

Getting started with email marketing

Peggy Naumann, 26 November 2020



Digital Culture
Network



Housekeeping

- Session will be recorded
- Introduce yourself in the chat
- Ask your questions using the Q&A function

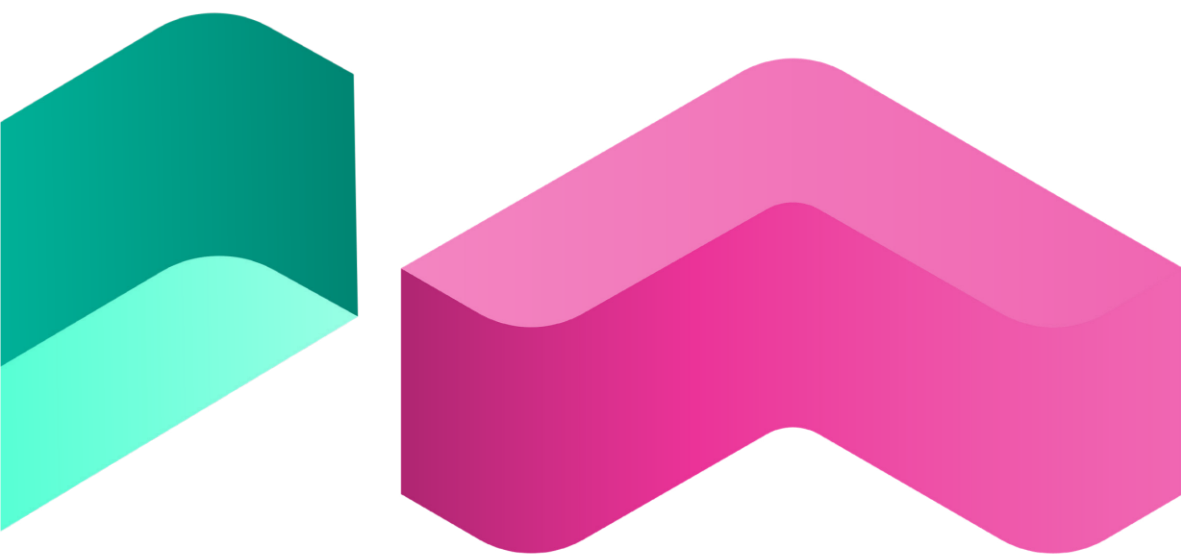
Today's session

- What is email marketing?
- Why are emails an important part of your digital strategy?
- Key emails to include in your strategy
- Top tips for email marketing success
- Q&A

The basics – what is email marketing?

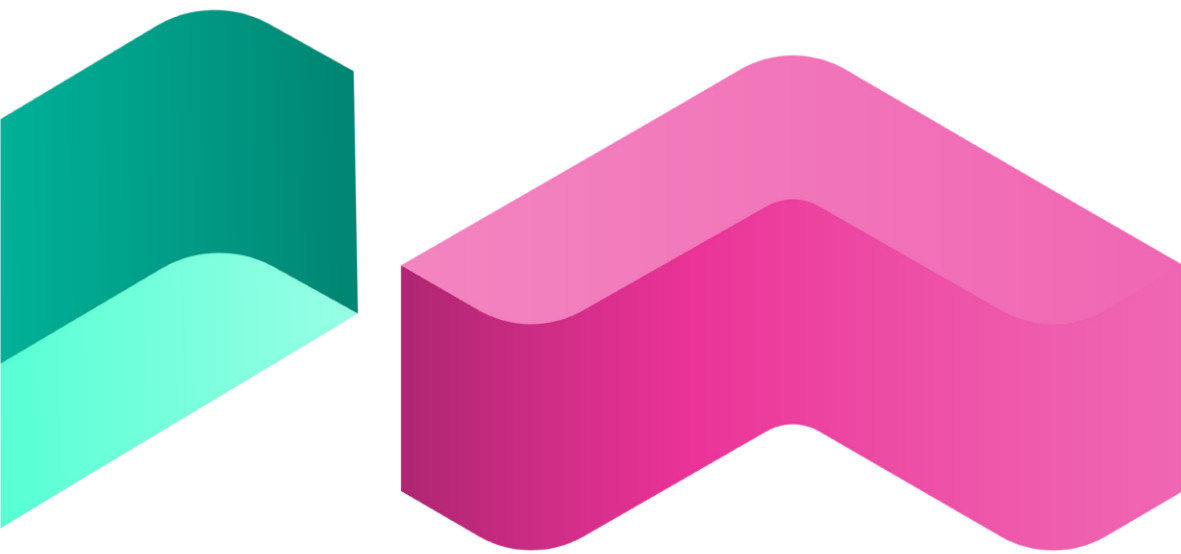
What is email marketing?

- × Pushy sales emails
- × SPAM
- × Using trickery so people will buy your products



What is email marketing?

- ✓ The right information
- ✓ The right people
- ✓ The right time



Why is email marketing so important?

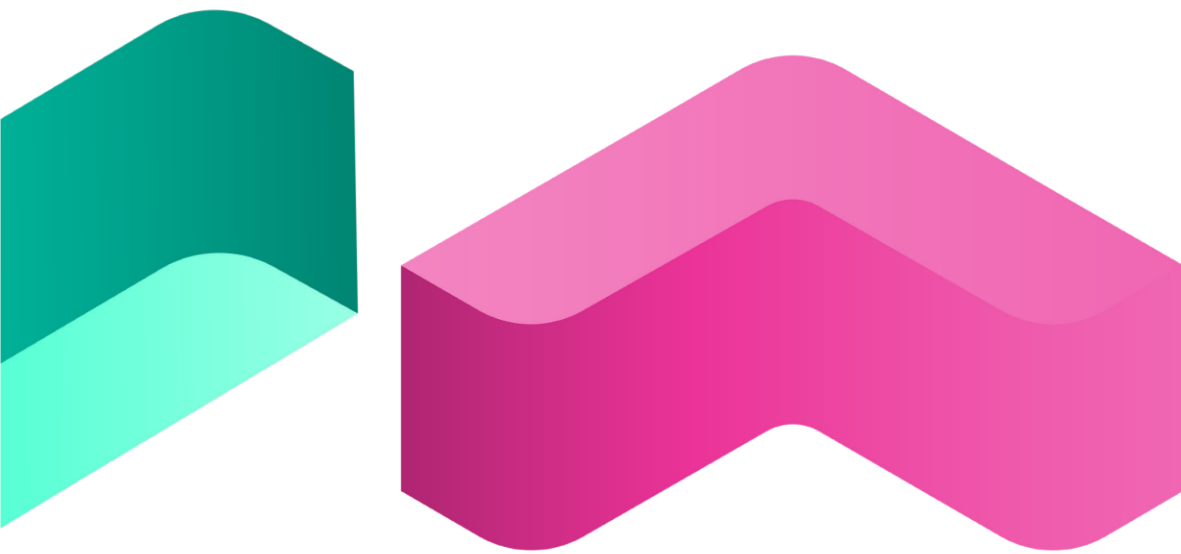
- Customer/audience retention
- Conversions
- Return on investment
- Understanding your audience

Getting started



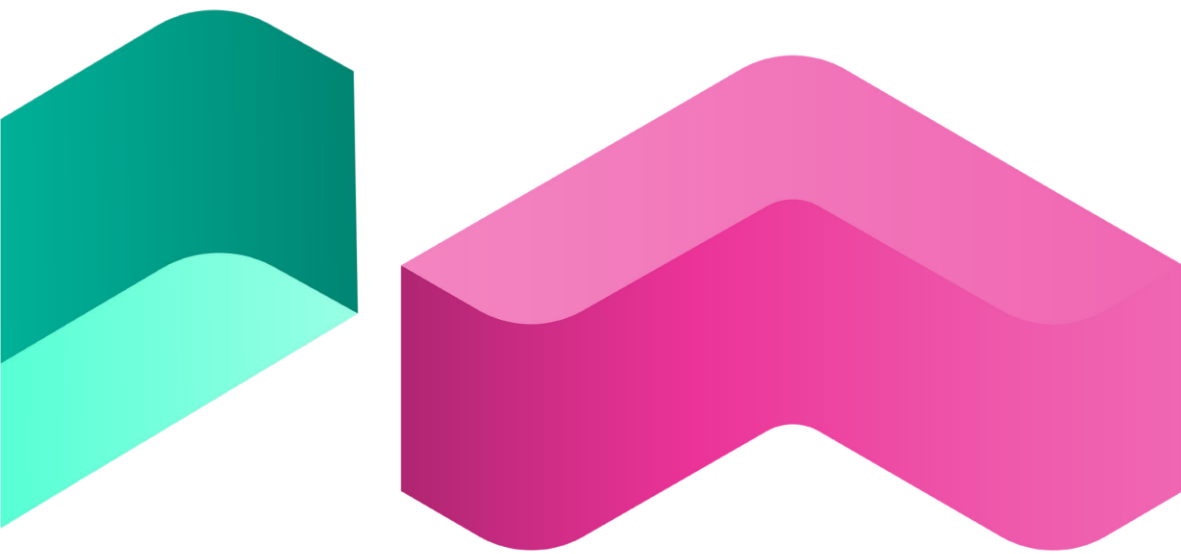
What do you need?

