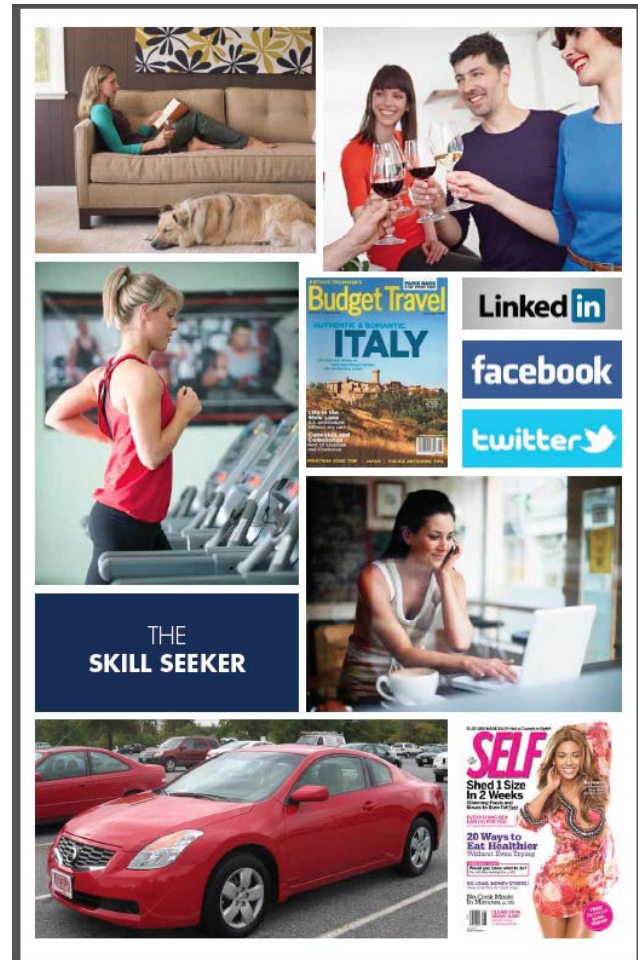


CREATING ENGAGING EMAIL CONTENT

D.D. KULLMAN, ZION & ZION

Know Your Target Audience

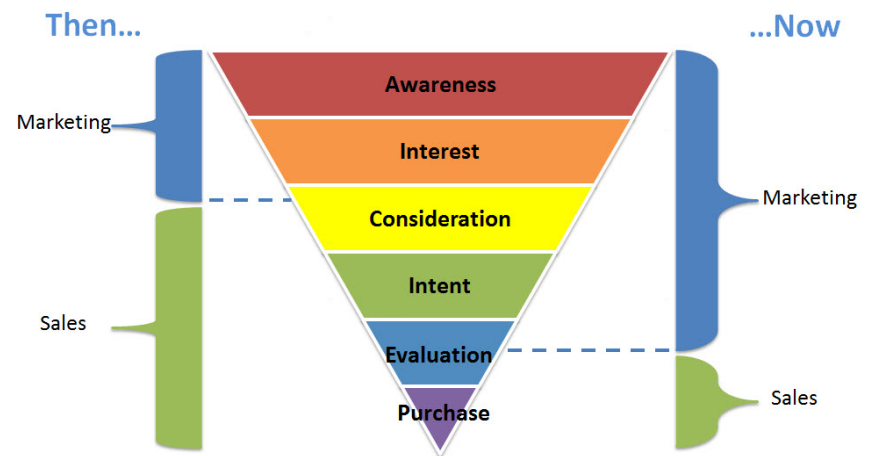
- Buyer Personas
- Personalize the target audience
- What do they read?
Watch? Listen to?
Where do they live?
What do they drive?
Hobbies? Interests?



The Sales Funnel

- Top of the funnel > Cold prospects > Leads are unaware
- Middle of funnel > Warm prospects > Leads are aware but need convincing
- Bottom of the funnel > Hot prospects > Leads are aware and interested but need persuading to take action

The New Marketing & Sales Funnel



Creating Sales Messaging

- What message is most appropriate to convey to the target audience when...
- They're cold?
- They're warm?
- They're hot?

Looking For Prospects?





