



Engage Your Customers with Email Marketing





Personalized email Relationships matter marketing is important

52%

of consumers will likely **switch brands** if communications aren't personalized

Personalized emails receive **11%** higher **opens** & **27%** more **clicks**

Contacts who receive relevant content spend **more money** and **tell more people**

Agenda

- What it means to personalize your emails
- How to add simple personalization
- How to personalize based on what you know



Marsha Pearson

- Market Your Socks Off!
- marsha@marketyoursocksoff.com



You have great relationships

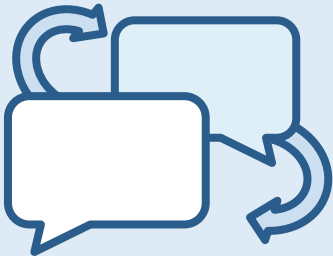
Don't send an
impersonal
“email blast!”





What does it mean to personalize your emails?

Make it conversational



Use the words 'you' and 'your'



Emails are timely and relevant





Results of personalization

Increase sales

Build better relationships

Improve customer experience

Gain repeat business





Be what they need, when they need it.



- **Don't “stalk” your audience**
- **Feature an item but not ALL items**
- **Timing is everything**



Add your contact's information

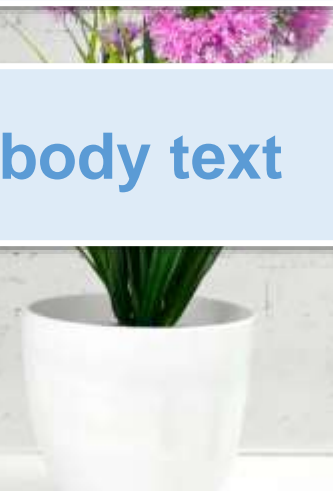


A person's name is to that person the sweetest and most important sound in any language.

