

How to welcome new email subscribers to achieve long-term engagement

Peggy Naumann, 8 September 2021



Housekeeping

- Session will be recorded
- Cameras – your choice, mics muted please
- Introduce yourself / questions in the chat
- Session is being live captioned
- There will be a short break
- We will be using breakout rooms in this session
– these will not be recorded

2–2.20pm: Presentation from me

2.20–2.30pm: Short break and thinking time

2.30–2.45pm: Breakout rooms

2.45–2.55pm: Group discussion

2.55–3.10pm: Presentation from me

3.10–3.15pm: Final Q+A

Email Service Provider (ESP)

- Ways to welcome your subscribers
- What is email engagement?
- Examples from the sector
- Break / break out rooms / discussion
- The technical bit
- Thank you pages
- Some more advanced automations

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Ways to welcome your subscribers

- Welcome email
- Sign-up thank you page

Welcome email

belarus
FREE THEATRE



Welcome to BFT!
WE'RE SO GLAD YOU'RE HERE

Hi friend,

Thanks for joining our community!

Belarus Free Theatre is all about people: their stories, their experiences, their ability to create change. We are so grateful to have you as one of the people who believe in our work.

We'll be sending you quarterly newsletters, along with occasional updates on upcoming productions, campaigns and events. Here's a link to [this year's newsletters](#) to get you started. Don't forget to whitelist our email so you don't miss anything!

Looking forward to our journey together,

Natalia, Nicolai and the BFT Team

GET TO KNOW US

darts
newsletter

Welcome to our newsletter!



Thank you for signing up to the darts e-newsletter. We'll keep you regularly updated with information about workshops, events, exhibitions, fundraising activity and current opportunities happening digitally, at our building The Point and across the Doncaster borough.

darts creates art with people in Doncaster to improve life, learning and health. From visual arts to music, dance to drama, film and poetry, we provide a wide range of activities for people of all ages and abilities to enjoy.

The newsletter will have plenty of opportunities for you to get involved in creative activities, learn new skills and have fun.

We promise not to inundate you, but if you wish to stop receiving newsletters from us you can easily unsubscribe using the link at the bottom of the page or e-mailing hello@wearedarts.org.uk. Find out more in our [Privacy Policy](#).

In the meantime, keep an eye on [our website](#) and follow us on social media (using the buttons below) to stay up to date.



Thank you page



Thank you

Mailing List subscription confirmed

Updating your preferences

If you change your mind about what emails we send you, you can make changes at any time by following the *Update preferences* link at the bottom of any email you receive from us.

Unsubscribing

We very much hope that you will choose to continue receiving emails from Watershed, but if at any time you wish to unsubscribe from all our newsletters and communications, then simply follow the *Unsubscribe* link at the bottom of each email.

Your privacy

- Ways to welcome your subscribers
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What is email engagement?

Positive engagement

- Email opens
- Click throughs
- Conversions

Negative engagement

- Unsubscribes
- Spam complaints

Sender reputation

How engaged should my audience be?

- Open rate $> 17\%$
- Click through rate $> 2\%$
- Unsubscribe rate $< 2\%$ (preferably much lower)
- Spam complaints – 0!

**What has this got to do with
welcome emails?**



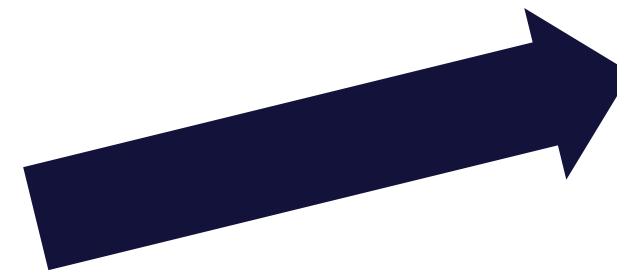
How does welcoming help?

- It reminds people that they signed up
- It sets expectations
- It can give an opportunity to specify preferences
- Audience nurturing
- Key actions

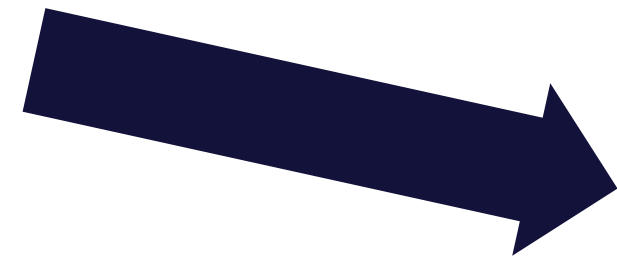
Always think about the wider journey

The slide features a white background with abstract, colorful shapes. On the right side, there are overlapping wavy shapes in teal and purple. On the bottom left, there are similar wavy shapes in purple and teal, with a small pink cube-like shape at the very bottom. A thick, curved pink line underlines the main text.

10% off in
the shop



Send a
code in
your
welcome
email



Show code
on thanks
for signing
up page




Consider your wider objectives

The slide features a white background with decorative elements. On the right side, there are overlapping wavy shapes in teal and purple. On the bottom left, there are purple and pink geometric shapes, including a cube. A thick pink underline is positioned below the main text.

- Ways to welcome your subscribers
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belarus

FREE THEATRE



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Looking forward to our journey together,

Natalia, Nicolai and the BFT Team

GET TO KNOW US





GET TO KNOW US




PLAY ALL

Meet Belarus Free Theatre

28 videos • 774 views • Last updated on Dec 11, 2015






Belarus Free Theatre

SUBSCRIBE

16 unavailable videos are hidden


1



Meet Belarus Free Theatre: Pavel Radak Haradnitski

Belarus Free Theatre


2



Meet Belarus Free Theatre: Siarhei Kvachonak

Belarus Free Theatre


3



Meet Belarus Free Theatre: Svetlana Sugako

Belarus Free Theatre


4



Meet Belarus Free Theatre: Andrei Urazau

Belarus Free Theatre


5



Meet Belarus Free Theatre: Nadia Brodskaya

Belarus Free Theatre


6



Meet Belarus Free Theatre: Yuliya Shauchuk

Belarus Free Theatre

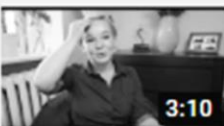
7



Meet Belarus Free Theatre: Maryia Sazonava

Belarus Free Theatre

8




Meet Belarus Free Theatre: Maryna Yurevich

Belarus Free Theatre

belarus

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GET TO KNOW US


STAY IN TOUCH

Follow us on social media to stay up-to-date on what's on and get the latest news from Minsk.

 Facebook

 Twitter

 Website

 Instagram

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Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

STAY IN TOUCH

Follow us on social media to stay up-to-date on what's on and get the latest news from Minsk.