The Four A's

- Advertising works on four levels
- Attention
- Awareness
- Attitude
- Action



Cold Prospects

- Need to grab their attention
- Need to be heavily incentivized to induce trial of product
- Need to tell them WIIFM?



Warm Prospects

- Need to build awareness by providing more information
- Need to shift attitudes and make them feel positive toward your product
- Offer

How to Get Warm Prospects Lining Up?



Hot Prospects

- Need to motivate action and persuade target to buy
- Need to provide incentive to buy now...strong offer/deadline/limited quantity



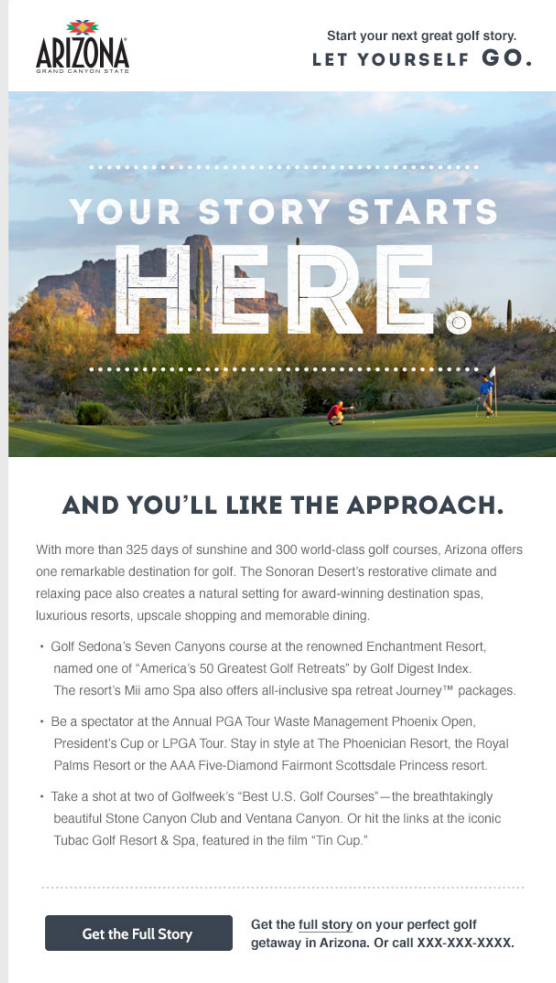
Structuring the Email

- From Name – always use a person's name or a company name that's authentic
- Reply to Email – Email address of *from name*
- Subject Line – Less than 45 characters that **provide a true description of what the email's about**



Structuring the Email

- Subject Line – AZ golf is on par with the best.
- Email Headline – Make it compelling!
- Email Body – The first two sentences should relate to the email subject line and provide a benefit statement
- Stay on point. One message works best.



The image shows a promotional email template for Arizona. At the top left is the Arizona Grand Canyon State logo. To the right, it says "Start your next great golf story. LET YOURSELF GO." Below this is a large image of a golf course with the text "YOUR STORY STARTS HERE." overlaid. Underneath the image is the heading "AND YOU'LL LIKE THE APPROACH." followed by a paragraph of text and a bulleted list of golf courses and events. At the bottom, there is a "Get the Full Story" button and a call to action: "Get the full story on your perfect golf getaway in Arizona. Or call XXX-XXX-XXXX." The footer contains copyright information, a privacy policy link, and social media icons for Facebook, Pinterest, Twitter, and YouTube.

ARIZONA
GRAND CANYON STATE

Start your next great golf story.
LET YOURSELF GO.

YOUR STORY STARTS
HERE.

AND YOU'LL LIKE THE APPROACH.

With more than 325 days of sunshine and 300 world-class golf courses, Arizona offers one remarkable destination for golf. The Sonoran Desert's restorative climate and relaxing pace also creates a natural setting for award-winning destination spas, luxurious resorts, upscale shopping and memorable dining.

