




Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A.
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤖 🍰 😊

digitalculturenetwork.org.uk

  [Ask a Tech Champion](#) [Events](#) [External Support](#) [News](#) [About](#) [Knowledge Hub](#) 

We've created resources and advice for you to use during the COVID-19 lockdown. [Read More](#)

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)



Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



Health Check your Email Marketing Strategy

Jacqueline Ewers, Tech Champion
and Caspian Turner from Accessible by Design

Wednesday 23 November 2022



Digital Culture
Network



Your Health Check

- Diagnosis and strategy
- Make your emails more accessible
- Improve your customer journeys



- Not all metrics are equal
- Check your strategy is fit for purpose
- Are you multichannel or omnichannel?

- Improve your accessibility
- Design; Content; Structure; Format

- Quick wins for your priority customer journeys

Did you check your inbox today before
your started work?

Please give a thumbs up reaction in the
chat if you did.



99% of email users check their inbox daily

58% check their email first thing in the morning

- Targeted
- Timed
- Tracked
- Tested

Email is infinitely flexible



Maximising response rates

What are your KPIs for email marketing?

Identifying key issues

Build on your successes



- Open and click rates
- Conversion rates
- Subscribe and unsubscribe rate
- Overall ROI

- Bounce rate
- Domain open rate and click rate



Maximising response rates

Review your email marketing strategy

Who has contributed to your email marketing strategy?

Have you identified synergies?



Omni channel

VS

Multi channel

All the channels are integrated to deliver a consistent customer support



All the channels are not integrated, hence customer support becomes siloed



Making your emails more accessible

Human-centered design is at the core of accessibility: any changes you make — from colour contrast to font sizes — will benefit everyone on your list and increase response rates.

The arts and culture sector score most highly in ensuring that their communications are accessible.

True or False

Please show us a thumbs up reaction in the chat if you think this is true.




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Your **subject line** has the greatest impact on the success of your email campaigns.

If no one opens your message, no one will click on your call to action, read your content, or engage with your brand in a meaningful way.


Inbox Search 

 The Guardian traveller


The Guardian Traveller Saturday

Terrific two-wheeled trips
Coastal bike rides, cycling around Italy and wint... **Inbox** 

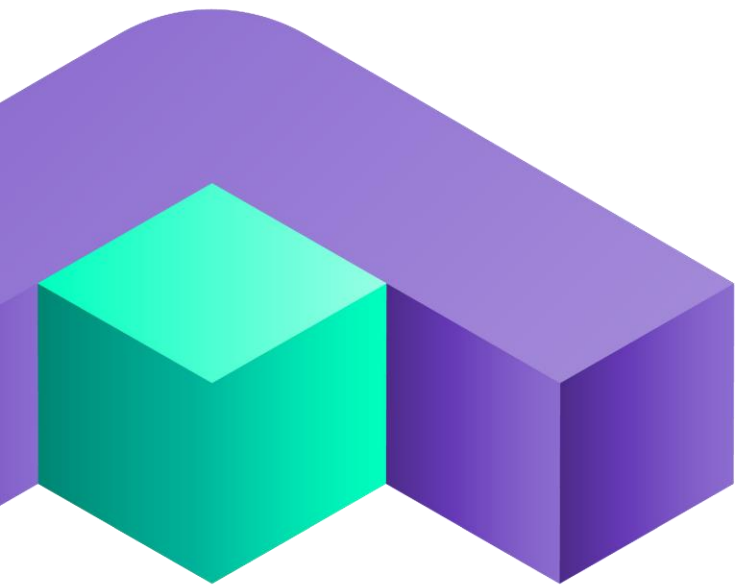
The Guardian Traveller Thursday

Embrace your inner Scandi
Bracing cumbrian walks, monster waves in Port... **Inbox** 

The Guardian Traveller 3 Nov

Snow time (on a budget)
Skiing in the Scottish highlands, following in the ... **Inbox** 


- Urgency
- Curiosity
- What's in it for me? Offers/benefits
- Personalisation
- Keep your subject lines short
- Clear calls to action
- Use numbers or a question to pique interest



Images and alt text

Image + Caption

Content	Style	Settings
---------	-------	----------



0e367947-5da8-47ac-b7af-9c62cba997bb.png
726 × 887
[Replace](#) · [Edit](#) · [Link](#) · [Alt](#)

Image Alt-Text ([What's this?](#))

Sale listens recommended for you

?	<p>The Men Who Stare at Goats By: Jon Ronson</p> <p>?</p>	?
?		?

