ASSESS **LOCATE** ENGAGE RESPOND TRACK

Email marketing can be a powerful, cost-effective way to promote screen media projects. Email marketing allows you to build a relationship with audiences who have already given their permission to engage. This is why email marketing often has significantly higher conversion rates than other digital channels.

Email Marketing Best Practices

Here are a few tips when using email marketing to build audiences for your project:

Tools

There are many email solutions that can be used to create campaigns. Mailchimp, Constant Contact, and Campaign Monitor are some of the most popular email marketing platforms. These services offer budget-friendly subscription tiers and provide users with campaign templates, a drag and drop editor, and segmentation tools for your subscriber lists.

Anti-Spam Law Compliance & Consent to Contact

Make sure your campaigns are compliant with anti-spam laws. In Canada, the Personal Information Protection and Electronic Documents Act (PIPEDA) governs data collection and use, while Canada's Anti-Spam Legislation (CASL), designed to combat spam, reinforces best practices in email marketing.

CASL requires organizations to obtain consent before sending emails. In Canada, two types of consent are required: express consent and implied consent. Express consent means someone has agreed (verbally or in writing) to receive an email from you. Implied consent is shown by actions, such as purchasing a product or submitting an inquiry, and expires in 2 years.

Be sure to keep a record of permissions from subscribers to ensure compliance with anti-spam laws. This includes evidence of consent, (e.g., copies of signed consent forms, completed electronic forms), documented methods through which consent was collected, policies and procedures regarding CASL compliance, and all unsubscribe requests and resulting actions.

Email List Management

It's important to keep your subscriber list up to date. Regularly monitor emails that bounce back. Remove any inexistent, outdated, and broken email addresses. Aim to clean out your subscriber list at least once a month.

Segmentation is the process of breaking up an email list into several smaller, more targeted lists. Segmentation helps achieve greater engagement by serving highly relevant content to each group. Consider organizing your subscriber database by shared characteristics like geography, language, and interests.

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Branding

Your emails should be consistent with other marketing materials. Remember to stay true to your project's brand and tone of voice – this includes using colours, fonts, logos, and images that are consistent with the brand's visual identity.

Content planning

Keep your campaigns focused with concise messaging. Use crisp headings and bulleted lists to make your message easy to understand and quick to consume. Experiment with a variety of content types to inspire engagement.

Images & links

Eye-catching images can make your campaigns more visually appealing to your subscribers. Images used in email campaigns should be optimally sized and not exceed 1MB in file size.

Don't forget to include links to drive traffic to your website. Use clear calls-to-action to encourage users to click on links within the email. Remember to test all links in the email to make sure they work before sending a campaign.

Frequency

Maintain a regular schedule of communication with your audience, but don't overdo it. Research shows that 26% of people like to receive an email from a brand once a week.

Measuring Success

Maximize the impact of email marketing by tracking and tweaking the performance of your campaigns with these metrics:

- **Open rates:** the percentage of recipients who opened an email, out of the total recipients
- **Click-through rates:** the percentage of recipients who have clicked on a link in your email, out of the total recipients
- **Click-to-open rates:** the percentage of recipients who have clicked on a link in your email, out of the recipients who opened the email
- **Unsubscribe rate:** The percentage of subscribers who have selected to unsubscribe from emails

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