EMAIL BEST PRACTICES & TIPS

SiteOne
LANDSCAPE SUPPLY™

COMMON E-MAIL MISCONCEPTIONS

EVERYONE WANTS TO HEAR FROM US.

No, some only wanted to hear from you once to buy a specific item and then unsubscribed or marked your email as spam. Assuming everyone wants to hear from you is the equivalent to ignoring your customers.

CADENCE.

How often you send email is important. The time that you send it can be directly tied to your business. ex: a Lunch & Learn email sent the day before. This does not allow the customer to rearrange their scheduled if they'd like to attend.

RESPONSIVE DESIGN.

An email template that auto resizes /scales for mobile devices. They're a necessity. 80% of emails are opened in mobile device.

BOUNCES?

Bounce policy is what sets you apart from the bad guys and helps you build a positive sending reputation.

UNSUBSCRIBES ARE FOR LOSERS.

Unsubscribes are not only a good practice to avoid making your customers angry, but it's required by the CAN-SPAM act of 2003. You must have a working electronic unsubscribe.

SiteOne™
LANDSCAPE SUPPLY

FACTS ABOUT EMAIL CAMPAIGNS

- Largest contributor to deliver-ability issues is the lack of adherence to basic email best practices.

- Consistency of experience, design, messaging, and tone are critical for building a strong, three-dimensional, brand identity and positive subscriber experience.

- **Tap not Click**; People scroll but they do not Click.

- Keep your content short and sweet for readers. Readers only skim emails.

- Emails opened on mobile jumped 500% in a four year span.

- You have 7 seconds to a capture the user before you lose them. Strong visual aids.

- 80% of subscribers delete emails that look bad on their phones. While 30% unsubscribe

- 10 seconds to communicate your message

- Reading only 20% of text in that 10 seconds

- First impression is in 50 millisecond!

SiteOne™
LANDSCAPE SUPPLY

BUILDING A EMAIL

THE 5 W'S & 1 H

Every email should have a purpose and a clearly stated goal.

WHO are you sending to?

WHAT do you want them to do?

WHEN is it appropriate to send the message?

WHERE will the recipient read it?

WHY are you sending this message?

HOW are you going to measure success?

SiteOne™
LANDSCAPE SUPPLY

GUIDELINES FOR BUILDING A EMAIL

GUIDELINES

WHO are you sending to?
Make sure we are not spraying the customer base but targeting who receives the email.
Target only those regions or stores and trade classes. More is not better in this situation.

WHAT do you want them to do?
Register for an event, buy a product, fill our a form or attend a lunch & learn seminar.

WHEN is it appropriate to send the message?
Event emails will be scheduled for either 6 AM on Wednesday's (Monday's only as an ER option)
National campaign mails will be scheduled for 11 AM on Tuesday or Thursday.

WHERE will the recipient read it?
80% of readers will be on a mobile device.

WHY are you sending this message?
Brand awareness, events, brand loyalty, newsletter, follow-up, announcements and/or tips.

HOW are you going to measure success?
Conversion rate of the Call to Action

SiteOne™
LANDSCAPE SUPPLY

DEFINE INBOX STRATEGY
OPTIMIZE THE ENVELOPE FIELDS

How will you build trust and convince subscribers to open your email?

FROM NAME: less than 25 characters

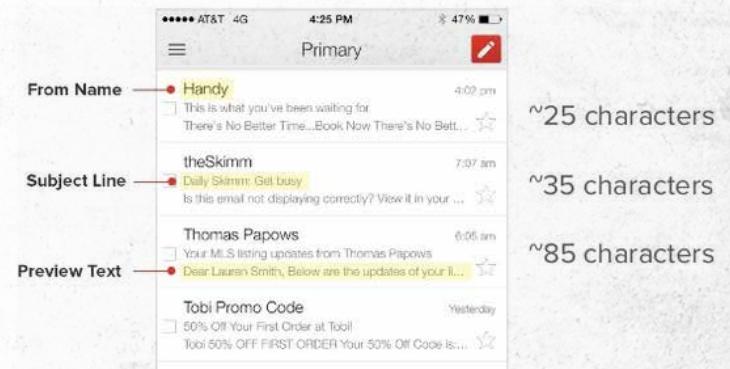**FROM ADDRESS:** less than 25 characters

SUBJECT LINE: less than 35 characters

PREVIEW TEXT: 85 characters or less
Make sure that it complements or supports
the subject line

HIDDEN TEXT: 85 characters or less

(will not appear in the html version, but appears in the inbox after the subject line)

SiteOne™
LANDSCAPE SUPPLY

DEFINE CONTENT STRATEGY
INSPIRE YOUR AUDIENCE TO TAP

Create a content hierarchy that provides value to subscribers and meets your goals.

