



Creating an Email Communications Plan that Works

November 7, 2019

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



S	SPECIFIC	Eliminate increased call volume due to higher bills	
M	MEASURABLE	Measure calls before and after and compare	
A	ACHIEVABLE	5% < Increase > 15% 0% not realistic	
R	RELEVANT	Customer Care Department	
T	TIME BASED	Campaign starts 2 months earlier	

Adopting an Email Communications Strategy

- Email - the most pervasive channel.

254.7M

expected active
email accounts
by 2020

*[Statista](#)

99%

check their email
at least once

*[HubSpot](#)

70%

placed email first
as channel with
staying power

*[Litmus](#)



Make your Email Campaigns perform better

➤ Use video instead of text.

68%

prefer video

VS

15%

prefer text

[*Wyzowl](#)

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



Make your Email Campaigns perform better

➤ Personalize your messages.

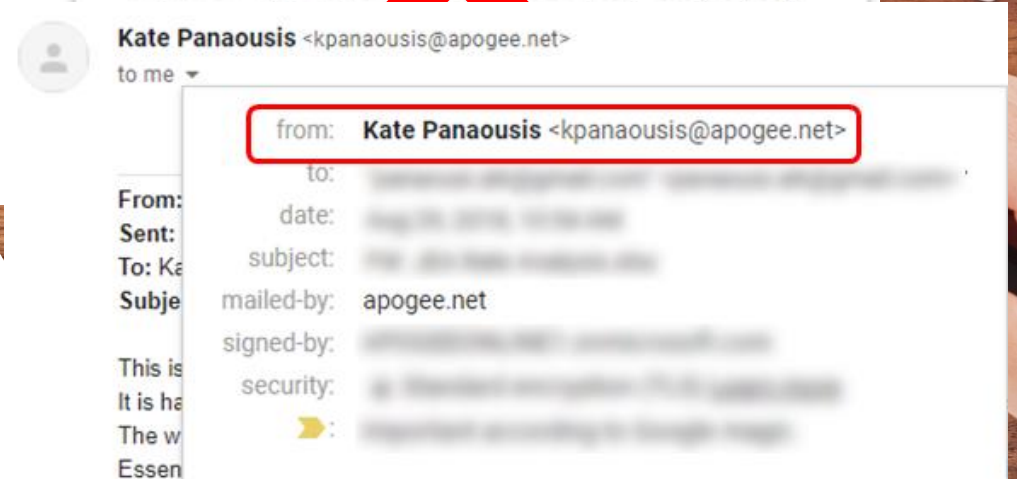
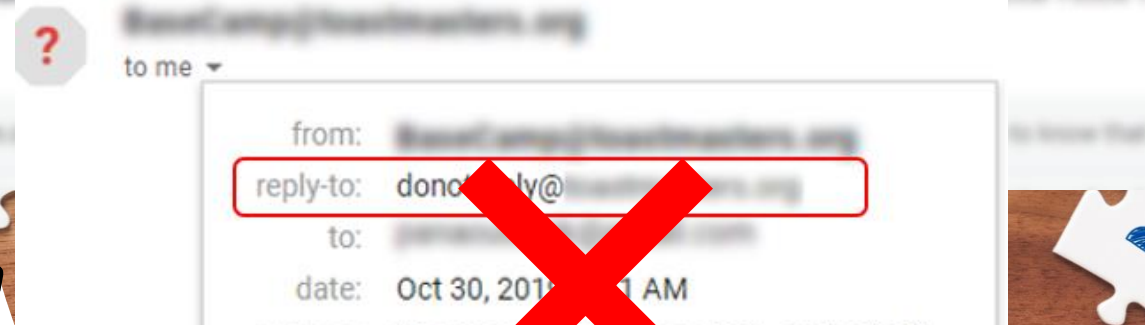
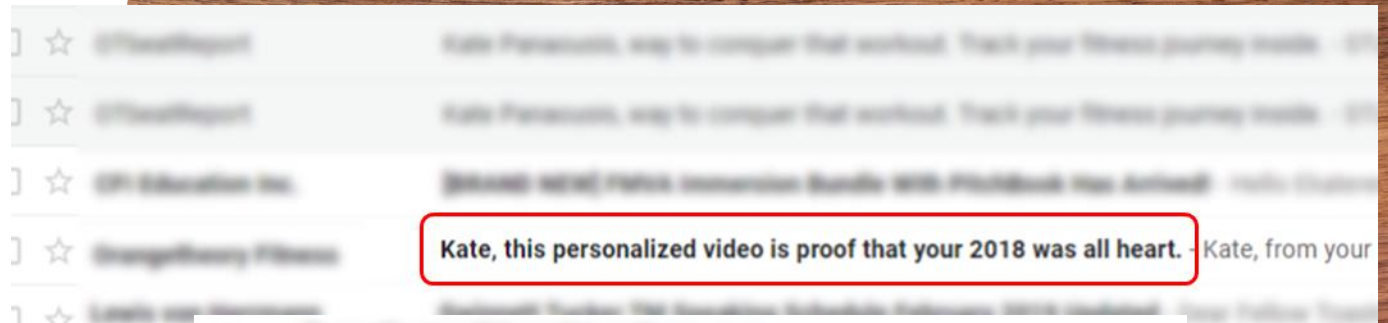
• Tips to start with:

- Use recipient's name in subject line.
- Use a real reply-to email address, not donoreply@example.com.
- Use your real email signature and your name in the "From: " field.

• Apogee's personalized campaigns perform **6x** better than non-personalized!

don't use personalization within their emails

*LIVECLICKER



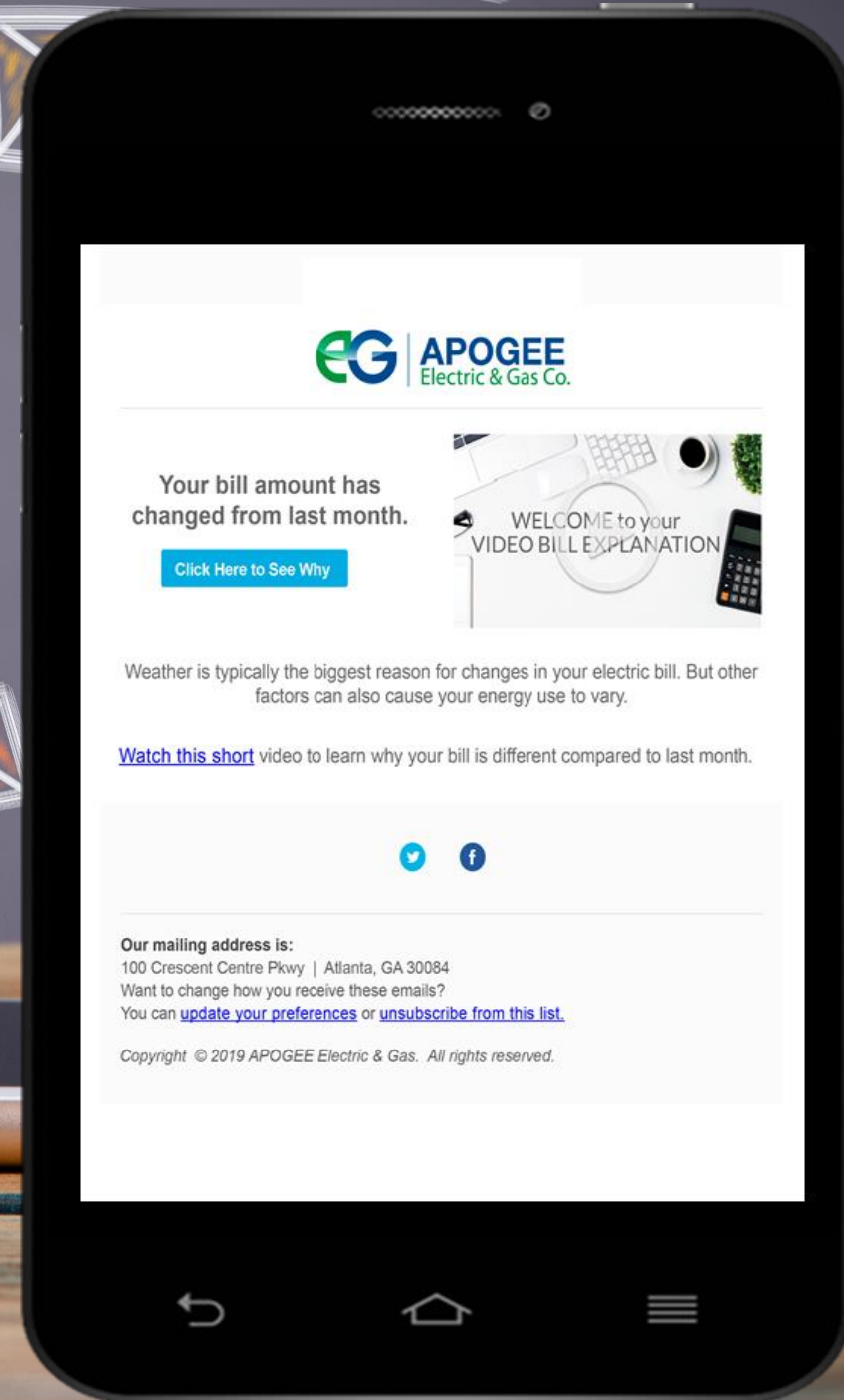
Make your Email Campaigns perform better