~ Dale Carnegie

With a greeting

In the body text





Everyone is different





Segment your list



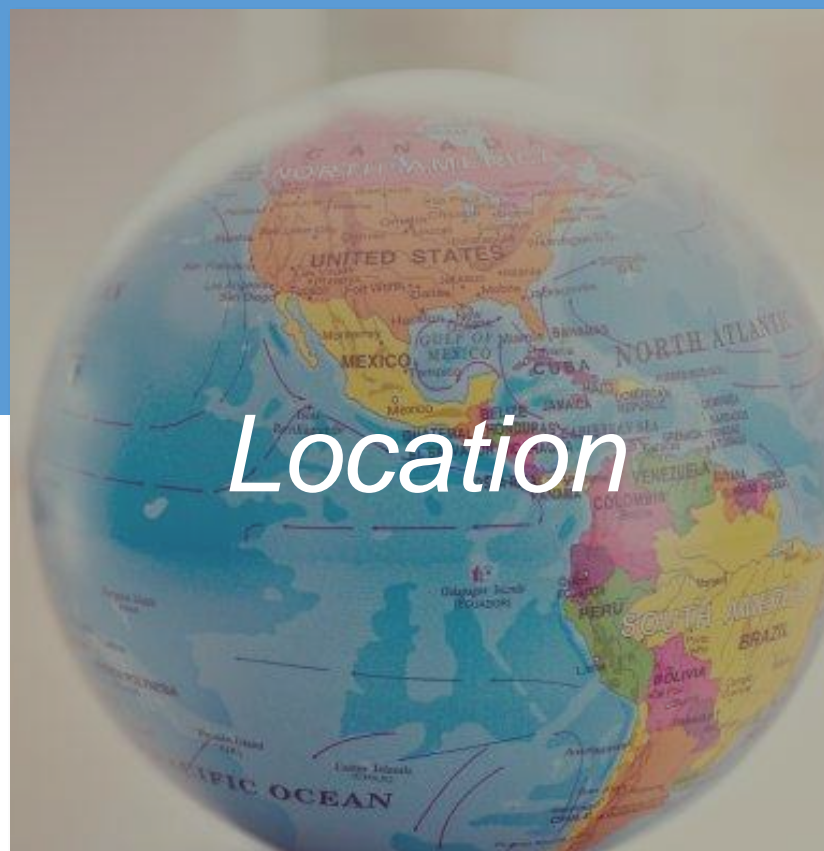


Ways to segment



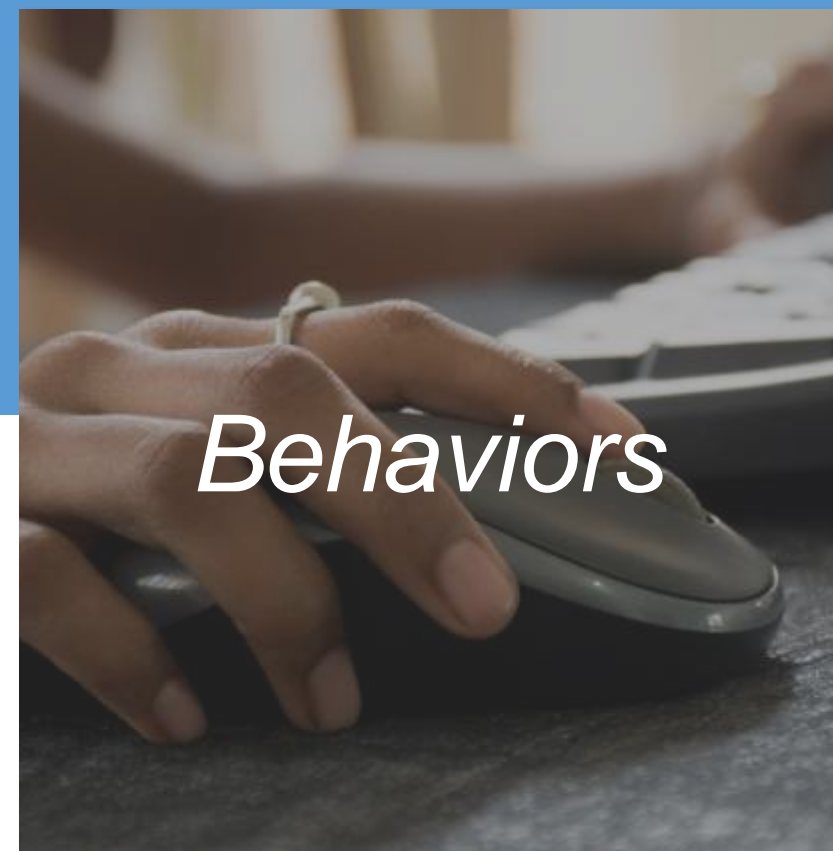
Demographics

**Age, marital status,
or income**



Location

**Zip code, city,
or state**



Behaviors

**Purchase history,
or email clicks**



How Click Segmentation works

1. Contact clicks

2. Web

3. Behind the scenes - contact is added to list

Southside Cycling
123 Main Street
Washington, MA 02160
www.southsidecycling.com
866.289.2101

Monday - Thursday: 11 am - 6 pm
Weekends: 8 am - 6 pm

Insert Link
Text to display on button: Find out more!
Link URL: <http://www.southsidecycling.com/cyclingclub>
 Enable Click Segmentation
Clicking on this link will add the contact to the specific list, helping you send more targeted emails. It's also a great way to trigger an Autoresponder series. [Learn more.](#)
Cycling Club Prospects
[+ Create new list](#)
Cancel **Insert**

Contacts (4) Make Contacts my default view

Email	Company	City, State	
charlie@egiftmarketplace.c...		NH	
jbevilacqua@constantcont...		MA	
bugs@egiftmarketplace.com		NH	
jsmith123456@msn.com			

1 — 4 of 4 items





Let them choose with Click Segmentation

Half Moon
YOGA STUDIO

Please tell us about the yoga classes you'd like to attend.

We are looking to revamp our yoga classes so we provide the best experience. Please take a moment to tell us the type of class you want to attend. Just click a link below and sign-up for the class.

[Bikram Yoga](#) [Vinyasa Yoga](#) [Hatha Yoga](#)

Half Moon Yoga
123 Main Street
Waltham, MA 02451

651-222-2222 | jill@halfmoonyoga.com | halfmoonyoga.com

Email Lists		Delete			
<input type="checkbox"/>	★	List Name		Contacts	Date Created
<input type="checkbox"/>	★	Bikram Yoga		0	Mar 14, 2018
<input type="checkbox"/>	★	Vinyasa Yoga		0	Mar 14, 2018
<input type="checkbox"/>	★	Hatha Yoga		0	Mar 14, 2018

Show 50 rows per page ▾



Use the Update Profile Form

SOUTHSIDE CYCLING
EST 2002

Please Update Your Information

Help us help you!

Here at Southside Cycling, we like to make sure we're sending information that's relevant to you. We'd hate to bore you with information you don't need. So, please take a minute to click the "Update Profile" link in the footer of this email.

As a reminder, we always keep your information private. It will only take a minute, we promise!