- A sending platform
- An audience
- Some content



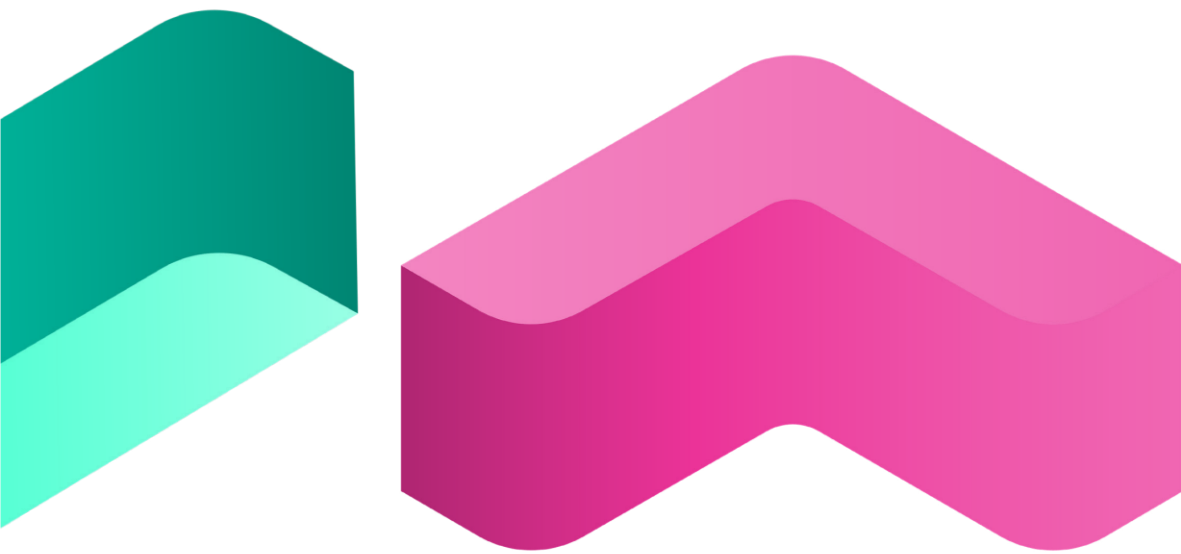
A sending platform

- Budget
- Integrations
- Functionality



An audience

- GDPR compliant
- Dedicated form
- Other online channels
- Offline collection

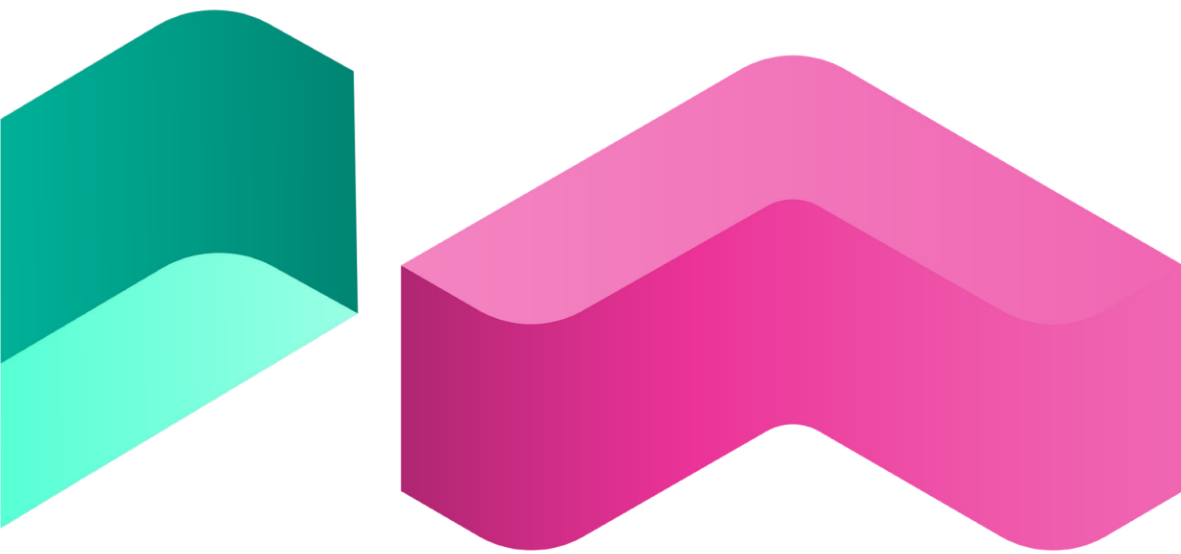


What data to collect

- Email address
- First/given name
- Email preferences
- Location

Content

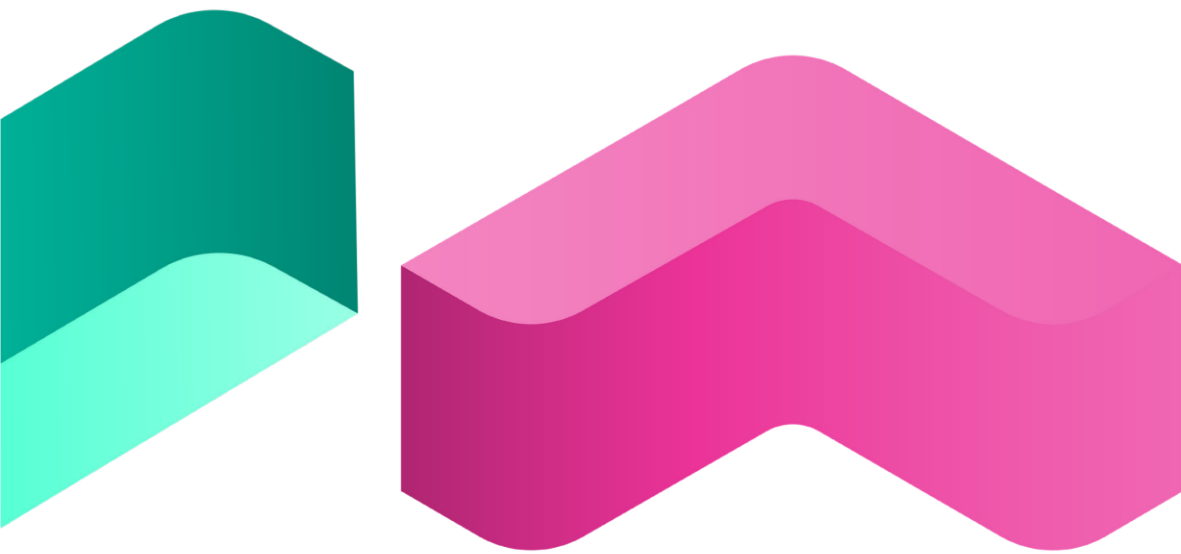
- Emails can be short and sweet
- You can reshare content



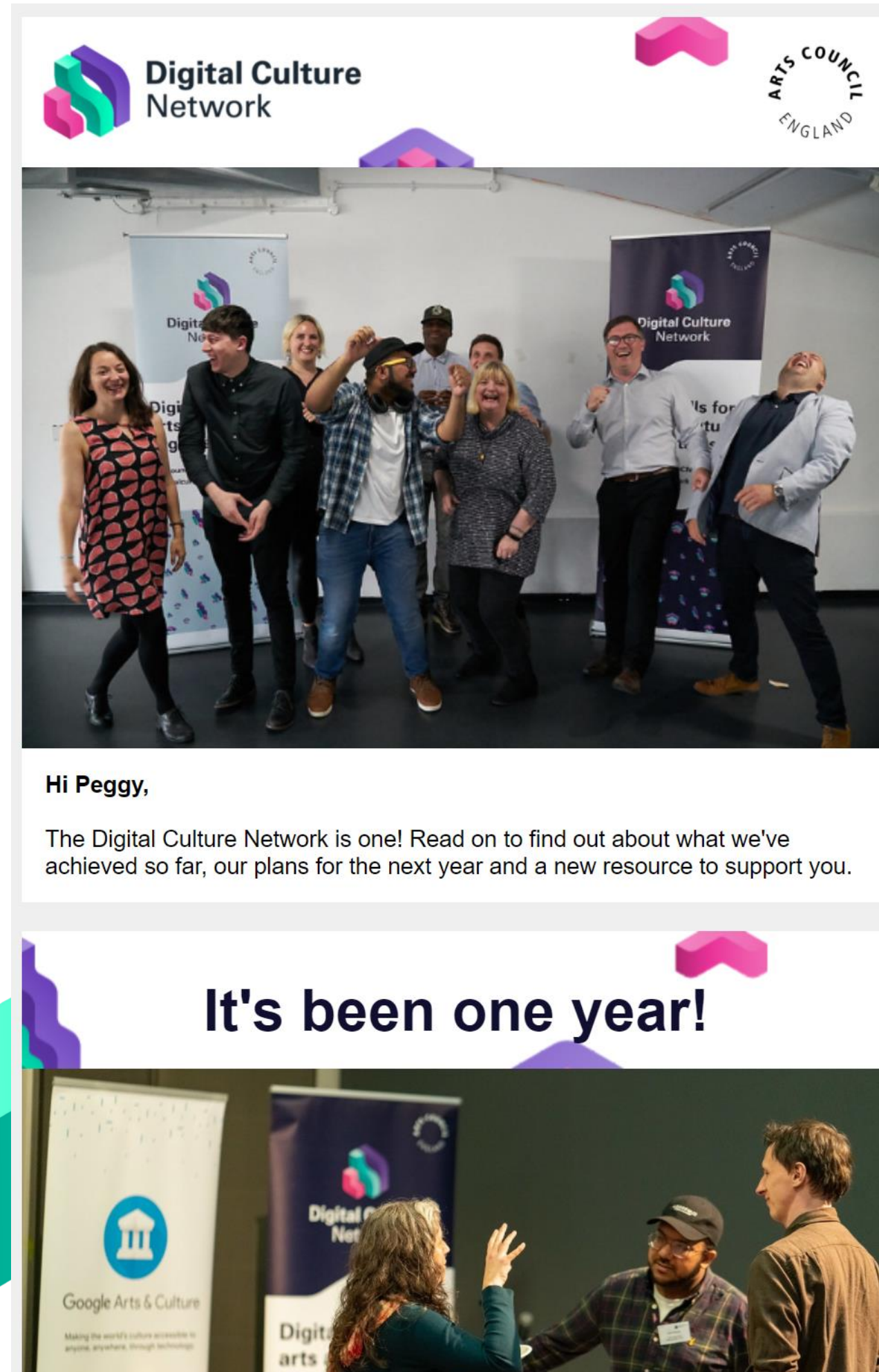
Email 1 – the newsletter

Newsletter

- A news round up
- A single story



The round up




Hi Peggy,


The Digital Culture Network is one! Read on to find out about what we've achieved so far, our plans for the next year and a new resource to support you.

It's been one year!

The single story



some thoughts on failure ...



hello! olá! hej!

This month we thought we'd share some thoughts and feelings about failure after a recent incident that made our hearts sink, as we realised we'd made a huge mistake.

Our journey as Foreign Affairs has been filled with f**k-ups. All journeys are full of mistakes, of course. Some have been artistic – like the time several male characters wore the same grey trousers and the play was later referred to as 'Uncle Vanya's Trousers'. Or the time a shower curtain had to be replaced by blue lighting last-minute, and all of the sudden the show featured nudity. (Note: The actors were beyond amazing with the change of plans, which we're forever grateful about.)

Though most of our mistakes over the years have been operational, as we started off as actors and have learned everything else along the way. Things such as communications, planning, deadlines, finances, etc. (yawn) – all the non-artistic stuff that is part of running a micro-organisation.

We're generally very good at dealing with mistakes, especially after a decade of producing theatre in unconventional spaces, where creative problem solving is our fundamental modus operandi. But this recent f**k-up was a BIG ONE and it took us a few days to forgive ourselves, shake off the feeling of failure and accept that this was yet another lesson learned.

When was the last time you f**ked up? We'd love to hear from you and to know how you deal with mistakes and feelings of failure. Just click the button below to drop us a line.

