



Tactical Marketing Session
Email to “Me”mail

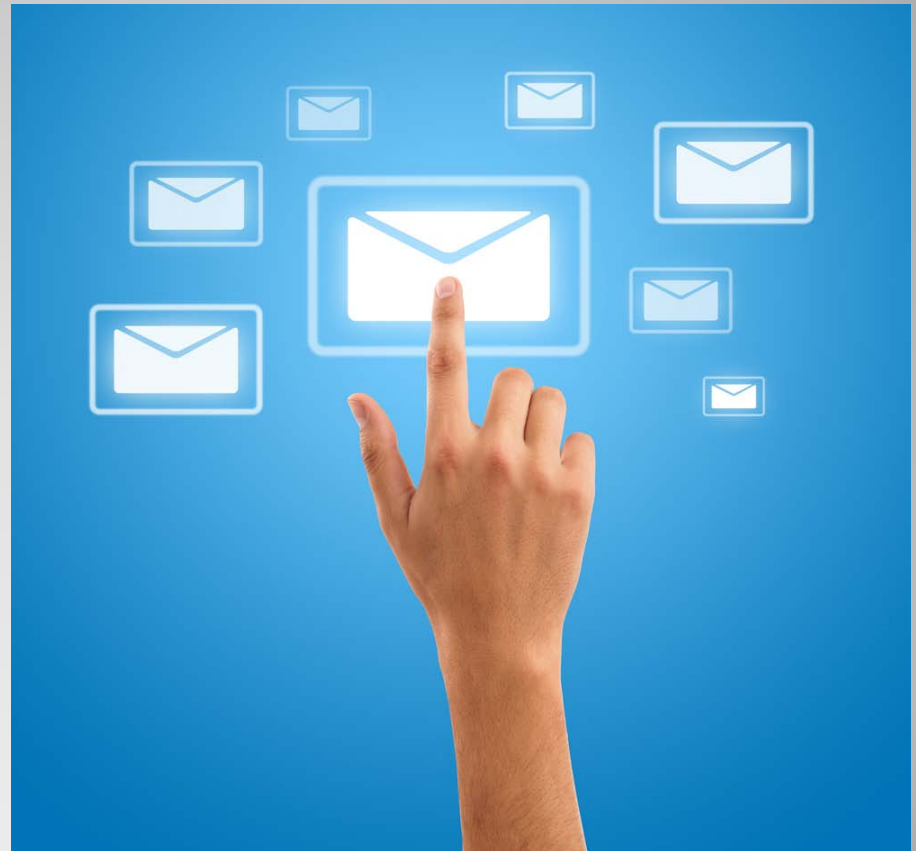
Cindy Auten
General Manager

 **Telework**
EXCHANGE
Eliminating Gridlock

Email Marketing – Why Do We Care So Much?

Did you get my email?

- Our industry is email centric
- Easiest, quickest, and cheapest way to hit a broad audience about our offerings and generate an interested community
- Engaged stakeholders + relevant messaging/offerings = more leads generated



- **294 billion emails** are sent a day
- **90 percent** of these e-mails are marketing messages or spam
- People only take **2.7 seconds** to decide if they will read, forward, or delete a message

Industry B2B Marketing Averages

Open Rate	15.5%
Click-Through Rate	2.97%
Bounce Rate	2.83%
Opt-Out Rate	0.30%

Know Your Audience

- How is your message relevant to them? What's in it for me (WIIFM)?
- Is there a set group you want to see engage with your offering?
- For events, is your offering only available in a certain location?

Use Their Information to Your Advantage

- Microtargeting: Segment your blast by location, industry, job focus, etc.
- Use demographics and known interests to craft copy and subject lines
 - Stay tuned for details on analyzing metrics



Mix it Up: HTML vs. Plain HTML Messaging

- Plain HTML, or mock text-only, emails look like personal e-mails
- Several Telework Exchange projects point to Plain HTML effectiveness

Fall 2011 Town Hall Meeting Attendee Marketing

- Telework Exchange click-through rates average **6 – 10 percent**
- Plain HTML Click-through were **68 percent higher** than regular HTML

Good morning,

Hope this note finds you well. We want to invite you to attend the upcoming [Fall 2011 Town Hall Meeting](#) which will take place **tomorrow, Tuesday, October 18** at the Ronald Reagan Building in Washington, D.C. **Complimentary to government attendees**, the event will address telework best practices including how telework integrates with cloud, mobility, and security initiatives as well as management and policy requirements for building a robust telework program. Registration is required and space is filling up quickly - visit www.teleworkexchange.com/townhallmeeting to register.