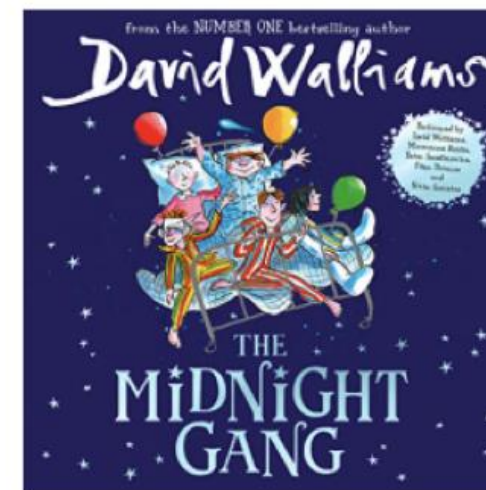
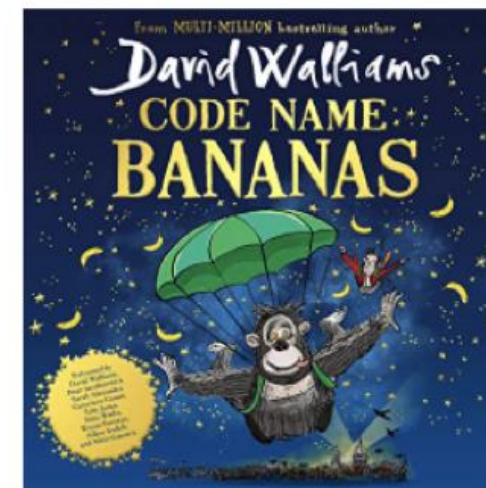
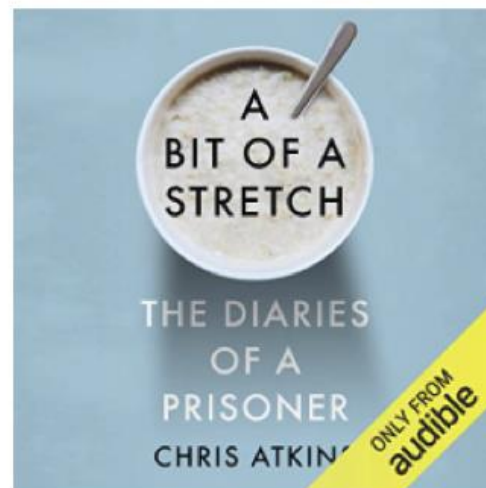
[Shop now](#)

Members only. Sale ends 11:59pm, Monday, 3 January, 2022.

Deals! More, more, more.

?	?
?	?

Sale listens recommended for you



[Shop now](#)

Members only. Sale ends 11:59pm, Monday, 3 January, 2022.

Deals! More, more, more.

<p>58" HISENSE 58A6BGTUK Smart 4K Ultra HD HDR LED TV Now £379.00 was £479.00</p> <p>Buy now</p>	<p>HOOVER H-Wash 300 H3W49TE NFC 9 kg 1400 Spin Washing Machine - White Now £269.00 was £349.00</p> <p>Buy now</p>
<p>SAMSUNG Galaxy Tab S8 Ultra 14.6" Tablet - 256 GB, Graphite Now £899.00 was £1099.00</p> <p>Buy now</p>	<p>ORAL B iO 6 Electric Toothbrush - Twin Pack Now £204.99 was £479.99</p> <p>Buy now</p>

Images and alt text


- Don't 'hide' content within images
- Alt-text, or alternative text is a short description of an image to describe the image when it cannot be viewed.
- Alt text can be useful for some neurodivergent audiences, people with certain sensory processing and learning disabilities

