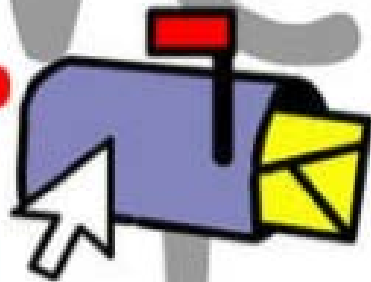


You've
Got
Mail





Email Agenda:

1. Email relevance
2. Audience
3. Content
4. The customer journey
5. Taking action
6. Animal Nutrition Content made easy for you
7. Q&A



Email delivers the highest ROI for marketers

Marketers keep coming back to email. For ten years in a row, email is the channel generating the highest ROI for marketers. **For every \$1 spent, email marketing generates \$38 in ROI**

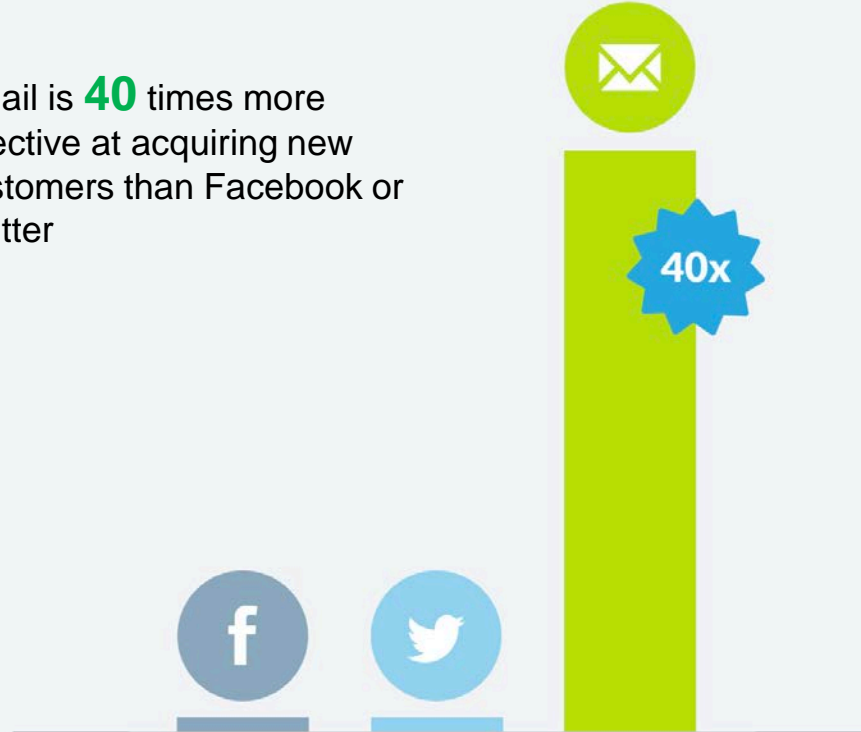


** According to VentureBeat, email is the channel generating the highest ROI for marketers*



Email beats social by 40x for customer acquisition

Email is **40** times more effective at acquiring new customers than Facebook or Twitter



** According to McKinsey, email is 40 times more effective at acquiring new customers than Facebook or Twitter*



2017 – Audience for Purina?

- ✓ 1,336,550 email volume
- ✓ 56,422 new email leads
- ✓ 102,510* subscribers
- ✓ All 9 species (Bee to Swine)





Content Calendar: What do you want to say and when?

SNAPSHOT OF ANIMAL WELLNESS & NUTRITION TOPICS AND WHEN THEY SHOULD BE SHARED												
ANIMAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Cattle	minerals											
Cattle	fly control minerals											
Cattle	Supplement the forage											
Cattle	Body Condition Scoring											
Dairy	Calf Care											
Dairy				Cow Comfort								
Dairy							Weaning					
Dairy										Heifer Growth		
Swine	What's new with UltraCare? Gut Health											
Swine				Heat Stress								
Swine							Gut Health/Intake & Performance					
Swine										Barn Walk-through		



Example content



 Cattle

Exposing Four Cattle Mineral Myths

Nutrition : Minerals



Purina Animal Nutrition



“It’s too costly.” “My cows won’t eat it.” “We don’t need it where I live.”