 Facebook

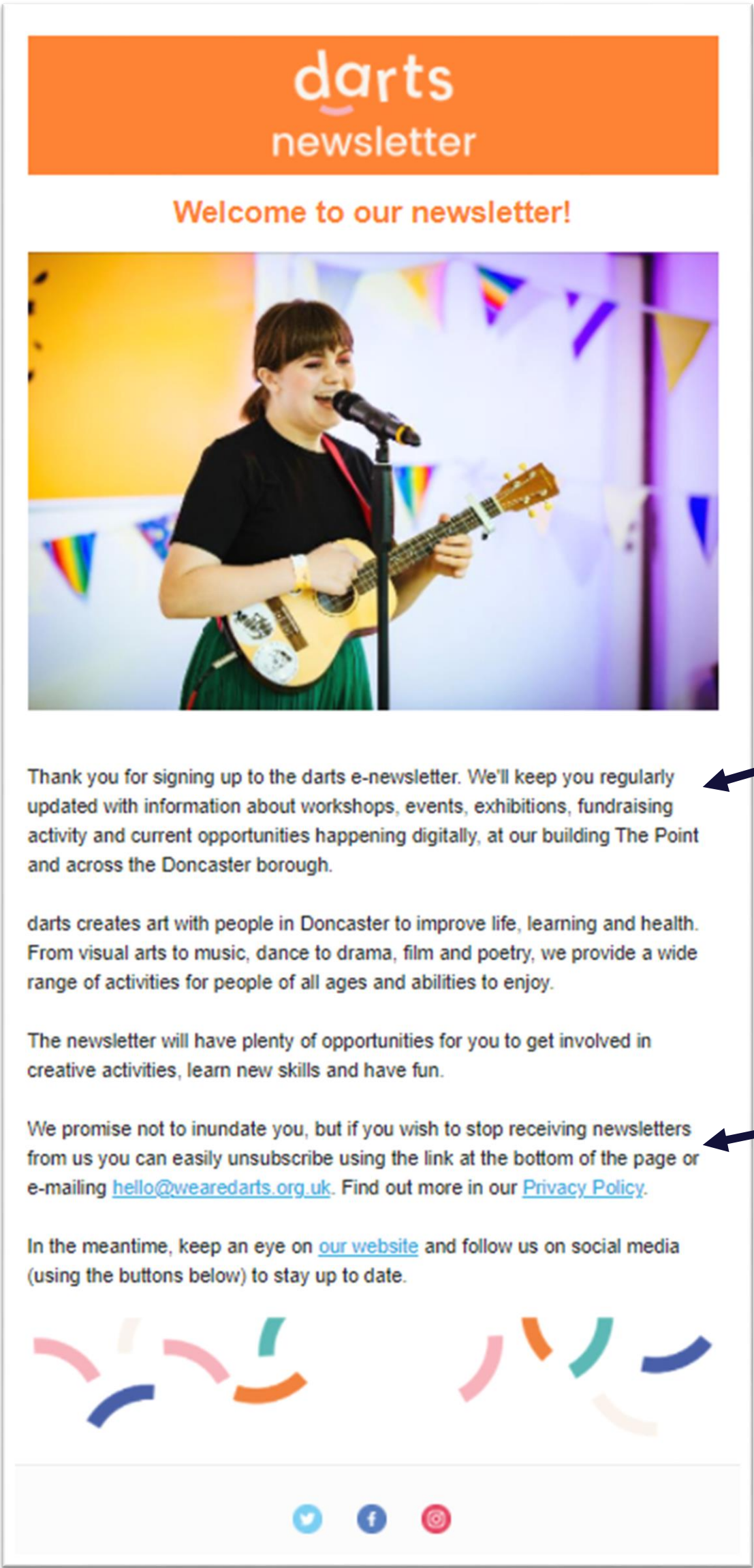
 Twitter

 Website

 Instagram

Welcome email engagement

	Newsletter	Welcome email
Open rate	26%	68%
Click through rate	2.6%	29%



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We promise not to inundate you, but if you wish to stop receiving newsletters from us you can easily unsubscribe using the link at the bottom of the page or e-mailing hello@wearedarts.org.uk. Find out more in our [Privacy Policy](#).

Spike Island



Denzil Forrester, *Itchin & Scratchin* (2020) Installation at Spike Island. Work courtesy the artist and Stephen Friedman Gallery, London. 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.](#)

EXHIBITIONS



Veronica Ryan, *Pouch* (2019-20), Net, orange peels, black thread. Work courtesy the artist and Paula Cooper Gallery, New York. Photograph by Max McClure.

VERONICA RYAN: ALONG A SPECTRUM

19 May to 5 September 2021

British artist Veronica Ryan is best known for her sculpture that is evocative of shapes, forms and objects from the natural world. New works include cast forms in clay and bronze; sewn and tea-stained fabrics; and bright neon

crocheted fishing line pouches filled with a variety of seeds, fruit stones and skins.

[Find out more about the exhibition](#)

As featured in the Guardian: [The grand reopening: our critics pick the best art shows for 2021](#)

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 on.](#)

ONLINE SHOP



Veronica Ryan, *Along a Spectrum* (2021) Published by Spike Island

Explore our online shop for artists' limited editions, artists' books and catalogues, and gifts. You can now pre-order Veronica Ryan's new book *Along a Spectrum*, published to accompany the her upcoming exhibition at Spike Island.

[Browse the online shop](#)

SPIKE ISLAND ASSOCIATES

Spike Island 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. [Become a Spike Island Associate from £8 per month](#)

SUPPORT US



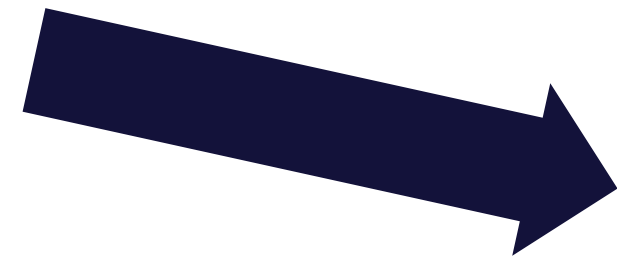
Spike Island, photograph by Lisa Whiting

All contributions we receive, from visitor donations, to legacy gifts, business partnerships or grants from trusts, further strengthens our creative community. [Make a donation today.](#)

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

Main CTA
– ‘read our
latest
news’



Embed
latest
news in
email

Email links
out to
news page
on website

Ideas for welcome email content

- Thank you
- Who are you?
- Newsletter expectations
- Preferences
- An offer
- Member benefits
- A key action the reader needs to take

- Ways to welcome your subscribers
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Break out rooms

- The break out room won't be recorded
- Live captioning is in the main room only
- Small groups
- We'll be around to help

Questions to discuss

- What's the most important thing for a new subscriber to know?
- What's the main action you'd like a new subscriber to take?
- How does this action fit in with your wider audience journey?
- How do you entice people to sign up to your newsletter?

Breakout room feedback

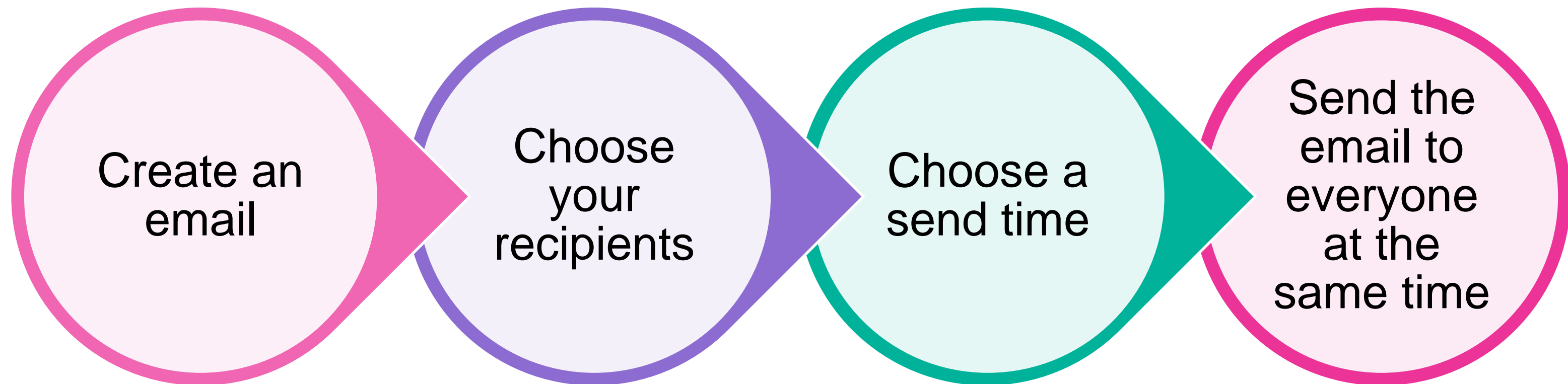
- What key content do you plan to include?
- Did anyone find they have too much to include?
- Did anything surprise you when you discussed your ideas?