Use of colour


- There are over 2 million people in the UK living with sight loss
- 3 million colour blind people
- Don't use colour as the sole way to convey meaning
- Use tools like WebAIM contrast checker to check your colour contrasts

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#0000FF 
Lightness 

↔

Background Color
#FF1AE0 
Lightness 

Contrast Ratio
2.64:1

[permalink](#)

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Fail**

✓
Text Input



Nine years

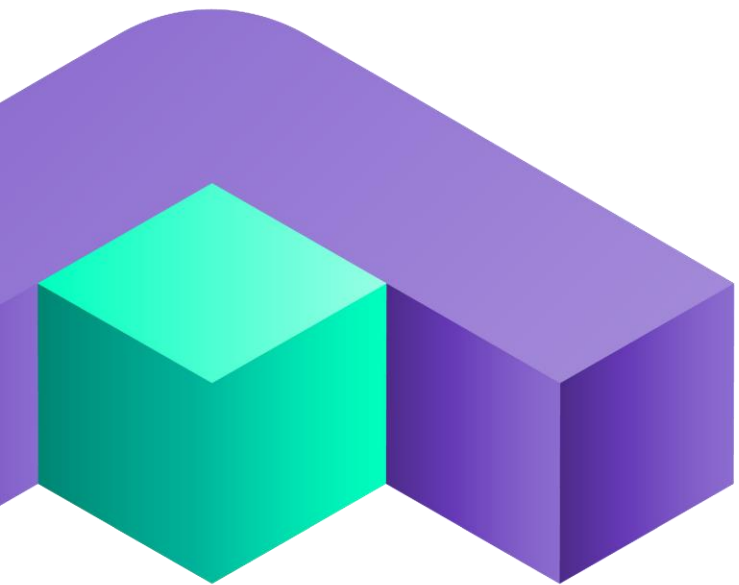


Readability

- Write in short, clear sentences and paragraphs.
- Try to stick to 15 words per sentence
- Avoid using jargon or internal terminology
- Avoid using unnecessarily complex words and phrases.
- Avoid using all caps.
- Sentence case is best for readability

Readability

- Break up content with bullet points where appropriate
- Use images or symbols to add meaning and context
- Expand acronyms on first use. For example, Digital Culture Network (DCN)



Link text and screen readers

Links

Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets
Book tickets

Links

Hotels.com
Purchase a Theatre & Hotel Combo Card here
MessageAgent.cfm
Watermill Theatre boss: All options are on the table fo...
Read more
MessageAgent.cfm
Exclusive: Scotland's Manipulate Festival returns to f...
Read more
MessageAgent.cfm
The Woman in Black to close in the West End after 3...
Read more
MessageAgent.cfm
John Tiffany to direct musical version of Nicole Taylor...
Read more
MessageAgent.cfm
From Here to Eternity review at Charing Cross Theatr...
Read more
MessageAgent.cfm
Find out more
APPLY HERE
APPLY HERE
APPLY HERE
APPLY HERE

Meaningful link text

- Links should make sense when read in isolation
- Don't use 'click here' or 'read more'
- Describe the action or destination
- Link text could match the title tag of the page it is linked to
- Don't write out full URLs
- Link text should be specific and unique

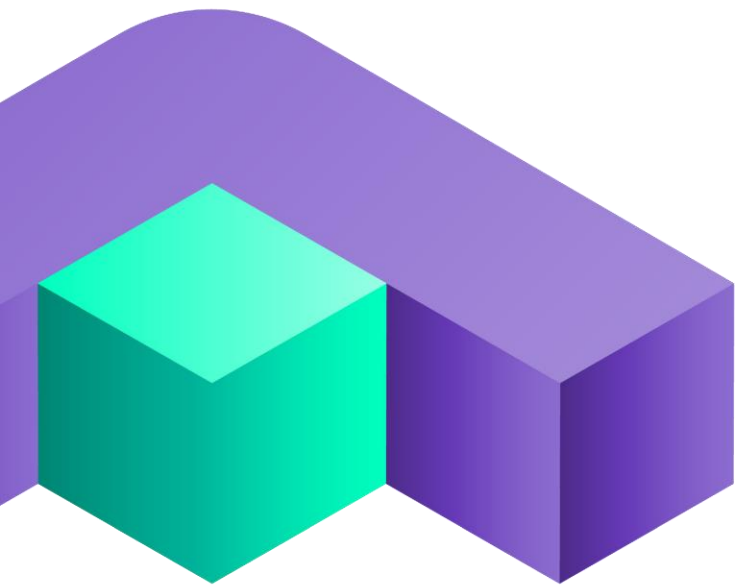
[Download the Job Pack for Head of Marketing \(PDF\)](#)

