



Promoting Your
Breed/Discipline
Through

**EMAIL
MARKETING**

- ▶ Resources
- ▶ Best Practices:
 - ▶ Data management
 - ▶ General
 - ▶ Design
- ▶ Analytics
- ▶ Q&A



ESP vs Design Tools

- ▶ Picking an Email Service Provider (ESP)
 - ▶ Common ESPs: Constant Contact, Mailchimp, Vertical Response, Salesforce, Acoustic
 - ▶ Account for organizational needs: send counts, design tools/editor, analytics
- ▶ Template Design Tools
 - ▶ WYSIWYG/drag and drop editors: Chamaileon, Bee
 - ▶ Raw HTML code editors: Adobe Dreamweaver, Google Web Designer
- ▶ *Find a combination that works best for your price point and comfort level*

Chamaileon

← Affiliate Webinar

PREVIEW
SHARE
EXPORT

@ chamaileon

ELEMENTS

BLOCKS

T
TEXT

IMAGE

BUTTON

DIVIDER

BOX

COLUMNS

SOCIAL

CODE

Body > Block > ... > Box > Box > Text



Taylor Rea



NEWS



Webinar Registration Now Open
USEF Affiliate Webinar: A Safe Return to Competition
 Monday, June 29, 2020 at 4:00 p.m. ET

US Equestrian will host a comprehensive webinar session tailored specifically for recognized US Equestrian affiliate and breed organizations to discuss implementation of the COVID-19 Licensed Competition Action Plan, as well present updates and information pertinent to successful competition operation in the COVID-19 environment.

Panelists:

- Terri Dolan – Director of National Breeds & Affiliates, US Equestrian
- Liz Holmes – Competition Organizer
- Bill Moroney – Chief Executive Officer, US Equestrian
- Taryl O'Shea – Competition Organizer
- Lisa Owens – Managing Director of Competitions and Athlete & Horse Services

REGISTER NOW

T Body text settings

Font family: Arial

Size: 14 px Line height: 18 px

Text settings: #717171

Tt H1

Font family: Arial

Size: 32 px Line height: 32 px

Text settings: #000000

Tt H2

Need help?

The webinar will be open to US Equestrian members and members of affiliate

- ▶ CRM System
 - ▶ Customer relationship management
 - ▶ Will this be your main database?
 - ▶ Will you need to form smaller queries based on attributes?
- ▶ Data confidentiality
 - ▶ Opt ins and opt-outs
 - ▶ Emails on behalf of partners

BEST PRACTICES: GENERAL



- ▶ Subject lines and preview text
 - ▶ Keep it short, prioritize the first 20 characters
- ▶ Frequency/spacing
 - ▶ Don't cause email fatigue
- ▶ Email weight
 - ▶ Keep email size below 100KB
- ▶ Email Width
 - ▶ No wider than 600 pixels

ASHA	[MARKETING] What Matters? ASR Futurity Feature Week. Learn more about the ASR Futurity of KY & National 3 Yr. Old	Fri 6/19
ASHA	[MARKETING] JLC Releases Updated Horse Show Best Pract... An important update from the Joint Leadership Council.	Wed 6/17
ASHA	[MARKETING] From the Desk of Marty Schaffel: What a Wo... A look at the wonderful world of being back at horse shows.	Tue 6/16
ASHA	[MARKETING] ASHA eNews: ASR Futurities Feature, WCHS U... See what is new this week at the ASHA!	Mon 6/15

US EQUESTRIAN WEEKLY PRESENTED BY **LAND-ROVER**

Hoof Abscesses: Tips for Treatment and Prevention

Hoof abscesses can be painful for your mount and cost you time in the saddle. We asked Dr. Luke Fallon of Hagyard Equine Medical Institute for his best tips about dealing with hoof abscesses, including identifying, treating, and avoiding them. Read on to find out the signs that distinguish an abscess from another problem, what to put in your hoof-soaking solution, and what management techniques can help reduce your horse's chance of getting a hoof abscess.

