MASONIC MARKETING SERIES

By 32° Scottish Rite Freemasonry, NMJ

Vol. 1

MASONIC MARKETING SERIES

Email Marketing

A Step-by-Step Guide to Getting Started

SCOTTISH RITE

Northern Masonic Jurisdiction

What is Email Marketing?

Email marketing is an effective way to communicate with members and prospective members, keeping them up to date on your latest news, events, and offerings.

According to leading email marketing expert, Constant Contact, 61 percent of consumers enjoy receiving emails weekly, and 38 percent would like emails to come even more frequently. People want to hear from you, and email is a great way to share your message.

If you're new to email marketing, don't worry! This e-book will give you tips on how to get started with email marketing. From creating emails to monitoring results, we've got you covered. Also, many services provide templates, how-to guides, and customer support services to answer your questions.

Email Marketing Software: Why Should You Use It?

Email tools like Gmail, Yahoo Mail, or Outlook are great for personal email use or when you are sending an email to a few recipients at a time. But dedicated email marketing software makes it easy to send emails to a large group of people with just a few clicks.

Instead of copying and pasting email addresses into the BCC field, it's much easier to manage your master list of email subscribers by using an email marketing tool. And if people want to unsubscribe, you won't have to manually remove them from your list, since they can just click an unsubscribe link to remove themselves.

Using email marketing software also opens up new design possibilities for your email. No longer confined to simple text-based emails, you can exercise your creativity by designing visually appealing layouts.

Email marketing software also comes with a suite of reporting tools that help you track email performance. You can see how many people opened your email, how many people clicked, which links they clicked on, and more. You can't see that in Gmail!

Sign Up for Email Marketing Software

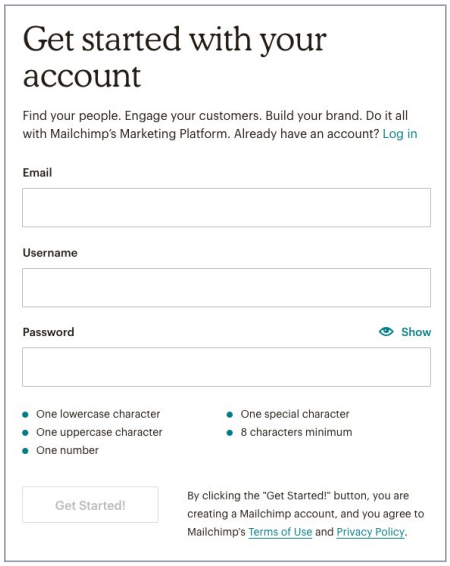
There are many email marketing services that make it easy for beginners to get started. Mailchimp and Constant Contact are our top picks for new email marketers, but feel free to research other options and use any software that you feel comfortable with.

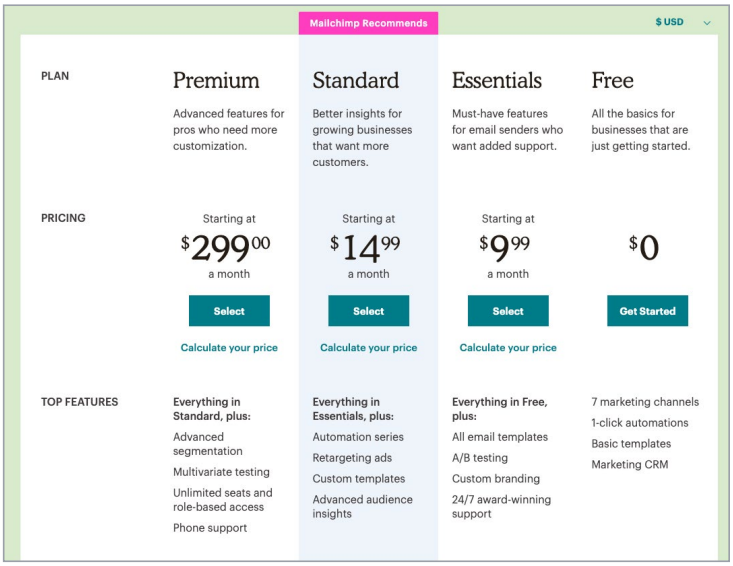
Mailchimp:

Mailchimp is the most popular email marketing software around. With over 11 million active customers sending a combined total of 1 billion emails per day, you'll be in good company if you choose to use Mailchimp.