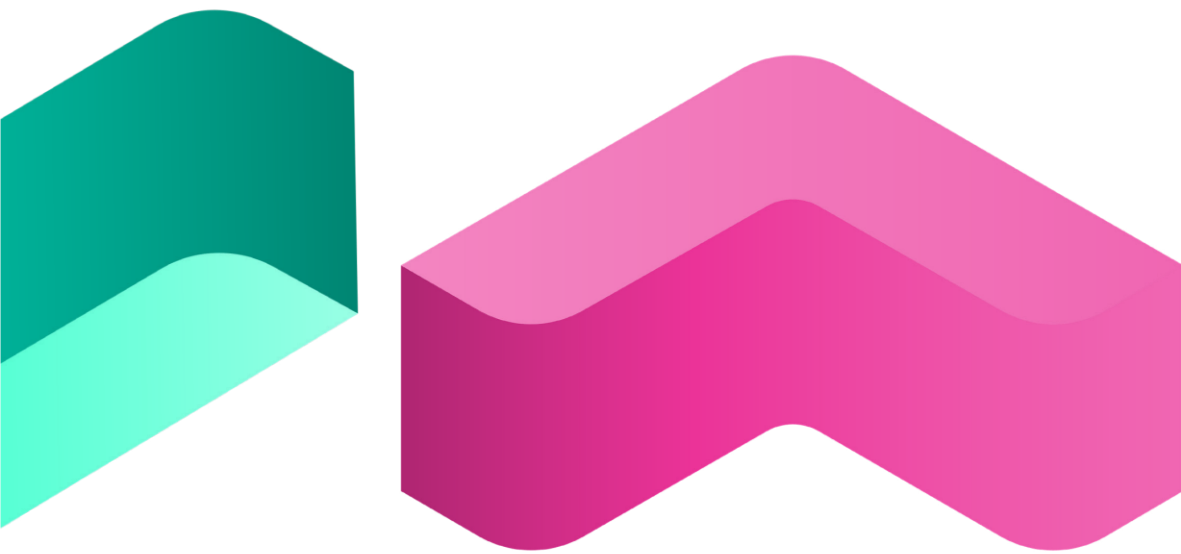
with love,
Camila & Trine

Foreign Affairs theatre company

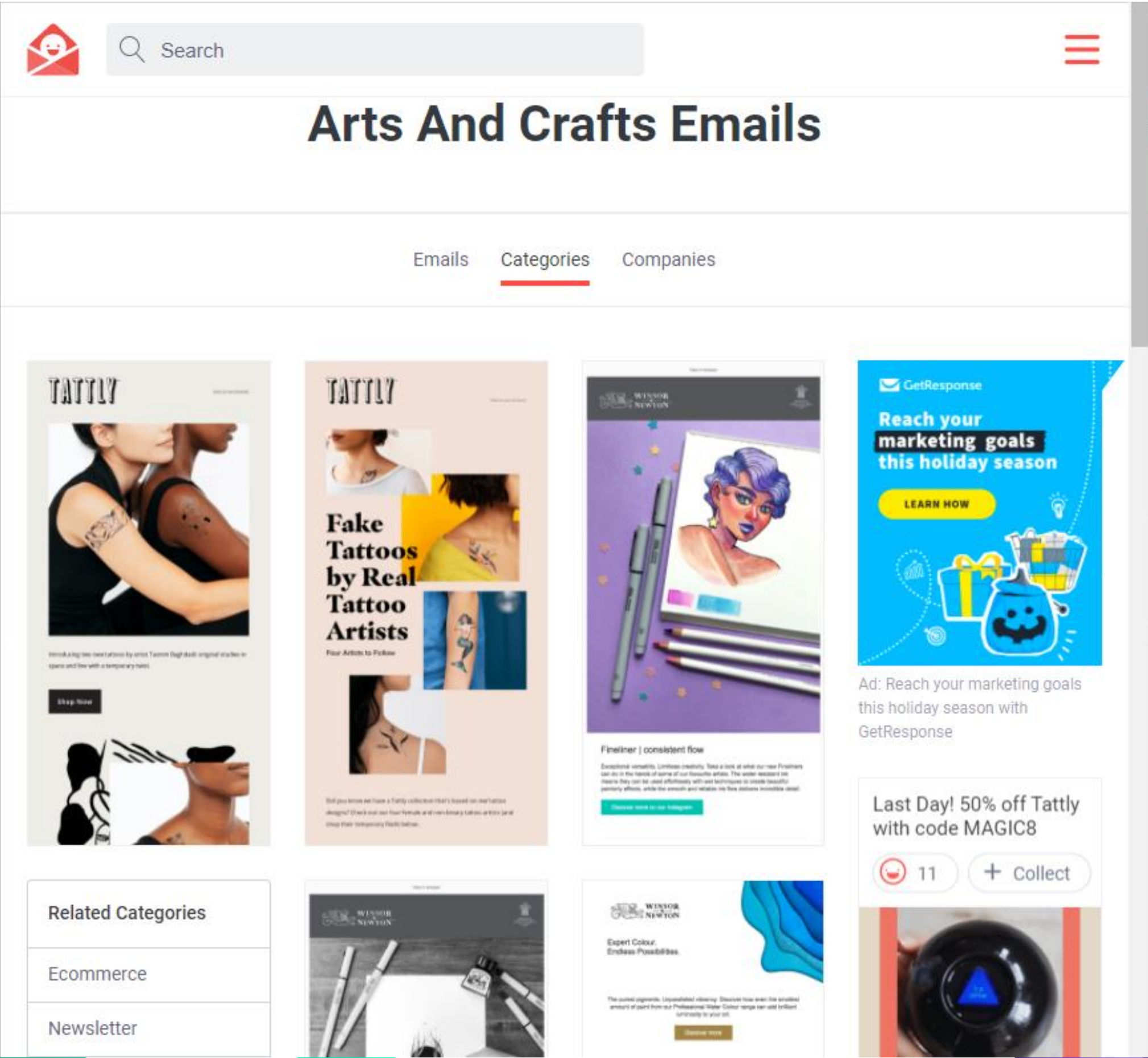
say hello! olá! hej!

PS... whether you're new to Foreign Affairs or have been with us for a while, you may have noticed that the content of our newsletter has changed slightly. We only send two newsletters per month (unless we have something exciting or urgent to share). The first one will cover our latest news and in the second one we'll share some of the things we're thinking about or dealing with at the moment, to give you an insight into the people behind the company.

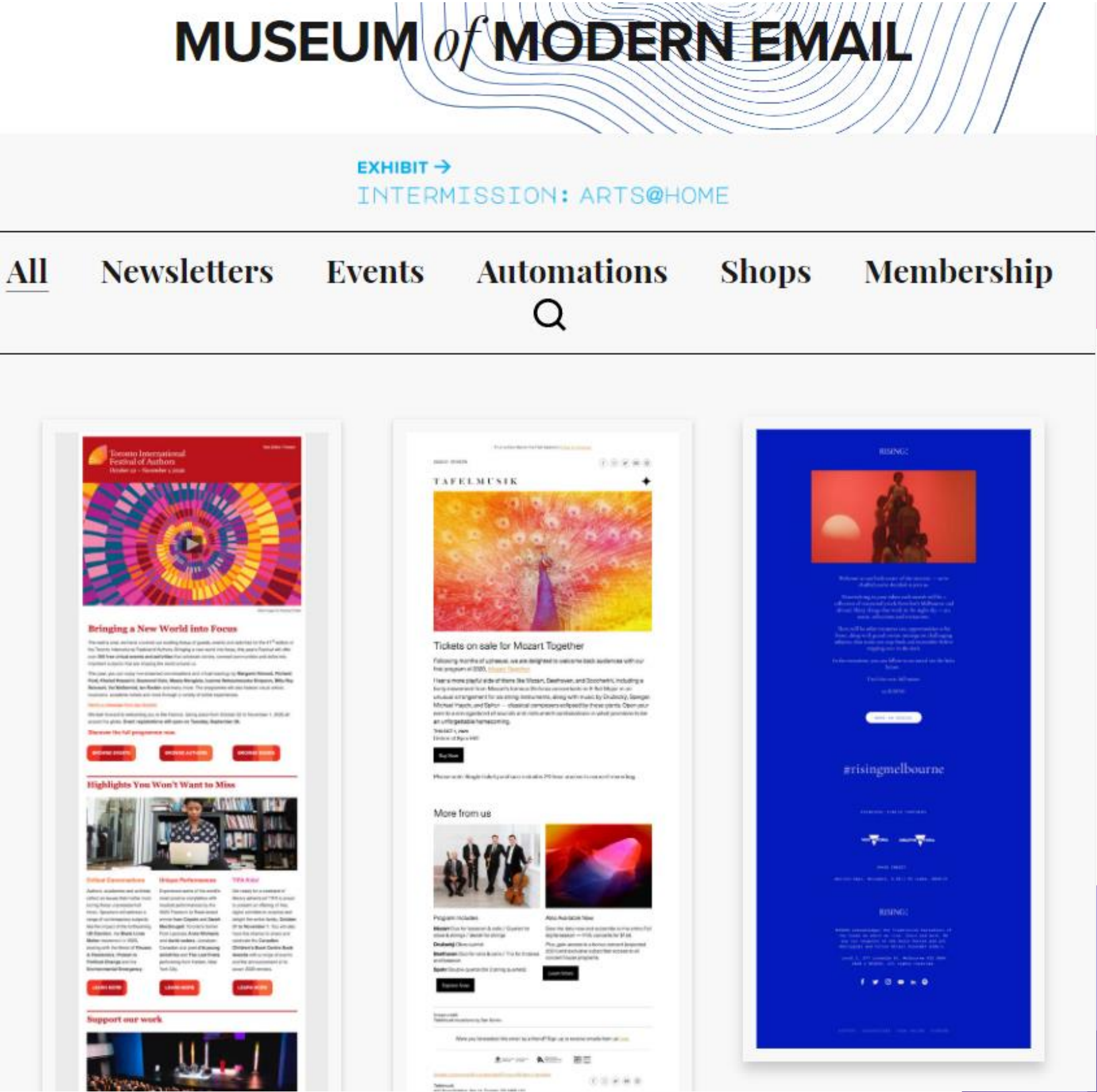
You don't have to stick
to one kind of
newsletter!



Really Good Emails



Museum of Modern Email



Email 2 – the welcome

What's a welcome email?

The Pound Arts logo features the word "Pound" in a large, bold, white sans-serif font, and the word "Arts" in a smaller, white sans-serif font, both set against a solid red rectangular background.

Pound Arts

Hi Peggy.

Thank you for subscribing to Pound Arts email updates. We'll send you weekly notifications of events, discount offers and other news. You can unsubscribe at any time.



Copyright © 2020 Pound Arts, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

Pound Arts: <https://poundarts.org.uk/>

Spike Island



Reto Puffer, *Gewässerzeiten* (2015) Installation view, Spike Island, Bristol. Photograph by Max McClure

THANK YOU FOR SIGNING UP

You'll receive our newsletter at the start of each month with highlights of upcoming exhibitions, events, news and recommendations.

If you wish to, [you can browse past newsletters here](#).

WHO WE ARE

Spike Island is a dynamic arts centre that supports, produces and presents contemporary art and culture. We engage audiences in our work through a diverse programme of exhibitions and events; and we directly support artists through new commissions, studio provision and critically-engaged artist development opportunities that widen access to our programme and facilities. [If you'd like to learn more about Spike Island, click here.](#)



Denzil Forrester, *Dub Dance* (1993) Courtesy the artist and Stephen Friedman Gallery, London

UPCOMING EXHIBITION: DENZIL FORRESTER, *ITCHIN & SCRATCHIN* Opening 17 October 2020

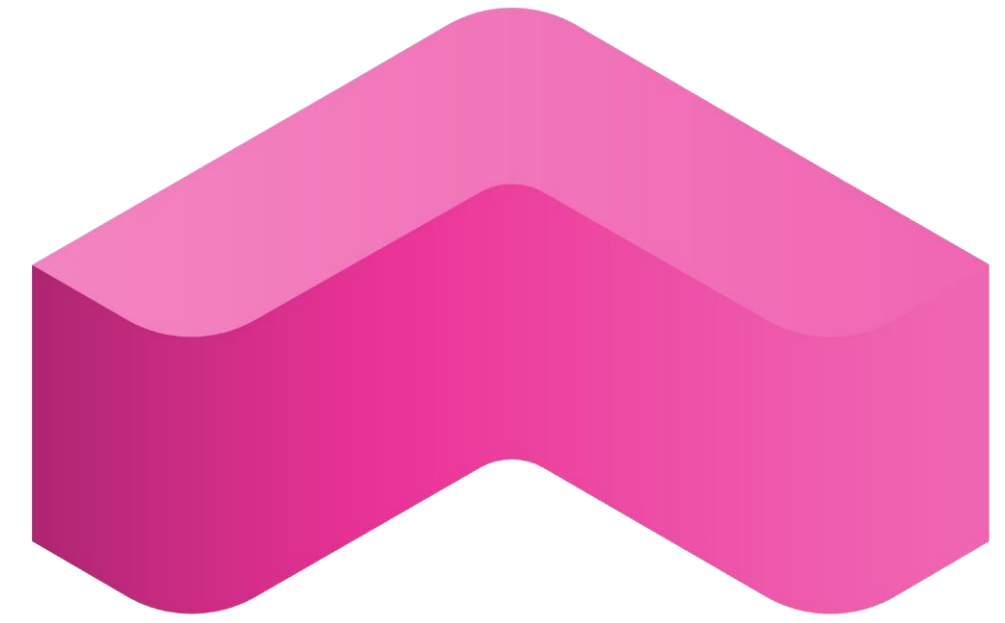
Our galleries reopen with a major solo exhibition by Truro-based painter Denzil Forrester. *Itchin & Scratchin* will include new and existing paintings and works on paper that capture the vibrant energy of the dimly lit dancehalls of 1980s London and the present-day open-air clubs of Jamaica. This exhibition is in partnership with Nottingham Contemporary. [Read more about our upcoming exhibition here.](#)

WHAT'S ON THIS MONTH

Our public programmes include talks, workshops, screenings and performances. [Take a look at our programme page to check what's coming up.](#)

SPIKE ASSOCIATES

Spike Associates are a network of artists, curators, designers, writers and thinkers who are keen to collaborate and experiment with all forms of art. With 24/7 access to a communal workspace, Our members benefit from a year-round programme of events, opportunities and projects are offered exclusively to members, including crit sessions with visiting artists from around the world. You can find [more information about Spike Associates on our website.](#)



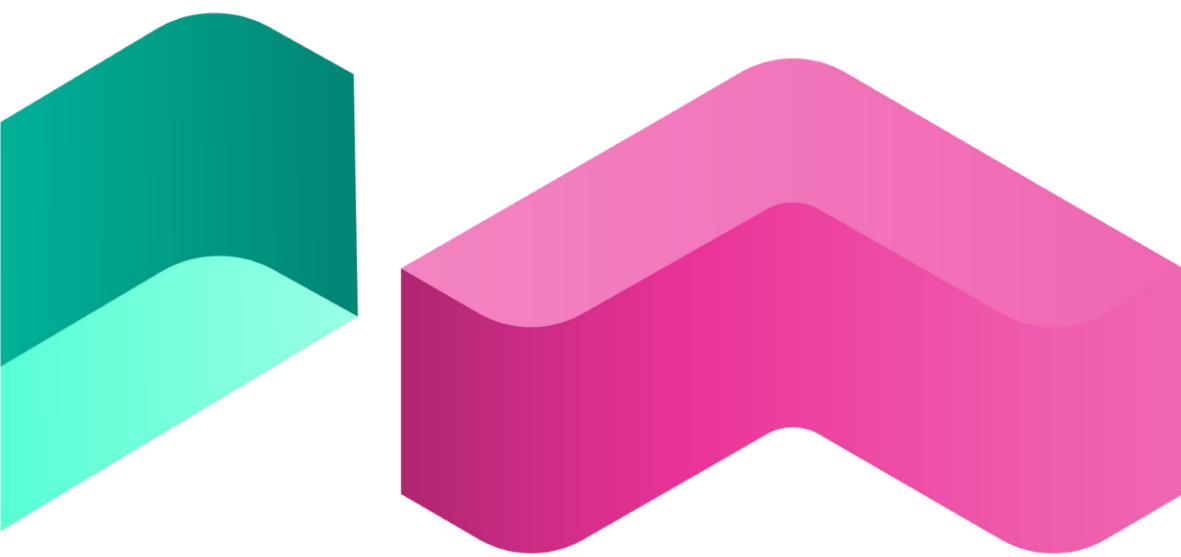
Spike Island, photograph by Lisa Whiting