[Download the Job Description for Head of Marketing \(Word\)](#)

Mobile

60% of emails opened on mobile devices

70% of mobile users delete badly formatted emails within three seconds





Halloween is around the corner, and we've gathered together a spooky selection of treats (and tipples) for you... What's more, every year around Halloween, rumours about a 'St George's ghost' begin to resurface. So we've done our own investigation - is St George's haunted? Who has actually seen the ghost? The stories are in and the results are chilling - light the fire, pull up a chair, and prepare to be

scared!

Soil Association SCOTLAND

What's On

Food and farming news and events from Scotland, October 2022

[Home](#) [Our Services and courses](#) [Webinars](#) [Contact](#)

Soil Association news and events

READ » **Monthly Policy Blog: Supporting small farms and crofts – taking the message to parliament**
This week, Soil Association Scotland joined the Landworkers Alliance, the Scottish Crofting Federation, the Nature Friendly Farming Network and Propagate outside the Scottish Parliament for a rally in support of small farms and crofts. [Read more...](#)

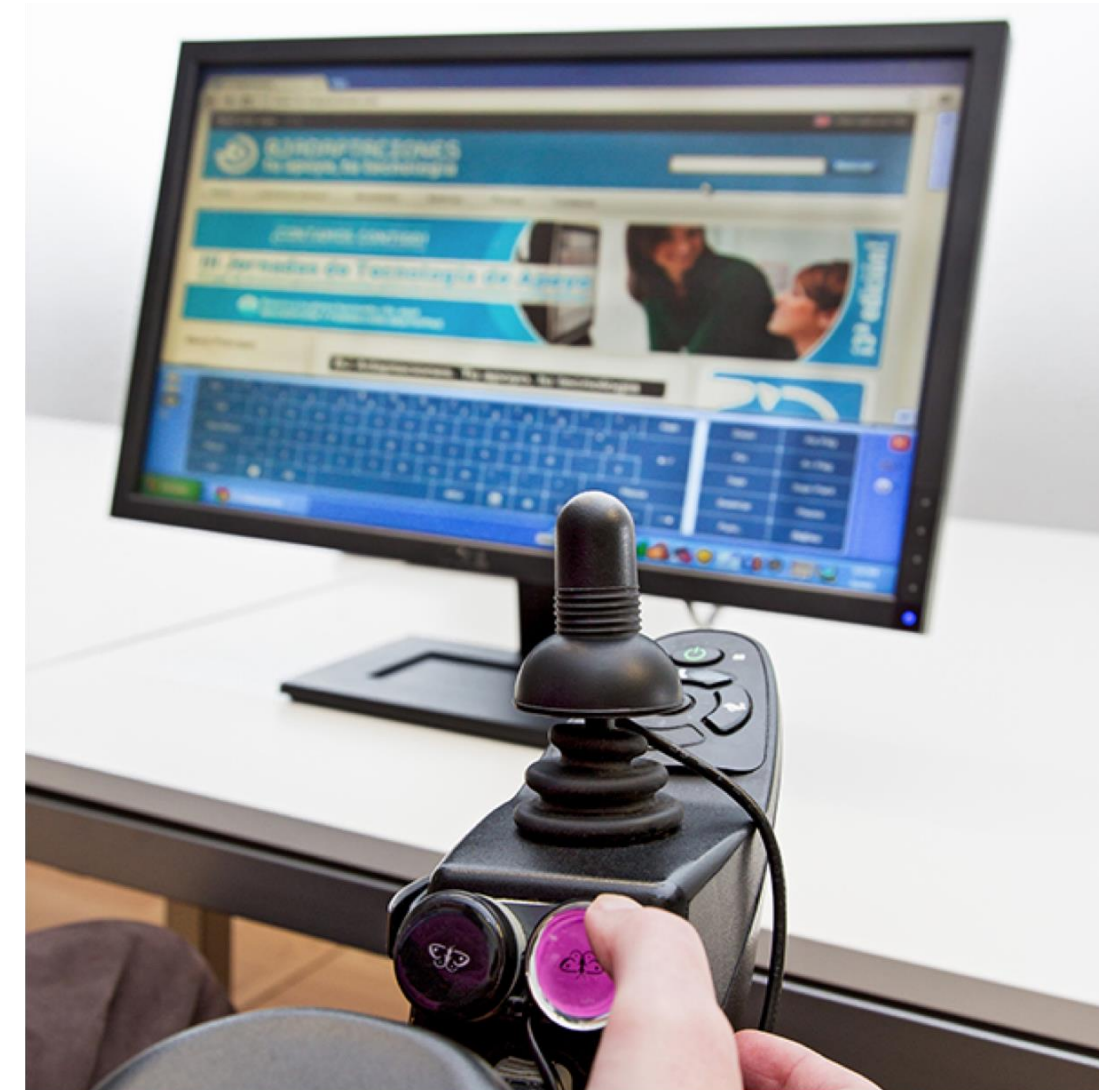
NEWS » **Food for Life Scotland: East Lothian wins the Silver Award**
East Lothian Council has been awarded the Food for Life Silver Award for their school meals across their 37 primary schools. A celebration event was held at Haddington joint campus dining hall, St Mary's RC Primary School, attended by pupils, members of the Facilities Management Team, Councillor Fiona Dugdale and local suppliers George Anderson and Murgoswells. [Read more...](#)