- Golf Sedona's Seven Canyons course at the renowned Enchantment Resort, named one of "America's 50 Greatest Golf Retreats" by Golf Digest Index. The resort's Mii amo Spa also offers all-inclusive spa retreat Journey™ packages.
- Be a spectator at the Annual PGA Tour Waste Management Phoenix Open, President's Cup or LPGA Tour. Stay in style at The Phoenician Resort, the Royal Palms Resort or the AAA Five-Diamond Fairmont Scottsdale Princess resort.
- Take a shot at two of Golfweek's "Best U.S. Golf Courses"—the breathtakingly beautiful Stone Canyon Club and Ventana Canyon. Or hit the links at the iconic Tubac Golf Resort & Spa, featured in the film "Tin Cup."

[Get the Full Story](#) Get the [full story](#) on your perfect golf getaway in Arizona. Or call XXX-XXX-XXXX.

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Give It Visual Impact!

- ❑ One big image is visually compelling.
- ❑ Copy with images get 94% more total views.*
- ❑ It pulls the reader in and makes them want to know more.
- ❑ Give it some space.

*jeffbullas.com

arizonaguide.com

ARIZONA
GRAND CANYON STATE

**The Southwest Spirit Sweepstakes
has ended—but the adventure is just beginning.**

We're sorry you didn't win the Southwest Spirit Sweepstakes, but because you're interested in Arizona, we wanted to share an opportunity to get our Official State Visitor's Guide.

This A to Z guide features fun-filled Arizona experiences that are full of regional flavor, as well as insider places to explore the Grand Canyon State's culinary flavors, water adventures and timeless traditions of our American Indian culture.

Simply visit arizonaguide.com and download your free copy now.

Happy trails.

ARIZONA
GRAND CANYON STATE
Your Local
Arizona
Guide

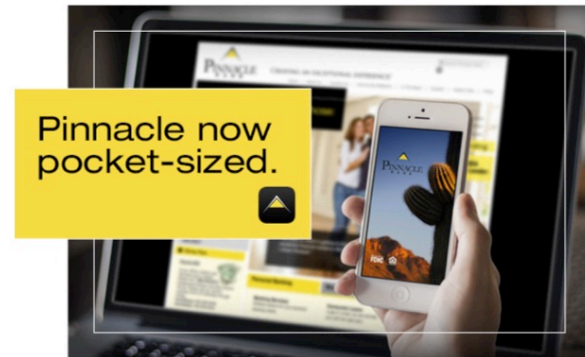
Get the Arizona Guide

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f p t y

The Benefit – Your New Best Friend

- It's not enough to tell readers what your offer is.
- You must demonstrate how it will benefit them.
- An easy way to do this is to state the offer and follow it up with, “so that you can _____”



Introducing our new **Pinnacle mobile app.**

Take the convenience of online banking everywhere you go with the new Pinnacle mobile app. It combines the flexibility and ease of online banking with the portability of your mobile device. You can do things like make internal transfers. And check balances on the go.

The Pinnacle Bank mobile app is available for Android, iPhone and iPad platforms. Download it free on the **App Store** or **Google play**. It's efficiency you can bank on.



CREATING AN EXCEPTIONAL EXPERIENCE!



Member FDIC • Equal Housing Lender
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Benefit Example

- “Try our free fare-tracking service so that you can be informed weekly of all the unpublished, hard-to-find bargain fares to Boston – without having to scour the web.”



The image shows a screenshot of a KAYAK Deal Alert banner. At the top, the KAYAK logo is displayed in orange and white, and the text "DEAL ALERT" is in yellow. Below the logo, there are navigation links for "Flight Deals", "Hotel Deals", "Cruise Deals", "Package Deals", and "Car Deals". The main headline reads "American Airlines Discount (just for KAYAK users)". Below this, there is a blue banner with the text "KAYAK COMPARES AMERICAN'S FARES. SOME SITES DON'T." and an image of an American Airlines airplane. The American Airlines logo is visible in the bottom right corner of the banner. Below the banner, there is a small text block stating: "KAYAK is one of a few, select travel sites that include American Airlines flights in our search results, and now for a limited time, American is giving KAYAK users an extra 10% off* when you select American Airlines, American Eagle, or American Connection for your trip."

But What If I Have A Lot Of Info To Convey?

- Use subheads or blocks of color to break up long copy.
- Use bullet points to make it digestible.
- Bold really important things, like an offer or a deadline.

