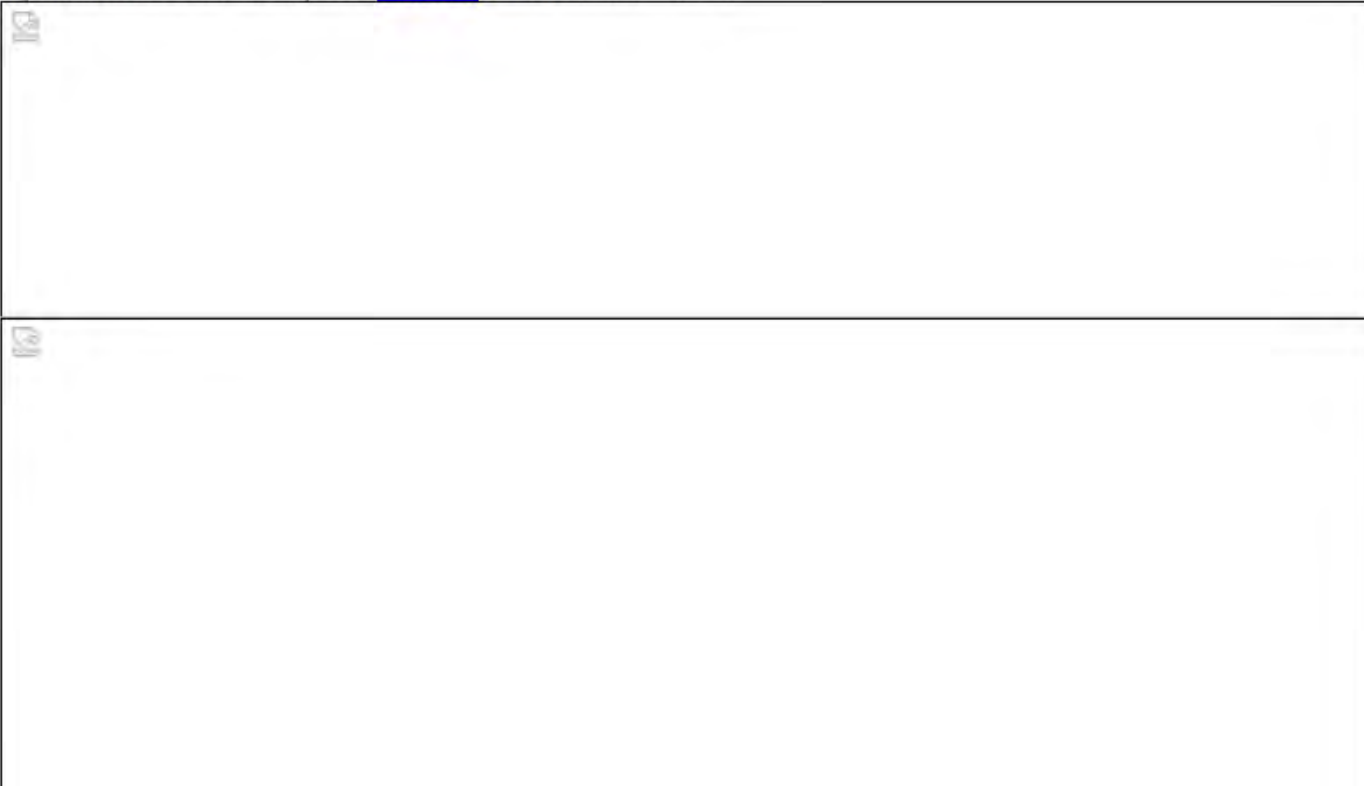
Subject: Hot Summer Savings - 25% off & the Shipping's on us!

From: "SportChek.ca" <SportChek.ca@em.sportchek.ca>

Date: Tue, 25 May 2010 08:01:14 -0400

To: maureen.marriott@ubc.ca

If you cannot view this email, please [click here](#) to view an online version.





Call to Action

- Limit the choices: single link to your website
- Clear call to action – but not too hard-sell
- Provide text link; avoid “click here”



Continuing Studies

Subject: Two Weeks Left to Save: Web Design Program
From: "UBC Continuing Studies" <client-services@cstudies.ubc.ca>
Date: Tue, 25 May 2010 13:16:33 -0800
To: Maureen Marriott <maureen.marriott@ubc.ca>

You can view this message on the web by pasting the address below into your browser:
<http://www.tech.ubc.ca/email/1005-MM-w2.html>



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Monday to Friday, July 5-23, 10:30am-5:30pm, UBC Robson Square in downtown Vancouver. **Register by June 7 to save \$210 with the earlybird rate.**

[Find out more.](#)

UBC Continuing Studies
800 Robson Street | Vancouver, BC, Canada V6Z 3B7 | Tel: 604-822-1420

NOTE: We sent you this message because you subscribed to [ubc-multimedia-web] list administered by UBC Continuing Studies with the email address: maureen.marriott@ubc.ca. You may [unsubscribe](#) if you no longer wish to receive emails from this list. [Privacy Policy](#)



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- **Additions / Renovations**



Additions, Renovations... Tracking Results

- Email management systems can provide data on results– use it!

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LYRIS ListManager Welcome: marriott@mail.cstudies.ubc.ca | Logout
 List: lct1004-ig-imm Language: English

Mailing Overview

Reports : Mailings : Mailing Overview

Mailing/Campaign: Mailing: 4/21/2010 11:35:18 AM (id:562822)

Mailing type: list Segments targeted: All of list

Subject: Register Now for May Immersion Weekend Campaign:

Sent date: 2010-04-21 11:39:00

Quicklinks:
[Tracking Summary](#)
[View Mailing](#)
[View Opens](#)
[View Clickthrough Tracking](#)

Delivery	Opens	Membership Changes	Conversion Pipeline
Total recipients: 208	Unique opens: 76 (36.5%)	Subscribes: 0 (0.0%)	<p>Mailed: 208</p> <p>Received: 204</p> <p>Opens: 76</p> <p>Clicks: 18</p>
Successfully sent: 204 (98.1%)	Total opens: 224	Unsubscribes: 1 (0.5%)	
Soft bounces: 0 (0.0%)			
Hard bounces: 4 (1.9%)			
Recipients remaining: 0 (0.0%)			
Clickthroughs	Clickstreams	Purchases	
Unique clickthroughs: 18 (8.7%)	Unique page hits: 0 (0.0%)	Purchases: 0 (0.0%)	
Total clickthroughs: 145	Total page hits: 0	Units sold: 0	
		Revenue: 0	

Top Clickthroughs, by URL

URL	Unique	Total	Engagement
			Engagement: 0.9

Export
 CSV File Report:



Additions, Renovations... Improving Results

- Conduct a/b testing
- Test only one thing at a time
- Every email is another chance to test and to improve



Conclusion

- We are all email experts
- Use relevancy and respect as your touchstones



Email unto others as you
would have them email
unto you.