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Building your welcome email

What's an automation?

Timed email



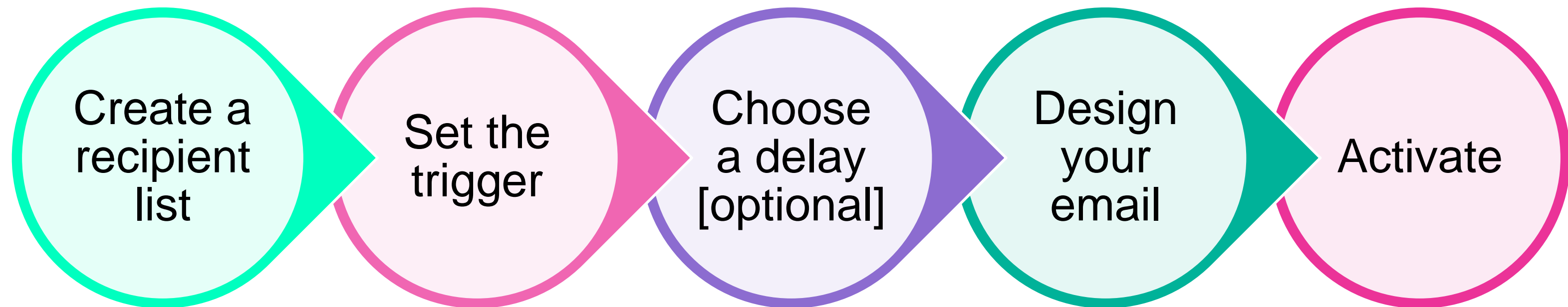
Triggered email / automation



Automation examples

- Welcome email – thanks for signing up
- Shop emails – thank you for your order, receipts, delivery tracking
- Booking confirmations, eTickets

Creating your automation



Very important

- Test
- Keep an eye on your reports
- Check content regularly

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Thank you pages

Can I create a thank you page?

Yes


- Hosted form
- Embedded form – in some cases

No

- Pop up form – use a thank you notice instead
- Embedded form – in some cases
- Through a purchase path

Hosted form

Hosted form



Sign up to BALTIC Shop Mailing list and we'll keep you updated on all the latest news including new gifts, the latest offers and deals.

To welcome you to the gang, we'll give you 10% off your very first online shop order too.

Due to data protection, don't forget to respond to your confirmation email to get your code!

[View our Privacy Policy.](#)

First Name

Email Address

I would like to receive information about

- ☐ Artist Products
- ☐ Prints & Posters
- ☐ Homeware
- ☐ Jewellery
- ☐ North East items
- ☐ Gifts
- ☐ BALTIC Shop events
- ☐ All Ranges

Subscribe

Opt in confirmation page

Subscription Confirmed

Your subscription to our list has been confirmed.

Thank you for subscribing!

Journeys Festival International
ArtReach LCB Depot
Rutland St
Leicester, Leicestershire LE1 1RE
United Kingdom

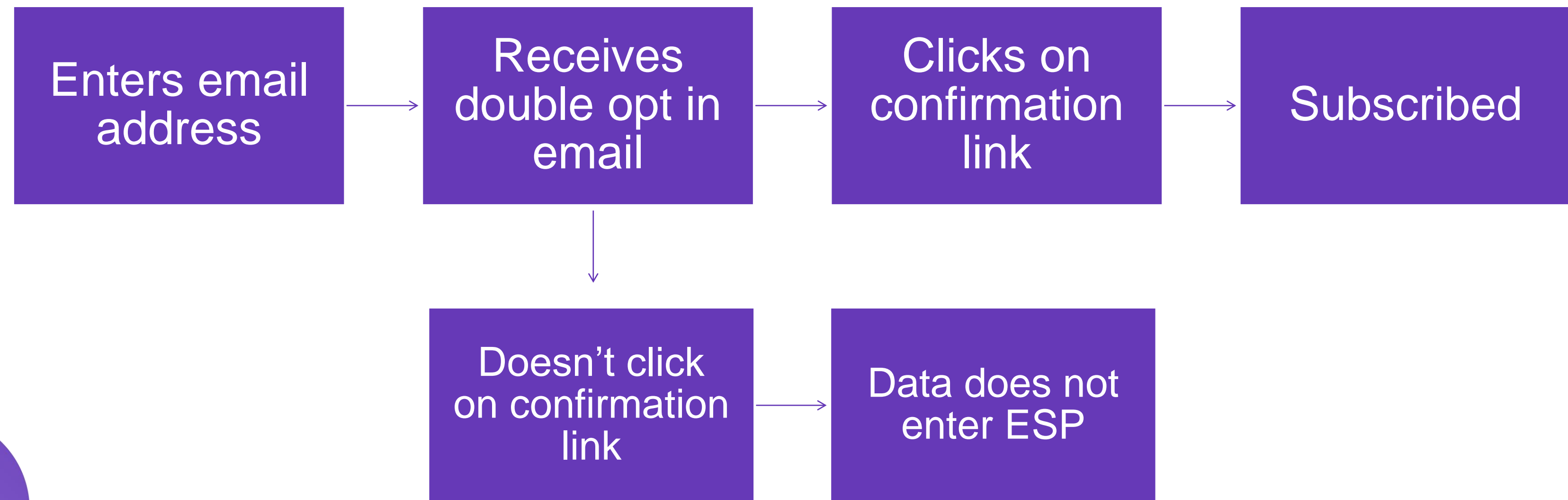
[Add us to your address book](#)

continue to our website »

or

manage your preferences

Double opt in



Double opt in page

Almost finished...

We need to confirm your email address.


To complete the subscription process, please click the link in the email we just sent you.

ACE test

United Kingdom

[Add us to your address book](#)

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Subscription Confirmed

Your subscription to our list has been confirmed.

Thank you for subscribing!

Journeys Festival International
ArtReach LCB Depot
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Leicester, Leicestershire LE1 1RE
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Re-brand it

Artangel Extraordinary art
Unexpected places

Almost finished...

We need to confirm your email address.

To complete the subscription process, please click the link in the email we just sent you.