The software is intuitive and easy to use for beginners. Mailchimp even offers a free plan, so it's simple to get started! As your email marketing strategy becomes more sophisticated, you can also take advantage of Mailchimp's advanced features like automation and personalization.

To sign up for Mailchimp, go to *login.mailchimp.com/signup* and create an account. You can get access to all of the basics for free, or you can choose one of the other plans to unlock additional features.



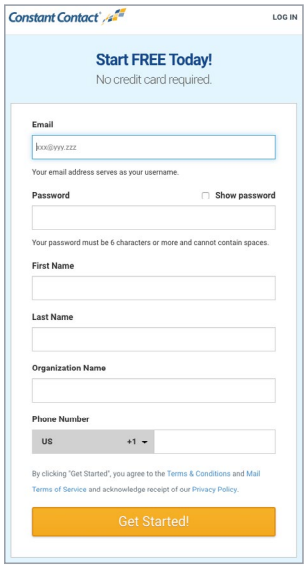


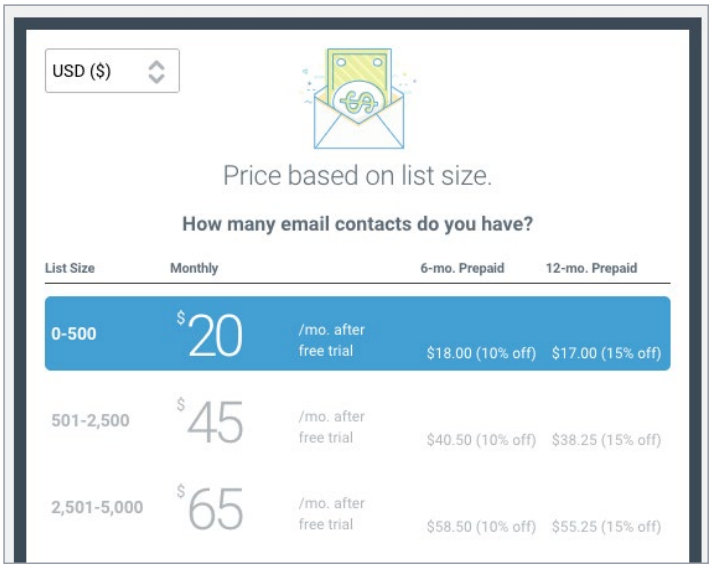
Constant Contact:

Constant Contact is another popular option for email marketing. With over 400 mobile-friendly email templates to choose from and an easy-to-use drag-and-drop editor, you can create modern emails that will look good on any device.

If you have any questions on how to use the software, Constant Contact's top-notch customer support team can help you via phone, email, and live chat.

To get started with Constant Contact, you can sign up for a free 60-day trial at www.constantcontact.com/signup.jsp. After that, email plans start at just $20/month. Your subscription cost will vary based on the features you need and how many contacts are on your email list. There's no commitment and no risk since Constant Contact offers a 30-day money-back guarantee.



