The State of Email Marketing
Email Evolution Conference 2020
June 22, 2020 – 11:40am-12:25pm ET

Speakers:
Justine Jordan, Wildbit
Chad S. White, Oracle Consulting
The State of Email Marketing

Valuable Lessons Learned During These Chaotic Times
Marketers are operating in turbulent times. The challenges are daunting.
Current challenges:

- Worst health crisis since 1918
- Worst financial crisis since 1933
- Worst social unrest since 1968
The shock to the system has been so great that marketers have largely scrapped their 2020 marketing plans.
March marked the new start of the new year. And email marketers need a new plan to succeed going forward.
Thankfully, each of the past 4 months have offered lessons that will serve you well as you navigate the rest of this chaotic year.
Today, we’re going to discuss:

- The key events of the past 4 months
- What marketers can learn from those events
- How those lessons will inform your strategy this year and beyond
A Little About Me

Chad S. White
Head of Research
Oracle CX Marketing Consulting

• Author of *Email Marketing Rules* and more than 3,000 blog posts on email marketing trends and best practices
• Email Experience Council’s 2018 Email Marketer Thought Leader of the Year

@ChadSWhite
Oracle CX Marketing Consulting

We’re a global, full-service digital marketing agency, uniquely positioned within Oracle to deliver the expertise you need to achieve more with the leading marketing cloud, including:

- Training
- Creative & Coding
- Design Thinking

- Strategy & Analytics
- Automation
- Deliverability

- QA & Deployment
  Implementation
  and more

CXMconsulting_WW@Oracle.com
Justine Jordan
Head of Marketing
Wildbit

- Held leadership roles at Litmus, Help Scout, and ExactTarget (now Salesforce Marketing Cloud)
- Email Experience Council’s 2015 Email Marketer Thought Leader of the Year

@meladorri
Let’s start by looking at where we’ve been
Brands begin announcing the **safety precautions** that they’re taking in response to the coronavirus.
Non-essential services announce closures, while essential services announce additional safety measures. Upcoming events cancelled.
B2B companies see record churn and pivot to retention strategies. Meanwhile, B2C brands’ list growth flatlines.
By month’s end, it’s clear COVID is affecting brands **very differently**, based on supply chain complexity, financial state, physical footprint, geography, & if they’re “essential.”
Email messaging takes an empathetic turn and shifts to address new consumer priorities and behaviors.
April Fool’s Day is cancelled.
Travel & hospitality and some other non-essential services dramatically reduce email frequency.
States and cities begin to reopen, each on their own time tables and with varying rules and restrictions.
Meanwhile, tens of millions have filed for unemployment. Even many of those with secure jobs are fearful. The US savings rate soars.
Protests for **racial injustice** and police reforms prompt brands to issue **statements of support**, once again triggering questions about **brand values**.
That’s a tremendous amount of turmoil and change in just 4 months, during which the email channel experienced tremendous pressures.
The email channel has been **pivotal** to companies’ ability to navigate all this change. And email’s performance remains **strong**.
Key email marketing metrics have improved or held steady from February through May

**Engagement Rates ↑**
- This Year
- Year Ago

**Unsubscribe Rates ↓**
- This Year
- Year Ago

**Revenue per Email --**
- This Year
- Year Ago

Source: Oracle Consulting
Let’s start to unpack the very valuable lessons we’ve learned as an industry, starting with...
How to React to a Crisis
Having a crisis plan in place before hand allows you to be empathetic instead of in a panic.
Crisis Plan Action Items to Consider:

- ✓ Pause your promotional campaigns.
- ✓ Pause your automated campaigns and then review them to ensure they’re appropriate.
- ✓ Send a crisis message to your subscribers.
Before you send a crisis email, ask…

- Should we respond to the crisis? Have we responded to similar crises in the past?
- Does it affect our customer interactions?
- Should we speak now, wait for more information, or stay quiet?
- What’s the risk/reward ratio?
Follow crisis messaging best practices:

1. Answer your customers’ burning questions

What’s in it for me?
Follow crisis messaging best practices:

2. Use descriptive subject lines & preview text

**Really Vague**

A Message From Our CEO
Dear Valued Customer, As a valued member of the [redacted] family, I appreciate...

**Really Specific**

Everlane
We’re Temporarily Closing Our Stores
Right now, it’s the right thing to do.
Follow crisis messaging best practices:

3. Strike the right tone

At Moosejaw we don’t like to take ourselves too seriously, but if there’s one thing we do take seriously it’s the health of customers and associates.

With the increased concerns over public health related to COVID-19 (coronavirus), and direction from some local health officials to temporarily close non-essential retail operations, we’ve decided to close all of Moosejaw’s retail stores March 16th until April 3rd. We will let you know when our stores plan to reopen.