Southside Cycling
123 Main Street
Washington, MA 02150
www.southsidecycling.com

Store Hours:
Monday - Thursday: 11 am - 7 pm
Weekends: 8 am - 5 pm
866.288.101

[f](#) [t](#) [in](#) [v](#)

Southside Cycling | 1001 Trapelo Rd, Waltham, MA 02451

[Unsubscribe \(recipient's email\)](#)
[Update Profile](#) | [About our service provider](#)

See [our privacy policy](#) at [southsidecycling.com](#)
Southside Cycling is powered by Constant Contact in collaboration with

Update your profile
Update your personal information and areas of interest.

Email Address

First Name

Birthday

Email Lists

Unsubscribe me from ALL mailings.

I wish to continue receiving occasional mailings based on my interests.

Offers & Promotions

Riding Tips & Resources

Update Profile



Use a survey to ask multiple questions


ANIMAL RESCUE

Volunteer with Animal Rescue

Thanks for your interest in volunteering for Hearts & Tails Animal Rescue. We have many opportunities and could really use your help. Please fill out the information so that we can get in touch with you about volunteer opportunities.

1. Please fill out the following information so that we can be in touch about volunteer opportunities.

By entering my personal information, I consent to receive email communications from the survey author's organization based on the information collected.

First Name:

Last Name:







Home Phone:

Email Address:

emailaddress@xyz.com

2. Approximately how often do you prefer to volunteer for our organization?

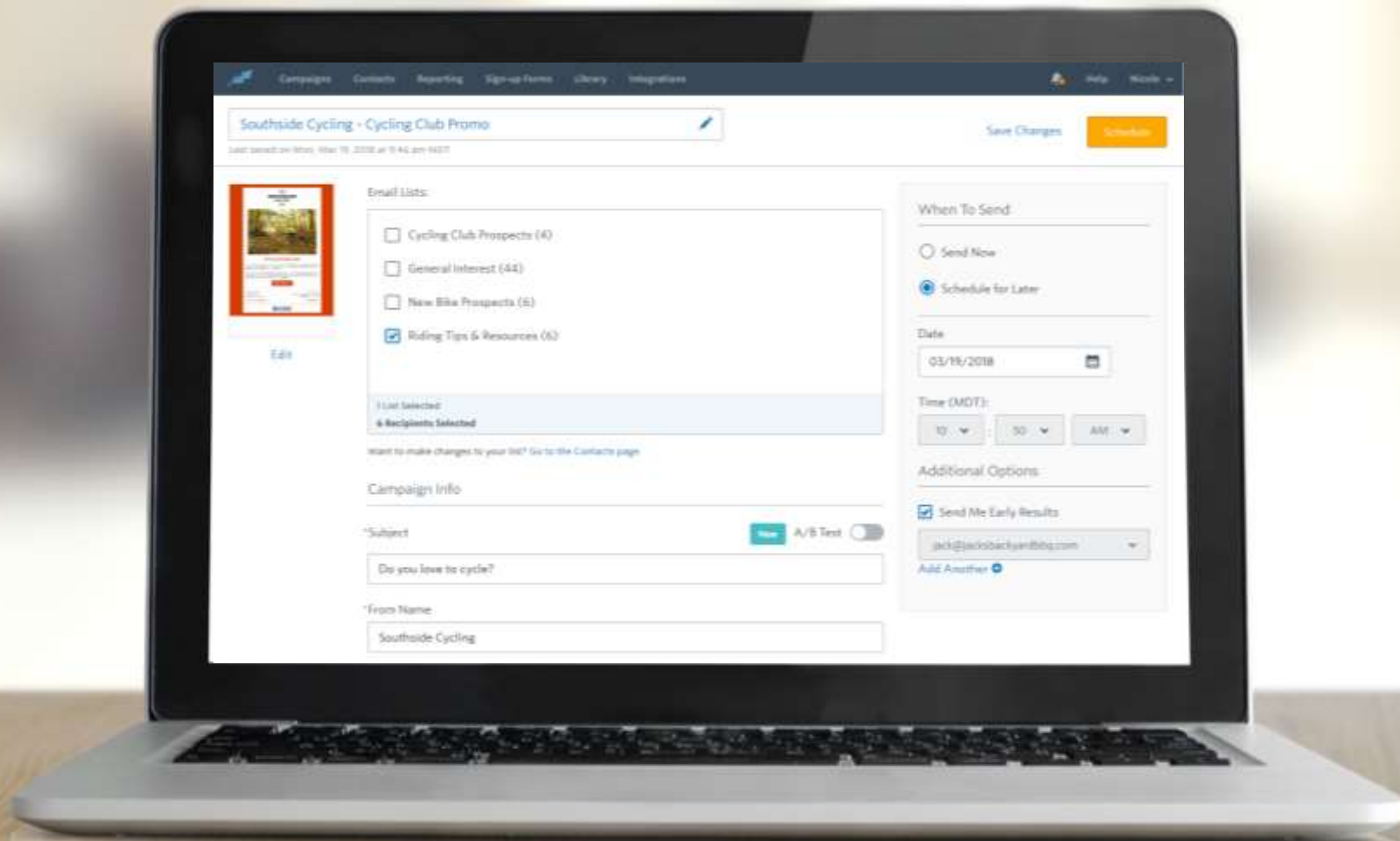
- Daily
- A few times a week
- Once a week
- Every other week
- Once a month
- Every other month
- Two times a year