SUPPORT SPIKE ISLAND

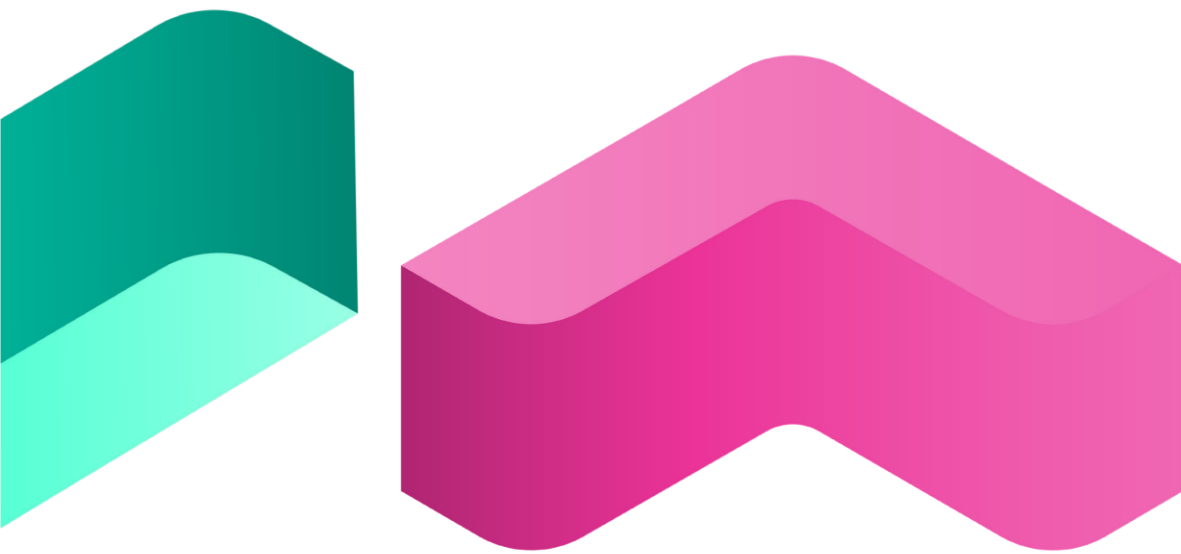
Spike Island's value is shaped by the artists, designers, tenants, associates and audiences that connect with us. It is through the hard work, passion and creativity of our community, past and present, that Spike Island has evolved into a thriving and dynamic arts centre. [Find out how you can support our work.](#)

Why is a welcome email so important?

- Engagement
- Essential information and actions
- Nurturing



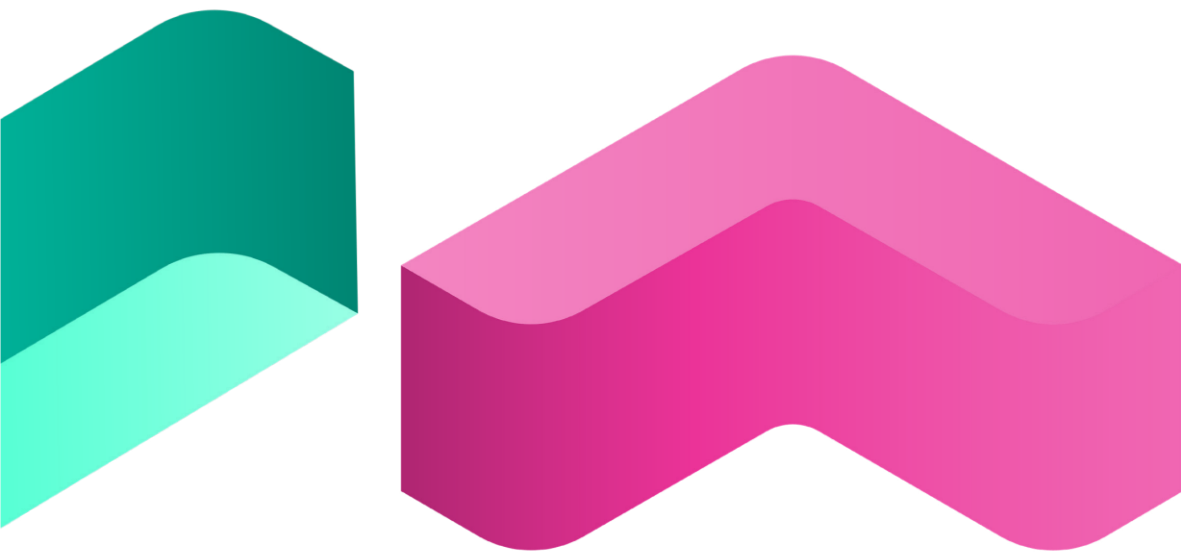
It avoids awkward first
emails




What should go in a welcome email?

- Thank you
- An introduction
- The benefits
- How to update preferences/unsubscribe
- A call to action

What if I have lots of
calls to action?





Problems viewing? [Click here](#)
Call 01803 227 227

The basics


Hello Peggy

Being part of Riverford is about much more than tasty organic food!

We have lots of help, stories and tips to share with you, so we've split the important stuff across five emails.


You'll get one a week, to help you dive into living life on the veg.

First up: the basics...




Spontaneous or steady

We know flexibility matters, so we're not going to tie you in. If you want the convenience you can set up a regular order, with extra top-ups as you go, or you can just order as and when you like.




Changing your order

Your order cut off is **two days before your delivery day**. You have until 11.45pm to change your order online, and until 5pm by phone.



Going away?

If you're going on holiday or expecting a glut from your allotment, simply pause your orders online in your account. We'll remind you when your pause is coming to an end.



Problems viewing? [Click here](#)
Call 01803 227 227


Homegrown food

Hello Peggy

You're all clued up on how to cook it – but where does the food in your box come from?


All our food is ethically sourced and if we didn't grow or make it ourselves, then we know who did.

Not so different from when it all started on a farm in Devon 30 years ago...



From the field to your door


Riverford is one of the only (or perhaps the only!) food companies to grow, deliver, and everything in between. As much of our veg as possible is homegrown (around 75% across the year), on our own organic farms or by UK family farms.




No air-freight

We never airfreight, we import produce by sea and land when UK fields offer little variety, or when it is more eco-friendly to grow staple food, like tomatoes, in a sunnier climate. Whether at home or abroad we only work with organic farmers we know and trust.

[Read more about food transport](#)





Problems viewing? [Click here](#)
Call 01803 227 227

Have your say


Hello Peggy

It's your fifth week with us!

We hope you've enjoyed becoming a fully-fledged member of the Riverford community.


We've shared lots with you over the past few weeks – now it's your turn.

Our customers are our biggest advocates, making everything we do possible. Big or small, your thoughts really matter to us, and we want to hear them. There's lots of ways you can do this...




We want to hear from you

From time to time, we conduct short surveys to get your views on all things Riverford. They usually take less than five minutes, with topics ranging from portion sizes to Christmas to recipe reviews. You may also receive a request directly from [Trustpilot](#) for an independent review of Riverford.



Refer a friend

Introduce someone to Riverford and when they set up a regular order we'll add £15 to each of your accounts as a little thank you.



Find us on Facebook

Follow us on [Facebook](#), [Instagram](#) and [Twitter](#) for latest food and farm

How does it work?

- Automation
- Design your email
- Set the trigger
- Set a delay
- Check the content regularly

A gateway to the wonderful world of automations

- Thank you for your donation
- Thank you for your purchase
- Thank you for booking a ticket

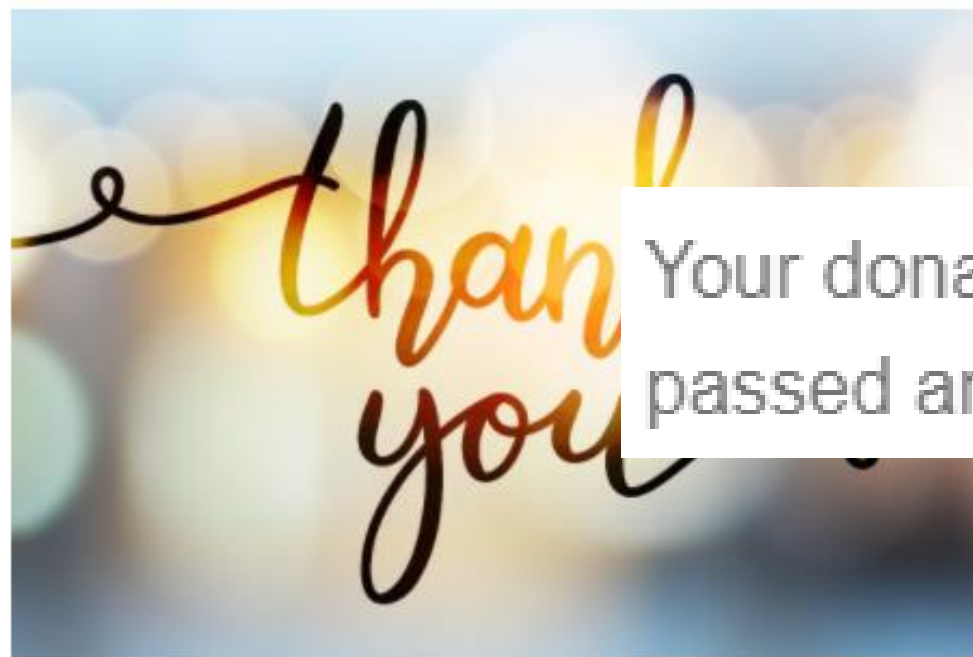
Email 3 – the thank you

What are you thankful for?

- Donations
- Purchases
- Bookings
- Social shares
- Positive reviews

Why are you thankful?

PoundArts



Your donation will help us to fight back once the Coronavirus pandemic has passed and some resemblance of normality has returned.

From all of us at Pound Arts a HUGE thank you for your support. In these exceptional times your generosity is very moving and appreciated,

Your donation will help us to fight back once the Coronavirus pandemic has passed and some resemblance of normality has returned.

Please continue to stay in touch with us via our social media channels, or by [email](#).

ARNOLFINI



M
Photography by Benjamin

Thank you for your kind donation to Arnolfini ahead of your recent visit to our galleries. Your support makes a real difference to our ability to reach audiences who might not ordinarily engage with our programme or who may face barriers accessing our work.



Thank you for your kind donation to Arnolfini ahead of your recent visit to our galleries. Your support makes a real difference to our ability to reach audiences who might not ordinarily engage with our programme or who may face barriers accessing our work.

In an ordinary year, we welcome more than half a million people to Arnolfini's diverse programme of contemporary art, we reach thousands of young people through accessible projects and activities and work closely with our community. Your donation at this critical time supports us to continue to welcome everyone to our work.

If you would like to know more about giving to Arnolfini on a regular basis, please be in touch with [Helen Giffney](#) to discuss other opportunities to support.

Thank you from everyone at Arnolfini, we look forward to welcoming you again soon.

Why send a thank you?

