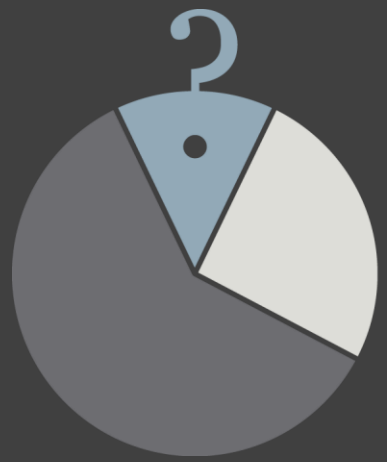

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Successfully using email marketing…

Has GDPR changed things?

ROSS HEWITT
SECRET PIE

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Obligatory Background Slide

- In my 20th year of internet marketing
- A career that veers wildly from financial services to ad agency to nursery industry
- Head of Marketing & Ecommerce at Silver Cross
- Set up Secret Pie on March 1st 2010
- Over 8 years of digital marketing consultancy for big brands & SMEs alike
- Author of Savvy Social Media business book

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GDPR & Email Marketing

So…May was a fun month!

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GDPR & Email Marketing

It is still perfectly OK to do email marketing after GDPR!

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Thank you for listening…

Any questions?

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OK…A little more then!

GDPR affects email marketing through the data you already have previous to May 25th

AND

Data you collected since & hereon

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Data Capture

Data you collect for email marketing needs to be:

- Freely given

- Specific

Consent for email marketing needs to be:

- Informed

- Unambiguous

Freely Given Data

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‘*Data that is given to you by a consumer for the obvious intent of you being able to message them*’

Therefore, data that you collect in an obvious and GDPR compliant subscribe form is freely given.

Data that is collected during an ecommerce checkout process and then used for email marketing without any consent is NOT freely given.

Data collected on a physical sign-up form is fine as long as consent is also collected. DO NOT throw away such materials though after data entry, or store an electronic copy of them in a secure storage area.

Specific Data

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Data that is specifically relevant to allowing you to send email communications to the consumer

At the ‘safest’ level, this is just Name & Email Address

‘Extra Value’ data such as Date of Birth, Postcode, Age of Children, etc is still allowable but you need to be able to justify WHY you want to collect such extra data. Consider NOT making such data mandatory.

Look at data you already have from previous data capture and rank it by ‘Justified’ and ‘Nice to have’.
If you don’t sell outside of the UK then ‘Country of residence’ is justified whereas ‘Favourite Book’ isn’t!

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Consent is Key

You HAVE to ensure that consent for email marketing is given by the consumer

The starting point for this is to make sure the consumer is informed that they are about to give you data for that specific function

Everything around consent needs to be transparent and unambiguous

Consumers need to click/tap the opt-in box to AGREE and NOT to opt-out

You have to be able to prove consent was given on ALL records (pre & post May 25th 2018)

If you cannot prove consent was given to you then delete the record!

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Purchased Lists

These are pretty much dead and buried now!

The riskiest data you may hold is any previously purchased data

Even if you have emailed them lots of times in previous years it is still risky if you cannot prove consent for YOU to email them (you are storing & using that data)

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Data Storage

A consumer has the right to request that you delete any data you have on them (The Right to be Forgotten)

This means you need to know where the data is!

For email marketing you should only store data in one secure location

Get rid of the spreadsheets and Google Drive documents

Consumers also have the right to view and update the data you store about them

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Getting Started (…or picking up again!)

Mailchimp have absolutely nailed GDPR!