Email Lists		Delete		
<input type="checkbox"/>	★	List Name	Contacts	Date Created
<input type="checkbox"/>	★	Once a Month Volunteers  	0	Mar 14, 2018
<input type="checkbox"/>	★	Weekly Volunteers  	0	Mar 14, 2018
<input type="checkbox"/>	★	Daily Volunteers  	0	Mar 14, 2018

Show 50 rows per page ▾



Now, you're ready to send personalized emails





Send timely, relevant content with Autoresponder


**SOUTHSIDE
•CYCLING•**
EST 2002



3 Reasons to Join the Cycling Club

It sounds like you're interested in joining our Cycling Club. While there are many benefits we thought we'd share 3 of the top reasons people enjoy the club experience:

- 1. Try out gear & get discounts!** - You'll receive exclusive access to try out new cycling gear that we get in store. Plus if you like it, you'll get a discount as a Cycling Club member to make your purchase.
- 2. Stay fit!** - We go on a group trail ride each week during the Spring and Summer months. You'll be sure to stay fit and have fun while doing it.
- 3. It's FREE!** - You hear that right, membership is free. All you need to do is sign-up to get access to all of these benefits and more! Just click the link below to sign-up today!

SIGN-UP TODAY!

Southside Cycling
123 Main Street
Washington, MA 02160
www.southsidecycling.com

Store Hours:
Monday - Thursday: 11 am - 8 pm
Weekends: 8 am - 6 pm
866.289.2101




**SOUTHSIDE
•CYCLING•**
EST 2002



Learn From the Best

Meet John. He's our Cycling Club group leader. He's been cycling for 15 years, since he was a kid!

He knows all of the best trails in the area and he's even ridden trails around the world! You'll learn from his experience, and he'll push you to be a better rider.

JOIN OUR NEXT MEET UP!

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www.southsidecycling.com

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866.289.2101




**SOUTHSIDE
•CYCLING•**
EST 2002



Are you ready to have a great experience?

As you can see, our members have a great time, no matter which trails we ride. You can be a part of the experience too! Just join the cycling club. You can check out additional members' photos and sign-up below. We hope to see you soon!

Join Cycling Club!


Southside Cycling
123 Main Street
Washington, MA 02160
www.southsidecycling.com

Store Hours:
Monday - Thursday: 11 am - 8 pm
Weekends: 8 am - 6 pm
866.289.2101





Use information to make them feel special



Happy Birthday to you!


As a thank you for being a valued customer, here's a gift to help make your birthday even more special. Redeem it any time during your birthday month!

Enjoy \$10 off on your next visit.

[Shop Now](#)



Print or show this email on your mobile device and we'll honor it at the register.

We hope you have an amazing birthday!
Jack's Backyard BBQ staff




Jack's Backyard BBQ
123 Main Street
Waltham, MA 02150
jackbackyardbbq.com

Store Hours:
M-Th, 11 am - 8 pm
Weekends 9 am - 6 pm
866-289-2101



It's that time of year...




Renew your membership today!

We hope you've made progress toward your health goals over the past year! Your membership runs out on **February 16th**.

Click the link below to renew your membership so you can continue meeting your health goals.

[RENEW MY MEMBERSHIP](#)

Have questions about your membership?
866-289-2101 | jill@fitnesssportcenter.com





Let's recap...

**Personalizing
your email
builds a
relationship**

**Start with your
contact's name**

**Segment your
list to send
personalized
content**



Marsha Pearson

- Market Your Socks Off!
- marsha@marketyoursocksoff.com