- It's a nice thing to do
- It encourages people to take the action again

Things to consider

- Automations
- What will you thank people for?
- Multiple donations

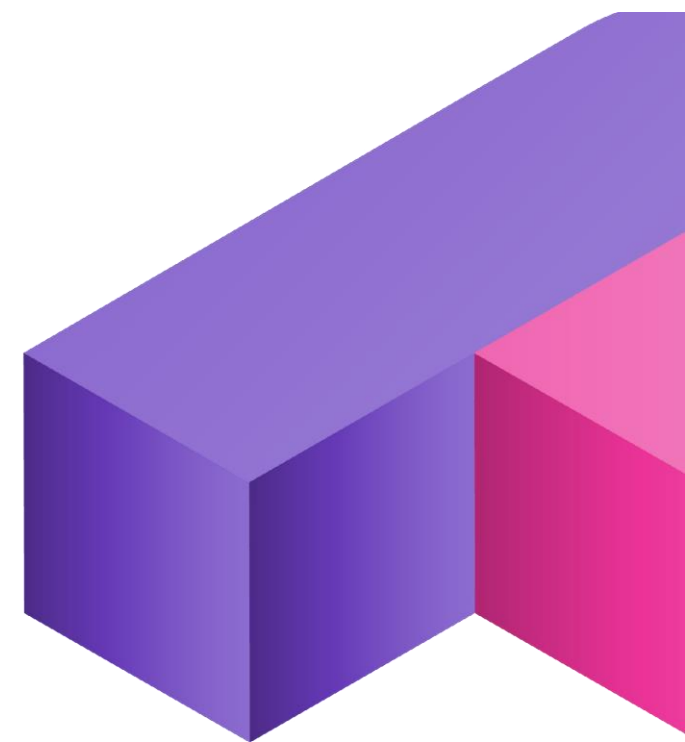
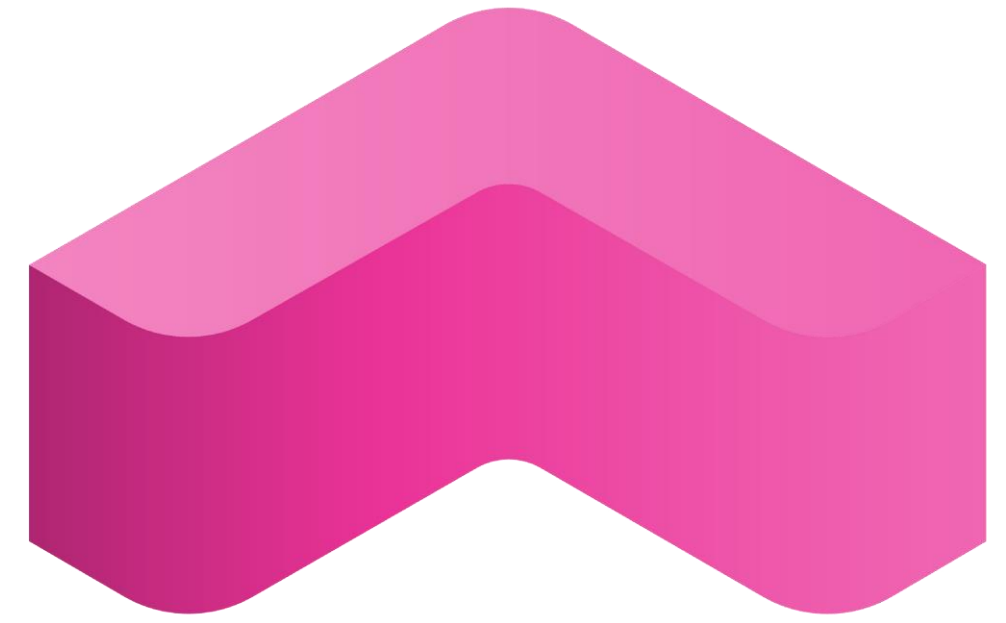
Email top tips



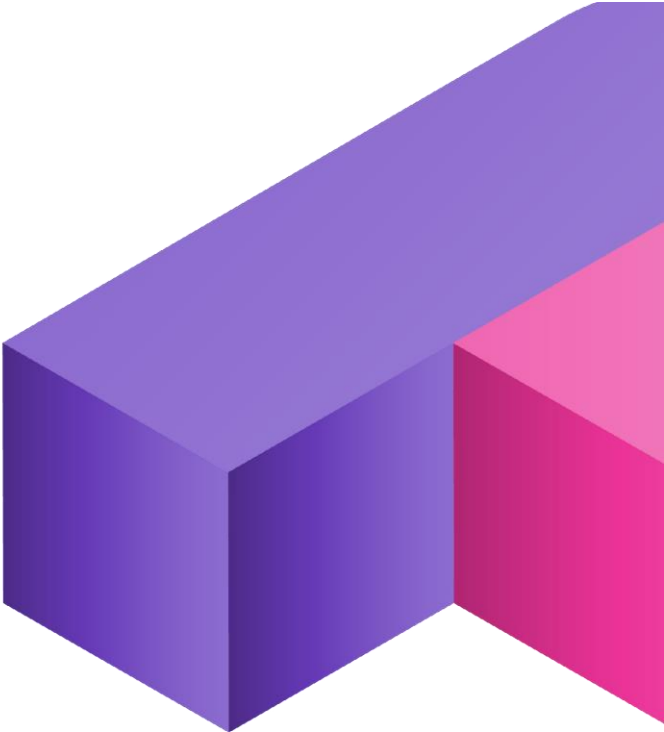
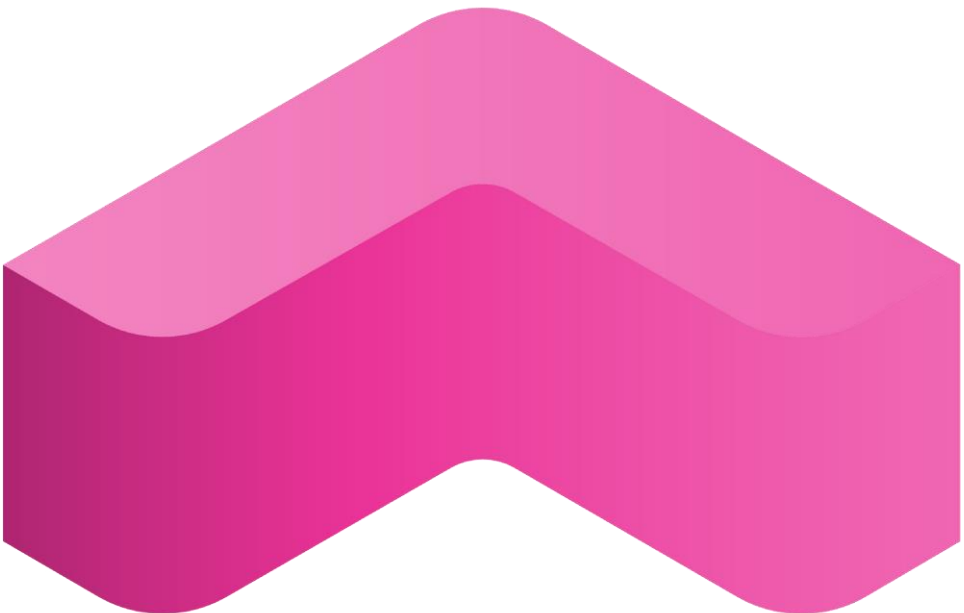
Planning



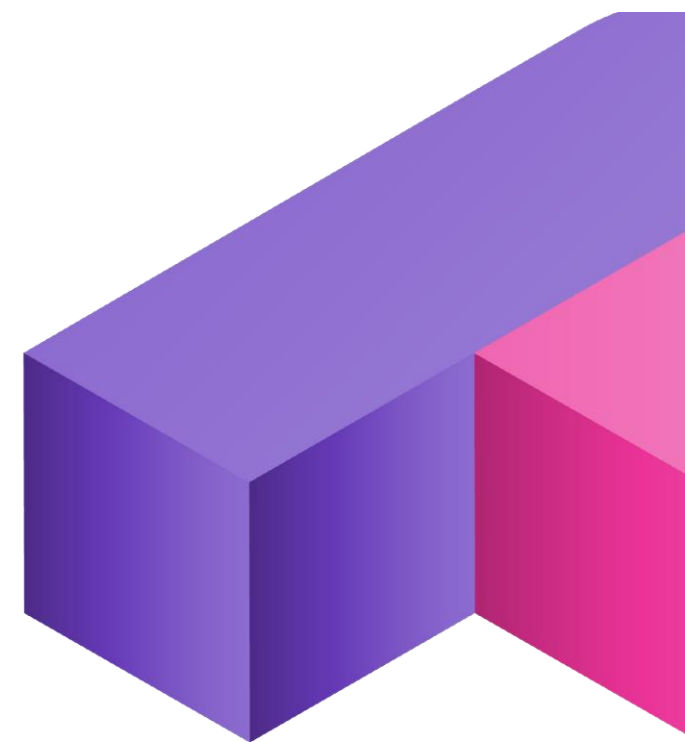
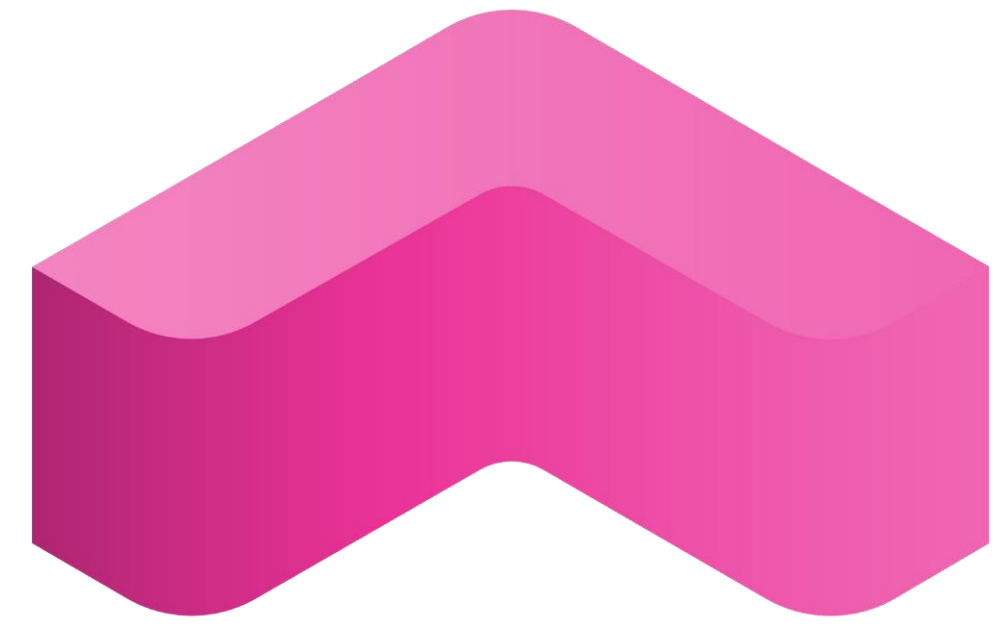
Set an objective



Segment

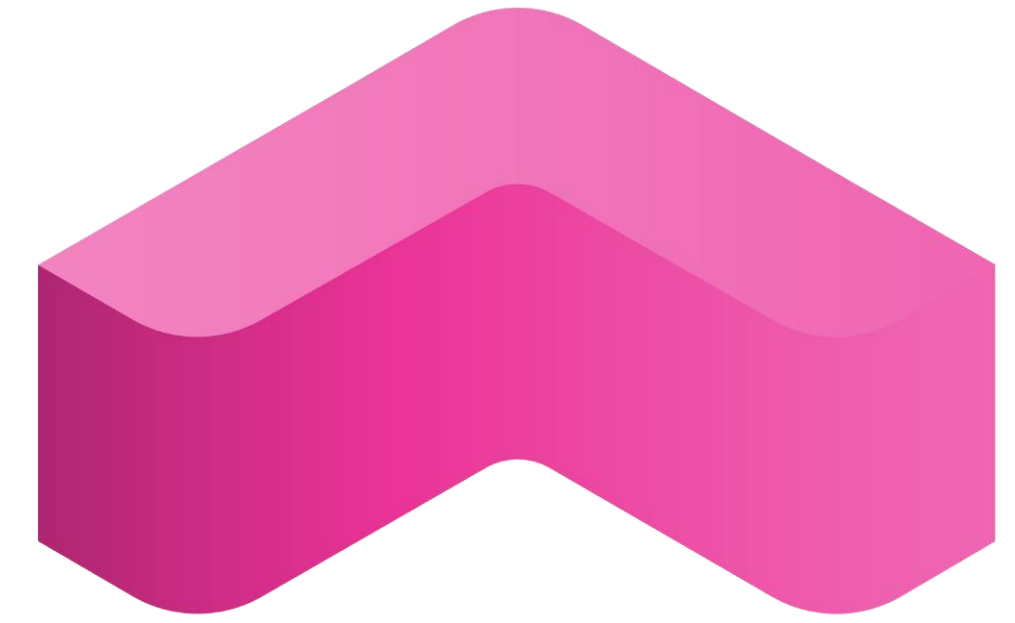


Frequency

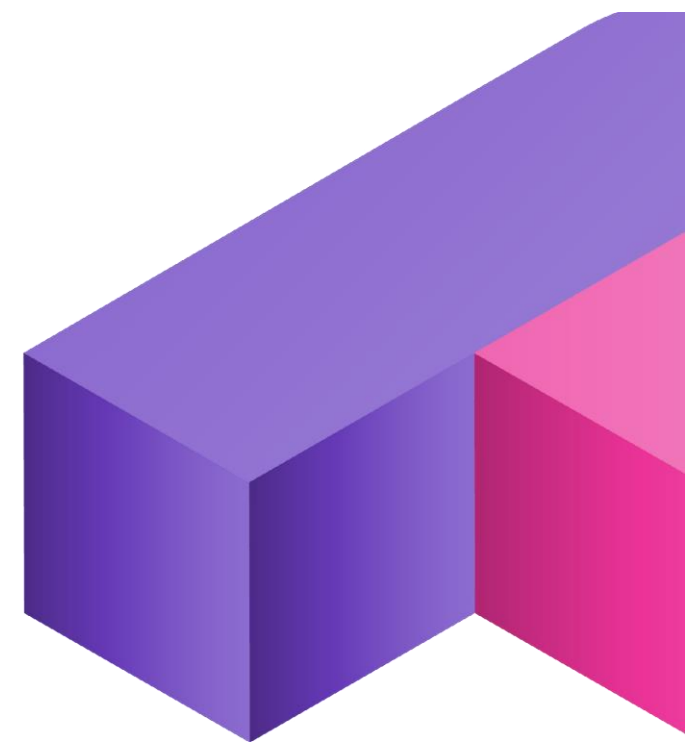


Call to action





Write a call to action first



Make your CTA stand out

Show me some great
CTA examples



Make it specific



Crafted by Lead Potter Roelof Uys

Each of our Limited Edition pieces are designed, created and carefully selected by our experienced Lead Potter, Roelof Uys.