➤ 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!

62%
email opens on
mobile in 2019
**Adestra*

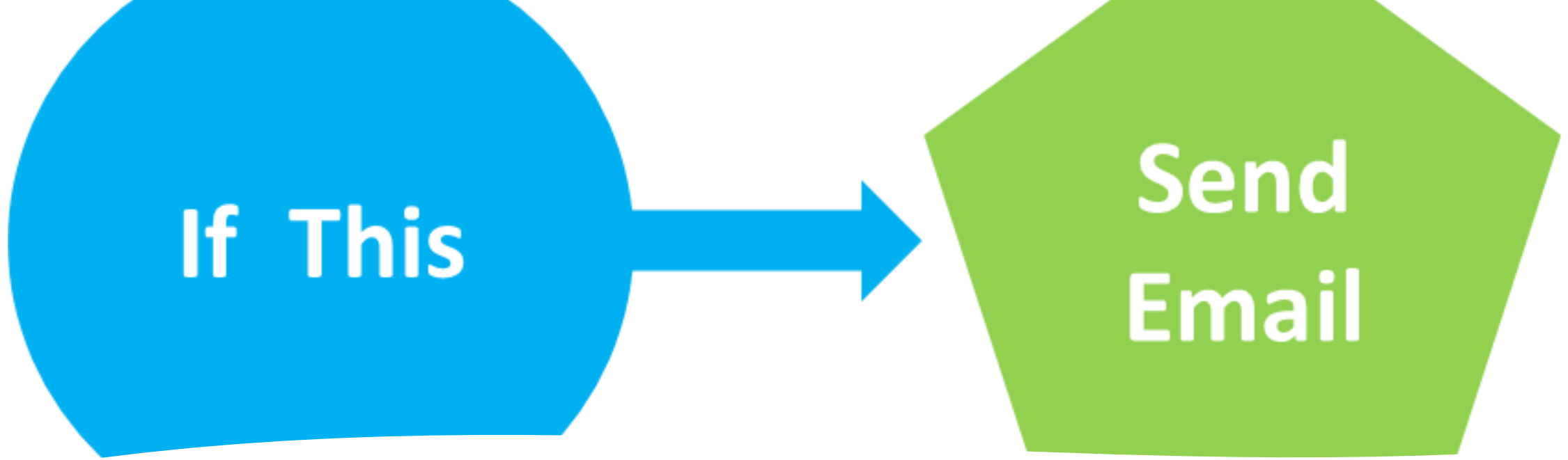
VS 29%
email opens on
mobile in 2012
**Return Path*



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.

WHAT
IF?