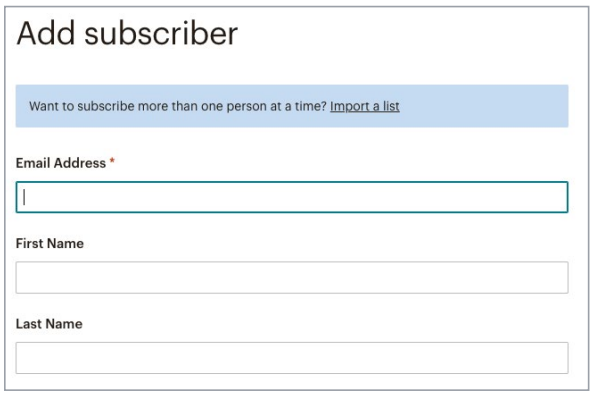


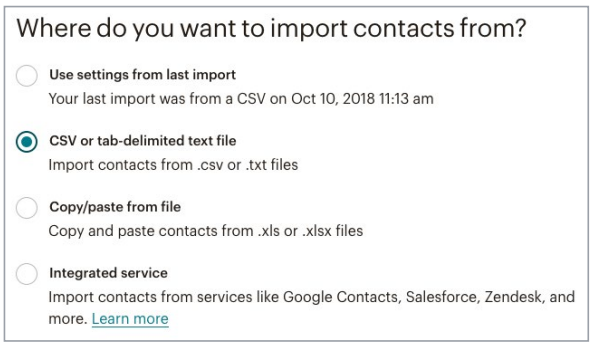
Create Your Email List

When it comes to email marketing, your contact list is your most valuable resource. The more people you can reach with your message, the more impact your emails will have.

Your audience members will also drive your email marketing strategy. What do they want to see in their inbox? You should aim to send content that engages, entertains, or informs your email subscribers.

The first step to creating your email list is to add existing contacts to your email marketing software. Do you have a list of email addresses in an Excel file? Maybe you have a list in your email address book or written down on a piece of paper. Follow the instructions from your email marketing tool to import these email addresses, and you've just created your first subscriber list!





Grow Your Email List

Now that you have a list of email subscribers, how can you reach even more people?

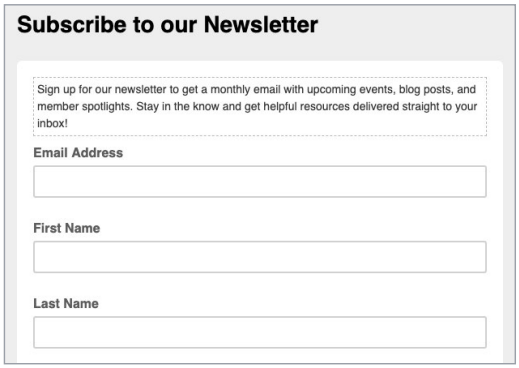
Start by promoting your email newsletter to your existing membership base. If you already have a website, blog, print newsletter, or social media accounts, then you already have a built-in audience. Announce your new email initiative on these channels and ask members to subscribe.

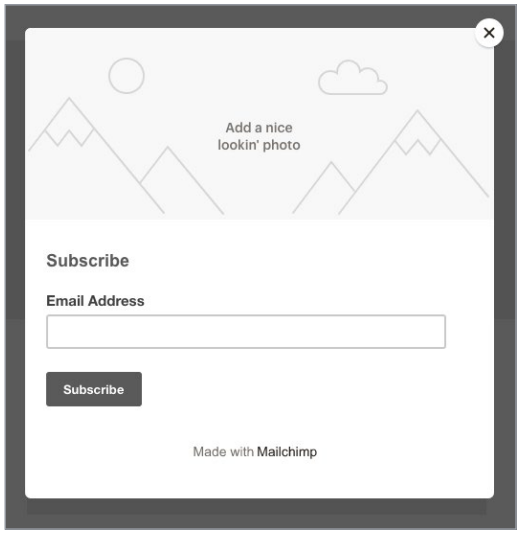
You can also promote your email list at in-person meetings and events. Pass around a paper and pen, set up a laptop, or instruct members on how to sign up on their mobile phones — this is the perfect time to collect their email addresses! Having everyone in one room makes it easy to explain how to sign up for emails and walk them through the process.

Another easy way to get new subscribers is by adding email sign-up forms to your website. You can create sign-up forms within your email marketing software platform, using a drag-and-drop builder to add fields for each type of information you want to collect.

- Ask people to sign up for your monthly email newsletter by including a pop-up on your homepage or calls-to-action in your blog posts.
- Offer a valuable resource, such as an e-book or checklist, that people can download in exchange for providing their email address.

- Next time you host an event, create a registration form on your website. Not only will this help you track event attendance, but it also allows you to collect new email addresses.





No matter which method you use to gather email addresses, make sure that people understand what they are signing up for. Explain the value of subscribing by telling people what type of content they will receive, the frequency of the email blasts, and how the emails will benefit them.

Targeting Your Audience

Once you have built up your email list, consider which emails should go to which folks on your list. You may sometimes want to send an email blast to your entire list of contacts; other emails may be better suited for a smaller audience.