I used to recommend them as one of two email marketing platforms but post-GDPR it's all about the monkey

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Mailchimp GDPR Compliance

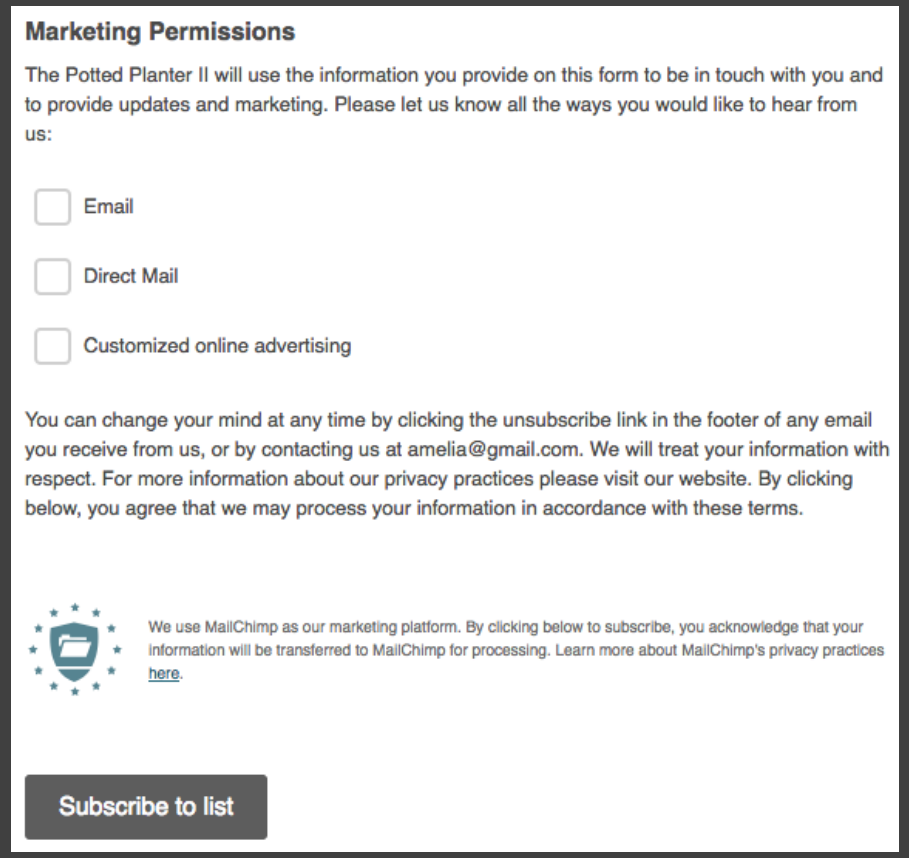
Mailchimp allows you to easily set up GDPR compliant sign up forms!

They supply links during sign up to their own Privacy Policy which covers your storage of the data!!

They provide links in emails you send to allow a recipient to view and change their own data!!!

The unsubscribe process is easy and effective and it is impossible for you to accidentally mail someone who has unsubscribed!!!!

(*Just Google 'Mailchimp GDPR' & read & learn*)



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Three Important Ps of Email Marketing…

The First P is:

PLANNED

Engaging emails need some planning well ahead of sending. An email newsletter shouldn't be sent because of a deadline…it should be sent because there is something great to share.

Plan your emails well ahead of broadcast time and keep in step with your business or the industry or seasons etc.

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Three Important Ps of Email Marketing…

The Second P is:

PORTABLE

Over 60% of emails are opened on a mobile device now and that % rises each year.

Research has shown that around 69% of mobile users delete emails that aren’t optimised to be viewed on their devices

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Three Important Ps of Email Marketing…

Using a purpose built online tool such as Mailchimp or Campaign Monitor also gives you access to email newsletter templates that are easy to learn how to use…

By default these are optimised to work on mobile devices as well as desktop / laptop computers

If you code your own emails then try not to have them any wider than 600/640 pixels to avoid big display issues

Always send test emails to yourself or colleagues before sending the full broadcast…check them on your mobile, tablet and computer

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Three Important Ps of Email Marketing…

The Third P is:

PERSONAL

A personalised email will perform much better than an unpersonalised one.