Artangel
Artangel
31 Eyre Street Hill
London, London EC1R 5EW
United Kingdom

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Re-word it

Your organisation

You can edit all the wording as well

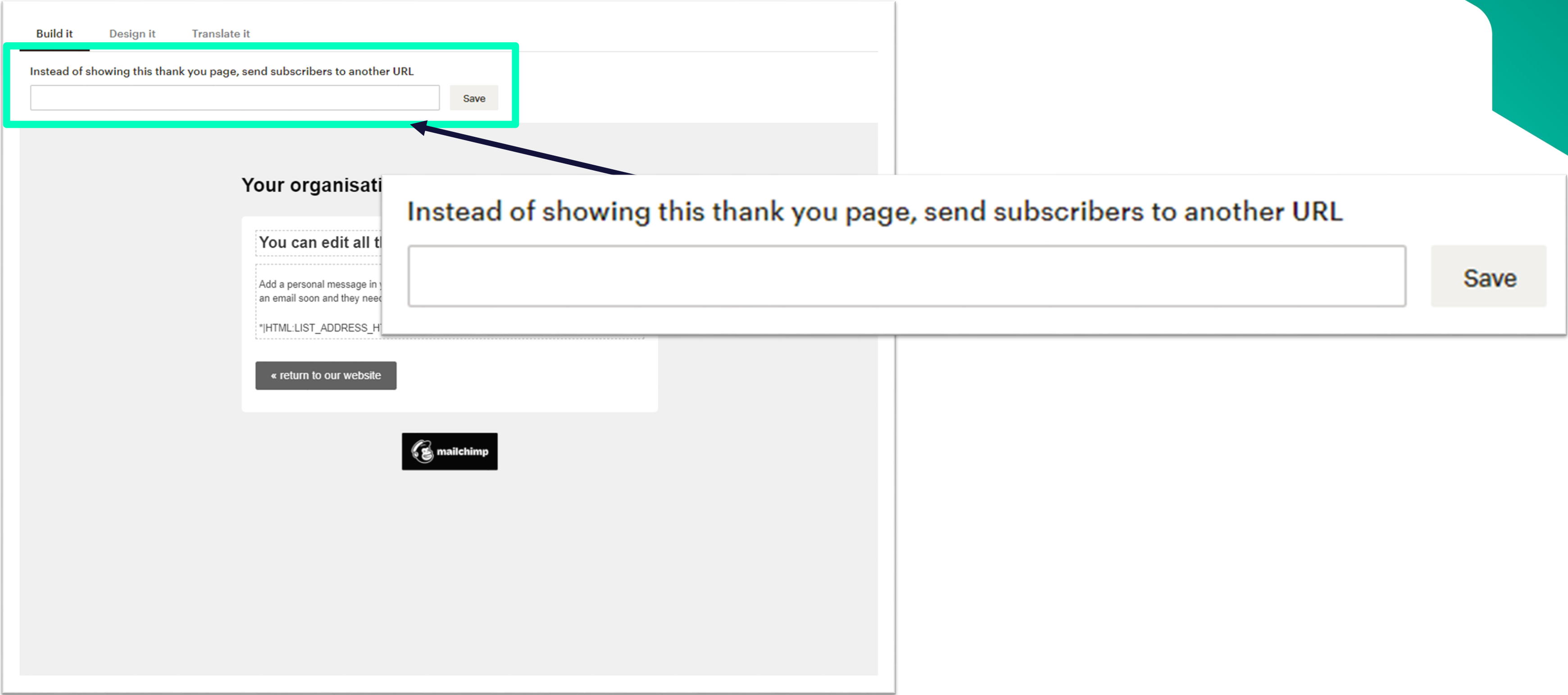
Add a personal message in your own tone of voice to let them know they'll be receiving an email soon and they need to click to be subscribed

|HTML:LIST_ADDRESS_HTML|

« return to our website



Don't use it at all



Where to send people instead...

- A specific page on your website
- Your blog
- A YouTube playlist
- Your latest 'what's on guide'
- A designated landing page



Thanks for signing up

Keep an eye on your inbox - you're about to receive an email with some exclusive content - just for our email subscribers.

While you wait, why not check out our latest blog post to find out what we've been up to.




[Read our latest blog](#)

The journey



Embedded form

Embedded form

MENU	SHOP	ABOUT US	NEWSLETTER SIGNUP
Home Search Blog Delivery & Returns Privacy Policy Terms & Conditions Help & FAQ	Prints & Posters BALTIC Editions Homeware Jewellery Stationery Gifts North East	 <p>Visit us at BALTIC Centre for Contemporary Art, South Shore Road, Gateshead NE8 3BA</p> <p>All sales support BALTIC's charitable aims of bringing great art to everyone.</p> <p>Tel: +44 (0)191 440 4947 Email: shop@balticmill.com</p> <p>You can follow us at:</p>  	<p>Like to feel popular? We'll send you some emails that you can read, shake your head and exclaim "Excuse me I've got to make a phone call"</p> <input type="text" value="Enter your email address..."/> <input type="button" value="SIGN UP"/>

Embedded form

subscribers to achieve long-term engagement

A webinar for arts and cultural organisations to learn how using simple techniques to welcome new subscribers can lead to better long-term engagement with your emails.

tested – the future of your admission system

A webinar for arts and culture organisations to understand how their new or fledgling ticketing operation can help them grow.

Siteimprove – Accessibility solutions for your website

Join us for this live demo and Q&A by Siteimprove and learn how their platform could help you improve your website's accessibility features.

videos with YouTube and explore Google Arts & Culture

A webinar for arts and cultural organisations to learn how to improve the reach of their YouTube content by identifying and understanding their niche audience.

The latest from us straight to your inbox

☐ By ticking this box I accept the [Ts&Cs](#)

First Name

Last Name

Email

Submit

☐ Are you eligible for Arts Council funding?

Join our mailing lists

☒ ArtReach News

☒ Journeys Festival International

Email address:

Your email address

SIGN ME UP!

Join our mailing lists

☒ ArtReach News

☒ Journeys Festival International

Email address:

Your email address

SIGN ME UP!

Thank you, your sign-up request was successful! Please check your email inbox to confirm.

Thank you, your sign-up request was successful! Please check your email inbox to confirm.

Embedded form



Join our mailing lists

For details of upcoming films and events, news and opportunities

Sign up

Email

First name (optional)

Last name (optional)