In his role at the Leach Pottery, Roelof supervises the training of student apprentices, visiting interns and oversees the design and production of the Leach Standard Ware.

[Learn More About Roelof](https://www.leachpottery.com/)

Leach Pottery: <https://www.leachpottery.com/>

Play with point of view



Where Chemistry and Anthropology meet

Fourteen objects held at the Museum of Archaeology and Anthropology and originating from the First Nations people of the Northwest Coast of North America were analysed as part of a PhD research project by Lenore Thompson.

This is your chance to find out what a handheld XRF machine is.

Tell me what XRF is

Try a visual call to action

broadway
CINEMA | CAFE BAR | NOTTINGHAM

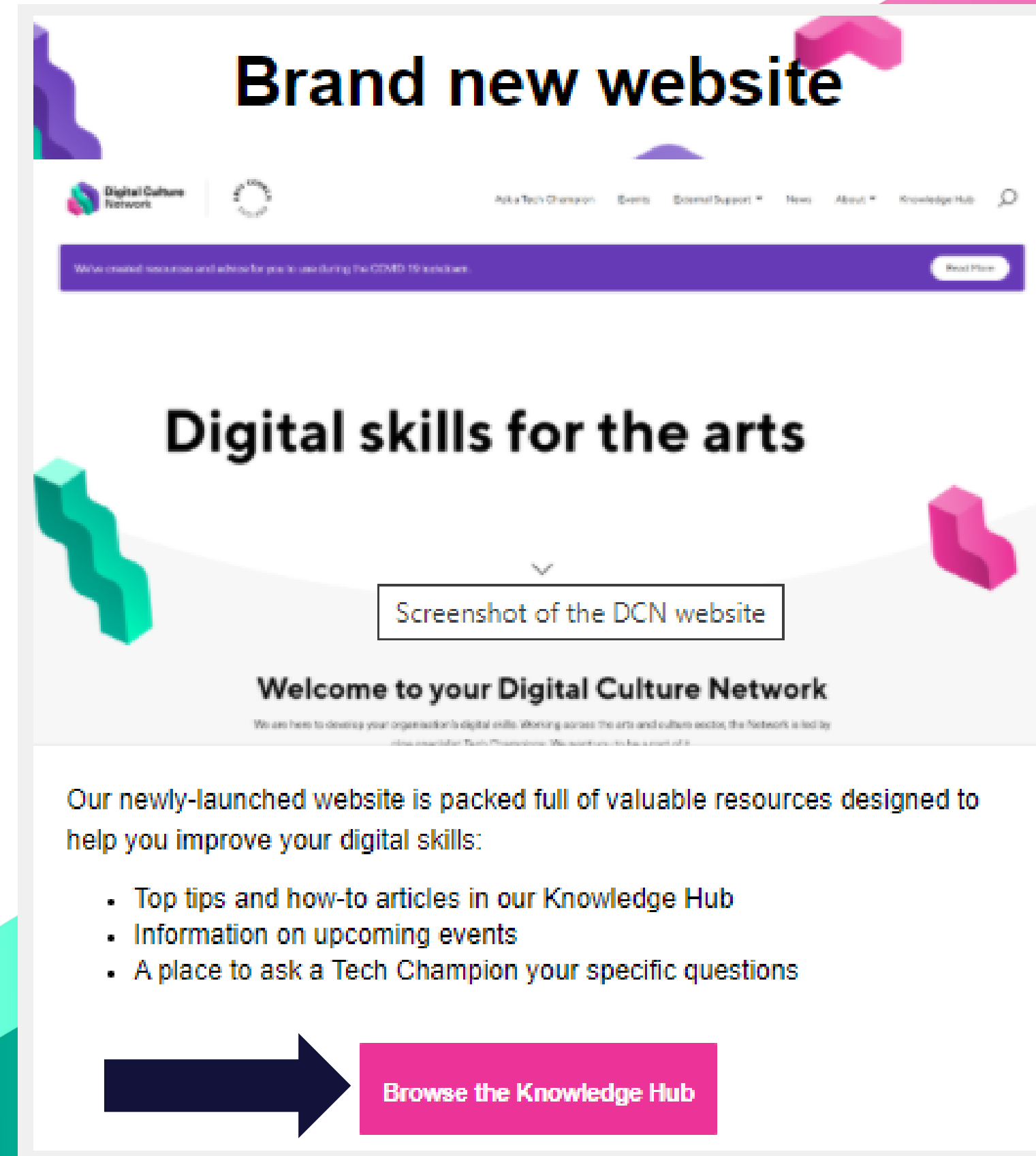


Broadway Cinema: <https://www.broadway.org.uk/>

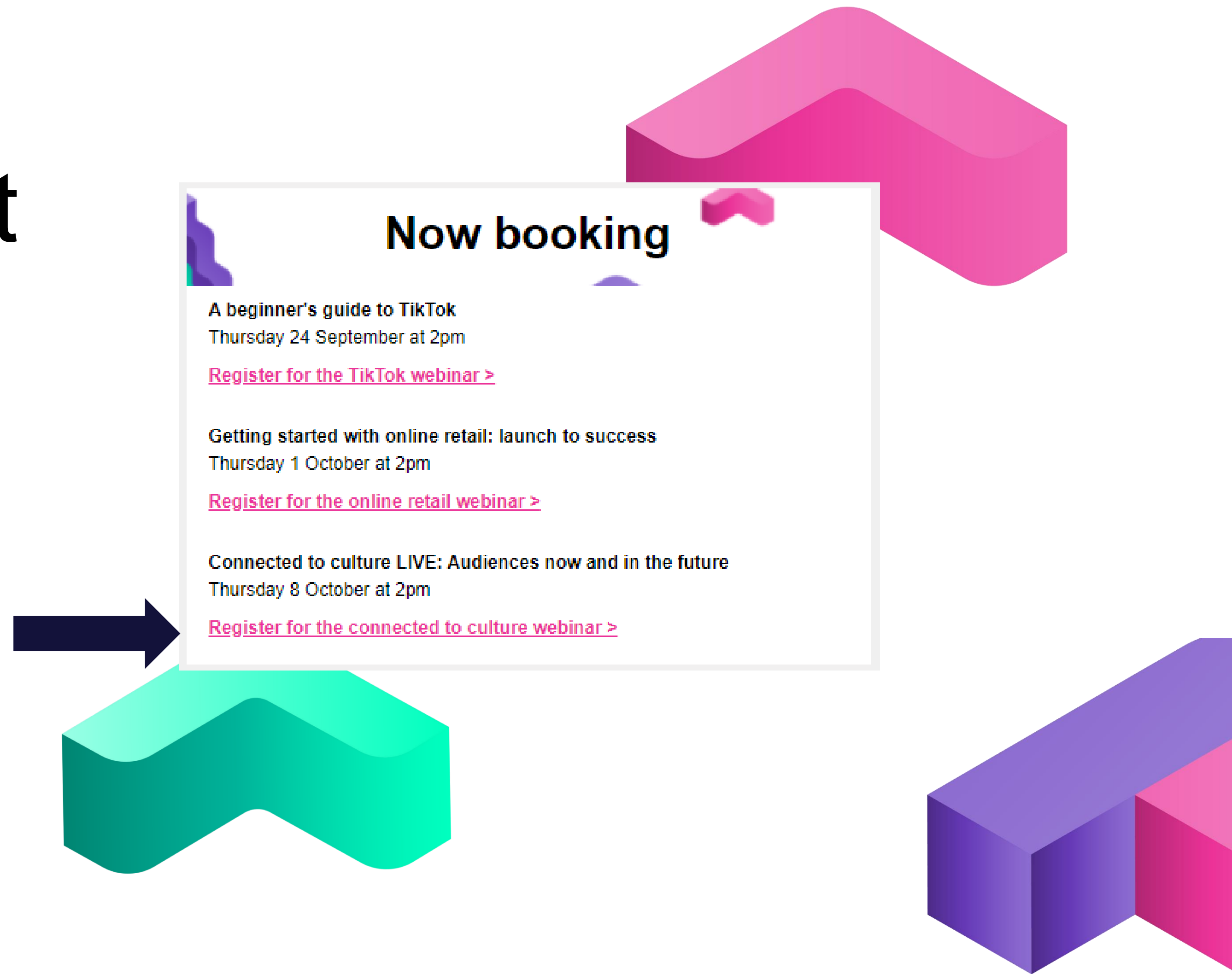
Content and design



Think about hierarchy



Think about hierarchy



Write just enough

Spike Island



Denzil Forrester, *Dub Dance* (1993) Oil on board. Courtesy the artist and Stephen Friedman Gallery, London

DENZIL FORRESTER *ITCHIN & SCRATCHIN*

17 October 2020 to 17 January 2021

We're thrilled to reopen our galleries with the exhibition Denzil Forrester: *ITCHIN & SCRATCHIN*. Forrester's paintings capture the exuberance of the dub dancehalls of 1980s London and the present-day open-air clubs of Jamaica.

[Find out more about the exhibition](#)

The exhibition is open Wednesday to Sunday, 12–4pm. Gallery entry is free.

KEEPING YOU SAFE



You must wear a face covering in our building (unless you are exempt).



Use the hand sanitiser which is available in all key areas.



Follow the arrows and maintain a safe 2-metre distance.



No groups larger than 6 people may attend at any one time.



Scan the Test and Trace QR code or provide your contact details to our staff.



If you or anyone in your household have any Coronavirus symptoms please stay at home.

PLAN YOUR VISIT

Find out how we're keeping you safe when you visit our galleries, café, and other areas of our building.

[Read this information ahead of your visit](#)

EMMELINE CAFÉ

Emmeline Café is now open Wednesday to Sunday, 10am–4pm. Their delicious menu of grilled sandwiches, salad boxes, cakes and pastries is available to eat-in (with table service) or takeaway options can be purchased from the counter, or the outside window.

[Read more about Emmeline Café](#)

Write just enough



A newsletter on digital things for the cultural sector

Digital Things is a bimonthly newsletter covering a whole range of topics around digital technology and digital engagement.

Thanks for joining us for Issue 45!

If you like this newsletter, you can [forward it to a friend or colleague](#).

Something good

- [This poem, 'Blessings'](#), by David Whyte, video by Andrew Hinton and music by Owen Ó Súilleabháin, is incredibly soothing.
- You can find the recording of my and Dave Patten's ATS Heritage seminar ['Using Technology to Aid Visitor Experience in the Age of Covid' on YouTube](#).

Recent news

- [The Museum Computer Group's \(MCG\) 2020 conference is now open for booking!](#) This year we're running a 'pay what you can' model and the theme is 'Museums in a Crisis'.
- It's Captioning Awareness Week this week and [StageText have put together a great post](#) outlining it and how to get involved.
- The National Gallery has entered a [digital partnership with Nikon as second UK lockdown begins](#).
- The Museums Association has [launched a manifesto for museum learning and engagement](#).
- Amazon is now offering [virtual classes and sightseeing tours](#).

Heritage and social media

- The Vagina Museum [sent a single Tweet](#), (mentioning that they'd not had any online sales that day), [which then resulted in £3,700 worth of sales](#). They sell some awesome stuff, definitely [worth checking out their online store](#).
- The Museum of London has reused content from their 'Cheapside Hoard' exhibition (from 2013) to create a [Twitter exhibition they've called 'Tweetside Hoard'](#). It's an effective way of re-using content and reviving past exhibitions.
- [Same energy](#).
- I always enjoy [Egham Museum's morning coffee videos](#).

