

# BREATHING NEW LIFE INTO AN OLD STANDBY

Email Marketing for Chapters

Darren McNeil | Orange County Chapter  
05 17 2024



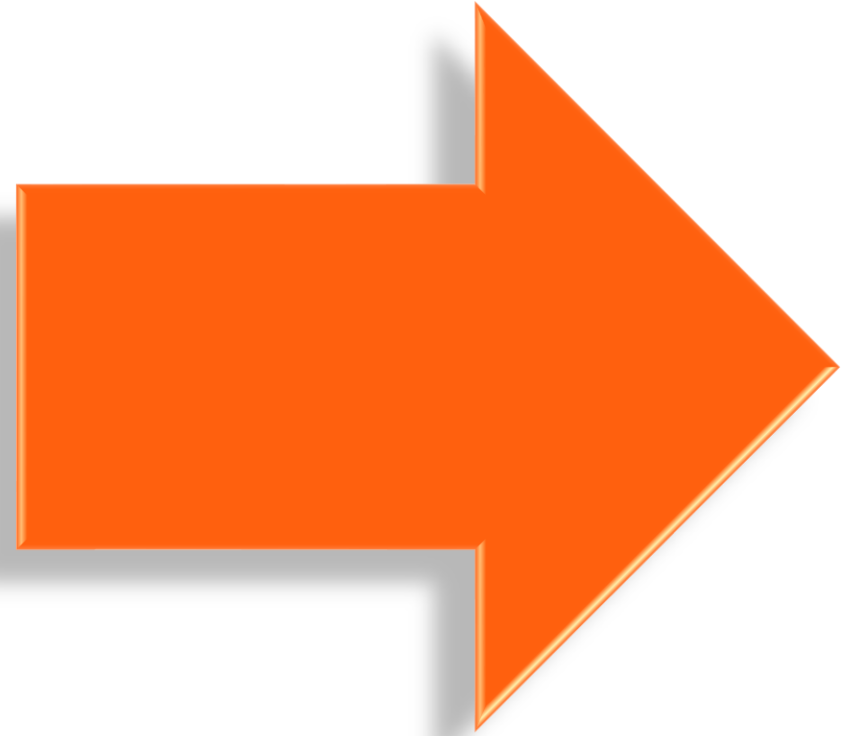
KNOCK KNOCK

WHO'S THERE?