[READ MORE](#)

US EQUESTRIAN **Equestrian Weekly** present

US Equestrian News

Hoof Abscesses: Tips for Treatment and Prevention

Hoof abscesses can be painful for your mount and cost you time in the saddle. We asked [Dr. Luke Fallon of Hagyard Equine Medical Institute](#) for his best tips about dealing with hoof abscesses, including identifying, treating, and avoiding them. Read on to find out the signs that distinguish an abscess from another problem, what to put in your hoof-soaking solution, and what management techniques can help reduce your horse's chance of getting a hoof abscess.

[READ MORE](#)

BEST PRACTICES: GENERAL

- ▶ Drive to website
- ▶ Things to include:

Logo

Clear message

Call to action

Contact information

Link to website


Unsubscribe button

- ▶ Marketing vs transactional emails

June 9, 2020

Arabian Horse

2020 YOUTH AND MID SUMMER NATIONALS ENTRY DEADLINE



Entries due TONIGHT by Midnight to be included in the show program

Entries will be accepted up until June 23rd. Final Deadline.

Entries received after June 24th will be accepted with a Petition Only, subject to approval. Post entry fees will apply.

Entries can be done online under your membership login or emailed to nationalevents@arabianhorses.org.

Exhibitors are advised to use a form of expedited, traceable mail service for entries in order to ensure that their entries are received.

If you email your entries, please contact AHA if you do NOT get a return receipt acknowledging the receipt of your entry on the same or next business day.

You DO NOT need to submit health related papers with your entries. Papers are available at the show in a plastic sleeve on the stall door.

Details about the show can be found at www.arabianhorses.org/YNL.

Please email nationalevents@arabianhorses.org with any questions or comments.



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American Saddlebred Horse Association
4083 Iron Works Parkway
Lexington, KY 40511

