




# 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



# Introduction to email marketing automations

Jacqueline Ewers, Tech Champion

Wednesday 7 June 2023



# Email marketing automations

- The benefits of email marketing automations practice and top tips

- Benefits of email marketing automations
- How to create automations
- Automation best practice and top tips





99% of email users check their inbox daily

58% check their email first thing in the morning

- Targeted
- Timed
- Tracked
- Tested

Email is flexible



For every £1 spent, the return is £42

Email is 40x more effective at acquiring customers than Facebook and Twitter

320% more revenue is driven by automated emails than other email sends



- What is an automation?
- How can it help?
  - work smarter not harder
  - anticipate customer needs
  - build relationships



# Welcome automation

Welcome emails have up to 90% open rate

75% of new email subscribers expect a welcome email

New subscribers who receive a welcome email have 33% higher engagement long-term than those who don't





How long before a mobile user deletes a badly formatted email?

Is it above or below 5 seconds?

# Creating automations: messaging strategies

1. Promotion
2. Education
3. Profiling
4. Expansion
5. Evangelism

# Promotion

## Subject lines

Sign up to our newsletter for 10% off

Make your first purchase using this special discount

SIGN UP TO OUR NEWSLETTER  
FOR 10% OFF

Email

**SUBSCRIBE**

Subscribe to receive a code for 10%  
off your next order.

Plus find out about the latest  
products and offers with our weekly  
newsletter.



# Education

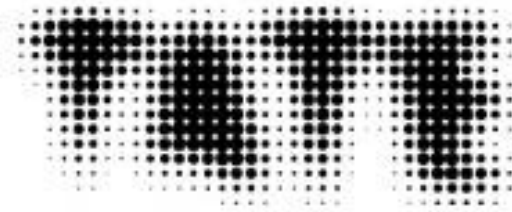
## Subject lines

Welcome to the Barbican. What will you discover?

Welcome to the RA. Three things you might not know about us

Welcome to our arty community





EXHIBITIONS MEMBERSHIP SHOP

## IT'S GREAT TO MEET YOU



Thanks for signing up to emails from Tate. You'll be one of the first to hear our latest news and offers! We look forward to welcoming you to one of our galleries soon.

[Discover what's on](#)

# ANYTIME, ANYWHERE

Get inspired with a few of our favourite ways to explore Tate's collection at home.



ancing to art in  
e Britain with  
rali



Solange Knowles  
Ferguson on Black  
identity



Discover how to  
draw like Paula  
Rego

[Explore the collection online](#)

# Profiling

## **Subject lines**

Your thoughts on this

Learn how to set up your account/ your preferences

Tell us more about you/your interests/your preferences

# GREENPEACE

We know all the issues we work on are important and interconnected but, if you had to pick just one, which would you say is most important to you?

Ending plastic pollution

Protecting forests

Ending air pollution

Stopping climate change

Creating ocean sanctuaries

These big environmental threats may be huge challenges – but if we work together, we can protect our planet,



# Expansion

## Subject lines

Connect with us on social

Download our latest app

Open for a mystery discount





## Shop online

When you shop with us, your purchase helps to ensure that future generations can enjoy the National Gallery as we do today.

[Shop now](#)

# Evangelism

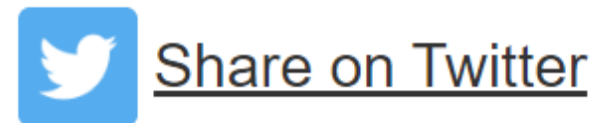
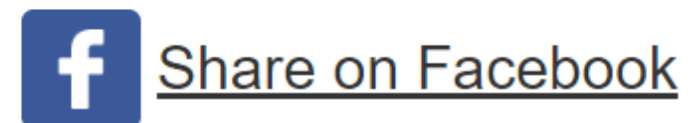
## Subject lines

Together we can change the world

Refer a friend

Thanks for signing – one more thing

If you're on social media you can share the campaign on Facebook or Twitter, or there's an email below that you can forward on:



You can also follow us on Facebook or Twitter and be part of our social media communities – every new member helps us grow stronger:

[https://37d.gs/community\\_facebook](https://37d.gs/community_facebook)

[https://37d.gs/community\\_twitter](https://37d.gs/community_twitter)

Contact Subscribes to List

Immediately

Welcome Touch 1

Wait 1 day

Welcome Touch 2

Wait 5 days

Welcome Touch 3

Wait 5 days



# Welcome Touch 1

THE  
NATIONAL  
GALLERY

CREDIT SUISSE  
Partner of the National Gallery



## Welcome to the Gallery

Thanks for signing up. You'll now be updated with all the latest news on exhibitions, events, and much more. In the meantime, here's how you can get close to our world-famous art right now.



## Plan your next visit

Book for our landmark exhibition 'After Impressionism' or explore more than 700 years of painting in the collection.