Again, purpose built email marketing tools make this process easy

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Three Important Ps of Email Marketing…

Mailchimp allows you to personalise the subject line of your email if you have collected extra data other than the email address.

Collecting a person's name as well as an email address unlocks better email marketing:

Subject Line 1: Company X October Email Newsletter

Subject Line 2: Great Halloween Offers This Month

Subject Line 3: Adele, we have great Halloween offers for you

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Three Important Ps of Email Marketing…

Always focus on the subject line as it is one of the most important factors for getting recipients to open your emails – especially as mobile devices are predominant

Personalising the greeting is also important:

Greeting 1: Hi

Greeting 2: Hi Adele

Mailchimp allows you to work around not having full data for everyone:

Dear *|IF:MERGE4|* *|MERGE4|*, *|ELSE:|* Friend, *|END:IF|*

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The Raison D'etre...

"Why am I sending this email?"

A very good question to ask yourself before you start working on an email to your subscribers!

If you planned the content then the answer(s) should be obvious

"What do I want to happen?" is the other good question to ask

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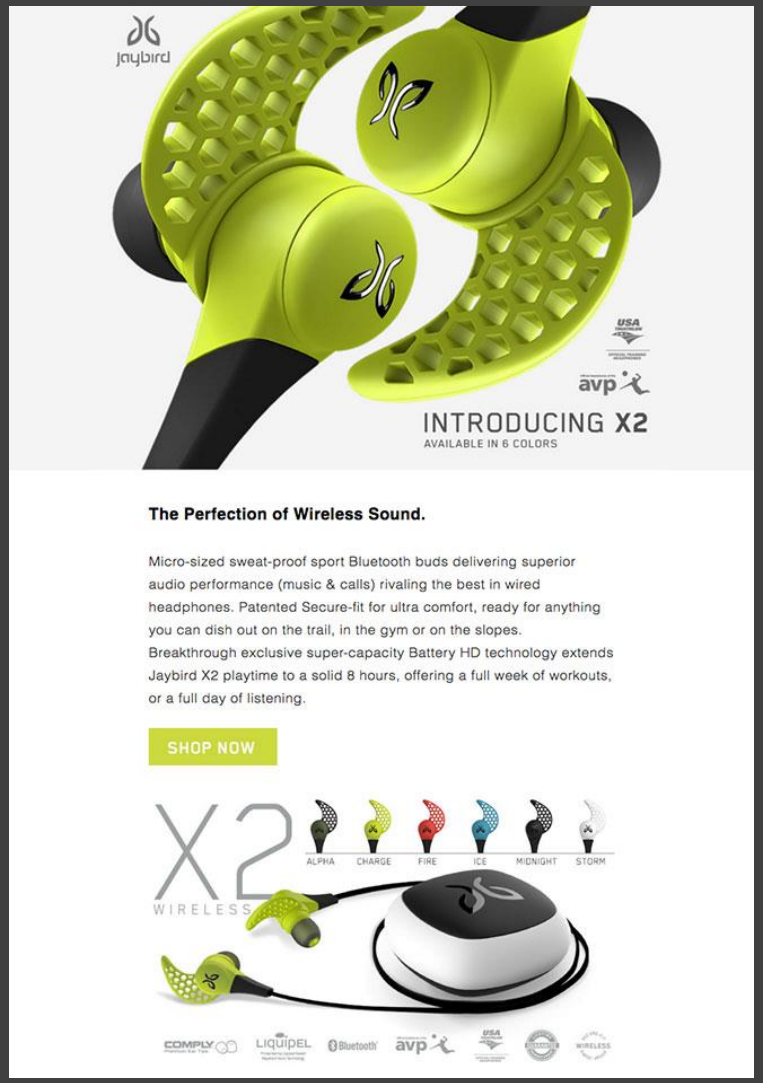
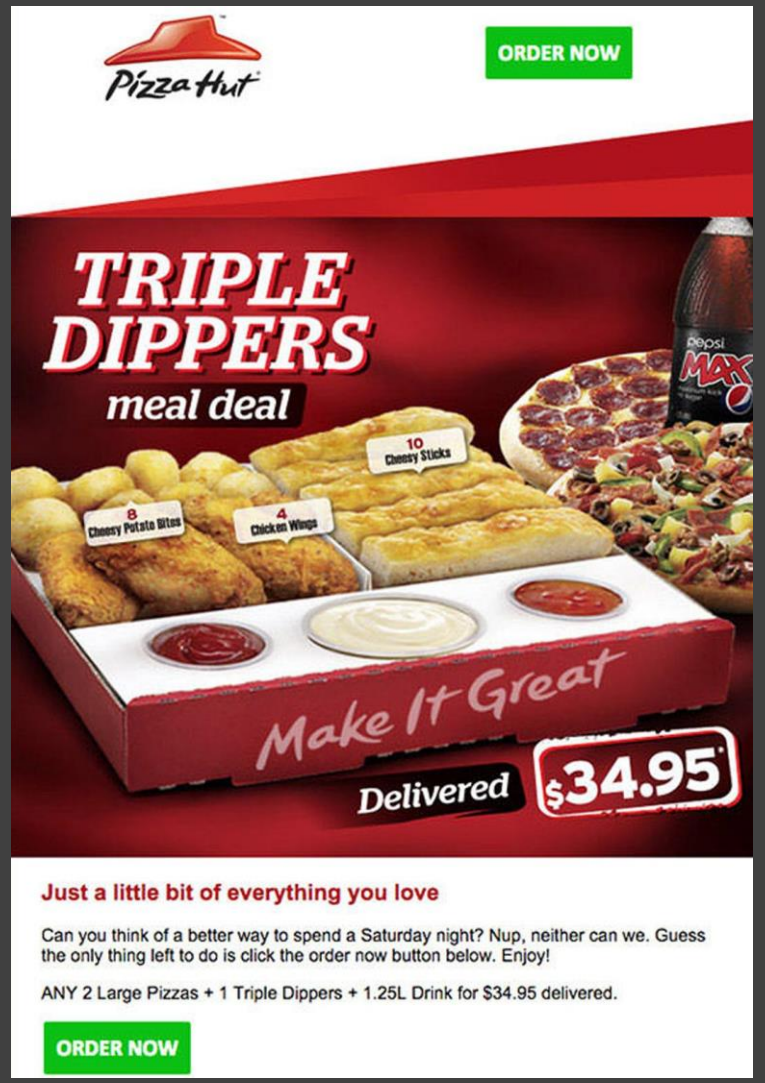
CTA – Call To Action