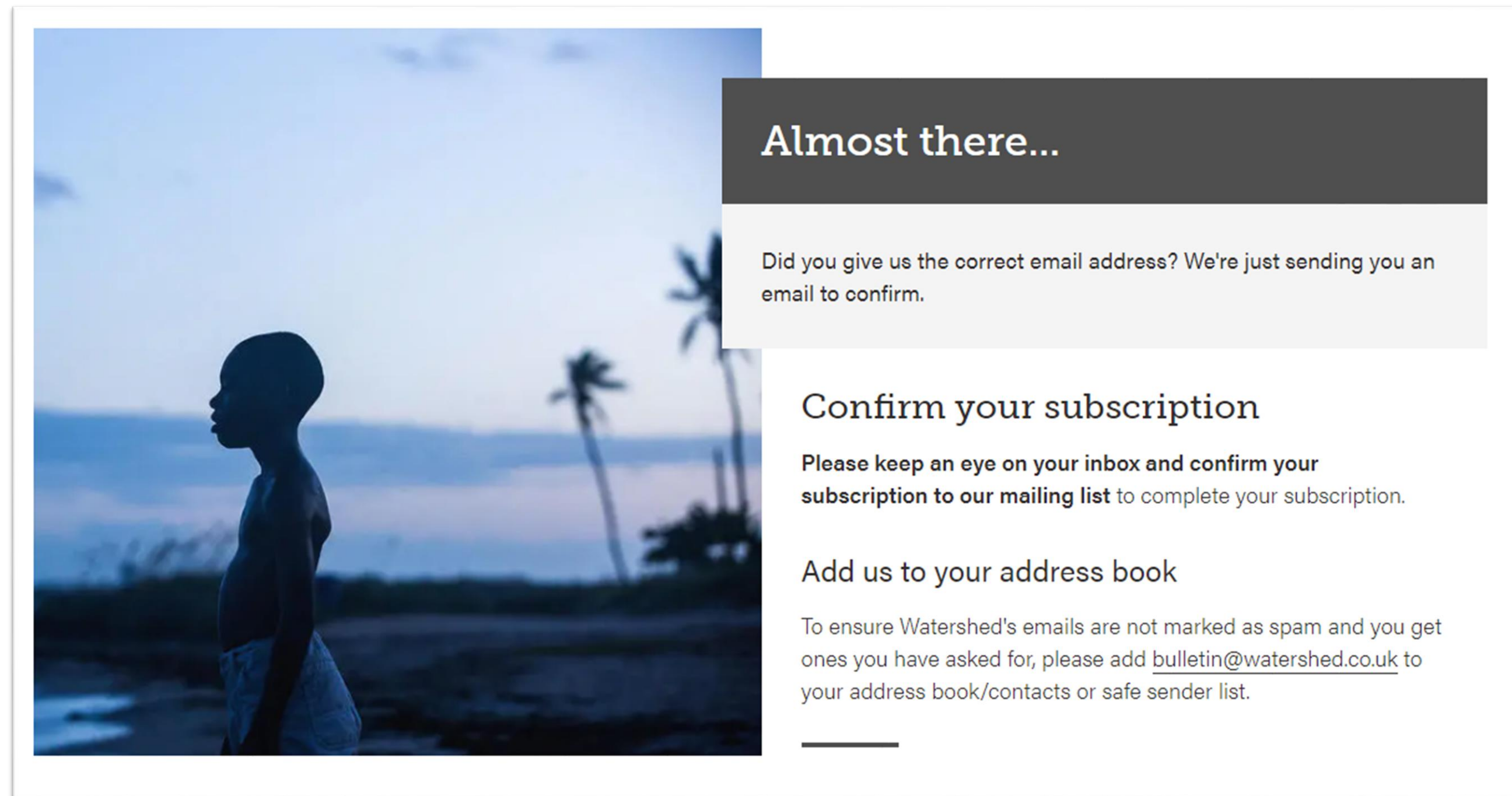
Watershed Newsletters

☐

What's On Weekly

Details of the upcoming week's films and events plus our latest news

Embedded form ✓



Embedded form ✓

You've been added to our mailing list

Thanks for subscribing

You'll receive our next:

- ✓ What's On Weekly

You'll now be redirected to our website. If this doesn't work, you can [visit Watershed here](#).



Thank you

Mailing List subscription confirmed

Updating your preferences

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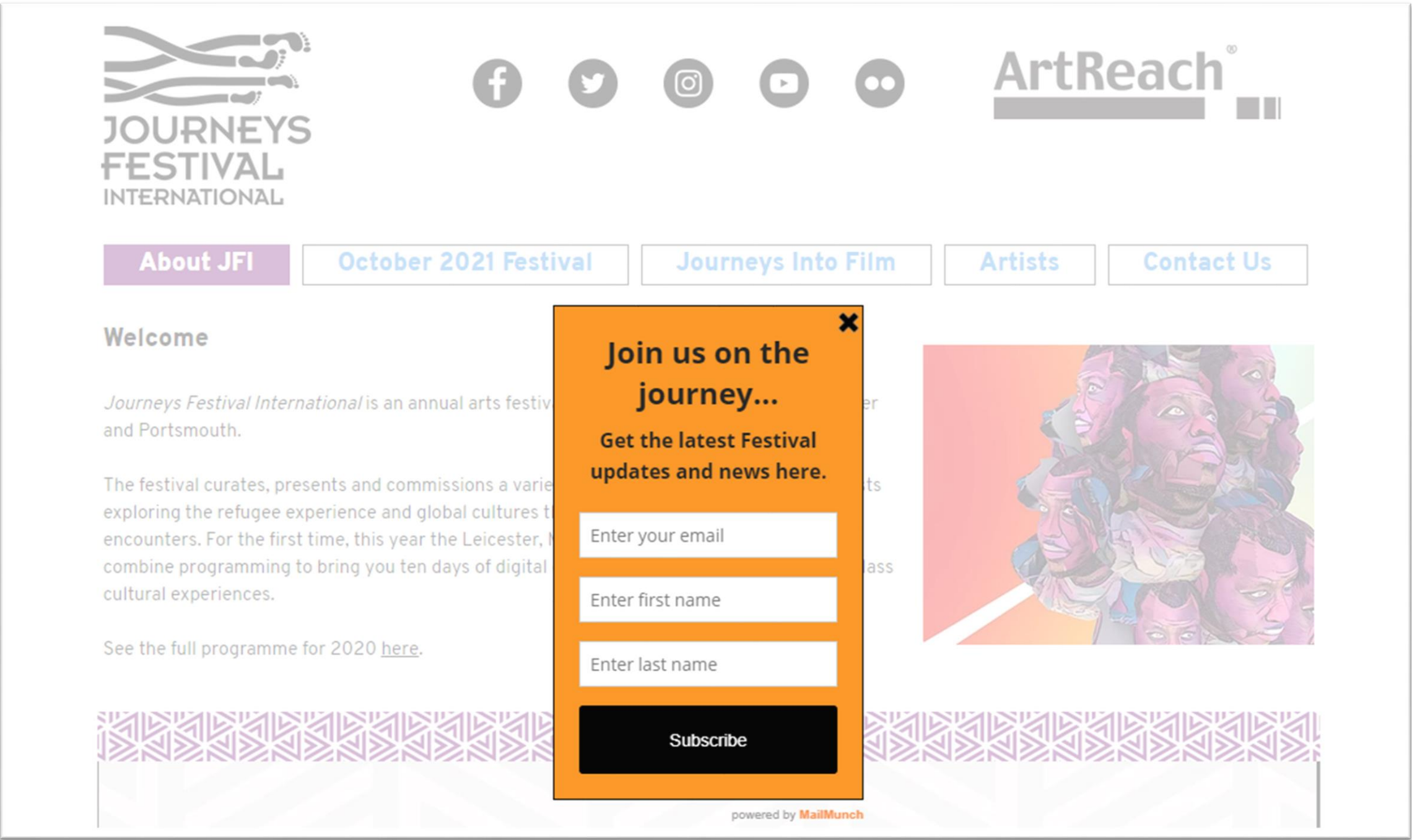
Unsubscribing