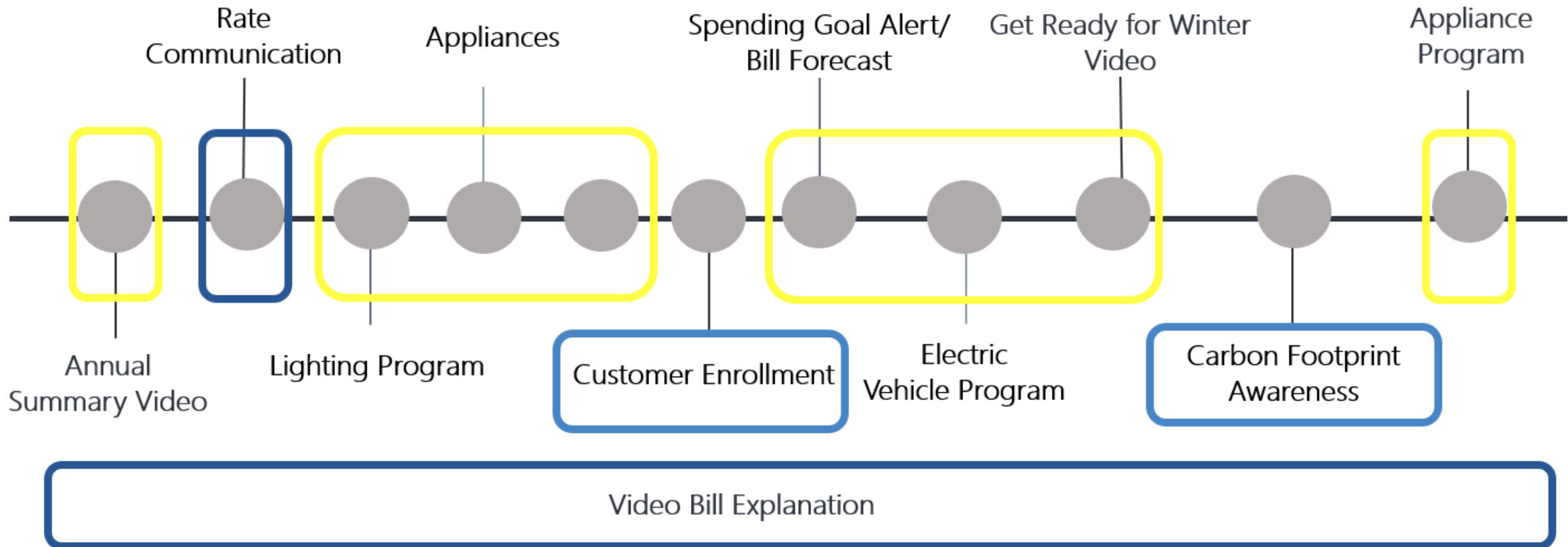


**Make your
Email Campaigns
perform better**

➤ Automate your campaigns.

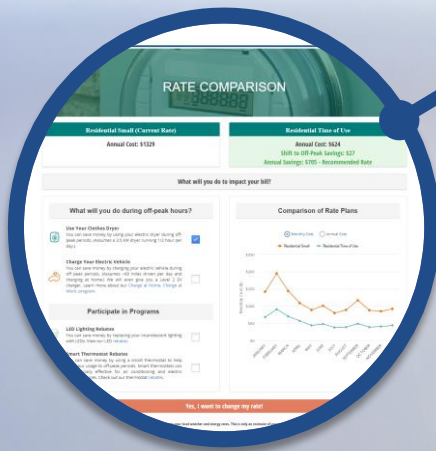
- Trigger-based emails
 - “Welcome” – “Thank you” – Transactional Emails
 - More advanced emails, for example:
 - Apogee’s Video Bill Explanation
 - Mid-cycle Alerts

Apogee's Turnkey Approach to Digital Marketing Campaign



WELCOME to your
VIDEO BILL EXPLANATION

Learn more
about YOUR
RATE PLAN OPTIONS



EG APOGEE
Electric & Gas Co.

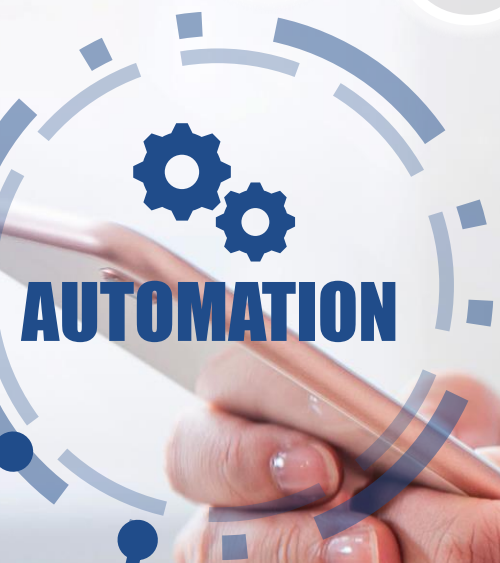
Hi John Smith,

Thank you for taking the time to try out our [Rate Comparison Calculator](#)! We offer several rate solutions to help fit different customer needs, and we hope this tool helped you understand some of your options.

If you would like to see all rate plans available to you, visit our website at www.utilityname.com/rates. You can also use the calculator at any time!