EVENT » **The first Market Gardening event in our Association**
The **Transition** programme took place this week. The programme aims to widen and deepen understanding of agroecology, specifically through a farmer-to-farmer/croft-to-croft cooperative learning programme. For further information contact [Amy](#). [Read more...](#)

NEWS » **Sustainable, Resilient and Climate Change (SRCC) Network**
A space for any and all farmers and crofters to share the work they are already doing on farm to support the climate and environment and hear about what others are doing now and for the future. For more information or to get involved, email SRCCNetwork@soil.org.uk [Read more...](#)

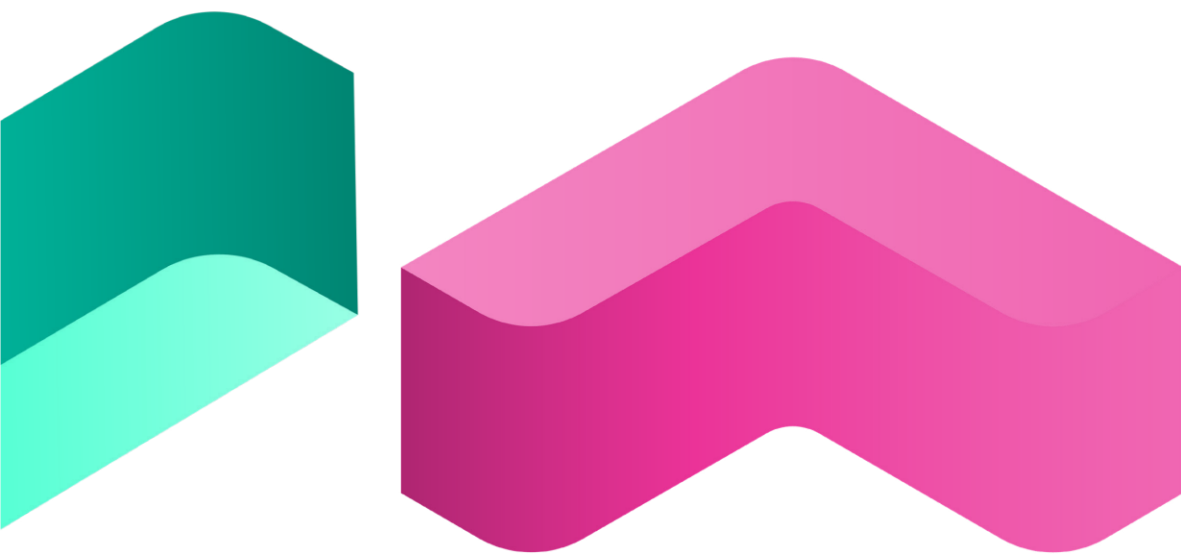
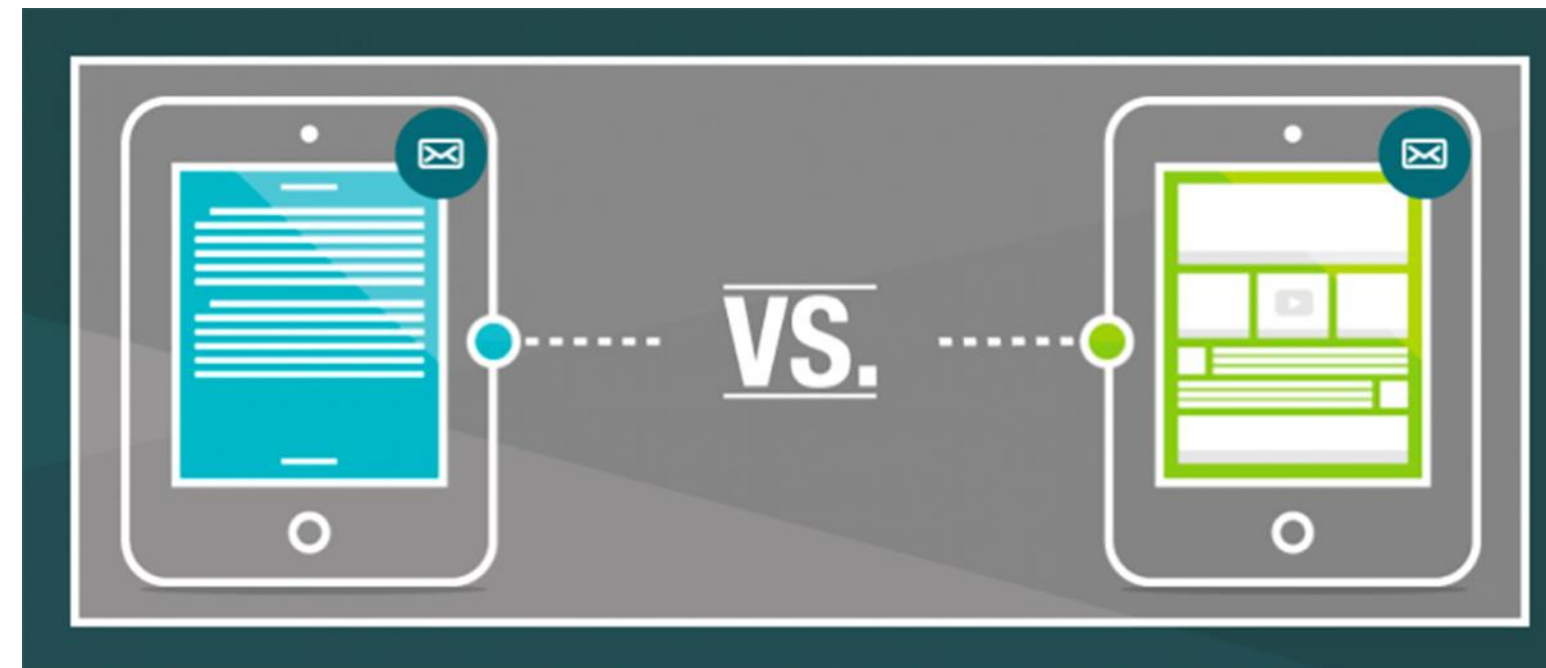
EVENT » **Get involved at**

Assistive technologies



Text-only browsers

- Renders more easily in plain text browsers
- Less bandwidth for downloading
- Check the content of your text-only emails



Improve your customer journeys

A customer journey outlines the different steps your customers take to become customers.