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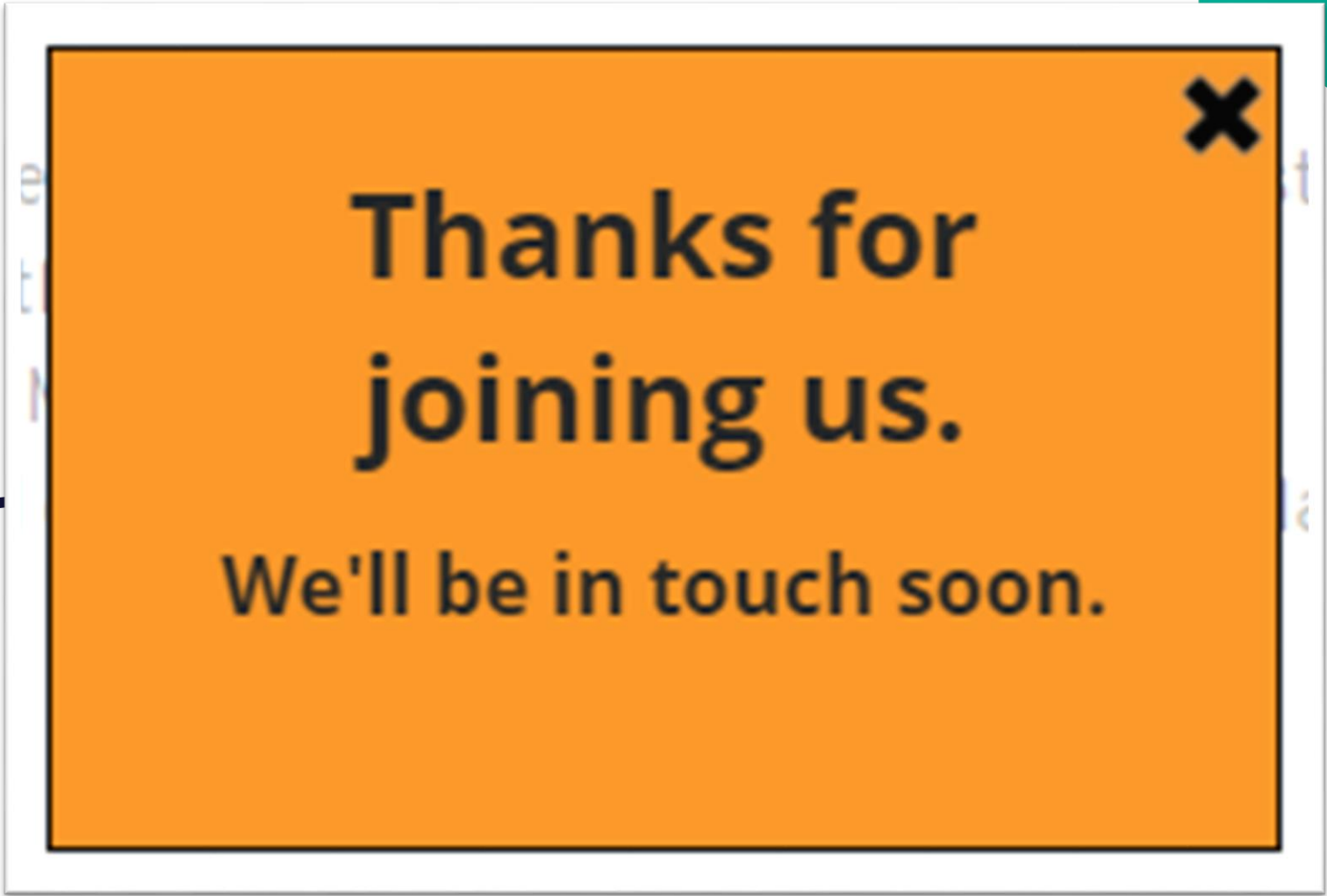
Your privacy

Pop up form

Pop up form



Pop up form

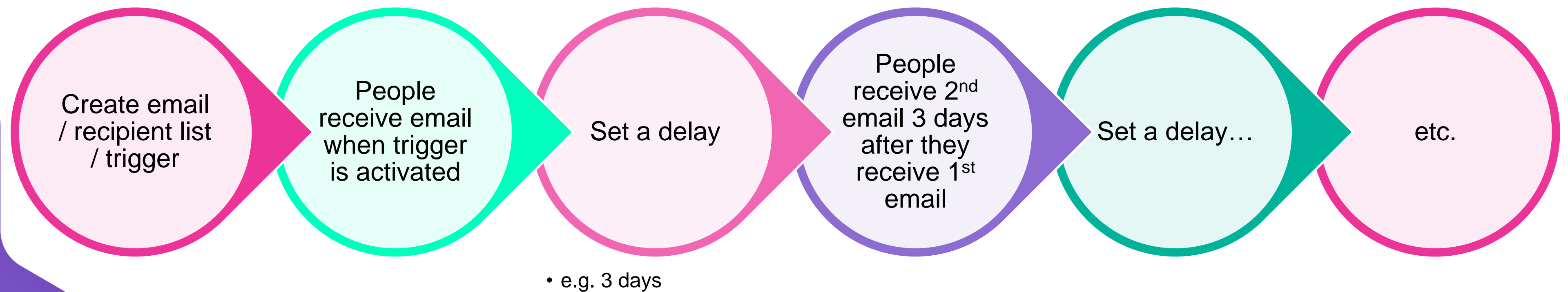


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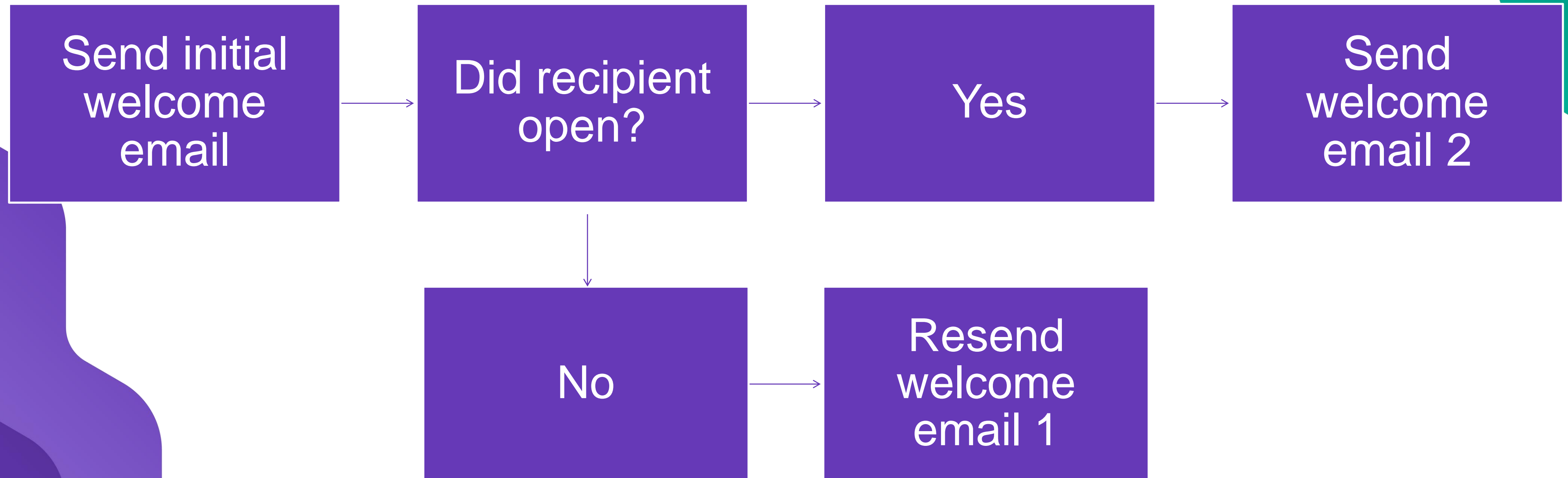
More advanced ideas