 **NEW RATES!**

Our mailing address is:
123 Main Street, Atlanta, Georgia



The future of Email Marketing

- Personalization will continue to grow.
 - Send time - the fastest growing form.
 - Effortlessly delivering truly relevant experiences.
 - Leveraging data.

*[Litmus](#)

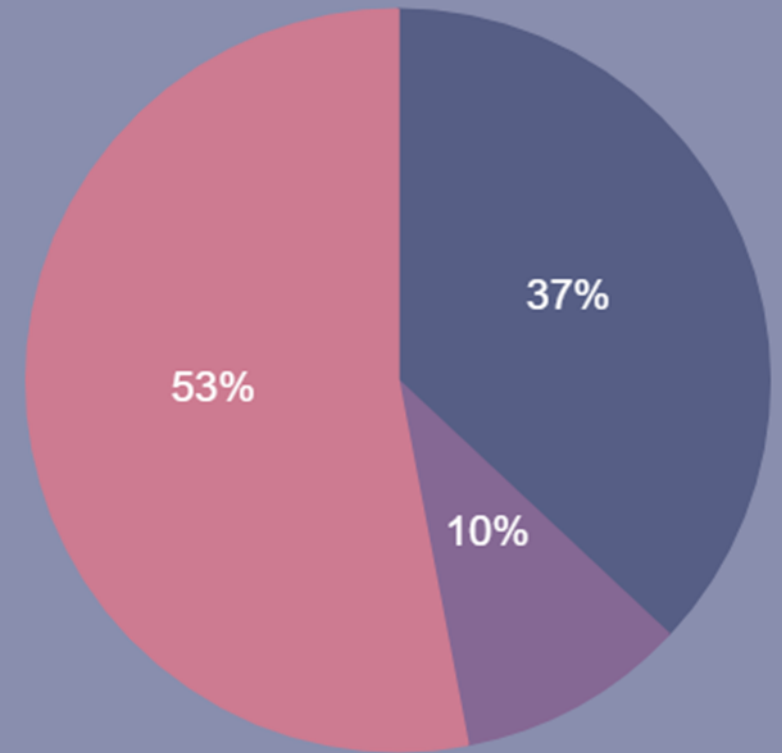


The future of Email Marketing

- Think mobile! It is here to stay!
- Mobile browsing has surpassed desktop browsing! *[Wolfgang Digital](#)
 - Mobile provides a greater number of email opens than desktop! *[Litmus](#)