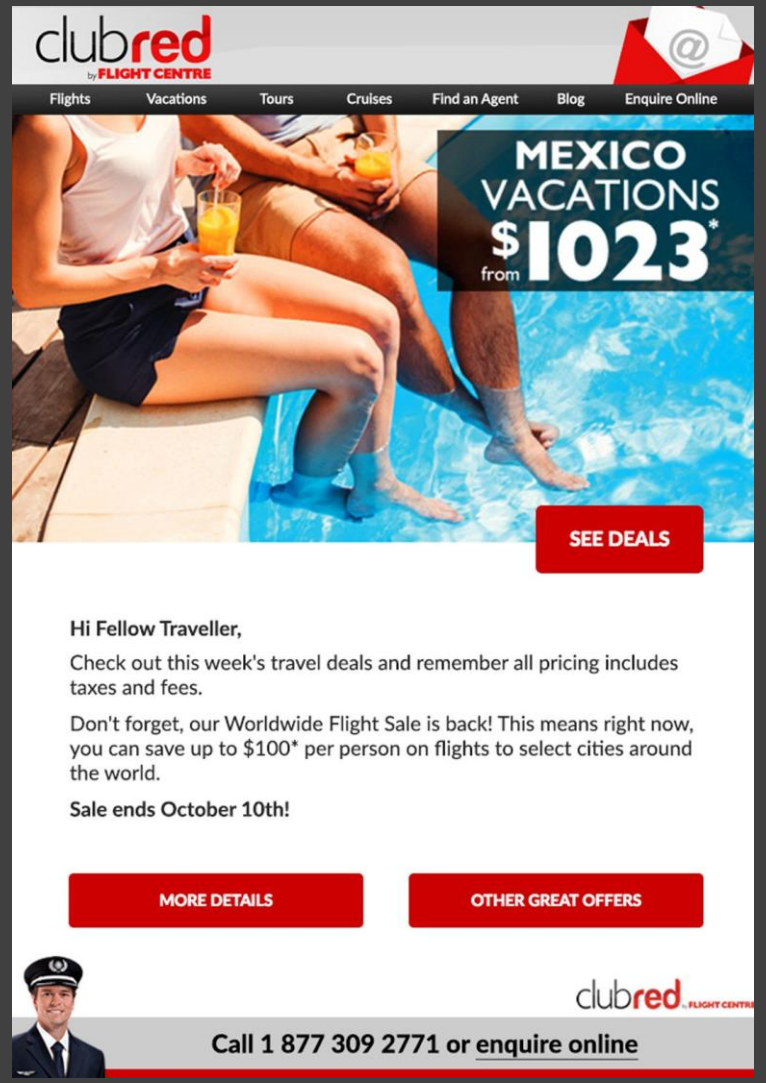
To wrap up, another important part of email marketing is the call to action…