[Book now](#)



# Welcome Touch 2



## Learn something new

Get closer to our paintings with talks and courses led by our educators, online and in the Gallery.

[Browse events](#)

## Go behind the scenes

Explore the collection from home with the latest stories, films and features.

[Start exploring](#)

# Welcome Touch 3



## Shop online

When you shop with us, your purchase helps to ensure that future generations can enjoy the National Gallery as we do today.

[Shop now](#)



## Members enjoy more

Get unlimited free entry to all our shows, invitations to preview days, priority booking, an exclusive programme of online events and more.

*From £65*

[Find out more](#)

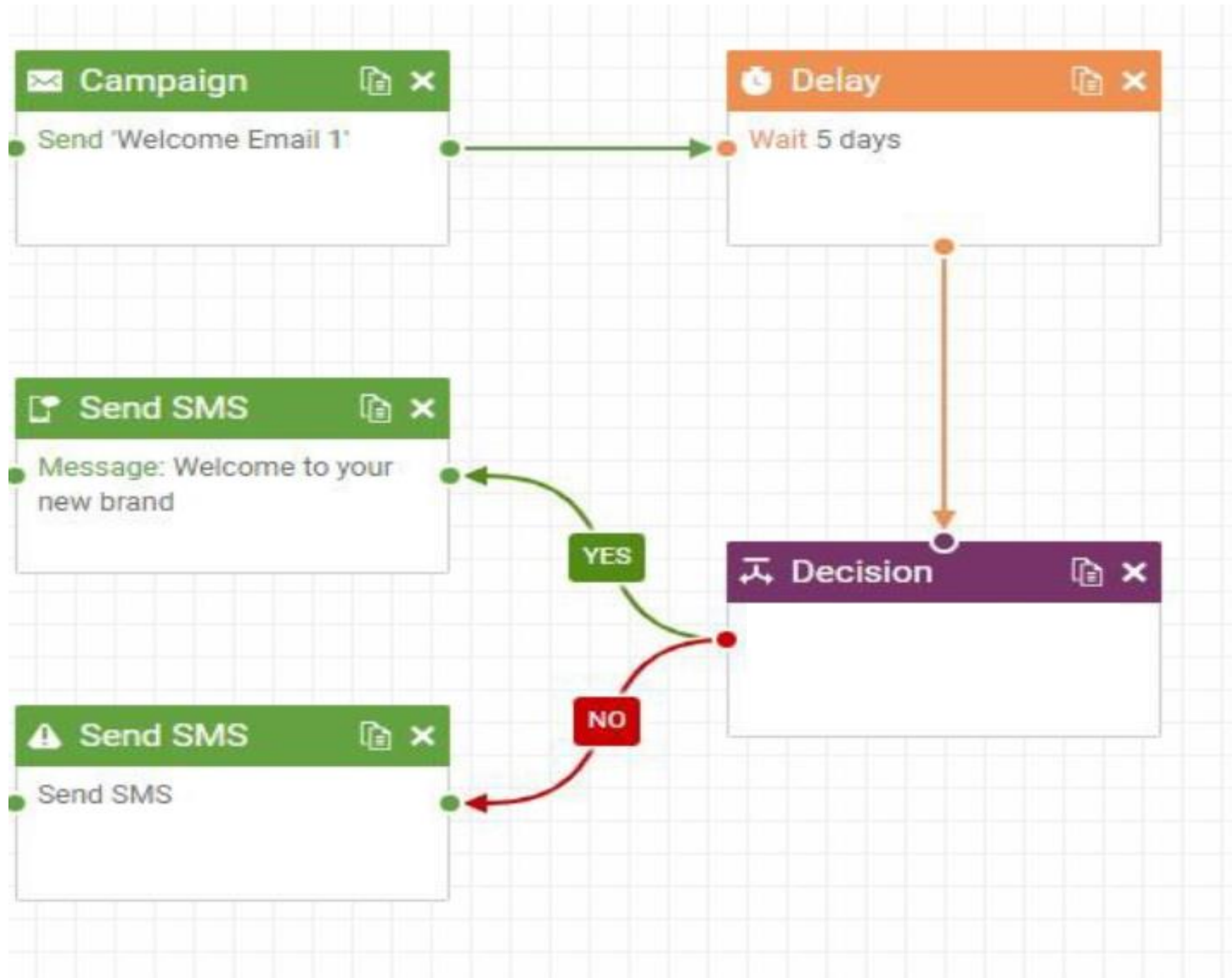
Join the conversation





# 5 rules of welcome emails

1. Trigger the first email immediately on sign up
2. Consider using more than 1 email within your automation
3. Span follow up emails over a 2 week period
4. Incentivise where possible
5. Use clear Calls To Action





# Automations: best practice and top tips

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



Dear Jacqueline

Thank you for ordering from us.  
Your order number is 23-EO-6W3  
Here are your order details:

4 Full Price tickets (Main Hall Unreserved) at £20.52 (inc. £1.52 commission)each

#### Summary

-----

Tickets: £82.08

Sub total: £82.08

Total: £82.08

#### Receipt

-----

Card Payment

Amount....

|

Thank you for your order.