% TRAFFIC BY DEVICE



Desktop

Tablet

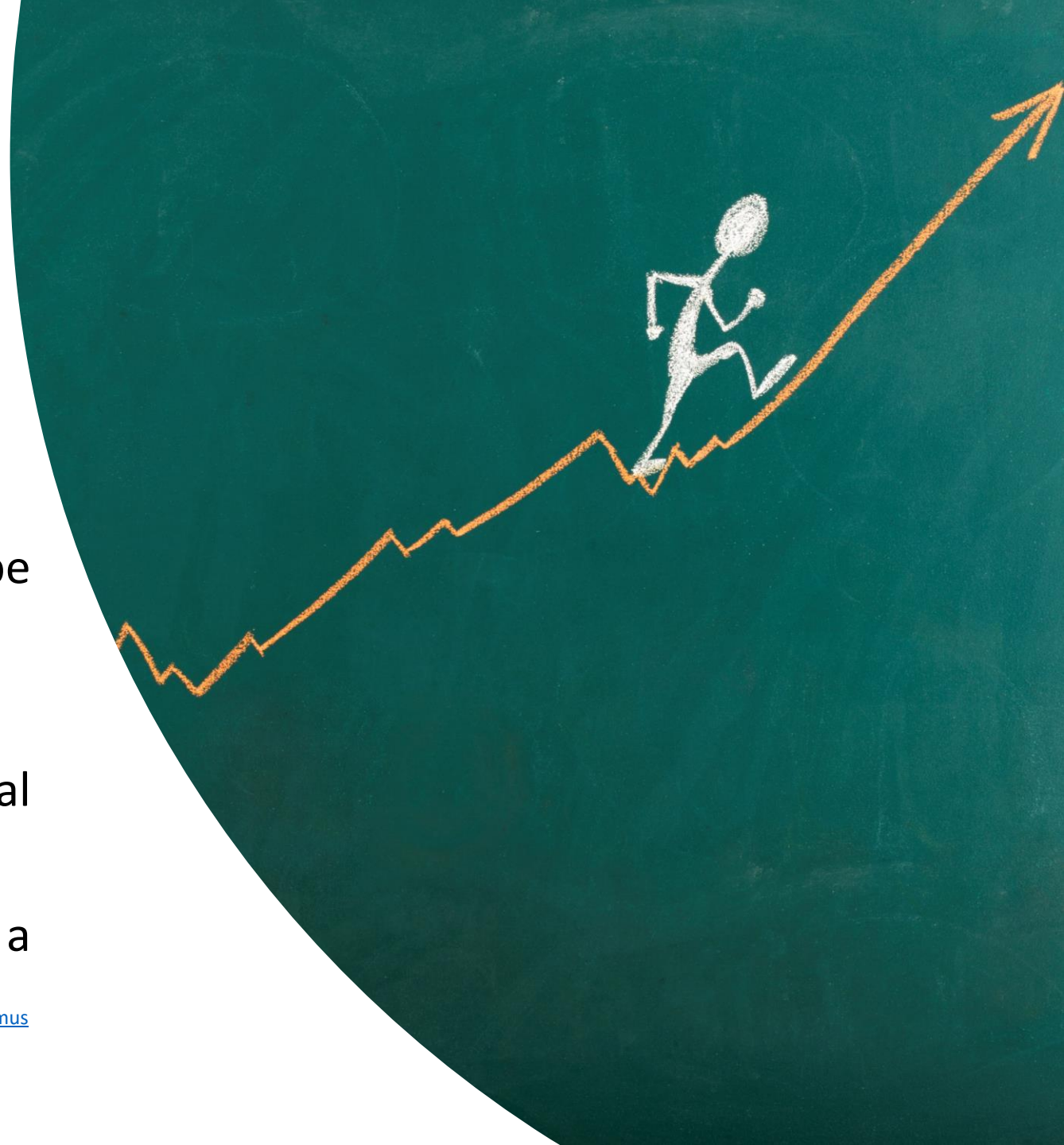
Mobile

[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

*[comScore](#)

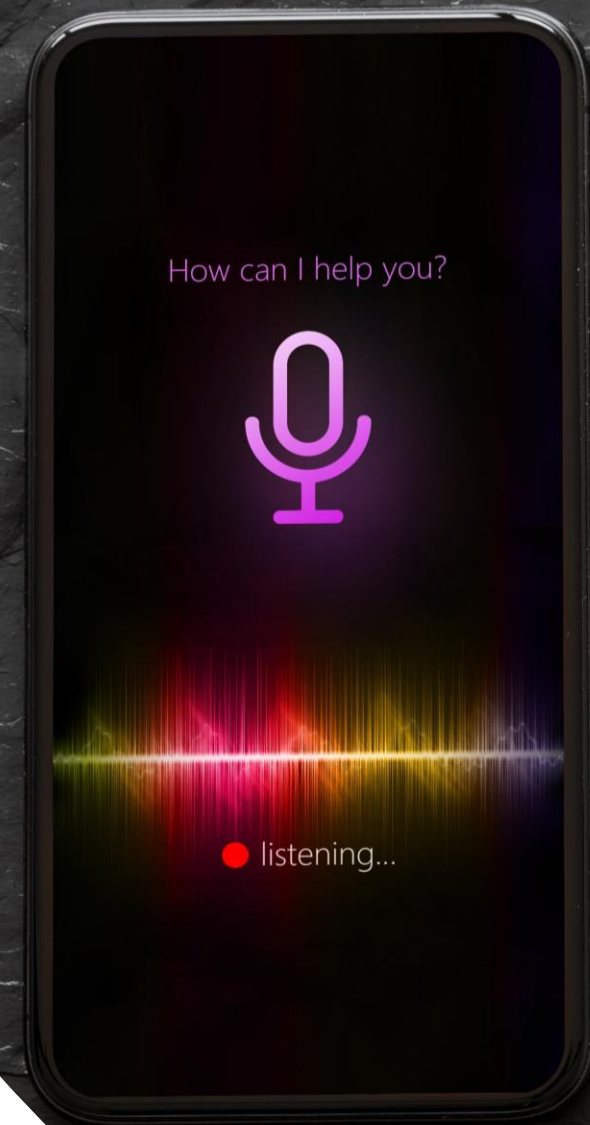
20%

searches in Google
app now done by
voice

*[Think with Google](#)