THIS NEEDS TO BE CLEAR AND PROMINENT.

Good Examples…







Could Do Better Examples…

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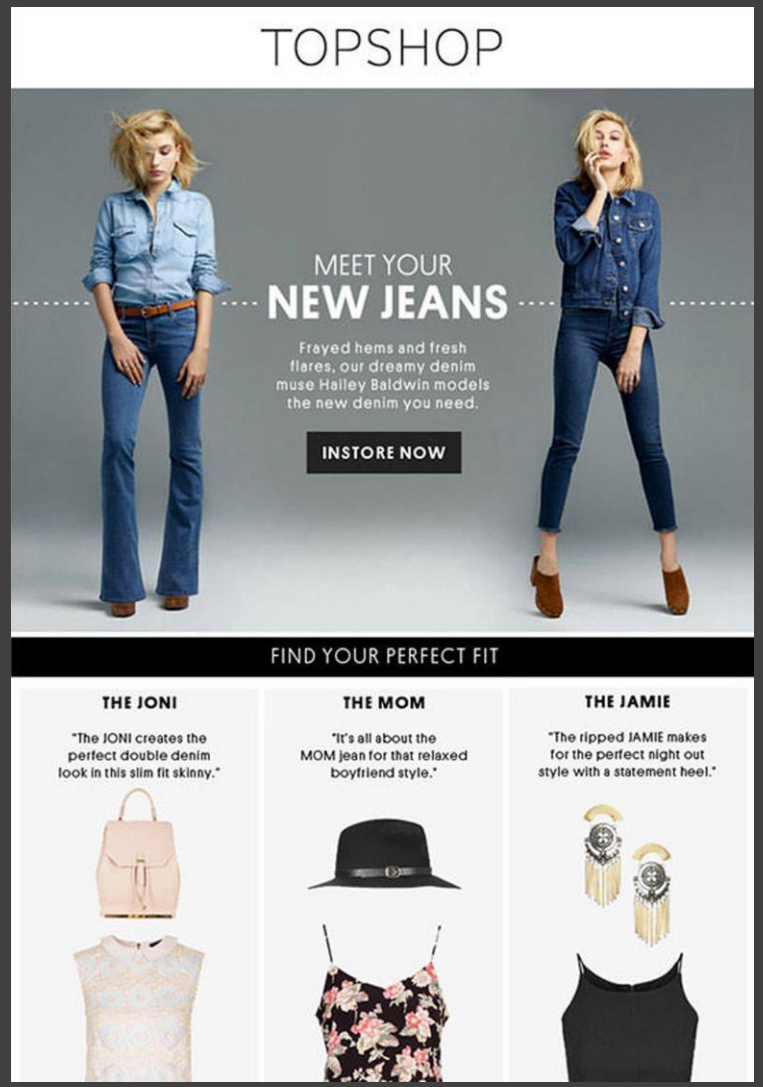