These are just a few of the common objections to providing cattle with mineral supplementation. But are these objections fact, fiction or somewhere in between? Is a misconception holding your cattle back from unrealized

<https://www.purinamills.com/cattle-feed/education/detail/exposing-four-cattle-mineral-myths>



Animal Nutrition Content Made Easy!

Swine

<https://www.purinamills.com/swine-feed/campaign/nature-s-match-for-the-traditional-producer>

Dairy

<https://www.purinamills.com/dairy-feed/campaign/herdsmart>

Cattle

<https://www.purinamills.com/cattle-feed/campaign/cattle-herd-management-tips>

Horse

<https://www.purinamills.com/horse-feed/campaign/horse-care-tips>

Flock

<https://www.purinamills.com/chicken-feed/campaign/poultry-care-and-management-tips>



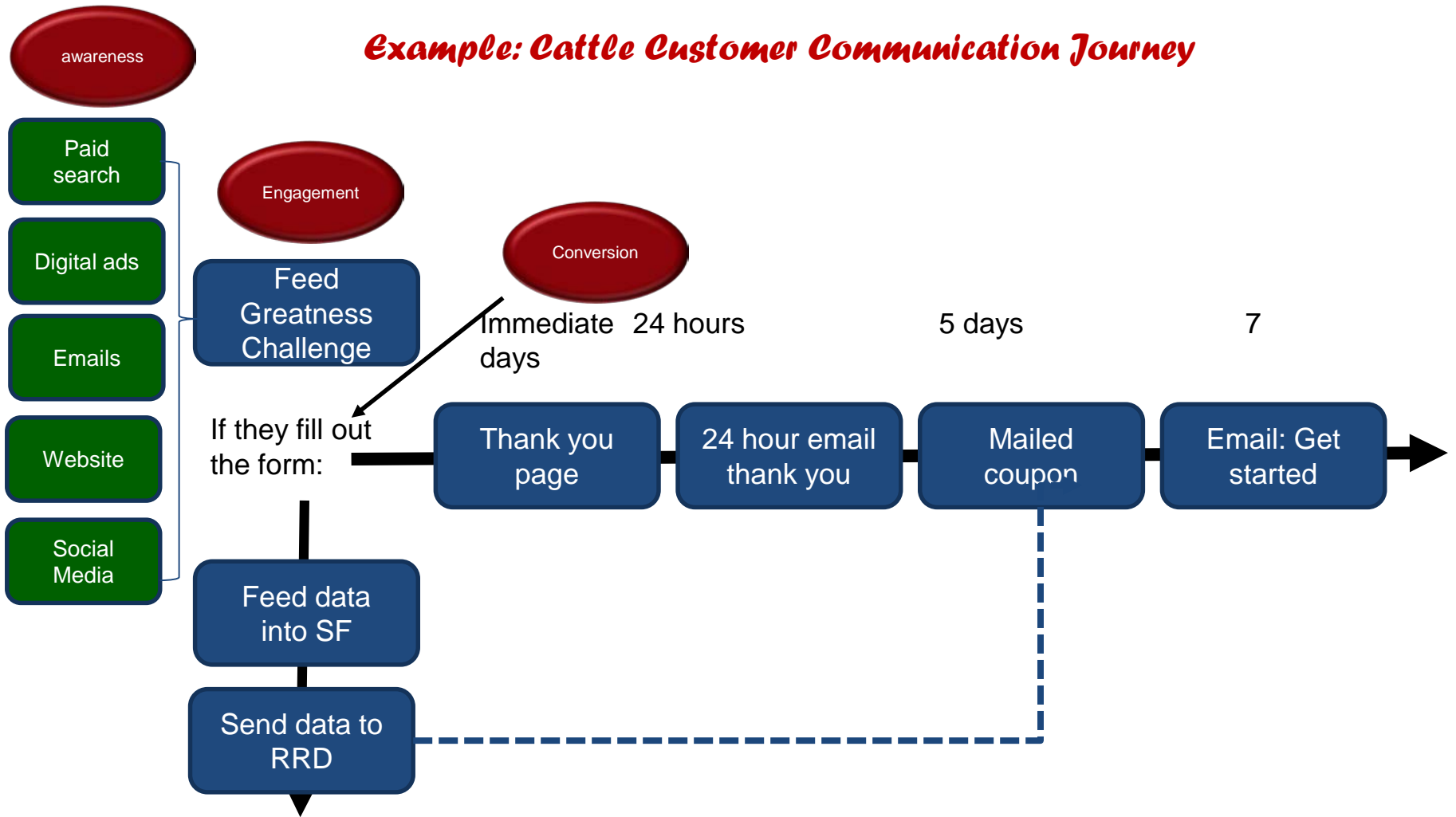
The customer journey



“The key is to identify moments that matter...the events that have a high impact on customer satisfaction, engagement, and purchase intent...and then use those events to trigger messaging that maximizes the positive impact.”

- Chad White, author of Email Marketing Rules

Example: Cattle Customer Communication Journey



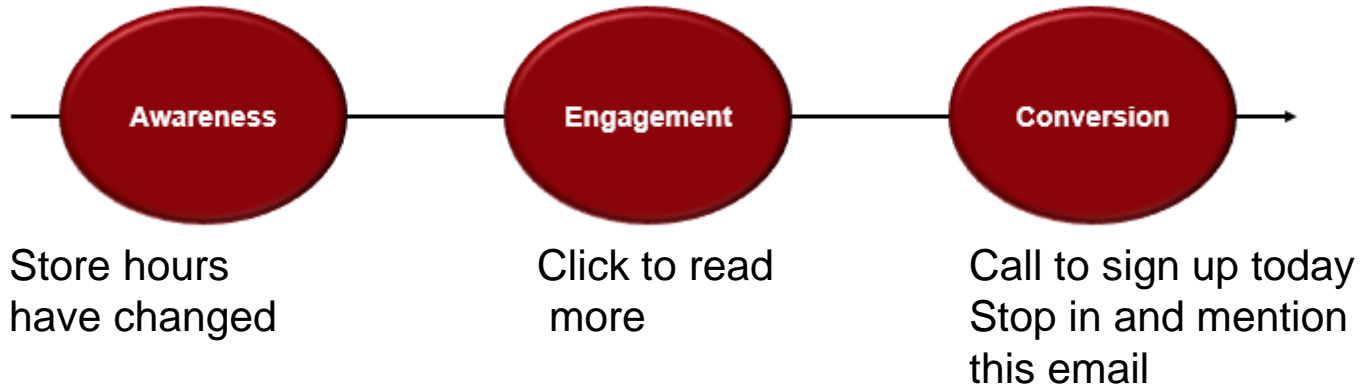


Taking action

- *Open rate*
- *Click thru rate*
- *Click to open rate*



...but are you asking them to open the email and to take action?