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

*[ChiefMarketer](#)

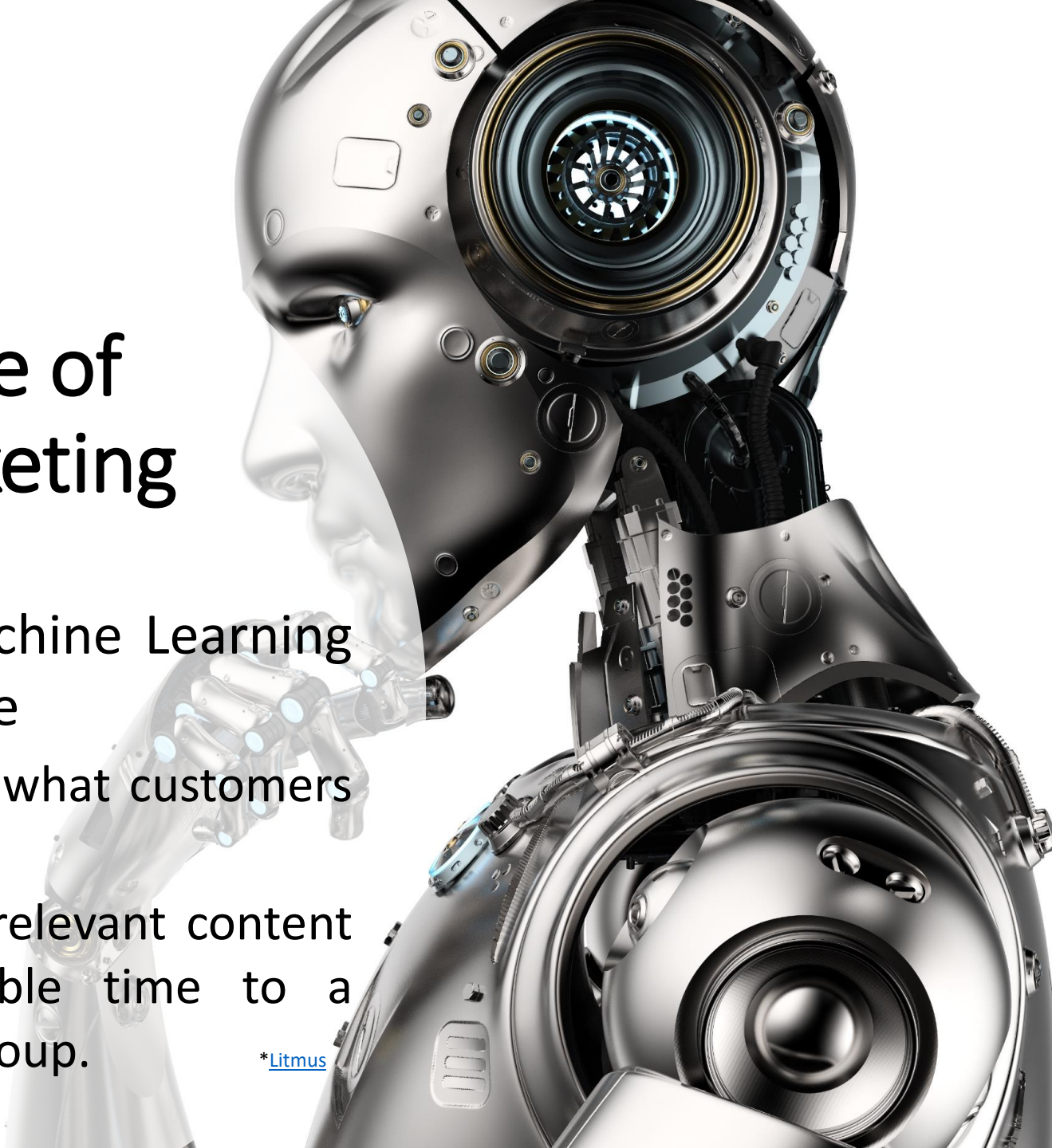


The future of Email Marketing

➤ 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?



Coming Soon

AESP Webinar:

Achieving Cost-Effectiveness Amid Increasing Challenges

November 14th 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!