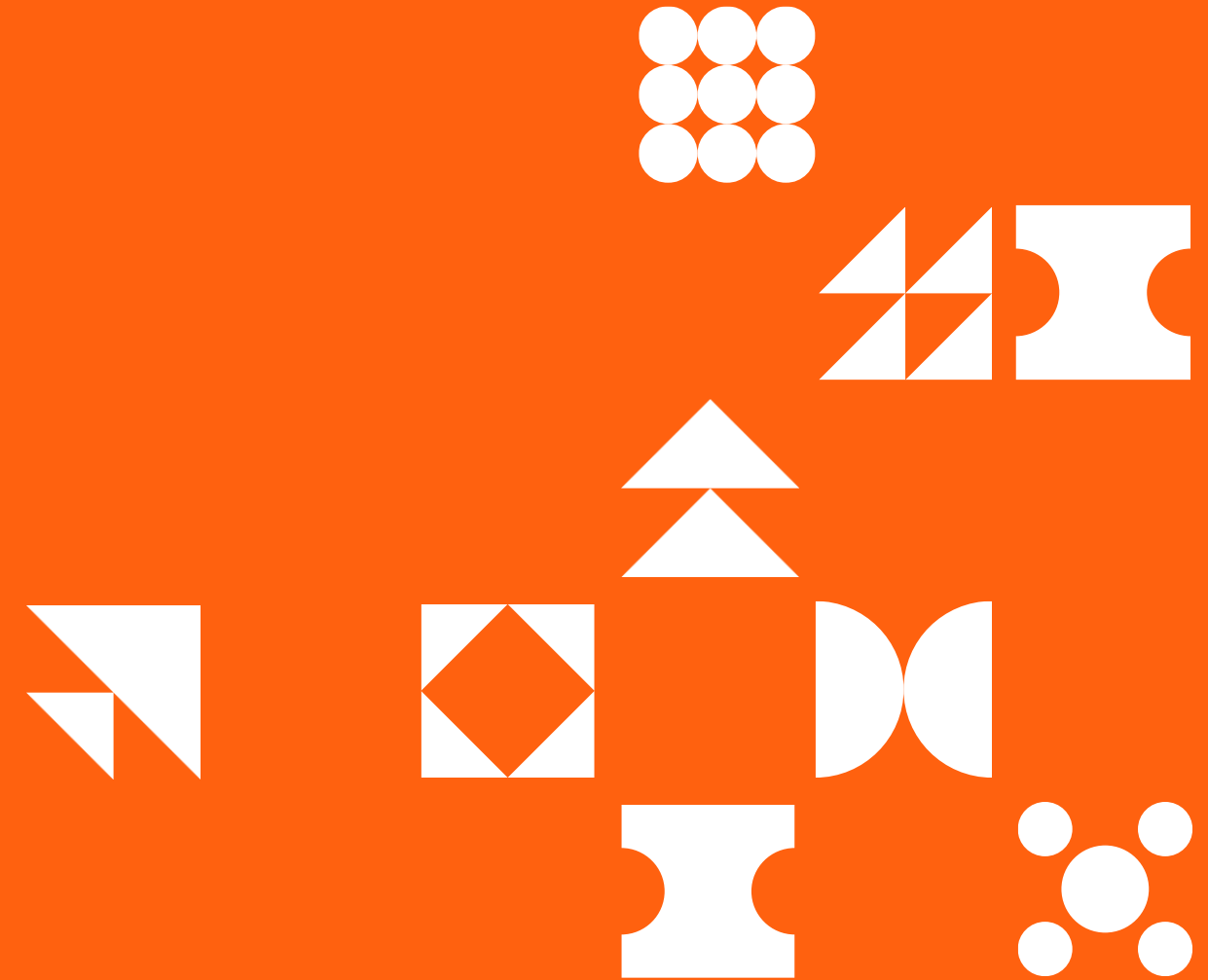
A/B TESTING

A/B TESTING WHO?

# Who Am I?



# GENERAL HOUSEKEEPING



# What is Email Marketing?

Direct Digital Marketing Method that  
Involves Sending Emails to Communicate  
With and Engage a Specified Audience

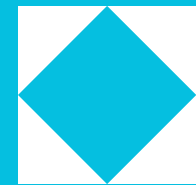
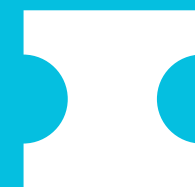
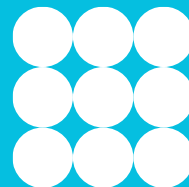
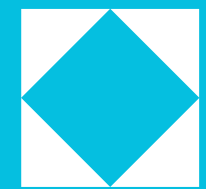
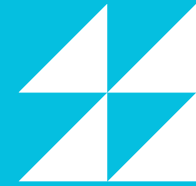
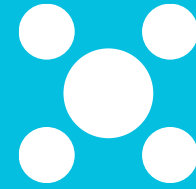


# What is a Marketing Funnel?

Representation of the Customer Journey  
from Awareness to Action



# IMPORTANCE OF EMAIL MARKETING



# Number of Americans Online

85%

Online Several Times a Day.

31%

Online Almost Constantly.

