



Flower PR, LLC
101 N. Main St., Suite 7
P.O. Box 16
Ovid, MI 48866
www.flowerpr.com
(989) 834-1322

*Innovative Web, Marketing and PR Solutions
For The Flower & Garden Industry*

How to Design Your Personalized E-Mail Campaign

Tip #1 Follow These Email Marketing “Rules of Thumb”

- Mail to permission granted, house lists only. Don't resort to buying lists they are ineffective and put you at risk for spam complaints. It's easy to build a list of subscribers who want your emails.
- Use a clearly recognizable “from address” - 60% of people surveyed say they determine whether or not to open the email based on the “from line”.
- Make your subject-lines short (30-40 characters or less), interesting, and benefit driven. Include the reader's name if possible. Studies show readers decide whether to open, save, or delete their emails within 3 seconds or less.
- Give your subscribers control by using standardized subject-lines for series messages. When a reader recognizes your reoccurring messages in their mailbox they appreciate being able to read it later. If they don't recognize it chances are they will delete it, especially if they are in a hurry while scanning through their mail.
- Treat your subscriber with respect by making your messages relevant - aligning subject lines, e-mail messages, and landing pages. Don't entice them with a subject lines that has nothing to do with the real message or they'll stop reading your emails – or worse, opt off your list.
- Use emails for PR – to entice and educate – not to sell. Within the email direct the reader to a specific landing page on your website (with a live link) and sell, close, or offer a call to action there.
- Newsletters should offer 3/4 “valuable information” to 1/4 “sales copy” ratio to be effective.
- Make your email easy to open – no large pictures or graphics. Offer a pretty (html) version of your message as an option for those who prefer one.
- Make your email easy read. Use choppy copy, short sentences, and bullets.



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Tip #2 Grow Your List by Getting People to Join

- Place an Opt-In box prominently on your website. Reward people for joining your list with lots of benefits, freebies, and giveaways.

Note – Benefits, freebies, and giveaways can be physical things or virtual offerings:

- Arrangement, bouquet, plant of the month contests
- % off your next purchase
- Introductory offers
- Newsletters with helpful hints
- Membership to your club that offer discounts and specials
- Collectable (accumulative) coupons

Make a list of everything you can offer your people for different levels of commitment.

- Decide what you will offer in exchange for names and emails.
- Decide what other information you want from your people.
- Decide what you can offer in exchange for more information from them.
- Mention the benefits of getting on your list in all your marketing efforts – business cards, post cards, ads, promos, flyers – and to every order you send out. Tell everyone you come in contact with about the free gifts waiting for them on your site.
- From all your subsidiary websites build a click through link to the Opt-in box on your custom website so you can gather those visitors yourself.

Tip #3 Gather What to Send / Say / Offer

- Collect a list of conversations you continually engage in with your customers – these topics can become educational newsletter articles.
- Make a list of what activities go on in your store daily, weekly, monthly, seasonally, annually – these things can become human interest stories.
- Make note of holidays that keep you busy or that you would like to be busy with – these celebrations are reason to send special greetings to your list.
- Write a description of what your store looks, smells, and feels like during the 4 seasons – these times of the year are perfect for letting your people know how they can enjoy the colors, fragrances, and sensations of the changing seasons to the max.
- Understand your special products and services, those things that set you apart from your competitors – you'll want to mention these things to your people.
- Notice specific niches among your customers (brides, event planners, homemakers, moms, professionals, guys & gals) – these focus groups may need separate emails that address their specific wants, needs, and desires.



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- Research and list (site address, name of owner, what it offers that can help you) safe web-sites about flowers that you can share with your customers as a resource - especially if those sites offer affiliate programs for non-compete goods and services in which you can earn a commission. Your helpful emails don't always have to be about you. It can be just as important to offer "behind the scenes" helpful information with your clients.

Tip #4 Consider the Frequency of Your Messages

- Plan your Email campaign with frequency (how often they are sent) in mind. If you send spontaneous broadcasts and ongoing multiple "autoresponders" an overlapping of email layers will certainly occur.
- Different people like to receive different amounts of email from different sources. Your occasional buyer might tolerate a monthly newsletter from you but will probably only act on your emails during special times of the year. Your flower lovers may enjoy simple advice along with your weekly specials and may even appreciate brief daily flower tips with pictures, quotes for the day.
- Try to identify "Whose Who" among your list and send emails with a frequency that suits the customer's comfort level.

Sample Format - a beginning email campaign could be:

- Immediate "Thank you" email when the customer joins
- 3 day "Follow-up" email
- 7 day "Here's your first copy of our monthly newsletter" email
- 10 day "Get free stuff if you fill out this survey" email
- 12 day "Free Consultation" email
- Every 30 days "Monthly Newsletter" email
- Any timely, special, spontaneous broadcasts to the list

Tip #5 Avoid Trouble by Obeying Spam Laws

- Include your physical address in every email.
- Offer easy to find, easy to follow unsubscribe directions. In every email you must offer a clear and easy way to get off your list.
- Remove any "unsubscribes" from your list within 14 days. Do not continue sending messages to them!
- Remove hard bounce backs (email returned because the address is not valid).
- Learn about the national and international laws that outline what emailers can and cannot do to avoid being labeled Spammers at www.spamlaws.com.