- 'Our World', a BBC series, has a short documentary [on how TikTok is changing US politics](#). It gives a good overview into the platform and the types of content people (teenagers mostly) are creating. HIT to Rachel Cartwright from South West Museum Development for highlighting it [in their newsletter](#).

Interesting stuff

- The charity Black Learning Achievement and Mental Health (BLAM) has [launched an AR app to highlight the historic roles of black people throughout history](#).
- Chiara Zuanni, assistant professor in digital humanities at the Centre for Information Modelling at the University of Graz, has [started compiling a map aiming to collect and visualize the digital initiatives](#) promoted by museums during the pandemic.
- Ashley March, Digital Editor - Learning at the Museum of London has written a piece for the MA outlining [how the museum develops their digital learning resources](#).
- This is an interesting look at [MMOs \(massively multiplayer online games\) as a space for museums](#).
- ['Why you should open up your digital collections for reuse - explained in GIFs'](#).

Technology

- The [Staatliche Museen zu Berlin](#) has created an [entirely 3D exhibition](#), powered by Sketchfab.
- Check out the [Science Museum Group's Digital Lab](#) - where they talk about their experiments in emerging technologies and visitor experience.
- Spotify is [likely considering launching a podcast subscription service](#) (similar to its music service) - it would make sense after they dropped A LOT of money to land exclusive content with Joe Rogan.
- This is an interesting look at the [size and price of every iPhone ever released](#).

Resources, Reports, Training, Funding

- More free online workshops have been added to the [Digital Heritage Lab](#). Upcoming workshops cover topics including accessible websites, digital marketing, social media, and working with digitised collections. The programme is funded by The National Lottery Heritage Fund.
- A new UKRI and MA 'Digital Innovation and Engagement Fund' is being launched this week, offering grants of up to £50,000 for creative digital engagement projects.
- This is an [excellent slide deck by Adam Koszary](#) on the MA's Digital Bootcamp, focusing on social media.
- This is a really handy video from the DCN on [earning revenue from live streaming](#).
- Have you checked out the National Lottery Heritage Fund's [DASH \(Digital Attitudes and Skills for Heritage\) report?](#)

Subscribe

Subscribe to Digital Things:
<https://mailchi.mp/2f1dab5d4d9e/digitalthings>

Look at your email in different inboxes

1. GRIMACING



Apple

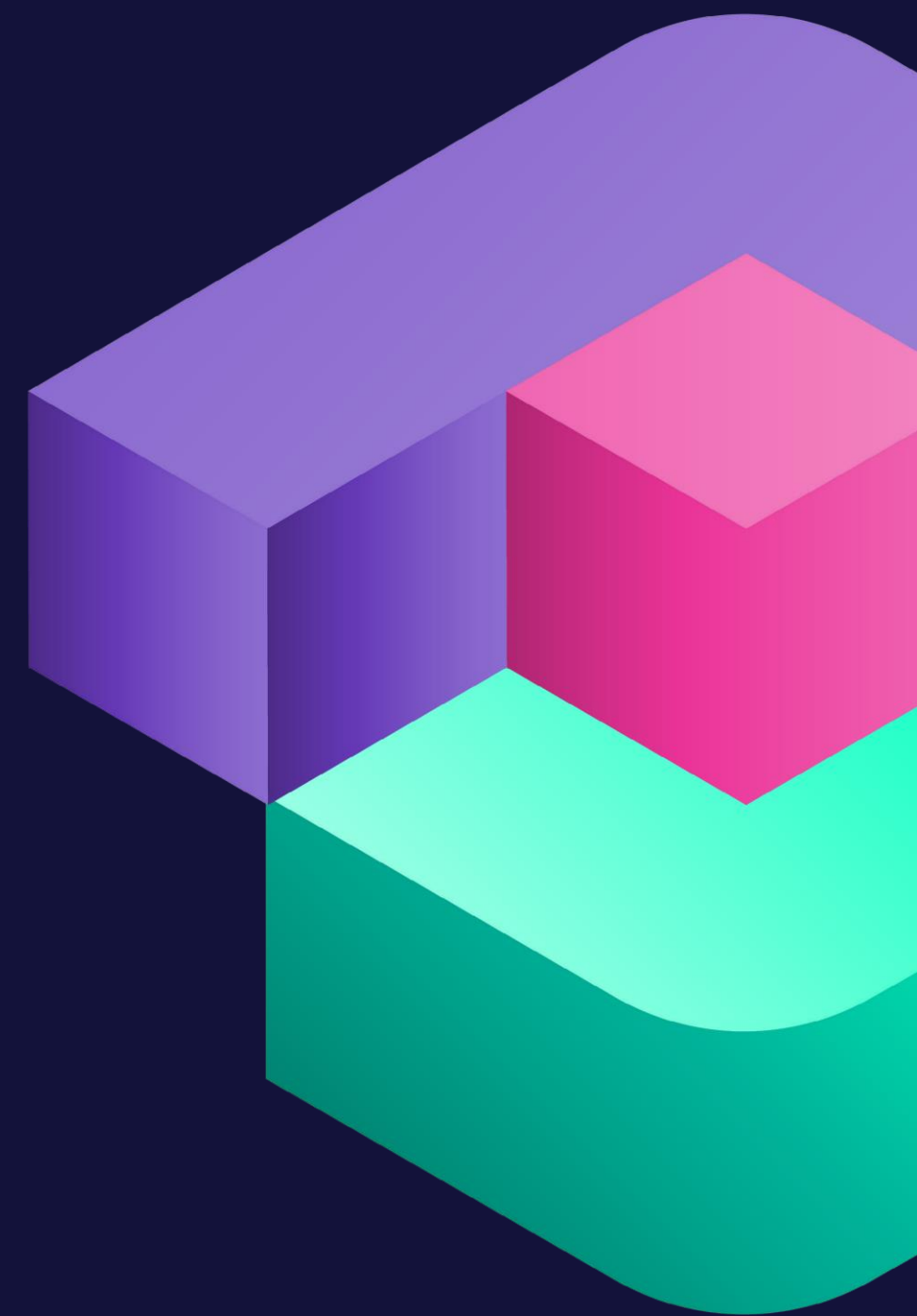


Google



Samsung

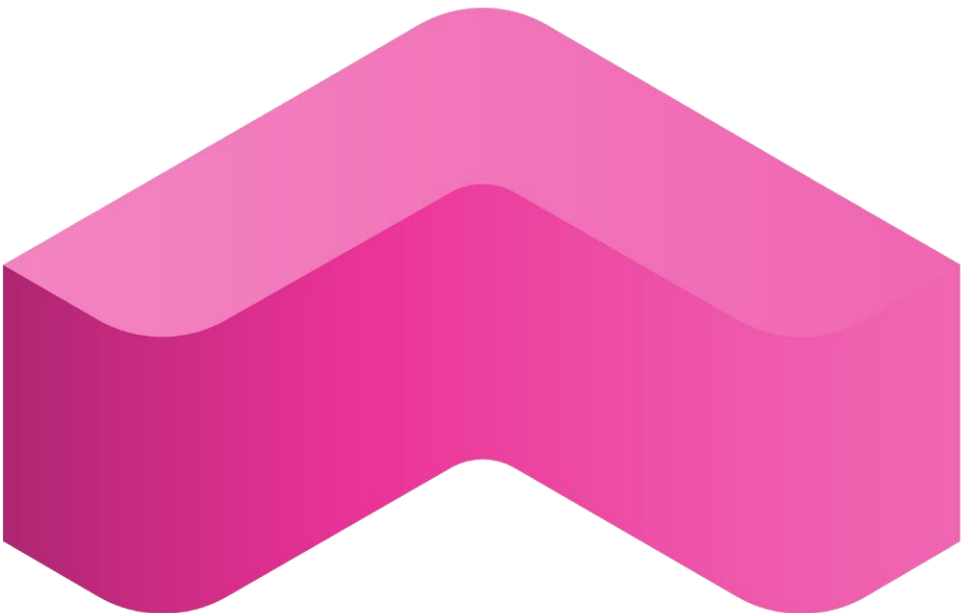
Accessibility



Typeface

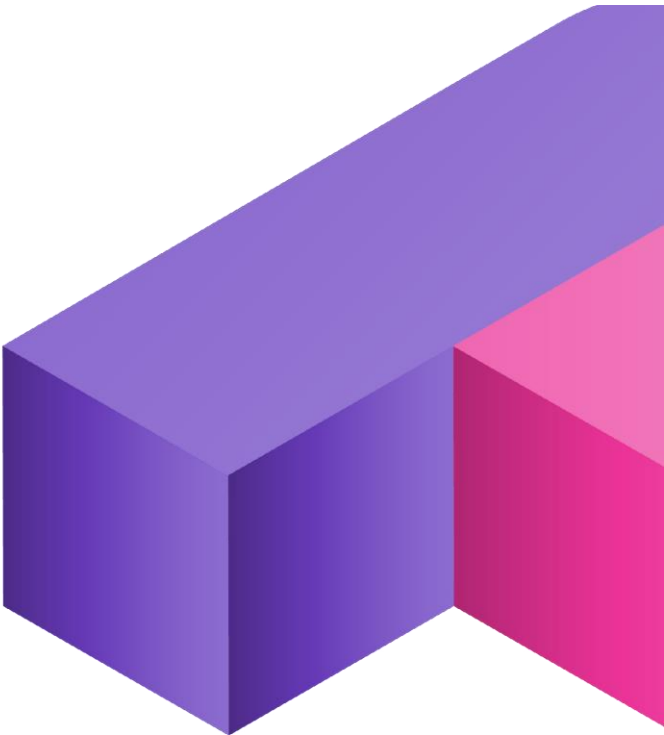
Easy to read

Easy to read

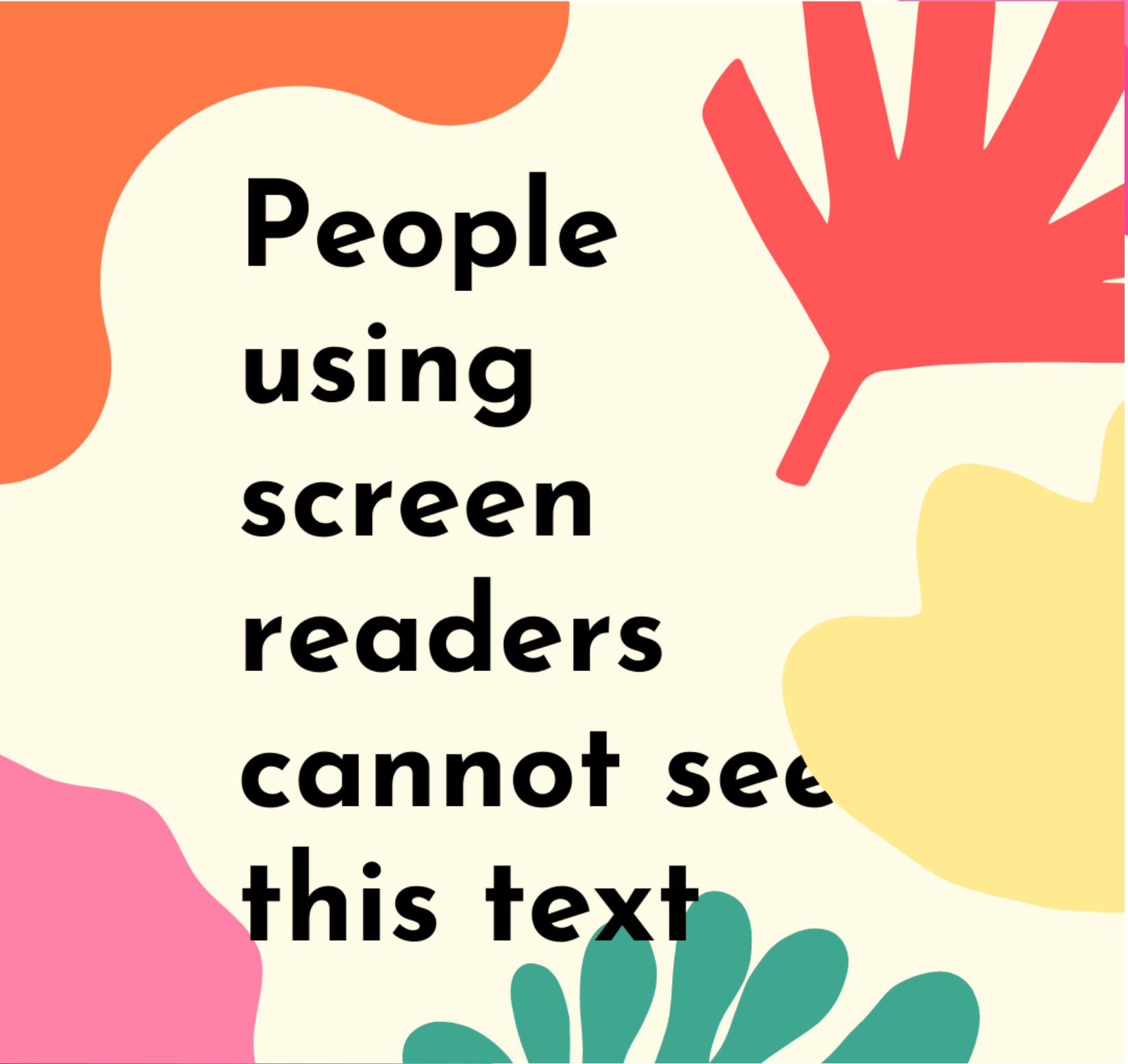


Difficult to read

Difficult to read



Write alt text



**People
using
screen
readers
cannot see
this text**

Left align large bodies of text

It's easier to read large bodies of text when they are left aligned. It's easier to read large bodies of text when they are left aligned. It's easier to read large bodies of text when they are left aligned. It's easier to read large bodies of text when they are left aligned.