For example, if you separate your list into current members and prospective members, you can send each group the emails that are most relevant to them. You can send emails about member-only benefits and events to current members, and you can send recruitment-focused emails to prospective members.

Send highly targeted emails by breaking up your email list into smaller segments or subgroups. You can do this either by creating separate lists within your email marketing software or by using filters to categorize people within a single list. Check out the how-to guides for your specific email platform to learn how to do this.

How to Write an Effective Email

The content of your emails should reflect what your organization is all about. Be intentional with what you say and how you say it. You want your audience members to be excited about seeing this email in their inbox.

What should you write about in your emails? The sky is the limit! Test out different topics to see what resonates with your readers. To get you started, here are a few ideas:

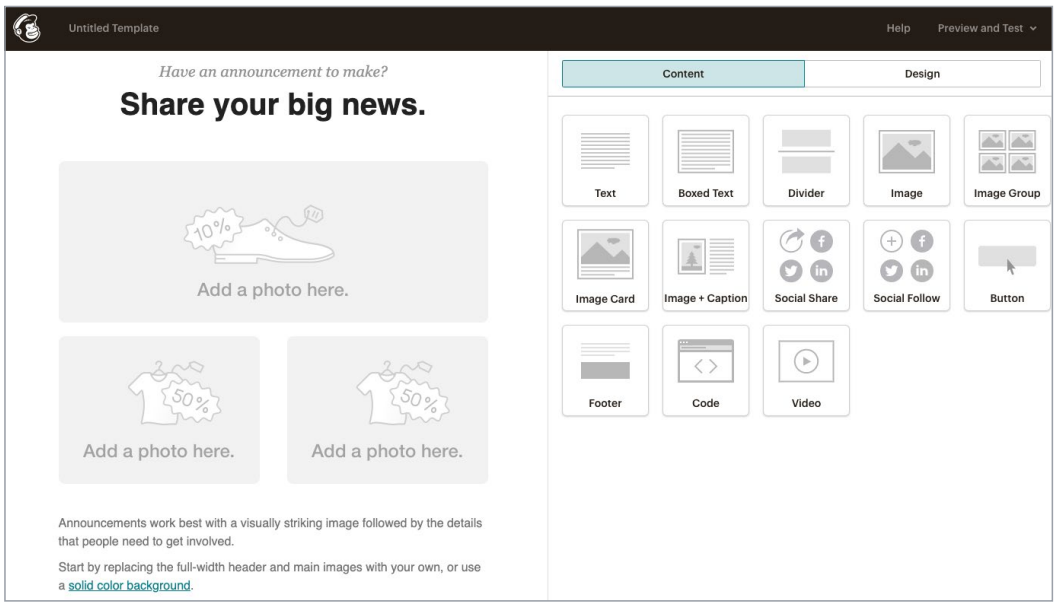
- Calendar with upcoming events and degree dates
- Historical facts or quotes from famous Masons
- Spotlight on a Brother
- Links to Masonic resources from around the internet
- Updates on charitable activities
- Tips on how to live out Masonic values in everyday life

Once you've chosen a topic, make sure that your email is engaging and easy to read. Follow these best practices for every email:

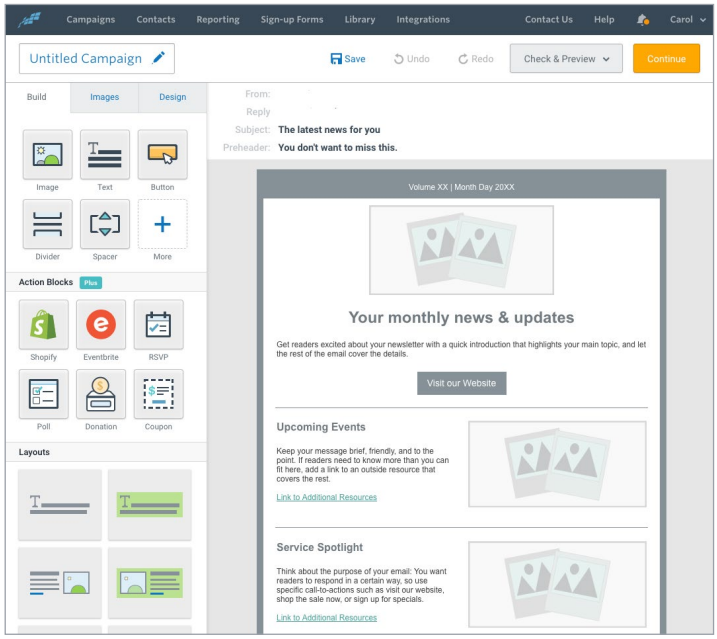
- Write a subject line that entices people to click and read more. For example, rather than "September Newsletter," try something like "Don't miss out on upcoming degree dates!"
- Add structure to your email with headlines and bullet points. These elements make it easier for people to read the email and see the important points at a glance.
- Include a call-to-action. What would you like subscribers to do after reading your email? Invite them to take action by adding a button that drives them to read a new blog post, sign up for an event, or submit a story.
- Stay out of the spam folder by avoiding the tactics traditionally used by spammers. Don't write words in "ALL CAPS" or use too many exclamation points. Be careful with sales-focused words that can trigger spam filters, like "free," "bonus," or "order now."

Design Your Emails

When designing the layout of your email, start by choosing a preset template in your email software. Templates make it easy to design a professional-looking email, with no coding skills or technical knowledge required!



Then, customize the layout by dragging and dropping elements like images and text. Including clear, relevant images in each email will help draw people's attention to your message. Add your logo and choose colors and fonts that are consistent with your brand for a cohesive look.

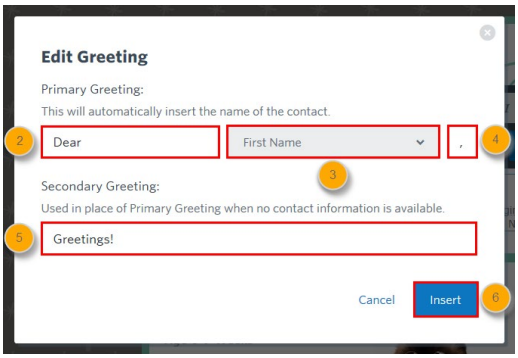


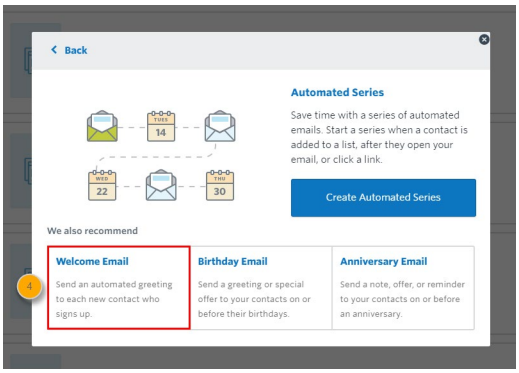
Finally, don't forget to add a footer with links to your website, blog, and social media channels.