# Email marketing: best practice

- Test
- Check across devices
- Make every contact count
- Evaluate



Does the term 'Mystery Shopper' mean anything to you?





# Automations: best practice

- Know your goals
- Be human
- Don't ask too much
- Beware set up and forget





**Thanks for signing up for our monthly emails. They're packed with news and updates about our exhibitions, events and ways you can get involved.**

If ever you want to stop receiving them just select the unsubscribe link at the bottom of our emails.







## We can't wait to see you soon

Dear Jacqueline

Thank you for booking for O'Hooley & Tidow on 06 May 2023 at 20:00.

Our Box Office and Café Bar will be open one hour ahead of the event. Please arrive in good time to take your seats before the event starts.

Please see some important information about your visit below. We hope you enjoy the show!

Best wishes,  
St George's Bristol Box Office Team

### Tickets/E-tickets

If you need to re-download your e-ticket, or would like to print your e-ticket at home, you can do this via your online customer account with us. [Log in here](#) and select 'E-tickets' to view and download your valid ticket/s. If you have chosen a printed ticket, these will be waiting for you at Box Office on your arrival.

### Food & Drink

Our Café Bar will be open one hour ahead of the event. If you have already booked pre-event food and drink, you can collect this from the Bar during this time. You can also pre-order **interval** drinks direct from the Bar. [Find out more about our Café Bar, and food and drink options, here.](#)

### Keeping You Safe

Covid-19 restrictions have changed. Whilst it's not a requirement, please choose to continue to wear a face covering, if you can, when visiting us. Please use the sanitiser provided at each entrance, and use contactless payments where possible. [Read our Covid-19 response here.](#)

### More information

For the latest info we have on tonight's event, including any specific timings, please check the O'Hooley & Tidow page on our website. [Click here for our events.](#) Scroll through the list to find tonight's event.



Planning Your Visit



Contact Us

## Tell us what you thought

Your feedback is integral to future Digital Culture Awards. We would be so grateful if you could take a few minutes to complete this short survey and help us plan for the future!

[Complete the feedback survey](#)

## Meet the Winners

To learn more about the brilliant Winners, head to the Digital Culture Network website and prepared to be inspired!

You can also keep your eye on our Twitter [@acc\\_dcn](#) and [LinkedIn](#) and to [sign-up to our mailing list](#) for updates.

[Meet the Digital Culture Award Winners](#)

## Watch the recording

Didn't catch the whole event? Don't worry - we recorded it! You can access the recording on the Digital Culture Network YouTube channel using the link below.



## Free digital skills support

Don't forget that the Digital Culture Network is here to provide you with free digital skills support. Every not-for-profit creative and cultural organisation and individual practitioner in England is eligible for support from our team of digital experts.

So, whether you need a specific issue solved or want to have a conversation about your wider digital goals, we can help!

[Book a free 1-2-1 with a digital expert](#)





# Libraries**West**

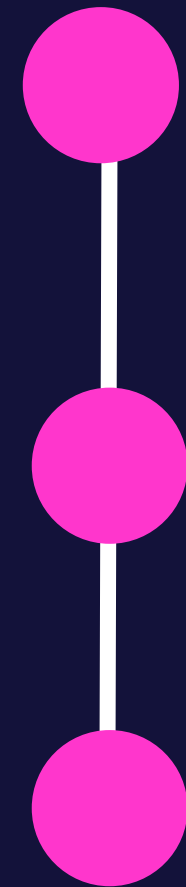
## Library Notice

Hello Jacqueline,

This email is to let you know that the following item(s) are due for return shortly. To avoid having to pay an overdue charge please return the item(s) to any library in LibrariesWest on or before the due date.



# Introduction to email marketing automation



- Benefits of email marketing automations
- How to create automations
- Automation best practice and top tips



# Takeaways

- ✓ Download our email tracker
- ✓ Set a date for your Mystery shopper
- ✓ Book in a 121 session



# Q&A



**Digital Culture  
Network**





# Get in touch

## Book in a 1-2-1

[jacqueline.ewers@artsCouncil.org.uk](mailto:jacqueline.ewers@artsCouncil.org.uk)

## Send us an email

[digitalnetwork@artsCouncil.org.uk](mailto:digitalnetwork@artsCouncil.org.uk)

## Join the mailing list

[digitalculturenetwork.org.uk](http://digitalculturenetwork.org.uk)

## Join the conversation

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

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

