

Revitalise your email marketing: grow and engage audiences with email

Jacqueline Ewers, 26 February 2025



**Digital Culture
Network**






Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Click the CC button for Closed Captions
3. BSL interpretation is available
4. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
5. 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! 🤔 🎉 😊

Access free one-to-one support

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Ask a Tech Champion

Ask a Tech Champion

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name

Email

Organisation

What is it about?

—Please choose an option—

▾

Which discipline is your area of focus?

—Please choose an option—

▾

What region are you based in?

—Please choose an option—

▾

How did you hear about us?

—Please choose an option—

▾

Please tell us about the support you need:

- Why email marketing matters
- Top 5 email marketing challenges and opportunities
- Q&A

Why email marketing matters

Easy to
start

Owned
channel

Traffic

Brand
building

Automation

Cost
effective

Audience
segments

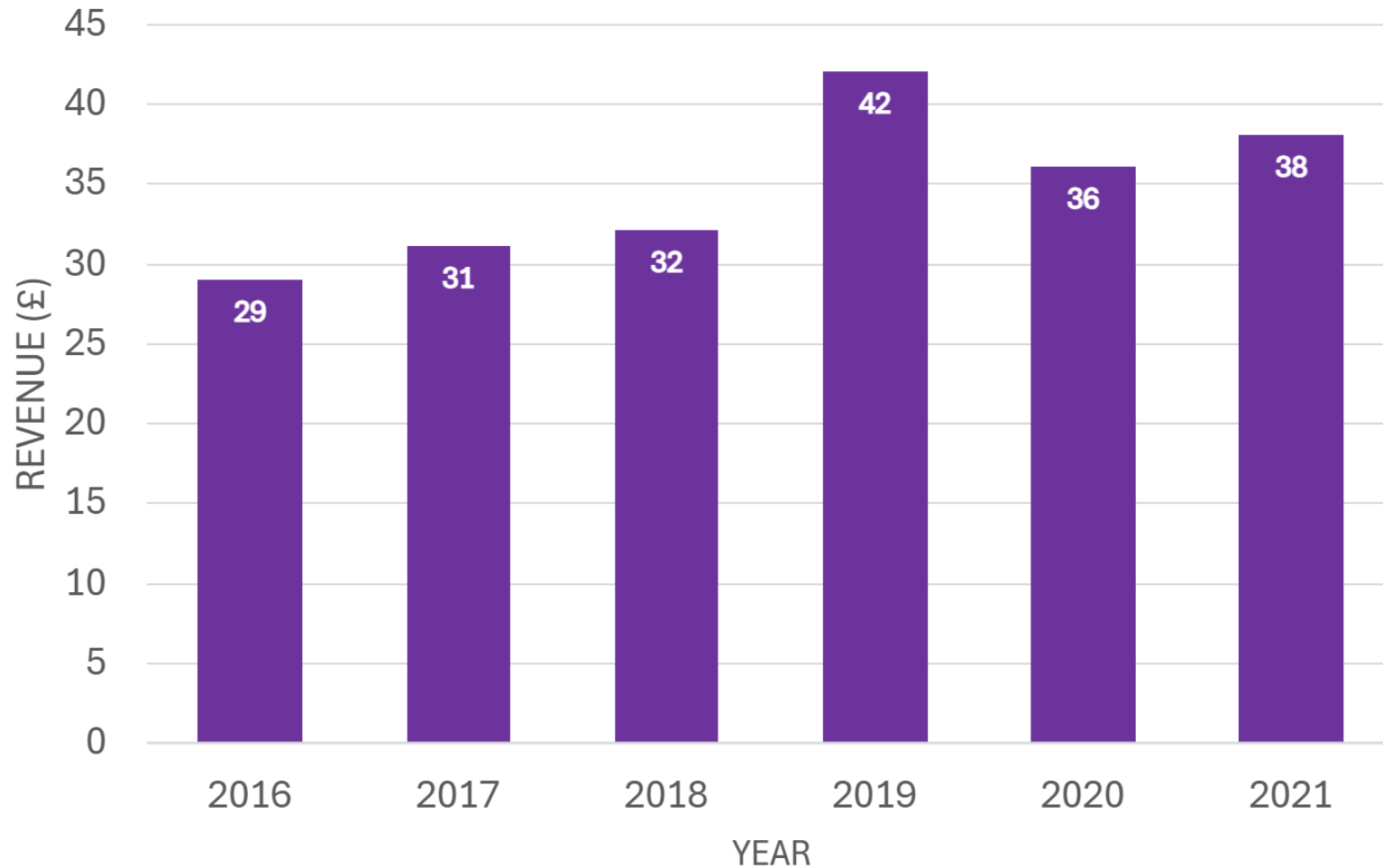
Customer
relationship

Why email marketing matters

- 99% of email users check their inbox daily
- 58% are not checking the news, social media first thing – they are turning to their inbox.
- 4 Magical T's
 - Targeted
 - Timed
 - Tracked
 - Tested

Why email marketing matters

Return On Investment (ROI)



For example:
in 2019 for every £1
spent, a return of
£42 revenue was
recorded.

Why email marketing matters

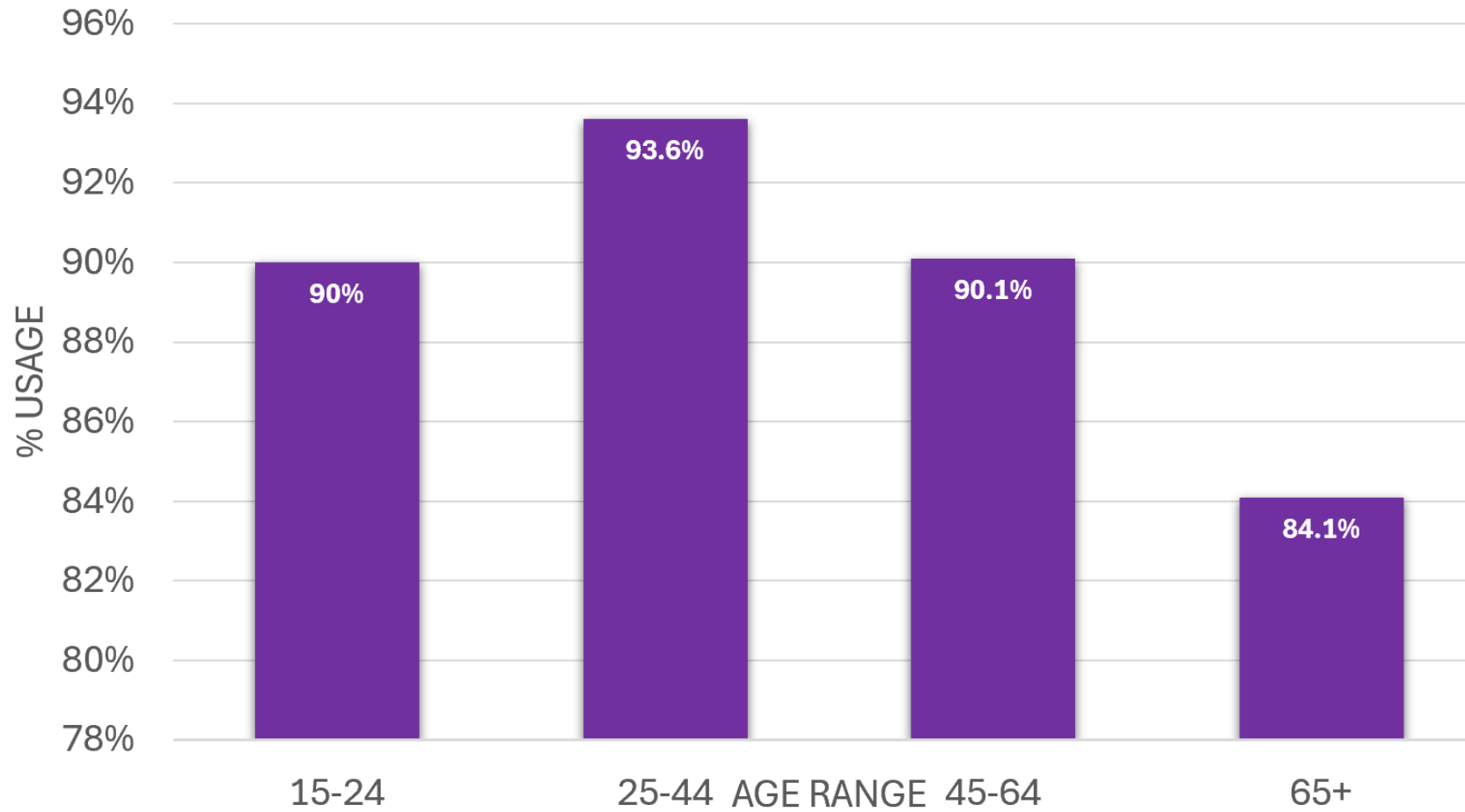
POLL

How frequently are you contacting your core audiences on average by email?

