Creating an Email Communications Plan that Works

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Presenters

Karen Morris, Marketing Manager, Apogee Interactive Inc.

Karen manages Apogee’s marketing resources service as well as Apogee’s own corporate marketing efforts. For the past 19 years, she’s worked closely with utilities across the country to help them better market their energy efficiency programs through online initiatives. She brings timely and informative webinars to energy professionals through Apogee Institute as well as directs Apogee’s user groups.

Kate Panaousis, Marketing Analyst, Apogee Interactive Inc.

Kate’s responsibilities include coordinating with the Marketing Department in developing company’s marketing plan and positioning strategy, while she also provides market research and sales team support. Kate is a graduate of Panteion University of Athens, Greece with a master’s degree in Applied Economics and Management and she loves geography, traveling and outdoor recreational activities
Agenda

• Creating a Communications Plan
• Using Email as part of it
• Improve your Email Campaign Performance
• Apogee’s Turnkey Approach to Digital Marketing
• Automated Marketing
• The Future of Email Marketing
What is a Communications Plan?

- A strategy to reach your target audience.
- It includes:
  - Message
  - Medium
  - Target
- Clear, specific message with measurable results.
Creating your Communications Plan

• Establish S.M.A.R.T. goals
• Define key audiences
• Identify media channels:
  • Today, we will focus on email!
• Evaluate the results
Adopting an Email Communications Strategy

- Email - the most pervasive channel.

254.7M expected active email accounts by 2020

99% check their email at least once

70% placed email first as channel with staying power

*Statista

*HubSpot

*Litmus
Make your Email Campaigns perform better

- Use video instead of text.

68% prefer video VS 15% prefer text
87% businesses use video in 2019 VS 63% businesses used video in 2017

*Wyzowl
Make your Email Campaigns perform better

- Segment your recipients list.
  - Demographic data acquired in a sign-up process.
  - Survey or quiz results for deeper insights.
  - Tracking your website behavior
Personalize your messages.

• Tips to start with:
  • Use recipient’s name in subject line.
  • Use a real reply-to email address, not donotreply@example.com.
  • Use your real email signature and your name in the “From: ” field.

• Apogee’s personalized campaigns perform 6x better than non-personalized!
Make your Email Campaigns perform better

➢ Send mobile friendly emails.

• Tips to start with:
  • Short subject lines and pre-headers.
  • Short email copies.
  • Obvious & easy to click on Call-to-Action buttons.
  • Images with small enough dimensions.
  • Make your point quickly and concisely!
Make your Email Campaigns perform better

➢ Testing for better results.
• Start with A/B testing:
  • Subject Lines.
  • Optimal times and days to send.
  • Long VS short emails.
Make your Email Campaigns perform better

➢ Automate your campaigns.
  • Trigger-based emails
    • “Welcome” – “Thank you” – Transactional Emails
    • More advanced emails, for example:
      • Apogee’s Video Bill Explanation
      • Mid-cycle Alerts
Apogee’s Turnkey Approach to Digital Marketing Campaign

- Rate Communication
- Appliance Program
- Annual Summary Video
- Lighting Program
- Customer Enrollment
- Electric Vehicle Program
- Get Ready for Winter Video
- Carbon Footprint Awareness

Video Bill Explanation
AUTOMATION

WELCOME to your DEO BILL EXPLANATION

Learn more about YOUR RATE PLAN OPTIONS

TIME OF
Choosing when electricity is sold can save you money.

Rate Comparison

Rate Quilt
Thank you for taking the time to try our Rate Comparison Calculator. We offer several different options to help with your energy needs, and we hope this tool helps you understand better about your options.

If you wish to view all of our plans available to you, visit our website at www.energyoptions.com. You can also call us for a consultation or visit us at our office.

NEW RATES!
Personalization will continue to grow.

- Send time - the fastest growing form.
- Effortlessly delivering truly relevant experiences.
- Leveraging data.
The future of Email Marketing

➢ Think mobile! It is here to stay!
   • Mobile browsing has surpassed desktop browsing!
   • Mobile provides a greater number of email opens than desktop!

* Wolfgang Digital

* Litmus

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Wolfgang Digital, KPI Report 2019
The future of Email Marketing

➢ Email messaging in the future:
  • HTML text and subject lines able to be changed after sent.
  • Online purchases directly from an email.
  • Inboxes will auto-organize promotional messages by brand.
  • Message length of a subject line with a Call-to-Action.

*Litmus
The future of Email Marketing

➢ Voice Assistance in Email Marketing

50% all web searches will be done by voice by 2020

20% searches in Google app now done by voice

Companies will leverage this functionality to improve their brand’s image.

*comScore

*Think with Google

*ChiefMarketer
The future of Email Marketing

- Improved use of Machine Learning & Artificial Intelligence
  - Better prediction of what customers want to see.
  - Providing the most relevant content at the most suitable time to a specific individual/group.

*Litmus*
Any Questions?
AESP Webinar: Achieving Cost-Effectiveness Amid Increasing Challenges
November 14\textsuperscript{th} 1:00 Eastern

Panel Includes:
• Dan Violette, Director, Lumina Decision Systems
• Michael Goldman, Director, Eversource
• Susan Gilbert, CEO, Apogee Interactive
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Thank you!