Please know that we still love you and welcome you at Moosejaw.com to get all of the world’s greatest outdoor gear. Our friendly customer advocates are available via phone, chat or email if you want some extra help – or just to say hi.

Be sure to check us out on Instagram, Facebook or Twitter for the latest updates or just a little silliness to lighten your day.

Thanks and stay healthy,

Eoin Comerford
Moosejaw CEO
Follow crisis messaging best practices:

4. Use simple designs that are quick to create and quick to QA
Follow crisis messaging best practices:

5. Use segmentation & respect permission

Kent McGovern @KentMcGovern · Mar 17
So many Covid-19 campaigns being sent it’s crazy. If you aren’t legally mandated to send to your entire database please take a second and think, “Do I really need to send this to everyone”? If the answer is No, please refrain from sending it #deliverability #emailgeeks

P. Sannie Lee 🤗 @geekrockchick24 · Mar 14
#COVID-19 is doing what GDPR did 2 years ago: reminding me who has my email address and where I need to unsubscribe from. Thanks for the info how you’re handling it and thanks for the reminder I don’t want your emails anymore. #emailgeeks
Crisis Plan Action Items to Consider:

- ✔ Pause your promotional campaigns.
- ✔ Pause your automated campaigns and then review them to ensure they’re appropriate.
- ✔ Send a crisis message to your subscribers.
- ✔ Prepare for the next crisis.
Have a crisis communication plan in place

- Get your permission, segmentation, and authentication house in order.
- Be realistic about categorizing crisis communications as transactional messages.
- Prepare checklists, templates, and an abbreviated approval process in advance.
How to Be Agile With Your Strategy
With most brands planning their promo messages at least 2 months in advance, it can be hard to recognize the need for a reevaluation.
Many brands abandoned existing plans in favor of empathic messaging that addressed how consumers were feeling and what they needed.
Rebooting Your Email Strategy

- Reevaluate your customers’ priorities, needs, and desires.
- Embrace your new customer and then determine how best to message them.
- Reexamine your email frequency.
New messaging themes...

1. Contactless delivery, curbside pickup, etc.
2. Nesting, home improvement, staycations
3. Educating & entertaining kids
4. Work from home, home offices
5. Cooking, working out, everything at home
Hi Chad

We're making it easier to stay safely at home, while still getting the groceries you need for your family. Now you can order your Panera favorites *and groceries* for pick-up or Contactless Delivery.

Order Groceries
DELIVERY

on your terms

If you have specific instructions for how you want your food delivered, let us know in the “Instructions” section at checkout. We’ve been the original delivery experts since 1983, and we know a thing or two about having it delivered your way.
Resy’s Guide to Takeout & Delivery

Restaurants around the country are quickly being mandated to close for dine-in service. But many of our incredible restaurant partners are still offering takeout and delivery during this difficult time. We’ve assembled them all into Resy’s Takeout + Delivery Guide — and you can also order pickup directly through the Resy app and Resy.com. Now more than ever, we’re here for you.

We’ll be continuously updating these lists to reflect available offerings from our partners.

Explore Your Options

How to use Resy to reserve meals to go:
Hi Justine,

We are living through some truly unprecedented times. There’s a lot of anxiety and worry swirling around, and things are understandably uncertain for many businesses.

At Justworks, we know it’s the people that make up every business, and we’re committed to caring for you in any way we can. We’re taking our cues from the individuals and communities out there championing compassion, empathy, and resilience. After all, we’re all in this together.

To that end, we’re staying on top of the latest COVID-19 updates. Firstly, we want to make you aware that the IRS has extended the filing deadline for personal income tax returns to July 15, 2020. Many states have extended their deadlines as well. Check your state’s government site for any state-level extensions that may apply to you.

We’re also creating resources to get the right information to you as quickly as possible. You can find some of these resources below, including our new Field Guide for Navigating COVID-19, which we’ll continue updating as new information becomes available. For a mental health break, join Justworks and Exubrancy today (and every Wednesday) at 3:30pm EDT for a 30-minute guided virtual meditation via this Zoom link.

Finally, we want to remind you that our customer support team is available 24/7. Call us with your questions, or if you just need someone new to chat with while you’re socially distancing. We’ll be here.

The Justworks Team
Zoom has seen tremendous growth and new use cases emerge over the past few weeks, and we are committed to ensuring that the safety, privacy, and security of our platform is worthy of the trust of all of our users — both new and existing. We have launched a privacy and security landing page to help address questions and provide more information. Please know that we are here to support you.