44%

18 – 49-year-olds

22%

50 – 64-year-olds

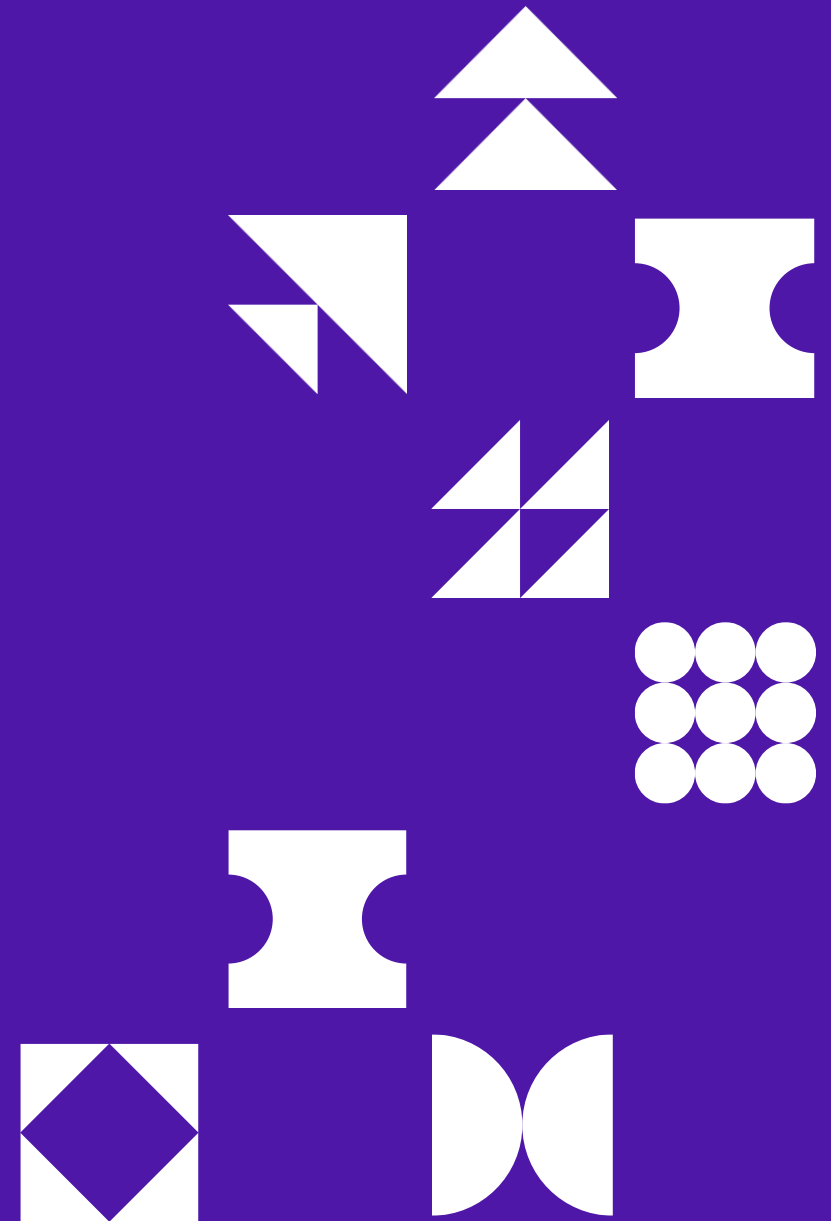
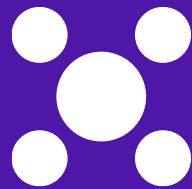