80% of customer consider their experience with a company to be as important as its products.



Phase of journey	Registration	Onboarding					First session
Actions What does the customer do?	Connect their Google account Chose a plan Confirm free trial	Goes through the training	Clicks on help icon	Adds a profile picture	Clicks on Learn more	Leaves feedback for the training	Open document Edit & invite Apply templates
Touchpoint What part of the service do they interact with?	Free trial landing page Email free templates	Training interface	Account settings	Templates browser	Help Center materials		New document Sharing settings Templates browser
Customer Thought What is the customer thinking?	I can use free templates This is easy, I can sign up with my google account Get I don't need to provide credit card details to get a free trial	Why are there so many Pop-ups?	Where do I start?	Educational materials are easy to follow	Why is the training so long	I love all the template examples that I can browse	Creating a document is really simple Adding a team member is very simple There are many templates to chose from
Customer Feeling What is the customer feeling?	😘		😞		😘		
Process ownership Who is in the lead on this?	👤		👤		👤		
Opportunities	Suggest trying an additional product Give the user extra credits to spend on premium templates	Make the training shorter	Suggest templates straight away	Review the popups	Introduce NPS for Help Center	First document award / "Congrats" popup	Give extra points for adding teammates

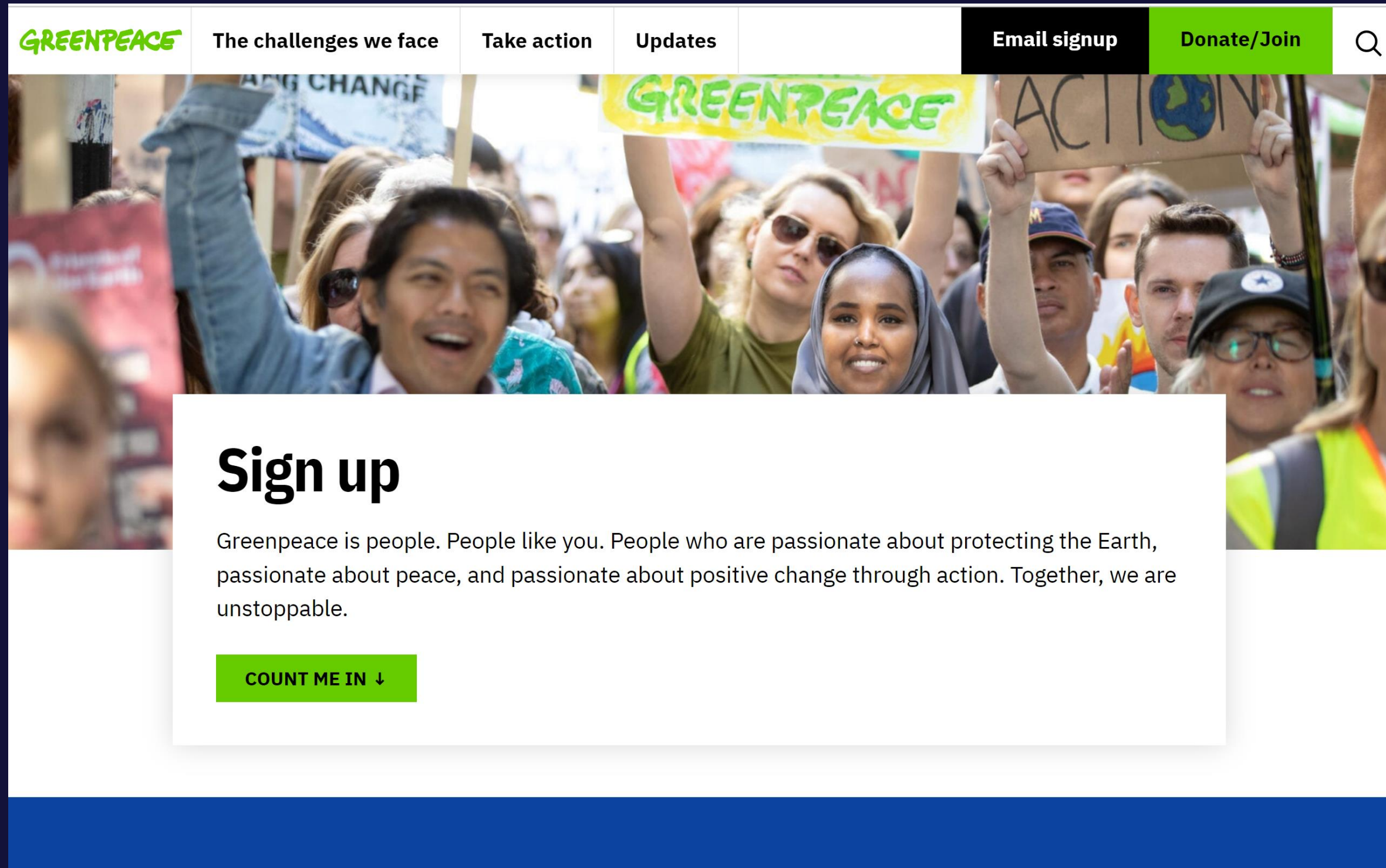
Are you regularly testing your customer journeys?