Hear from **more than 30 government and industry telework experts** including keynotes **Sean T. Connaughton**, Virginia Secretary of Transportation, and **E.J. ("Ned") Holland, Jr.**, Assistant Secretary for Administration at the Department of Health and Human Services. Themed "Take IT Home," the all-day event consists of two tracks and will address both technology requirements and management needs for putting telework programs into action.

Technology Sessions and Speakers Include:

Session 1 - 1: Securing a Mobile Workforce
Objectives

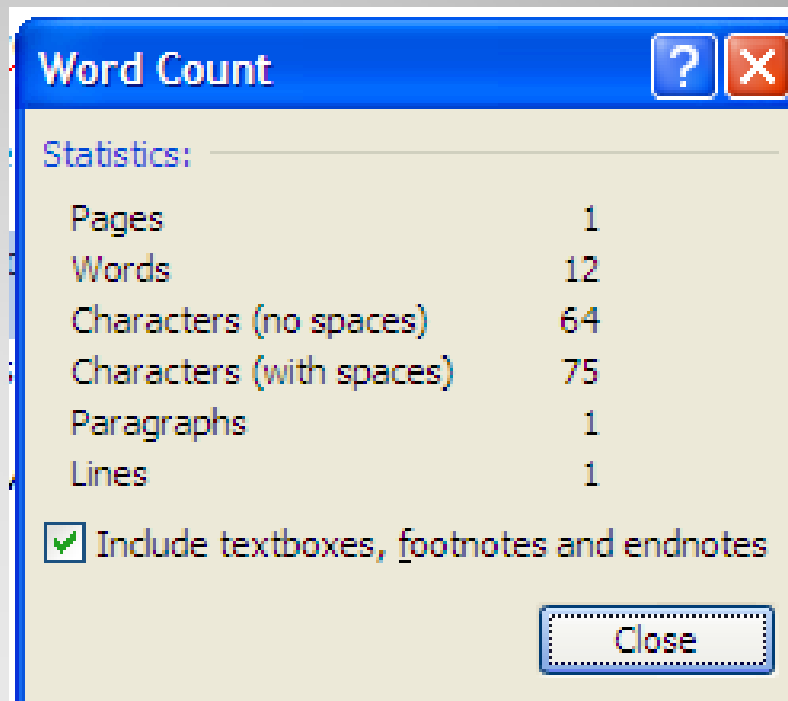
Other considerations when determining HTML vs. Text-Only

- **Mobile Devices**
- **E-mail Preferences and Capabilities:**
Many government agencies render an HTML message to a text only
- **“Above the Fold” or “Before the Scroll”:**
How does your messaging look in preview panes?









Fist Impressions Matter: Crafting Effective Subject Lines

- Simple is better
- Be direct and leave the marketing jargon out
- Highlight WIIFM
- Notable names
- Study metrics
- Tie to the news
- Keep it to 75 characters (with spaces), or fewer
- Change the subject “Gmailers”