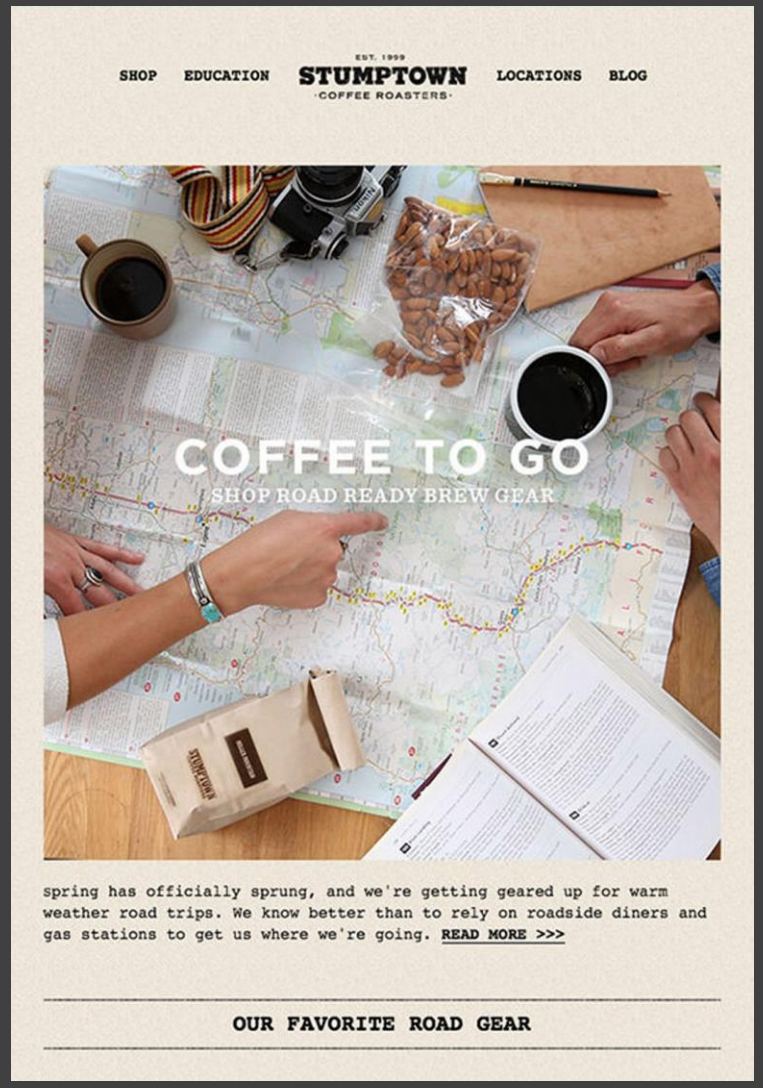

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In Summary

Email Marketing remains a very strong way to engage with and activate existing and potential customers

You just have to play by the new GDPR rules for managing your subscribers & recruiting new ones

All best practices for building and sending emails still apply

There is a host of great advice on the web…look at Campaign Monitor's Resources section, MailChimp's Learning & Blog sections; the Shopify Blog is a great resource also

ALWAYS TEST YOUR EMAILS BEFORE YOU SEND THEM!!

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Thank you for listening…

Any questions?

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