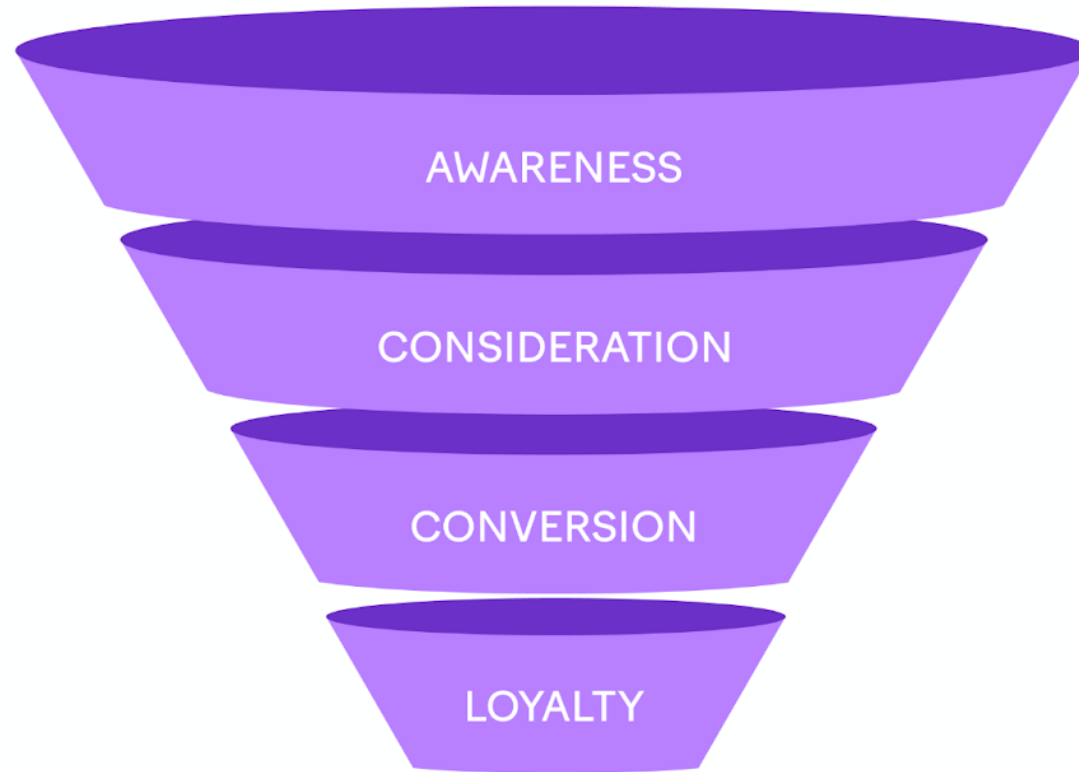
- Daily
- Weekly
- Every other week
- Monthly
- More than monthly

Why email marketing still matters

Email usage of internet users by age (US)



Why email marketing matters



Top 5 email marketing challenges and opportunities

- 1 Grow your contact list
- 2 Manage inactive contacts
- 3 No contact data... no problem
- 4 Smart targeting
- 5 Make it all click

- 
- 
- 1 Grow Contacts
 - 2 Inactive Contacts
 - 3 No Contact Data
 - 4 Smart Targeting
 - 5 Make It All Click

1. Growing contacts

- Know your audience
- Create value
- Be transparent



BRIGHTEN UP YOUR INBOX

Get all the latest news from the Gallery's Bicentenary year, updates on exhibitions, plus occasional offers and information on how to support us.

Sign up >



**BRISTOL
OLD VIC**



WE SEND GOOD EMAILS | Bristol Old Vic subscribers hear about new shows and

cast announcements before anybody else. And your data is safe with us. [Sign-up now.](#)



Natural History Museum

Don't miss a thing

Receive email updates about our news, science, exhibitions, events, products, services and fundraising activities. We may occasionally include third-party content from our corporate partners and other museums. We will not share your personal details with these third parties. You must be over the age of 13. [Privacy notice](#).