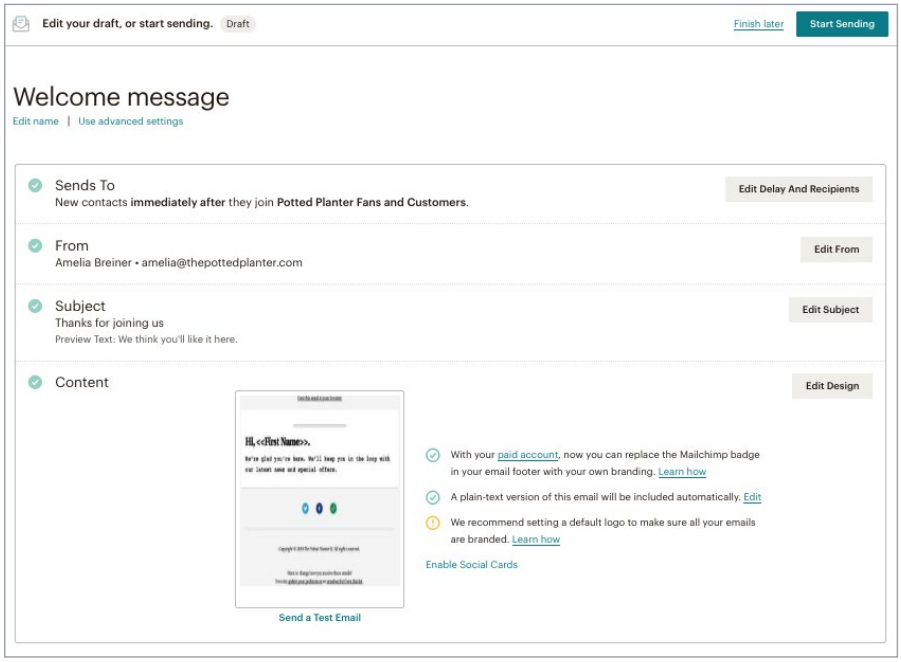
Personalize Your Emails

The beauty of modern email marketing software is that you can add a personalized touch to emails with high-tech features like marketing automation. While the technology behind these tools is sophisticated, the user interface makes it simple enough for even beginners to use.

You can't write an individual email to every person on your list, but there are ways to make it feel like you did. If your email sign-up form asks for information like the person's name, your software can dynamically insert the subscriber's name into the email. For example, you can begin every email with a greeting like "Dear Brother [Name]."







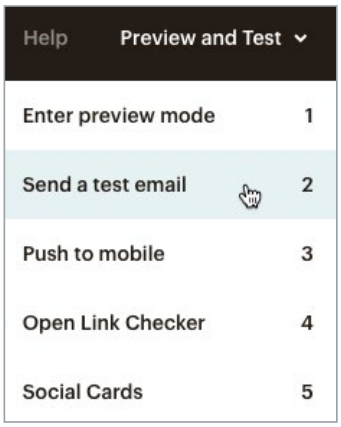
Automated emails will help you reach the right people, at the right time, with the right message. The easiest way to get started with automation is by sending a personalized welcome email to new subscribers. A friendly and informative welcome email will leave a positive impression on new subscribers right at the moment when they are interested in learning more. This is your opportunity to give them a taste of future emails by sharing links to featured blog posts, upcoming events, or helpful resources.

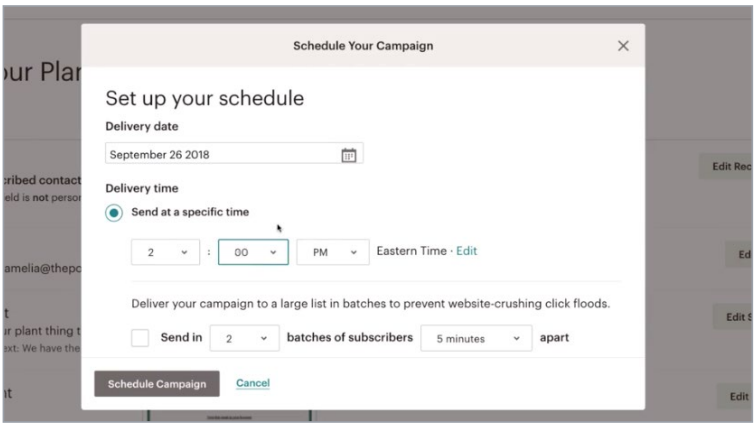
Send Your Email

Once your email is written, designed, and personalized, it's time to send it out to your list!

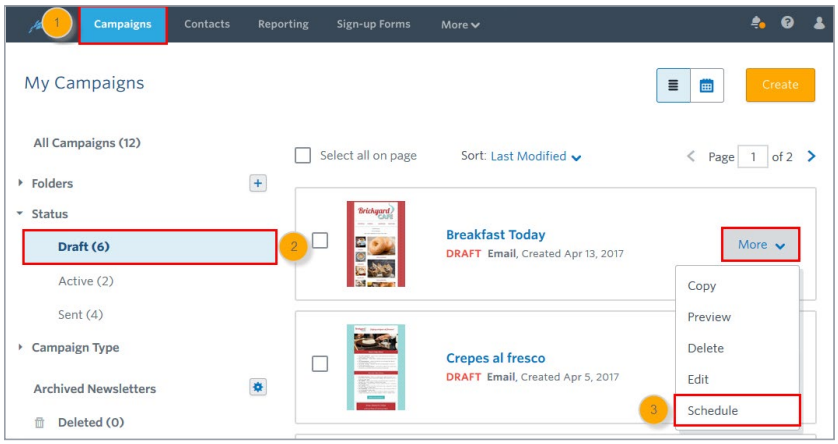
Make sure you proofread your email. Check for spelling and grammar mistakes, and test your links to make sure they go to the correct webpage. After you've reviewed the email, ask a friend to read through it as well — a second set of eyes is always helpful.