HEADLINE: 5 words or less

SUBHEAD: 4- 6 words or less

BODY COPY: 3-4 short sentences

CALL TO ACTION: Create content hierarchy + have a clear CTA copy and design of your email should lead your subscriber's eye toward the CTA. The biggest mistake that marketers make is using weak, passive language in their CTA. ex: "Click Here" vs. "Learn More" or "Register Today".

SiteOne Announces the Addition of Greenworks Commercial

Greenworks Commercial Cordless Equipment

World's Highest Voltage Cordless System

Greenworks will have product experts on site to answer your questions and demonstrate the commercial grade features of this new and exciting product line. The most powerful battery powered commercial tools on the market.

November 1, 2016

10:00 AM to 2:00 PM. Lunch is at Noon.
SiteOne Landscape Supply
130 S. Tree Lane
Lancaster, PA 19406
717-291-4434

visit us
in your town

EXAMPLE OF CONTENT STRATEGY

Create a content hierarchy that provides value to subscribers and meets your goals.

HEADLINE: 5 words or less

SUBHEAD: 4- 6 words or less

BODY COPY: 3-4 short sentences

CALL TO ACTION: Provide some value to the recipient. Click to an registration landing page, website, or email to the store.

Move Ahead with SiteOne University

September 14, 2016 from 7:00 AM to 4:00 PM

SiteOne™ University offers training, seminars and networking for industry professionals. Our University seminar series are designed for professionals like yourself. We are the leading source for green industry supplies and training. We understand customers' business challenges and expectations better than anyone else, making us a true partner in their success.

REGISTER
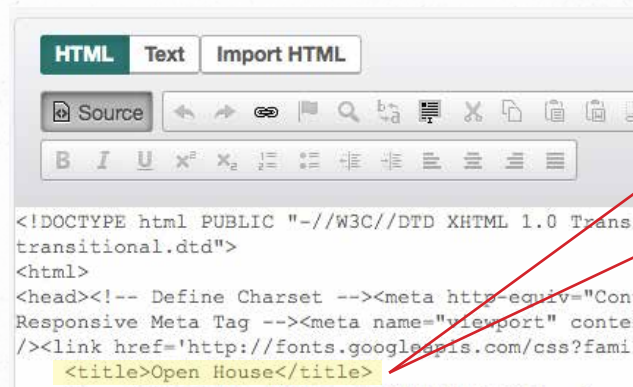
visit us
in your town

CODE MATTERS

PROPER HTML MATTERS
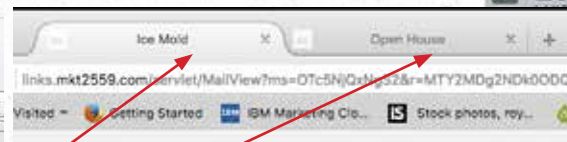### JUST BECAUSE THE FRONT END IS PRETTY, DOESN'T MEAN THE BACK-END CORRECT.

▲ Proper back-end HTML helps increase deliverability, reduces chance of getting caught in a spam filter

▲ Spam programs compare the back-end vs. the front end

▲ HTML and CSS style elements and class used in the CSS must match to display email properly.

EXAMPLE

▲ <title> Open House </title> needs to be changes on ALL emails. This ensures that the SPAM checking software see this as a valid email not spam. The keywords, header, tag words do not match.

INCORRECT vs. CORRECT

Open House

We're your green industry partner. Think of us as more than a supplier. Think of us as a partner. The experts behind our counters pride themselves on going beyond the call. All of them are prepared to help you make the informed decisions necessary to grow your business. Grab the crew and stop by for lunch during our

BEST TIMES

BEST TIMES TO SEND E-MAIL

- Event emails will be scheduled for either 6 AM on Wednesday's

- National campaign mails will be scheduled for 11 AM on Tuesday or Thursday.

- Monday and Fridays yield less of a response. Avoid sending email on these days.

HOLIDAY E-MAIL BEST TIMES:

THANKSGIVING: Wait to send until the week after Thanksgiving to increase open rate.

CHRISTMAS: Wrap up all your emails during the week before the holiday season sets in. If you forget to send an important email beforehand. The best times to email during the holiday are: December 22nd, 26th, and 29th.

NEW YEAR'S: Open rates are highest once work officially begins after the new year. We suggest sending your emails on the first Thursday to avoid being caught in the noise.

SiteOne™
LANDSCAPE SUPPLY

TIPS

TIPS FOR SUBJECT LINES
AVOID SALES OR OVERUSED WORDS

▲ Most people know to avoid words like "free" in their subject lines because they trigger spam filters. But you should also avoid common words that are associated with sales, like "help," "percent off," or "reminder." These words don't always trigger a spam filter, but many subscribers will ignore them.

▲ 33% of recipients open an email based on subject line.

▲ Be edgy, be bold, be creative, be all that, just be honest.

SiteOne™
LANDSCAPE SUPPLY