It's Here! 5 Things to Know About Zoom 5.0

We're excited to share that Zoom 5.0 is now available! This release delivers one of our most advanced security enhancements to date with support for AES 256-bit GCM encryption, which provides added protection for meeting data and greater resistance to tampering. So, what does this new encryption algorithm mean for you, and what other security features should users be aware of in this new release? Check out our blog to learn more.
Hi Justine,

We recognize the importance of staying connected during this time when so many of us are working and learning in remote environments. With changes in schedules, environment and communication, it's more important than ever to make meeting easy.

In light of the ongoing global impact of COVID-19, Calendly will support direct integrations with the video conferencing tools Zoom and GoToMeeting—previously Premium tier features—free of charge through June 30, 2020. You can get more details here.

We hope this might make it just a little easier for you to connect with others.

To set up your Zoom or GoToMeeting integration, visit our integrations page.
How to Adapt to the Needs of Individual Subscribers
The coronavirus pandemic began as a sudden and largely national experience.
However, the recovery from the pandemic will be a gradual experience at the local and individual level.
To adapt to all of those **New Normals**

- Create new **personas** and adapt existing ones.
- Partner with **customer service** on intel.
- Improve **analytics and performance visibility**.
- Do **progressive profiling and surveying**.
- Send more **segmented emails**.
To adapt to all of those New Normals

- ✔ Add personalized product & content suggestions.
- ✔ Continue to update and actively manage your triggered emails.
- ✔ Perform more A/B testing.
- ✔ Use send time optimization.
Recommended For You
Adjust preferences to see better matches

Recommended
Because you looked at similar homes in 02129.

Save $3,186 on this home with Redfin

Listing Status
For Sale

Status
Active listings

Time on Redfin
No max

- Open Houses
- Virtual Tour Available
- Exclude Short Sales
- Redfin Listings Only
- Price Reduced
- Fixer-Uppers Only
We're Open Again at Wayside

We'll see you in the store, or shop with curbside pickup!
Trouble viewing? View this email in a browser or on a mobile device.

L.L.Bean

YOUR LOCAL L.L.BEAN IS NOW OPEN
And we're so excited to see you again!

SHOP IN-STORE:
Come on in! We're taking special precautions to ensure a safe shopping experience for everyone, including increased sanitization and limited customer capacity. Check your store page for hours.

STORE HOURS & DETAILS

OR WITH CURBSIDE PICKUP:
Shop L.L.Bean without ever leaving your car! Reserve items online any time, swing by the store and we'll drop your order off in your car. Pick up available 10am-5pm daily.

LEARN HOW IT WORKS
SHOPPING:

With so many shops closed and people staying home, coronavirus has dramatically changed the way we buy and what we buy. As physical stores are reopened, we want to know how you’re thinking about shopping.

Once shops reopen, how will it change how frequently you shop at different types of retailers?

Large online retailers and marketplaces

☐ Way less
☐ Less
☐ No change
☐ More
☐ Way more

GETTING OUTDOORS:

The crisis has closed many outdoor destinations and kept many of us stuck indoors or just "hiking" around the neighborhood. As outdoor destinations are reopened and stay-at-home orders are lifted, we want to know how you’re thinking about the outdoors.

How has coronavirus impacted your plans for these outdoor activities this summer?

Backpacking

☐ Way less
☐ Less
☐ No change
☐ More
☐ Way more
How to Express Your Brand Values
Like it or not, the majority of consumers today want to do business with companies that share their values.
Millennials and Gen Z (51% of pop.) want to buy from companies that align with their values

- 55-70 year old (Baby Boomers): 60%
- 40-55 year old (Gen X): 73%
- 21-40 year old (Millennials) & 21 and younger (Gen Z): 83%

Source: 5W
When to Respond to Social Issues

- Does it affect your company’s brand values?
- Get on the same page as to whether a response is appropriate.
- Are there alternatives to responding?
- Refrain from virtue signaling.
Patagonia usually sends near-daily emails, but was quiet for more than a week. Sometimes silence is the right answer.
We stand in solidarity with Black communities...
Looking Ahead
Recent months have taught us:

- How to react to a crisis
- How to be agile with our strategy
- How to adapt to individual needs
- How to express your brand values
Thus far, 2020 has been an opportunity for marketers to focus on the fundamentals of serving their customers and demonstrating empathy.
All of those lessons will serve us well in the coming months, which hold many potential challenges for brands.
Potential challenges ahead:

- 2nd peak and 2nd wave of COVID-19
- New waves of unemployment & bankruptcies
- More unrest & constitutional crisis
As email marketers, you hold the keys to one of the most persuasive and effective communication channels at your company.
With great power comes great responsibility.

How are you using yours?
Thank you!
Any questions?

Wildbit.com  Oracle.com