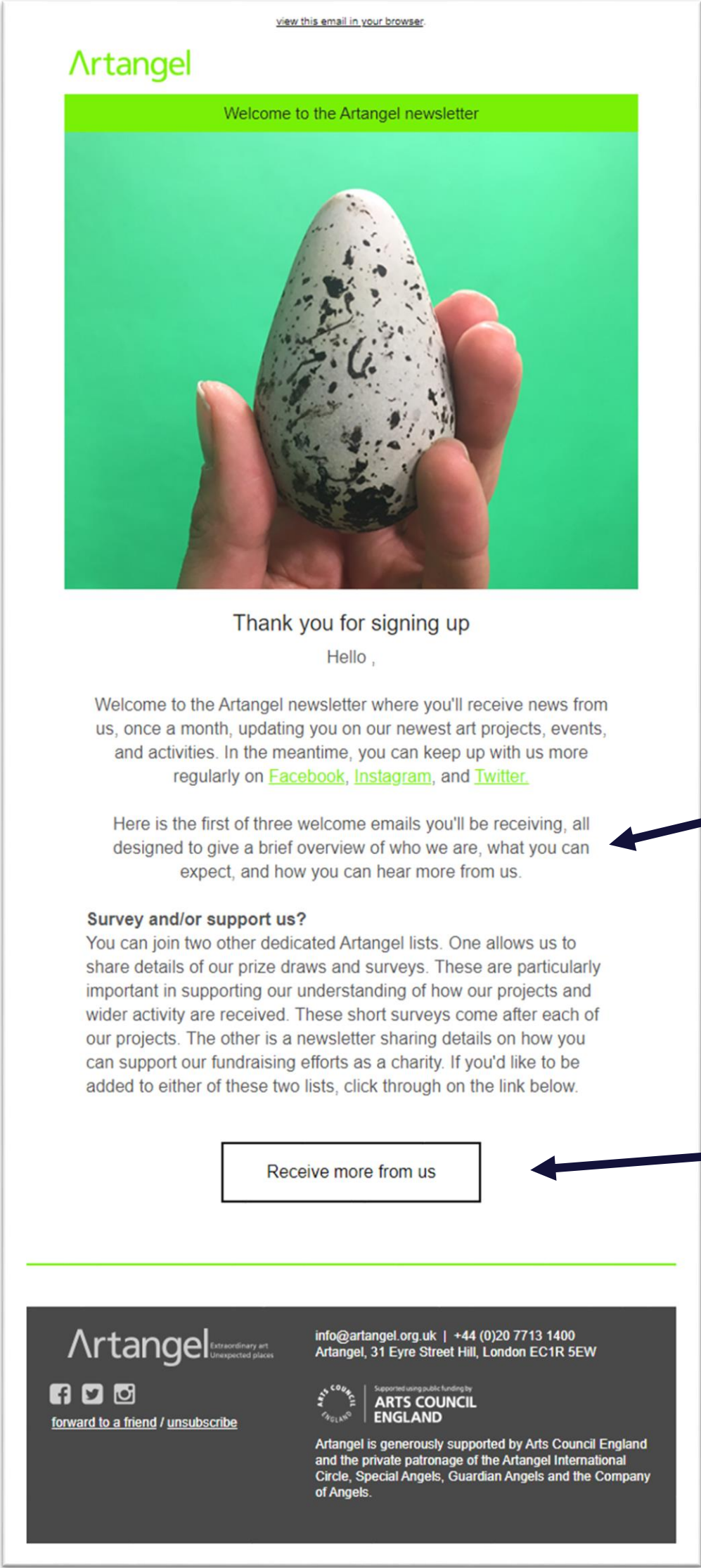
Welcome series

Automated series



Automated journey





Here is the first of three welcome emails you'll be receiving, all designed to give a brief overview of who we are, what you can expect, and how you can hear more from us.

Receive more from us

Artangel

Now/ Soon



Searching for art?

Hi ,

In the second of our three welcome emails, we'd like to remind you that whilst we carefully prepare new art projects and experiences to share with you, we have a number of ongoing, long-term sites currently open for visitation. These include projects we commissioned and presented either in their original places or have since travelled to new locations around the world.

Find out what you can visit, near you, on our website.

What's on now

Artangel
Extraordinary art
Unexpected places

[forward to a friend](#) / [unsubscribe](#)

info@artangel.org.uk | +44 (0)20 7713 1400
Artangel, 31 Eyre Street Hill, London EC1R 5EW

Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Artangel is generously supported by Arts Council England and the private patronage of the Artangel International Circle, Special Angels, Guardian Angels and the Company of Angels.

Artangel

Read / Listen / Watch



More from Artangel, online

While we may be known for the sited art projects we present across unusual places around the world, the variety of content documenting, interpreting, or reflecting the process of each project's presentation is often less known.

In this third and final email from our welcome series, and before you begin to receive our once-monthly newsletters, we invite you to explore our artists thinking through essays, audio talks, and short films. Read on to discover just a few of our personal suggestions and visit us online to delve further.

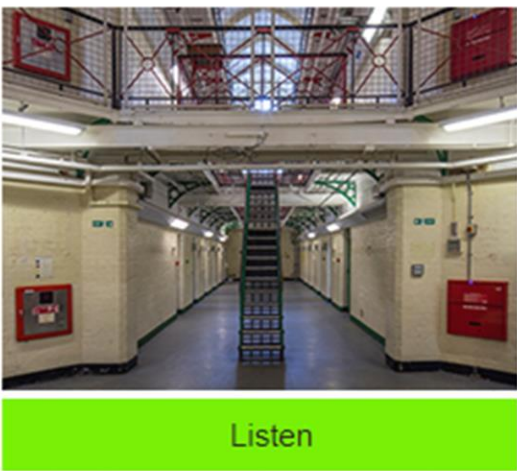
Browse more



Read

Making Rachel Whiteread's House
An essay by Artangel co-director James Lingwood explores the making of the project House – the cast of a Victorian terraced house in London's East End was hailed as one of the greatest public sculptures by an English artist in the 20th century.

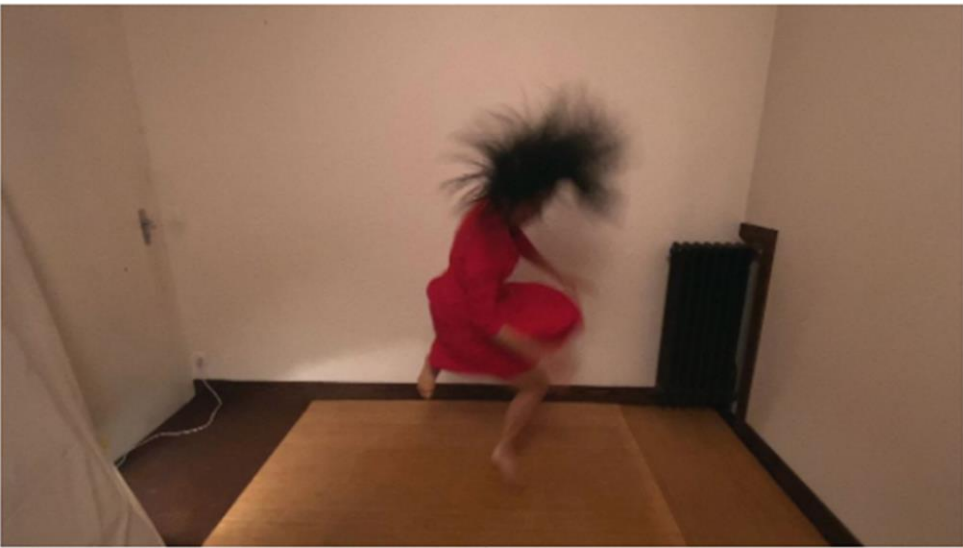
[Read now](#)



Listen

Artists and Writers in Reading Prison
HM Prison Reading opened to the public for the first time in 2016 with a new exhibition of works by artists, writers, and performers, who also gathered to perform live readings responding to the prison's most famous inmate: Oscar Wilde.