It's harder to read large bodies of text if they're centred. It's harder to read large bodies of text if they're centred. It's harder to read large bodies of text if they're centred. It's harder to read large bodies of text if they're centred.

Engagement



Consider your inbox appeal

Vital Xposure
Starting in 2 hours! Voices from the Knittin...
15:44

National Science and Media Muse...
What's on at home
View in browser

In Folder: Inbox

15:42

Lauren K. at Litmus
Take the fear out of migrating ESPs
15:36

Kettle's Yard
Now available to watch online: Sarah W...
Is this email not displaying correctly? View it in
14:31

HubSpot Blog, Marketing
15 Amazing Blogging Insights Your Analytic...
Learn specific ways you can improve your
14:26

MailerLite
How to use social media to grow your email...
13:58

Arts Marketing Association
The Arts Marketing Festival — FREE for AM...
Less than 3 weeks to go
13:36

HOME
We wanted you to be the first to know...
13:26

O2-UK
PROMOTIONS

16:16

100%

P

>> PensionBee
Want a fossil fuel free pension?
View in browser Pension Bee Log in L...
16:02

B

>> Barbican
We're bringing the arts to you
View in browser Barbican img_30x30...
15:34

A

>> Aleanna Shaughnessy, Frie...
Please support our climate work by...
Here's an easy way to reduce your cli...
15:28

>> Finisterre
Great news, Last Long Original Socks...
View in your browser Last Long Origin...
13:10

F

>> Foyles for Books
Get them a signed edition for Chris...
Plus must-reads from Margaret Atwoo...
11:57

C


>> Cubitts
The Christmas Gift Guide is here.
Thoughtful gifts for your (myopic) nea...
09:16

N

>> NUS Research Team
Impact of Covid - Remember to hav...

Mail

Meet



Vital Xposure

Starting in 2 hours! Voices from the Knittin...

15:44


National Science and Media Muse...

What's on at home

View in browser

In Folder: Inbox

15:42




Lauren K. at Litmus

Take the fear out of migrating ESPs

15:36

Kettle's Yard

 Now available to watch online: Sarah W...

14:31

Is this email not displaying correctly? View it in

HubSpot Blog, Marketing

15 Amazing Blogging Insights Your Analytic...

14:26

Learn specific ways you can improve your

MailerLite

How to use social media to grow your email...

13:58

Arts Marketing Association

The Arts Marketing Festival — FREE for AM...



13:36

Less than 3 weeks to go


HOME

We wanted you to be the first to know...


13:26

 O2-UK 

16:16

100% 

PROMOTIONS




» PensionBee

16:02

Want a fossil fuel free pension?

View in browser Pension Bee Log in L...

☆




» Barbican

15:34

We're bringing the arts to you

View in browser Barbican img_30x30...

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» Aleanna Shaughnessy, Frie...

15:28

Please support our climate work by...

Here's an easy way to reduce your cli...

☆




» Finisterre

13:10

Great news, Last Long Original Socks...

View in your browser Last Long Origin...

☆




» Foyles for Books

11:57

Get them a signed edition for Chris...

Plus must-reads from Margaret Atwoo...

☆




» Cubitts

09:16

The Christmas Gift Guide is here.


Thoughtful gifts for your (myopic) nea...


☆




» NUS Research Team

Impact of Covid - Remember to hav...



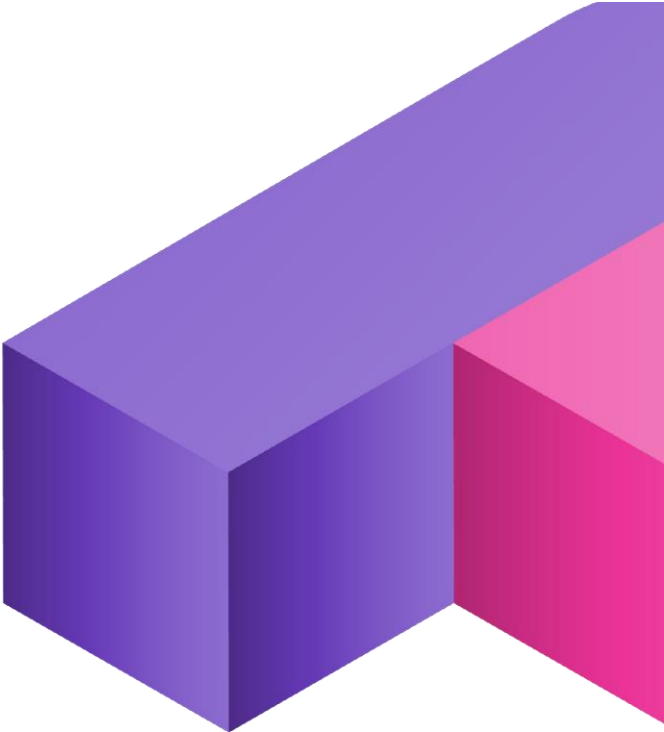


Mail



Meet

Sender name



Vital Xposure
Starting in 2 hours! Voices from the Knittin...
15:44

National Science and Media Muse...
What's on at home
View in browser
In Folder: Inbox
15:42

Lauren K. at Litmus
Take the fear out of migrating ESPs
15:36

Kettle's Yard
Now available to watch online: Sarah W...
Is this email not displaying correctly? View it in
14:31

HubSpot Blog, Marketing
15 Amazing Blogging Insights Your Analytic...
Learn specific ways you can improve your
14:26

MailerLite
How to use social media to grow your email...
13:58

Arts Marketing Association
The Arts Marketing Festival — FREE for AM...
Less than 3 weeks to go
13:36

HOME
We wanted you to be the first to know...
13:26

O2-UK
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Subject line

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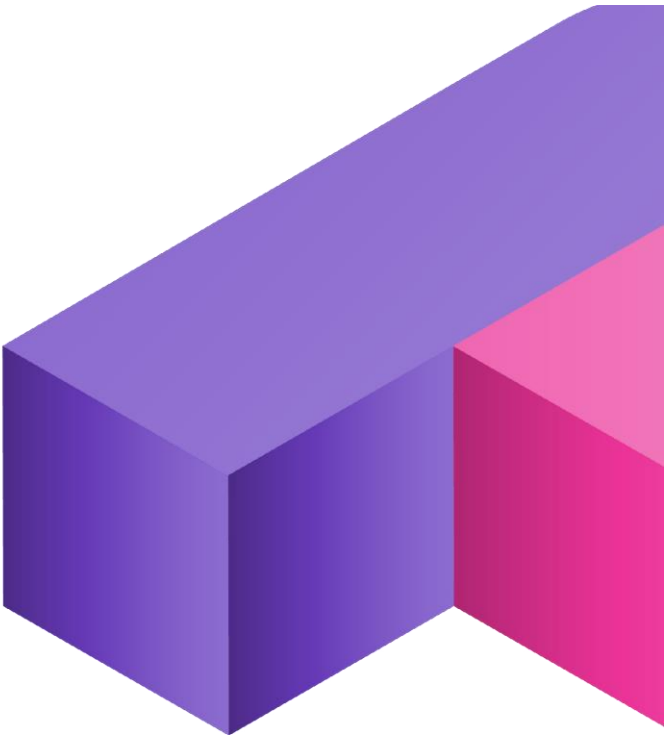
Impact of Covid - Remember to hav...

Mail

Meet



Preheader
text



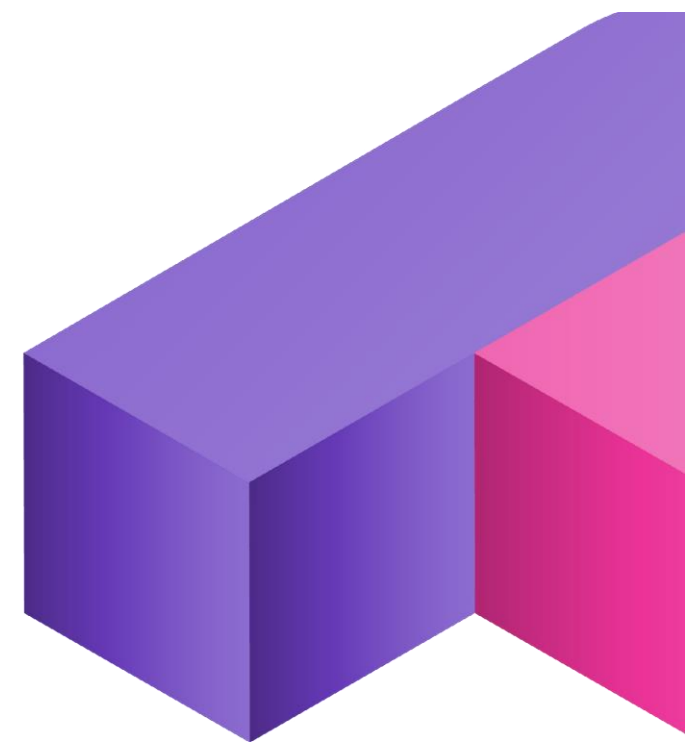
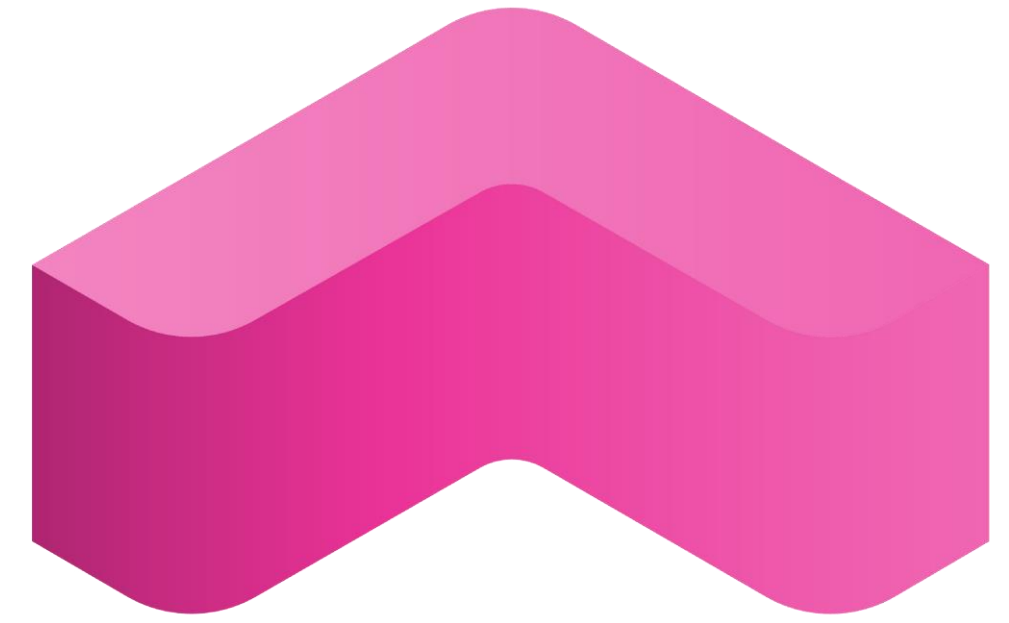
Review



Review every send

- Objective
- General trend
 - Open rate
 - Click through rate
 - Unsubscribe rate

Bonus: *A/B* test



Q&A



Get in touch

digitalnetwork@arts council.org.uk
digitalculturenetwork.org.uk

Join the conversation

@ace_dcn
#digitalculturenetwork