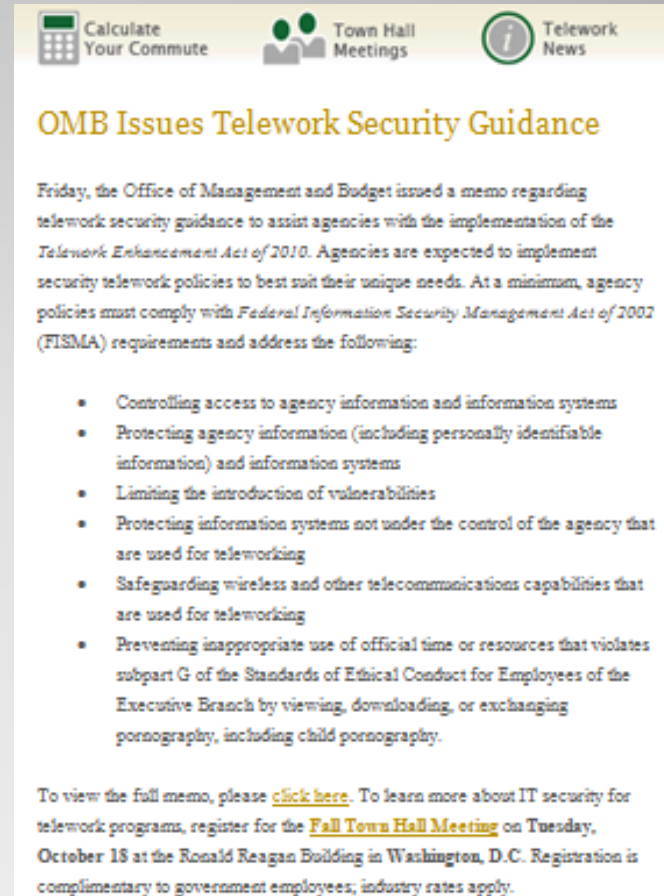


Telework Exchange's Most Effective Subject Lines

-  Breaking News: President Obama Signs Telework Enhancement Act of 2010
-  White House Urges Feds to Commute Less, House Passes Telework Legislation
-  Telework Week Begins; 36,000+ Pledged
-  HHS' Ned Holland to Keynote Fall Town Hall Meeting - October 18
-  H.R. 1722 - What You Need to Know
-  New Study Reveals Remote Workforce Challenges During Emergency

Recipe for engaging email copy

- Get to the point; keep it simple
- Five W's
- How? Call to action
- Incentives – Stay in tune with OGE regulations
- Uniqueness – highlight recognizable names
- Newsworthiness – tie to hot button issues



The screenshot shows a newsletter header with three navigation icons: 'Calculate Your Commute' (calendar icon), 'Town Hall Meetings' (people icon), and 'Telework News' (info icon). The main content is titled 'OMB Issues Telework Security Guidance' in orange. The text below discusses a memo from the Office of Management and Budget regarding telework security guidance under the Telework Enhancement Act of 2010. It lists several key requirements for agency policies, such as controlling access to information, protecting agency information, limiting vulnerabilities, and preventing inappropriate use of resources. At the bottom, there is a call to action to view the full memo and register for a town hall meeting.

Calculate Your Commute Town Hall Meetings Telework News

OMB Issues Telework Security Guidance

Friday, the Office of Management and Budget issued a memo regarding telework security guidance to assist agencies with the implementation of the *Telework Enhancement Act of 2010*. Agencies are expected to implement security telework policies to best suit their unique needs. At a minimum, agency policies must comply with *Federal Information Security Management Act of 2002 (FISMA)* requirements and address the following:

- Controlling access to agency information and information systems
- Protecting agency information (including personally identifiable information) and information systems
- Limiting the introduction of vulnerabilities
- Protecting information systems not under the control of the agency that are used for teleworking
- Safeguarding wireless and other telecommunications capabilities that are used for teleworking
- Preventing inappropriate use of official time or resources that violates subpart G of the Standards of Ethical Conduct for Employees of the Executive Branch by viewing, downloading, or exchanging pornography, including child pornography.

To view the full memo, please [click here](#). To learn more about IT security for telework programs, register for the [Fall Town Hall Meeting](#) on Tuesday, October 18 at the Ronald Reagan Building in Washington, D.C. Registration is complimentary to government employees; industry rates apply.

Recipe for Lead Generation

- Clearly define your call to action
- Establish why your product or offering is must have and sell it with your e-mail copy
- First mention of the call to action should be above the fold
- The call to action should be mentioned a minimum of three times throughout your e-mail
- Collect contact information when they take the action
- Keep the clicks to a minimum – make it easy



Last Chance to Register - Free COOP and Telework Webcast Tomorrow

September is National Preparedness Month and this week marks National Emergency Preparedness Week. Join us tomorrow, Tuesday, September 13th for the free Webcast, "[Staying Connected: Coordinating Telework and Business Continuity](#)," to learn how to incorporate telework into COOP and disaster-preparedness plans. Panelists from the U.S. Patent and Trademark Office, U.S. Peace Corps, HP, and VMware will discuss successful strategies to leverage telework to maintain and enhance business efficiency and how mobility, connectivity, and accessibility support a remote workforce during normal operations and crisis situations. Panelists will identify cost-effective, secure, and seamless solutions for improving business operations agency-wide.