Please give a thumbs up reaction in the chat if you do.



The best way to map the customer journey: take a walk in their shoes





The image shows a screenshot of the Greenpeace website. At the top, there is a navigation bar with the Greenpeace logo on the left, followed by menu items: 'The challenges we face', 'Take action', 'Updates', 'Email signup', and 'Donate/Join'. A search icon is located on the far right of the navigation bar. Below the navigation bar is a large hero image of a diverse group of people at a protest, holding signs that say 'GREENPEACE' and 'ACTION'. Overlaid on the bottom left of the hero image is a white box containing the text 'Sign up' in a large, bold font, followed by a paragraph: 'Greenpeace is people. People like you. People who are passionate about protecting the Earth, passionate about peace, and passionate about positive change through action. Together, we are unstoppable.' Below this text is a green button with the text 'COUNT ME IN ↓'. The entire website screenshot is set against a dark blue background with a decorative teal and pink wavy graphic on the right side.


GREENPEACE The challenges we face Take action Updates Email signup Donate/Join

Sign up

Greenpeace is people. People like you. People who are passionate about protecting the Earth, passionate about peace, and passionate about positive change through action. Together, we are unstoppable.

COUNT ME IN ↓

EVERYMAN Venues Films Events Membership Gift Vouchers **BOOK NOW**

 [Log in or sign up](#)

Subscribe to our newsletter

* Required

* First name

* Last name

* Email address

* Local venue **Choose your Venue** ▼

Check this box for special bribes, incentives and Everyman listings each week.

Check this box for invitations to special events.

Subscribe

...or become an Everyman member

Join



Use your customer journey data

Are you losing people?

72% - 80% transactions are not completed

Could you be doing more?

91% open rates for welcome emails





[Home](#)

[Member Centre](#)

[Help & Support](#)

Hello Christopher

Welcome to Plusnet

Thanks for taking our broadband service!

Below you'll find:

- What the next steps are
- Confirmation of your order and payments
- Details about your account

Please keep a copy of this email for your records.



What's next?



Your Health Check

- Diagnosis and strategy
- Make your emails more accessible
- Improve your customer journeys

Takeaways

- ✓ Download our campaign and KPI spreadsheets
- ✓ Review your accessibility against our checklist
- ✓ Book in a 121 customer journey mapping session

Q&A



**Digital Culture
Network**



Get in touch

Book in a 1-2-1

jacqueline.ewers@arts council.org.uk

Send us an email

digitalnetwork@arts council.org.uk

Join the mailing list

digitalculturenetwork.org.uk

Join the conversation

[@ace_dcn](https://twitter.com/ace_dcn)

[#DigitalCultureNetwork](https://twitter.com/hashtag/DigitalCultureNetwork)