Follow us on social media



Using the soft opt-in for growth

- What is the soft opt-in?
- What's changing?



Tick here if you'd prefer not to hear from LW Theatres about events, experiences, offers and services. You can unsubscribe from marketing communications at any time.

Using the soft opt-in for growth

- Quickest way to grow
- Trust factor
- Lower quality contact data
- Lower revenue per contact

- 
- 
- 1 Grow Contacts
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2. Inactive contacts

- Cost
- Performance
- Deliverability

Offers just for you | Free shipping and 10% off your next shop | [View in browser](#)

RA



We haven't heard from you in a while

Things are bustling back to life here at RA! Our exhibitions are in full swing, our shops stocked to the brim, and new restaurants and cafés are now open.

We'd love to keep you updated about everything going on but **if we don't hear from you, we'll take you off our email list.**

Click any button below to stay on our list or click unsubscribe to take a break.

Keep me updated

Unsubscribe

Can we tempt you back?



Enjoy 10% off and free UK shipping at the RA Shop

Whether you're looking for an art-inspired gift or the latest exhibition catalogue, our shops have it all. Click below to reveal your exclusive promo code.

Reveal code



Have a treat on us next time you visit

Enjoy a special treat at the RA café or Courtyard Café. Click below to reveal details of your offer.

Reveal offer

[Support us](#) | [Exhibitions](#) | [RA Shop](#) | [News & Blog](#)



Was it something we said Jacqueline?

We noticed you've been keeping a low profile recently – maybe the new Cornwall Playhouse isn't your bag, or you're less-able to get to the theatre, or perhaps you're just lying in wait for your favourite show?

Whatever it is, help us keep your inbox happy.

Remember, tickets for most shows start at £15. Members get first dibs, and we're bursting at the seams year-round with great music, dance, drama and sell-out West End shows.

KEEP ME IN THE LOOP

Let us know what's stopping you from booking by following the link below.

LET US KNOW

If you're done with us for now, that's ok too – we'll miss you more than a Cornishman misses his pasty, but if the time has come, unsubscribe here. We'll be hoping it's not goodbye, just au revoir.

UNSUBSCRIBE ME

- 
- 
- 1 Grow Contacts
 - 2 Inactive Contacts
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3. No Contact Data

- Contact data value
- Creating opportunities



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General admission

Book a free general admission ticket to help save time on arrival and to receive updates ahead of your visit. Tickets include entry to our collection and free exhibitions.

[Find out more and book >](#)



July Campaign Calendar Inspiration Cheat Sheet

As summer heats up and July approaches, it's a great time to get creative with your marketing campaigns.

To help you leverage July events to boost engagement and make the most of the month, we've created a fun inspiration guide filled with key holidays and campaign ideas.

Download our ***July Campaign Inspiration Cheat Sheet*** for campaign ideas covering Independence Day, Disability Pride Month, Get to Know Your Customers Day and more!

Not you? [Click here to reset](#)

Jacqueline

Ewers



Business Email*

Please complete this required field.

Company Name*

Please complete this required field.

Country/Region - Please Select*



Product interest - Please Select*

☐

Check this box to receive helpful marketing tips from Marigold.

Visit our [Privacy Statement](#) to learn more about how we process your data and your rights as a data subject.

- 
- 
- 1 Grow Contacts
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4. Smart Targeting

- Audience profiles
- Creating opportunities

Subscribe to our newsletters

Contact me about Barbican news and events

First name (required)

Last name (required)

Email (required)

I'd like to hear about

☐

Art and Design

☐

Classical music

☐

Contemporary music

☐

Film

☐

Theatre and Dance

☐

Creative Collaboration

☐

Access Newsletter

Subscribe

Sign up to our monthly newsletter

* indicates required

Email Address *

First Name



Last Name

What are you interested in?