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For more information and to register, visit www.teleworkexchange.com/stayingconnected.

WEBCAST DETAILS:

Date:

Tuesday, September 13, 2011

Time:

1:00 - 2:00 p.m. ET/
10:00 - 11:00 a.m. PT

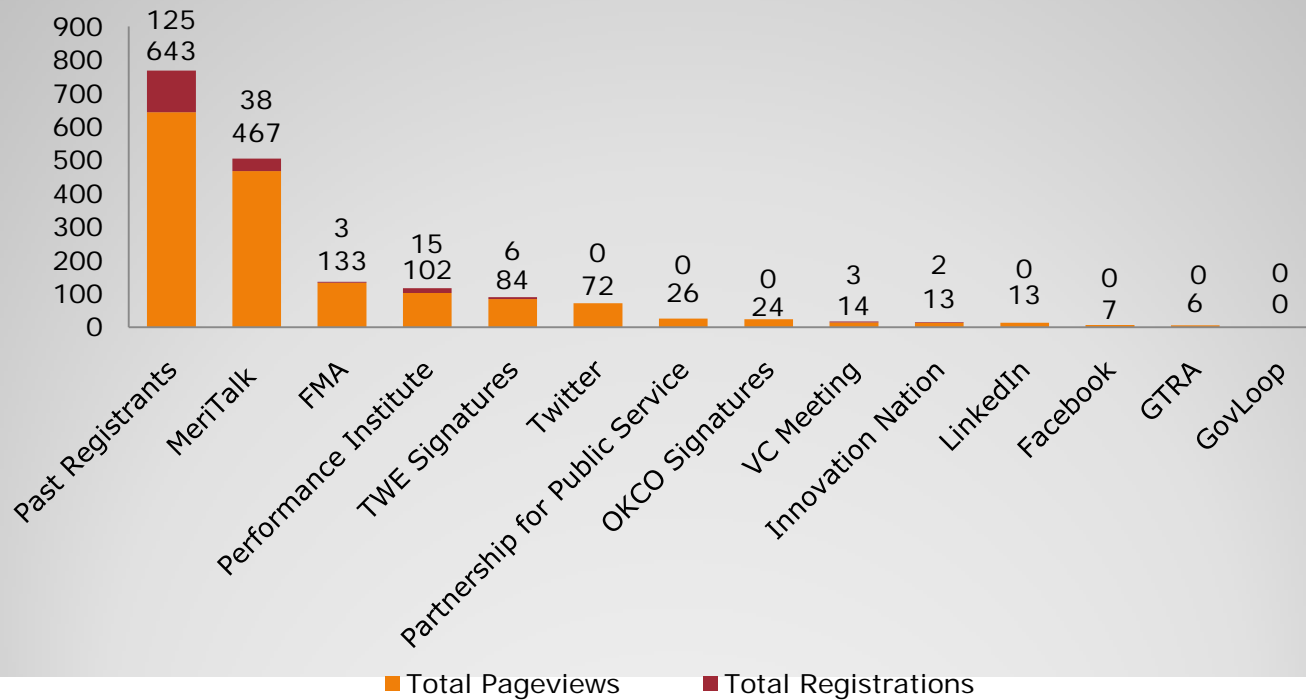
Cost:

Free

2 [Register Now ▶](#)