# Benefits

- Cost Effective
- Reach
- Personalization
- Engagement




# DEVELOP AN EMAIL MARKETING STRATEGY





S D B S

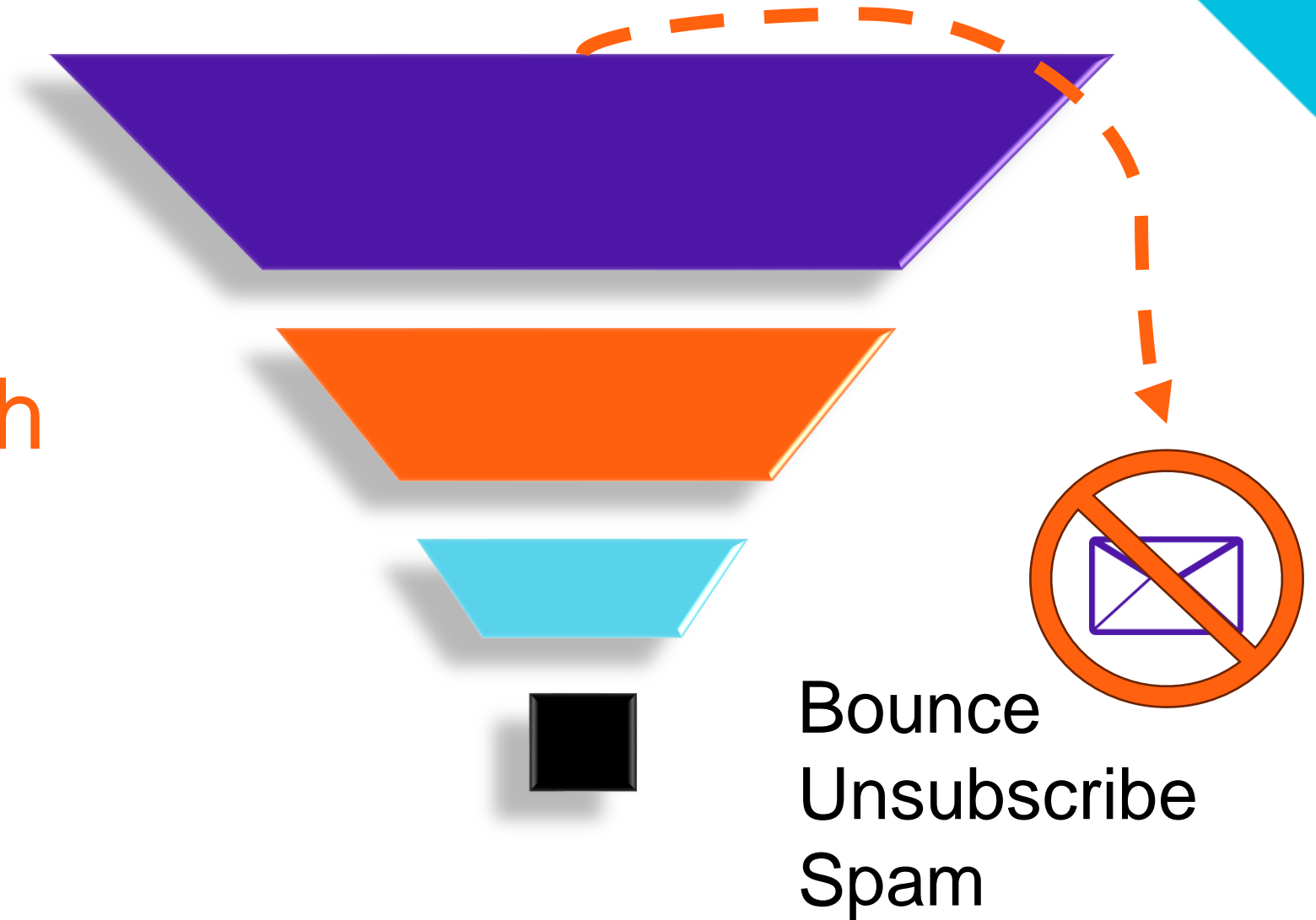
- 
- **S**et Target Goals
  - **D**efine Your Audience
  - **B**uild Your List
  - **S**elect, Plan, and Send

Open Rate

Click-Through

Conversion

Attendance



# Open Rate

- **EDUCATION:** 41.56%
- **NONPROFIT SERVICES:** 42.80%
- **NONPROFIT MEMBERSHIP ORGANIZATIONS:** 43.07%

42.32%

# Click-Through

- **EDUCATION:** 2.42%
- **NONPROFIT SERVICES:** 2.34%
- **NONPROFIT MEMBERSHIP ORGANIZATIONS:** 2.94%

2.64%



# Conversion

2.1%



# Attendance

1.5%



# Bounce, Unsubscribe, Spam

- **EDUCATION:** 8.89%
- **NONPROFIT SERVICES:** 11.01%
- **NONPROFIT MEMBERSHIP ORGANIZATIONS:** 11.54%

10.22%

# Identifying Target Audience

85%

Online Several Times a Day.

31%

Online Almost Constantly.