- ☐ I am an artist interested in participating
- ☐ I am interested in visiting art events



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

- 
- 
- 1 Grow Contacts
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5. Make It All Click

- Counting what counts
- Benchmarking

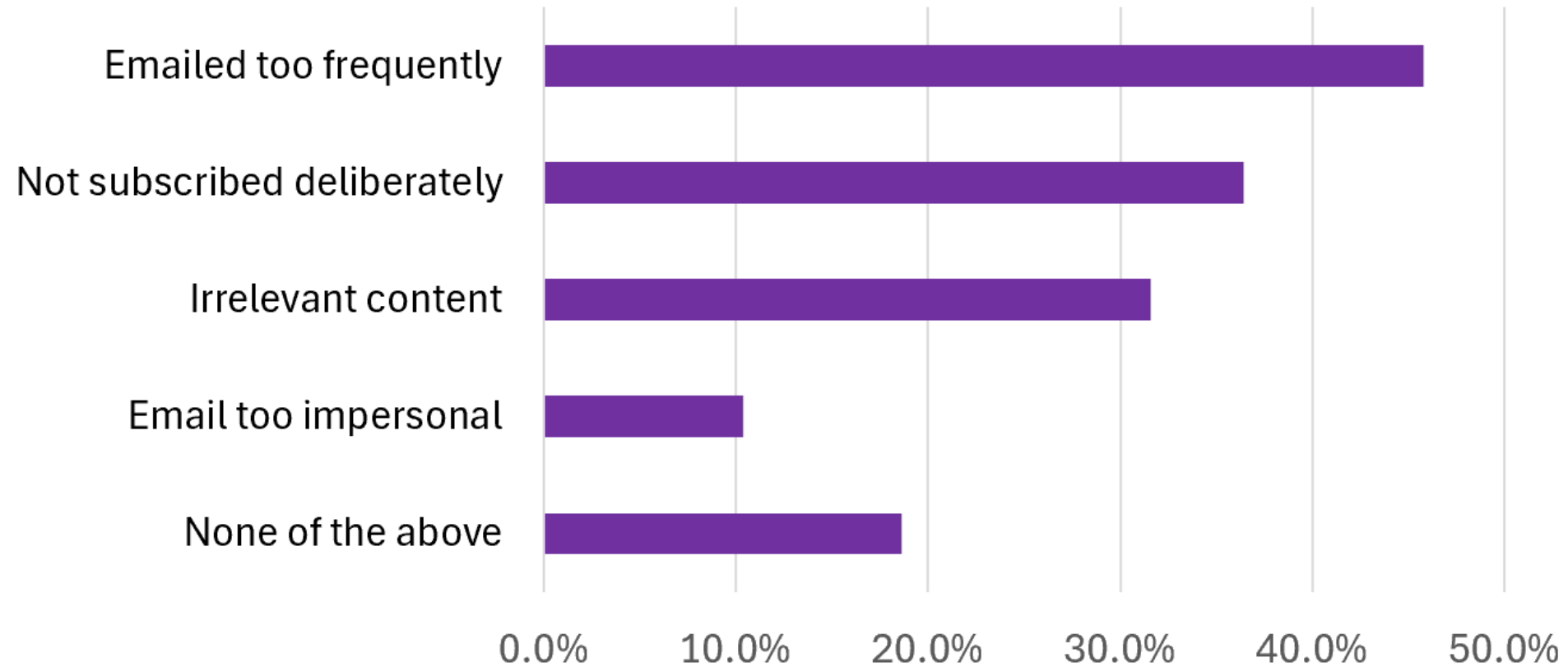
Make It All Click

POLL

How frequently do you have time to evaluate email performance?

- Weekly
- Every other week
- Monthly
- More than monthly

Reasons for flagging email as spam



Make It All Click

- Unique Open Rate
- Unique Click Rate
- Conversion Rate
- Rate of Churn
- Unsubscribe Rate

Make It All Click

- Unsubscribe Rate
- Bounce Rate
- Sign up by Source
- Return on Investment

Select your industry to see how your business compares

Arts and Artists

Arts and Artists
Average Totals

42.17%

avg. open rate

2.8%

avg. click rate

0.24%

unsubscribe rate

0.2%

hard bounce rate

0.69%

soft bounce rate

<https://mailchimp.com/resources/email-marketing-benchmarks/>



Digital Culture Network

Get in Touch



digitalnetwork@artscouncil.org.uk



digitalculturenetwork.org.uk



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



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/DigitalCultureNetwork)

Upcoming webinars

25 Mar 2025

How to create a simple website on a shoestring!

22 Apr 2025

Saddling up for success: Your guide to harnessing data

Q & A



Digital Culture Network