[Listen now](#)



Watch

STRASBOURG 1518 is a short film by Jonathan Glazer (Sexy Beast, Birth, Under The Skin, The Fall) with new music by Mica Levi. Inspired by a powerful involuntary mania that took hold of citizens in the city of Strasbourg just over 500 years ago, the film is a collaboration in isolation, made over the spring/ summer of 2020, between an exceptional range of nine performers from around the world.

[Streaming on BBC iPlayer](#)

Watch now

Artangel
Extraordinary art
Unexpected places

[forward to a friend](#) / [unsubscribe](#)

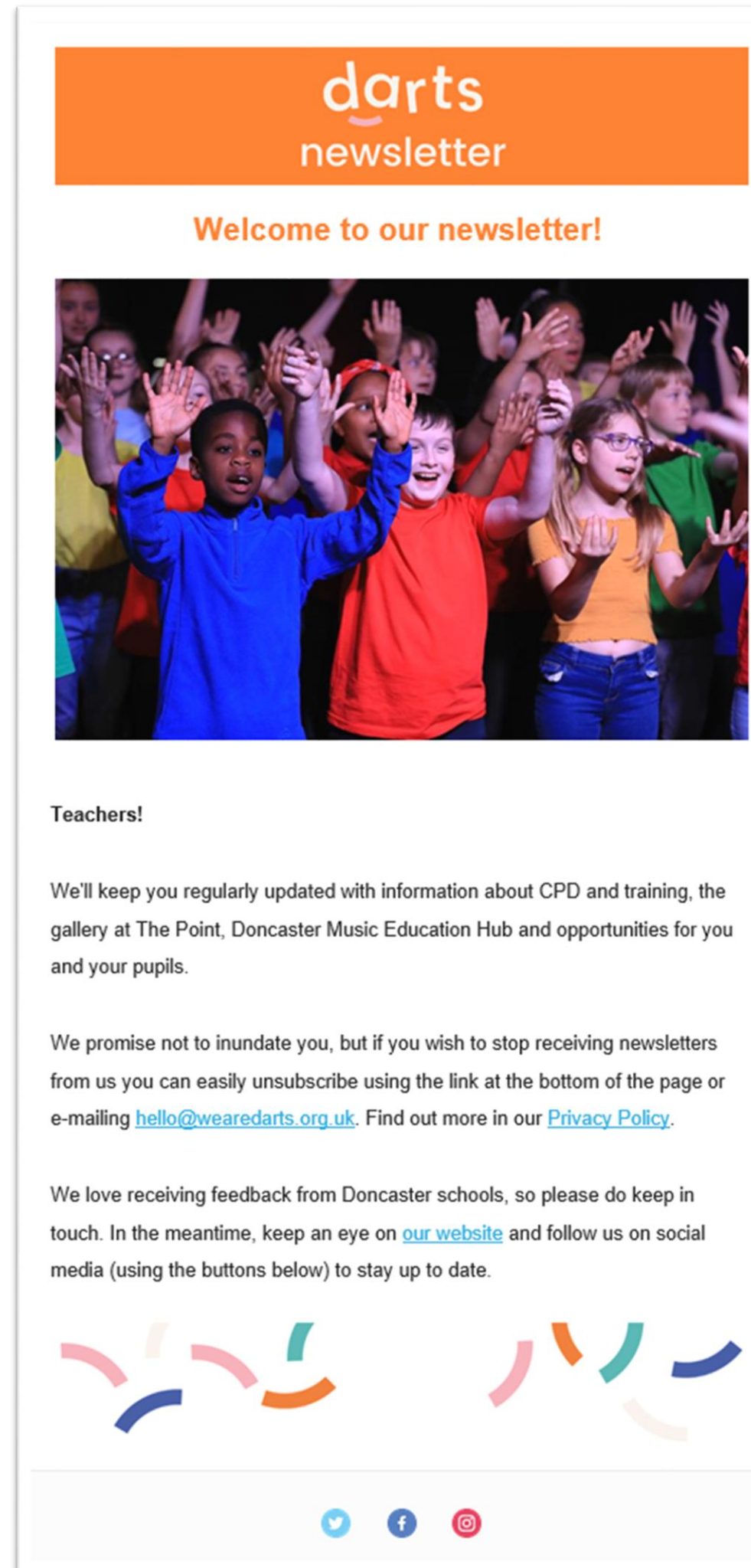
info@artangel.org.uk | +44 (0)20 7713 1400
Artangel, 31 Eyre Street Hill, London EC1R 5EW

ARTS COUNCIL
ENGLAND

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Segmented welcome email

Segmented welcome email



darts
newsletter

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darts creates art with people in Doncaster to improve life, learning and health. From visual arts to music, dance to drama, film and poetry, we provide a wide range of activities for people of all ages and abilities to enjoy.

The newsletter will have plenty of opportunities for you to get involved in creative activities, learn new skills and have fun.

We promise not to inundate you, but if you wish to stop receiving newsletters from us you can easily unsubscribe using the link at the bottom of the page or e-mailing hello@wearedarts.org.uk. Find out more in our [Privacy Policy](#).


In the meantime, keep an eye on [our website](#) and follow us on social media (using the buttons below) to stay up to date.





darts
newsletter

Welcome to our newsletter!







Teachers!

We'll keep you regularly updated with information about CPD and training, the gallery at The Point, Doncaster Music Education Hub and opportunities for you and your pupils.

We promise not to inundate you, but if you wish to stop receiving newsletters from us you can easily unsubscribe using the link at the bottom of the page or e-mailing hello@wearedarts.org.uk. Find out more in our [Privacy Policy](#).

We love receiving feedback from Doncaster schools, so please do keep in touch. In the meantime, keep an eye on [our website](#) and follow us on social media (using the buttons below) to stay up to date.





Segmented welcome email

Teacher
welcome
email

- Signs up on education page
- Selects 'teacher' on sign up form

Families
welcome
email

- Signs up through family page
- Selects 'family' on sign up form

General
welcome
email

- Signs up through any other page
- No options selected on sign up form

Let's keep things realistic

A decorative graphic featuring a thick, curved pink underline beneath the main text. The corners of the slide are adorned with colorful, layered geometric shapes: purple and teal on the left, and teal and purple on the right.

Homework!

- Sign up to your newsletter
 - Do you receive a thank you email?
 - Is there a thank you page?
- Create or update your welcome automation
- Create or update your thank you page
- Is there anything else you'd like to change?

Top testing tip

- You can sign up using your gmail account multiple times:

[youremail@gmail.com](#)

[youremail+1@gmail.com](#)

[youremail+2@gmail.com](#)

If that homework sounds easy

- Plan a welcome series
- Consider segmenting your welcome email

You're not alone

The slide features abstract, colorful geometric shapes in the corners. The top right corner has overlapping teal and purple shapes. The bottom left corner has purple and teal shapes, including a small pink cube. A thick, curved pink line is positioned below the main text.

Q&A



Get in touch

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

Join the conversation

@ace_dcn
#DigitalCultureNetwork