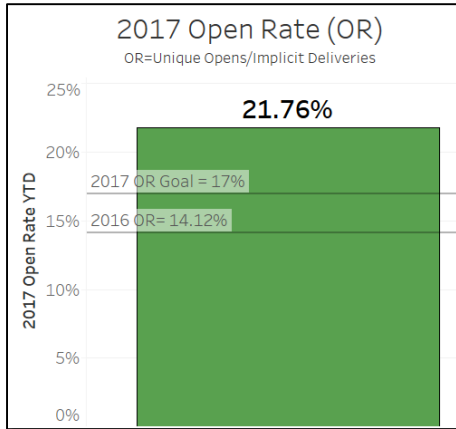




Taking Action: 2017 Email Goal Results from Purina

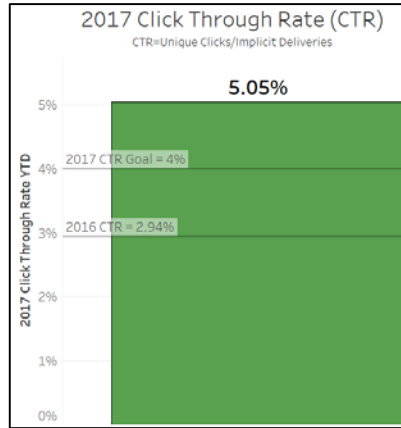
Open Rate

- 2017 OR 21.76%, 128% of Goal of 17%



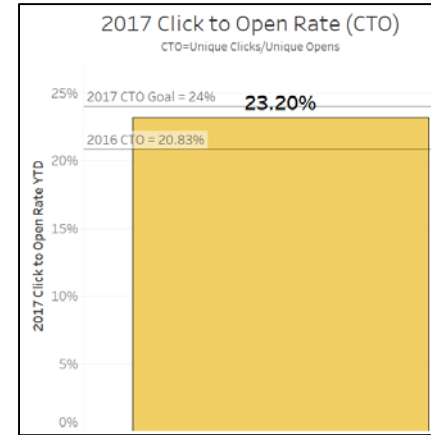
Click Through Rate

- 2017 CTR 5.05%, 126% of Goal of 4%



Click to Open Rate

- 2017 CTO 23.20%, 97% of Goal of 24%



56,422

New 2017 Sign Ups

New Sign-Ups

- 2017 Goal 40,000 New Sign Ups
- 141% of Goal





Subject Line Best Practices & Examples

- ***Have a strong call-to-action***

- Celebrate with savings!
- 3 DIY Frame Hacks You Need to Try Now
- Trust me, you need this...

- ***Create a sense of urgency***

- Back in stock, so don't miss out
- This is your *last chance* to shop our sale
- Tick, tock! 30% off sale ends soon!

- ***Get personal***

- Because you need this...
- You deserve a treat
- Special delivery for Kevin
- David, You're Doing it Wrong

- ***Repeat yourself***

- Did somebody say new Apple product?
- The Purina Weekly Newsletter
- New and Exclusive to Purina

- ***Pose a question***

- What do you think?
- Do you like prizes?
- Can you keep a secret?

- ***Humblebrag***

- new favorite pants, hands down
- Here's a special treat, just for you!
- This is big, huge, gigantic, amazing, incredible...

- ***Punctuation & capitalization matter***

- MAJOR announcement!
- *permission to brag*
- T.G.I.SAAALE!

- ***Rhymes, alliteration, and puns***

- I dig, you dig, we dig, he dig, she dig, they dig
- Social music marketing: bands, brands and fans
- An unusual arsenal: tech tools to topple a tyrant



Examples of CTAs

CTAs for purchase

- Shop now
- Claim your coupon
- Shop now. Get 50% off.
- Shop our best sellers
- Repeat your order

CTAs for content

- Learn more
- Read more
- Keep reading
- Read the full story

CTAs for video

- Watch now
- See the crazy video
- Hear from our CEO
- Hear her story
- See the difference you make

CTAs for events

- Reserve your seat
- Register now
- Book now for early bird prices
- Sign me up
- Register for our webinar

CTAs for service-based businesses

- Book your next appointment
- Schedule an appointment
- Start your free trial
- Make me a VIP
- Sign up and save

CTAs for results

- Find out how
- Start today
- Get results now
- Start now. Get results.
- I'm ready to see a change

CTAs to collect feedback

- Complete our 5-minute survey
- Take a survey
- Leave a review
- Give us your feedback
- Let us know how we did

CTAs for social media

- Follow us
- Stay connected on social
- Like us on Facebook



Click-Thru Best Practices

Subject line prepares reader for the content

Compelling content, copy and descriptions

Clear call to action (CTA)

Not too many CTAs



Q&A

Now you have:

- *measurement metrics*
- *Subject line tests*
- *CTA options*

for your next email!