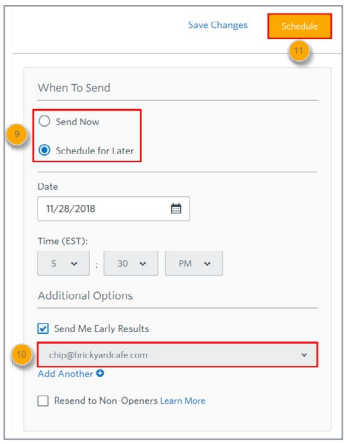
Send a test email. Your email marketing software will give you the option to send a preview email to yourself. You'll be able to see how the email displays in your inbox. If possible, view the email on both a desktop and a mobile phone to make sure that it looks good on all screen sizes. If anything looks odd in the test email, this is your chance to make adjustments.





Once you're happy with the email, get ready to send! You can send the email immediately or schedule it to go out at a specific time. This is useful if you want to prepare a timely email in advance, such as a reminder for an upcoming event. Scheduling your email also gives you more control, allowing you to send emails at a time when your audience is more likely to open them. Test out different times of day and days of the week to see what works best, and you can schedule future emails to go out at the optimal time.





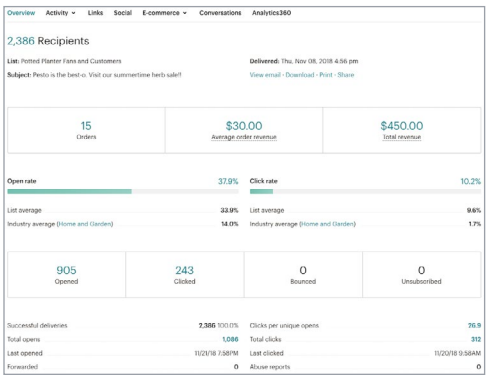
Track Your Results

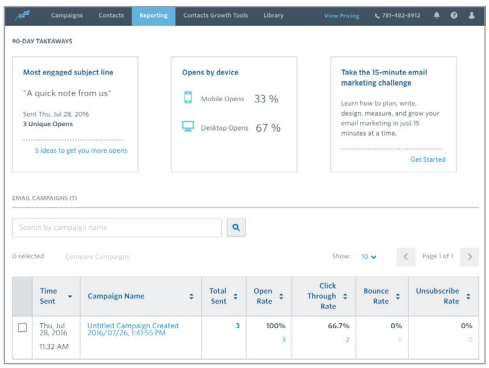
After sending an email, check back in a few days to view your email metrics. Looking at the reports for your email will help you know if it was successful, and will give you some guidance on how to improve your next email campaign.

Open rate will tell you how many people opened the email from their inbox. If your open rate is low, think about how you can write more engaging subject lines.

Click-through rate measures how many people clicked on a link in your email, whether it was a text hyperlink, an image that linked to your website, or a call-to-action button. This metric helps you understand if people are interested in the content of your email. By looking at the most-clicked links, you will learn what content your audience likes the best.

Your email marketing software will provide you with a wealth of data, but don't forget about old-fashioned, in-person communication. When you see your Brothers in person, ask them for their honest feedback on your latest email. Hearing firsthand what they like and don't like will give you a clear direction for how to improve future emails.





Conclusion

Get started with email marketing today to improve communication with your audience. If you follow the guidelines and best practices outlined in this e-book, you will be sure to get off to a great start.

Masonic Marketing Series

Masonic Marketing Series is a service provided by 32° Scottish Rite Freemasonry, Northern Masonic Jurisdiction to help Masons use digital marketing tools to promote Freemasonry and communicate with Brothers online.

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