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BEST PRACTICES: GENERAL



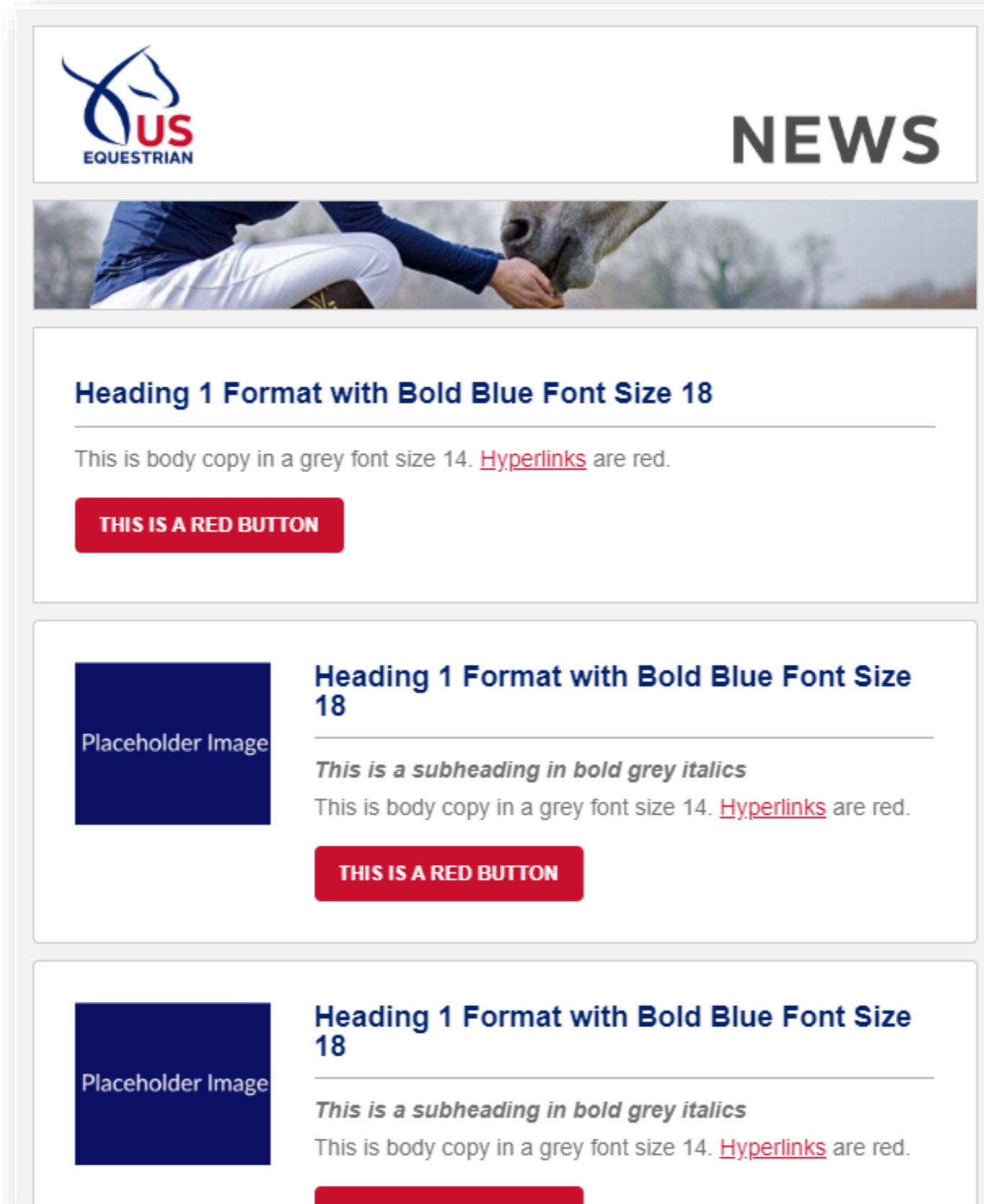
▶ Quick stats

- ▶ >60% of emails are opened on a mobile device
- ▶ Emails that require an action are then often re-opened on a desktop

▶ Responsive vs Mobile friendly (tbc in design)

- ▶ Responsive = scalable and "smart" to know on what type of device it is being rendered
- ▶ Mobile friendly = not responsive, but this single-column static design takes into account how it will be rendered on mobile, and desktop will mirror that

- ▶ Standardized email templates
- ▶ Brand guidelines
 - ▶ Colors, fonts, layouts
- ▶ Readability
 - ▶ Break it into sections
- ▶ Teasers with “read more” buttons for higher analytics