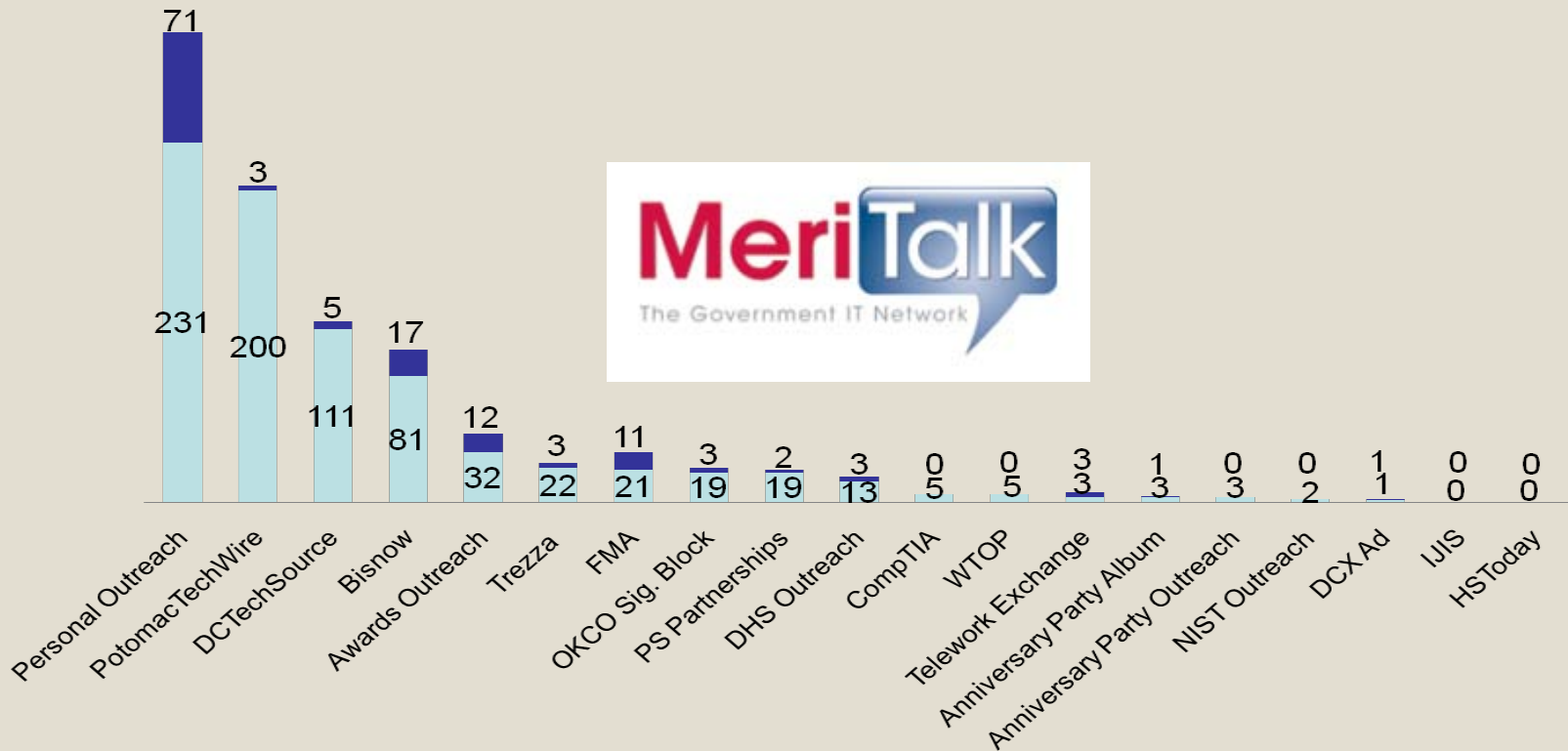
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The Telework Exchange database drove 6,828 clicks and 918 registrations for the Fall 2011 Town Hall Meeting



Innovation Nation 2011: The MeriTalk database itself drove 3,815 clicks and 1,164 registrations (84% of registrants)

Clicks Registrations



Focus on the Numbers

- Analyze three key metrics to know what works:
 - Open Rate = This tells you the effectiveness of your subject line
 - Click-Through Rate = This tells you the effectiveness of your e-mail copy
 - Conversion Rate = The total number of registrants/downloads is more telling than the percentage, but this helps you gauge the interest in the topic
- Monitor two others for potential issues:
 - Bounce Rate = This may flag deliverability or firewall issues with your recipients
 - Opt-Out Rate = This indicates whether or not your recipients find your offerings relevant



Carry Your Message

- E-mail can be the cornerstone of your marketing initiatives, but should not be the only way you spread the word
- Utilize partners, social media, and other marketing outlets to get your message beyond your listserv
- Messaging should be consistent and, if applicable, mirror the language in your public relations efforts



Emails your spam filter missed...



I think you meant to hit "Forward"-- and no, I'm not writing this with my "head up my butt"

Termite Report: You Might Want to Move Out of the House This Afternoon, or Sooner

Does this look contagious? (see attachment)

ITS MOM!! WE GOT A PC COMPUTER TODAY! HI!!

Self-Pitying Ex has sent you an eCard from BlueMountain.com

Tickets.com Purchase Receipt: Carrot Top: No Props!
Two hours of mad fun with the king of...

Ambulance request in process...