Little River
CASINO RESORT

DEAR **HUGH JACQUEPOT**,
You're missed at Little River! And if you don't come back and visit soon, you'll also miss out on some really great concerts and promotions. Take a look at what's coming up and then join us for some Big Fun at Little River!

WHAT'S HAPPENING

ENJOY ONE OF THE WORLD'S LEGENDARY **FUNK BANDS**
Tower of Power
Saturday, October 18th at 8:00pm
Tickets on sale for \$30, \$40, and \$45

ON SALE NOW!

BE A **BIG WHEEL!**
We're giving away \$42,000 plus two new Can-Am Spyders! Rev up the fun on Saturday, October 11 and again on Friday, October 31 with up to three \$1,500 winners every hour and a Can-Am Spyder winner each night. Swipe for entries on Friday October 3, 10, 17, and 24.

LEARN MORE

SPECTACULAR **Spyder** GIVEAWAY

PICK A TOMBSTONE!
THURSDAYS
3:00AM-3:00PM

This October promotion is killer! Stop by the Player's Club kiosk where you can win up to \$30 in River Credits and free food. Earn five points after 2:00am, and then swipe at any kiosk beginning at 3:00am. Try it. You'll dig it.

BOGO BUFFET SUNDAYS
10:00AM-4:00PM

Buffet away! It's easy with the Buy One, Get One Buffet promotion every Sunday at the MCT kiosk. Earn 25 points from 2:00am to 3:59pm. And receive a voucher for a free buffet with the purchase of another adult buffet at the Willows.

SWEETEST DAY BRACELET GIVEAWAY
SATURDAY, OCTOBER 18

Your eyes won't be the only things sparkling. Earn 100 points starting at 2:00am, which qualifies you to receive a Kalliano Tennis Bracelet at the Player's Club beginning at noon. Hurry, limited to only 350 bracelets. Bring it home!


Little River
CASINO RESORT

Little River. Big Fun.



Always Provide V

- Give readers something of value in return for their undivided attention.
- Useful information...a special offer...something free...BOGO's..



GOODWILL 9
of Central Arizona

OUT with the
OLD IN with the
NEW!

**TIPS TO MAKE YOUR
SPRING CLEANING
BLOSSOM!**

Ready to roll up your sleeves and do some spring cleaning? One of the most common dilemmas for spring cleaners is [what to do with all that stuff](#). At Goodwill, your donations support job training programs that lead to fresh starts for the unemployed.

To get your spring cleaning off to great start, we've compiled a guide: [Spring Cleaning in Seven Simple Steps](#), offering an easy-to-follow plan of attack. You can even [Measure It](#) and calculate your donation to see how much of an impact it will have.

Ready. Set. Spring into action and start cleaning!


PRO SHOPPER TIP Every day at Goodwill you get **50% off special color tag items**. Check with a store associate to see which color tag is on sale at your nearest Goodwill.

20% OFF GOODWILL 9

One receipt per person per day. 20% off the purchase of 15 or more. Good present proof of purchase. Excludes special occasion merchandise, food or the like, including or with any other programs or discounts. Good on used merchandise only. See store. Open 10a-5p, Mon-Fri.

Your next purchase of \$10 or more at all Central Arizona Goodwill locations including the Valley, Yuma and Prescott.

GOODWILL 9
of Central Arizona



What's a Call to Action?

- Call to order
- Click for more info
- Fill out BRC
- Bring in coupon
- Provide contact info in exchange for something
- Come to open house



More Email Structure Stuff

- Create a unique tracking URL for all links in the email
- Include a signature...make sure the *from name* signs the email using the name that is in the “from” address



Grammar and Typos

- It's okay to start sentences with “and, but, or”
- When in doubt KISS
- Always spellcheck
- Read it out loud
- Use a design grid
- Check kerning and leading

I don't judge people based on race, creed, colour or gender.

I judge people based on spelling, grammar, punctuation and sentence structure.



somee cards
user card

The Last Nuts and Bolts

- Test the campaign...ask others to proof it and if it's clear and easy to understand
- Measure results
- Refine the messaging...fix emails that have low click-through rates, conversions or high unsubscribe rates.



More Great Examples

- <http://blog.hubspot.com/marketing/email-marketing-examples-list>

THANKS!

ANY QUESTIONS?