BEST PRACTICES: DESIGN

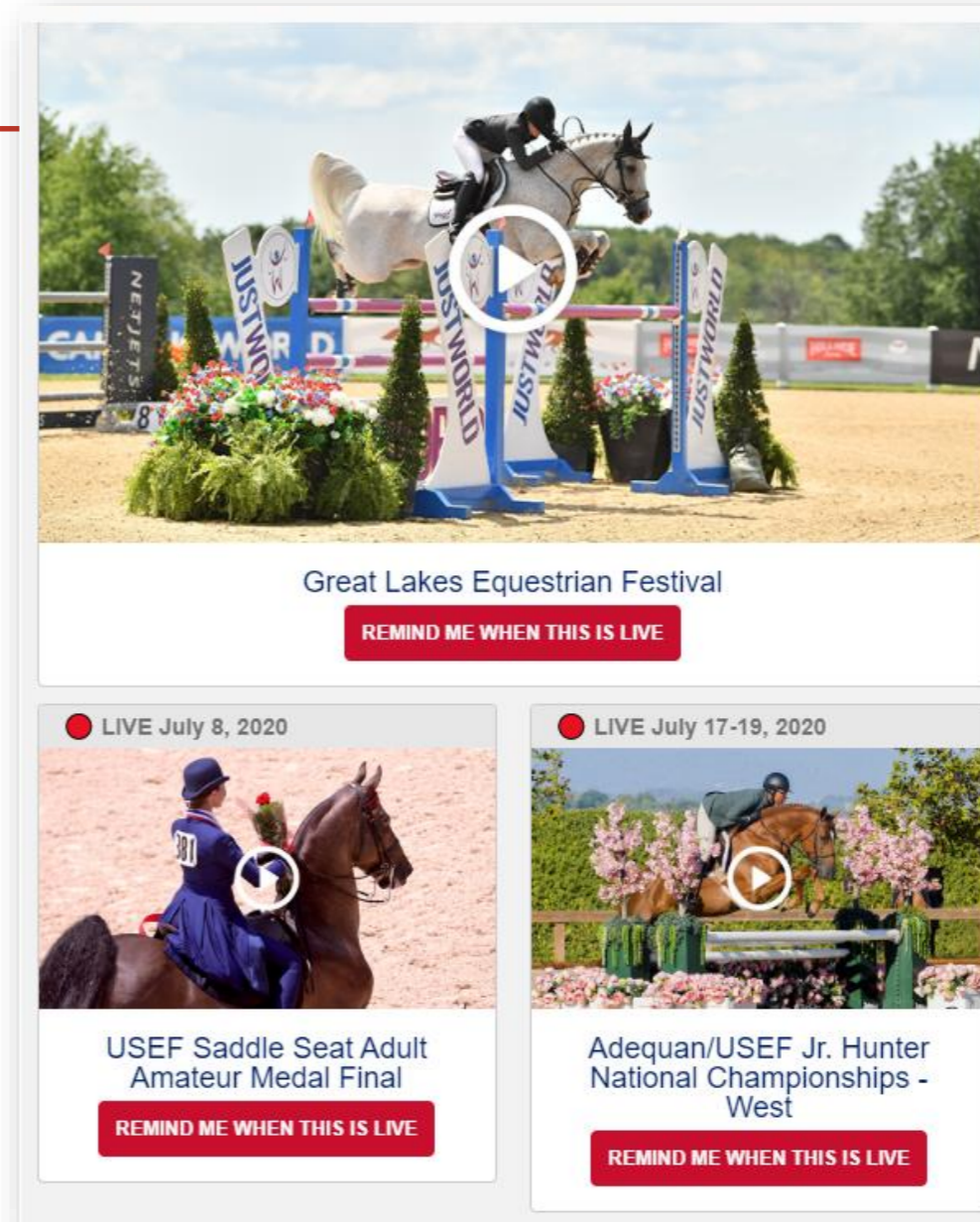


▶ Images

- ▶ Maintain quality for both desktop and mobile
- ▶ Be conscious of image weight
- ▶ 1000 px wide is a good starting point for scaling down to image frame size

▶ Videos

- ▶ Videos cannot be embedded into emails, but the end user doesn't need to know that
- ▶ Thumbnail images with play buttons can link to a page where the content is hosted



LINGO

- ▶ Gross vs Unique
- ▶ Open Rate = opens/sent
- ▶ Click Through Rate = clicks/sent
- ▶ Click-to-Open Rate
= unique clicks/ unique opens
- ▶ Unsubscribe Rate
=unsubscribes/sent

Metric	Email A	Email B	Email C
Send count	1,000	1,000	400
Unique Opens	250	180	250
Gross Opens	350	210	500
Unique Open Rate	25%	18%	63%
Gross to Unique Opens	140%	117%	200%
Unique Clicks	310	20	310
Gross Clicks	640	35	642
Unique Click Through Rate	31%	2%	78%
Gross Click Through Rate	64%	4%	161%
Gross to Unique Clicks	206%	175%	207%
Unique Click to Open Rate	124%	11%	124%
Unsubscribes	4	12	2
Unsubscribe Rate	0.4%	1.2%	0.5%

So many metrics... which ones matter?

- ▶ Opens vs Open Rate
- ▶ Clicks vs CTR vs CTOR
- ▶ Unsubscribes, unsubscribe rate
- ▶ Relative interaction levels
 - ▶ Open rate
 - ▶ Click through rate
 - ▶ Unsubscribe rate

Metric	Email A	Email B	Email C
Send count	1,000	1,000	400
Unique Opens	250	180	250
Gross Opens	350	210	500
Unique Open Rate	25%	18%	63%
Gross to Unique Opens	140%	117%	200%
Unique Clicks	310	20	310
Gross Clicks	640	35	642
Unique Click Through Rate	31%	2%	78%
Gross Click Through Rate	64%	4%	161%
Gross to Unique Clicks	206%	175%	207%
Unique Click to Open Rate	124%	11%	124%
Unsubscribes	4	12	2
Unsubscribe Rate	0.4%	1.2%	0.5%



QUESTIONS?

TAYLOR REA
SENIOR MARKETING MANAGER
TREA@USEF.ORG