44%

18 – 49-year-olds

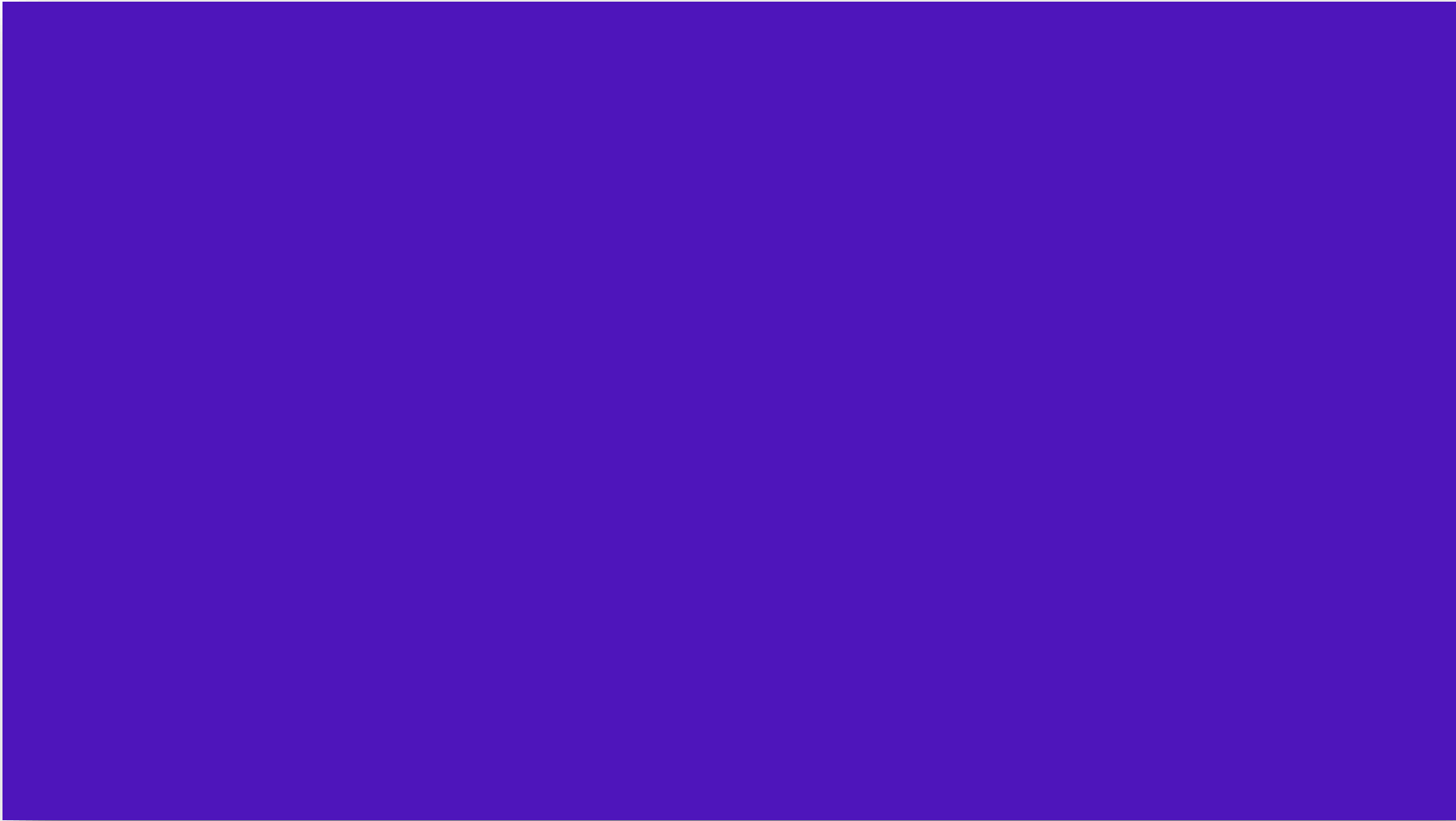
22%

50 – 64-year-olds

- **AGE:** 25 – 55
- **EDUCATION LEVEL:** College Graduate
- **INDUSTRY:** Aerospace, Healthcare, & Technology
- **GENDER:** Female

# Build Your List

- **Member Emails from PMI**
- **Subscription Field**
- **Lead Magnates**



# Select, Plan, & Send



Includes AI Text Creation and Can Manage Social Media Campaigns



Email and SMS Marketing Tools and Includes AI Content Tools



Easy to Use Tools and the Most Generous Free Plan



Low-Cost Email Campaign Management Tool. Ties in With Zoho Social

\*Some of these require a license for premium features.

# When to Send

- **Avoid Friday, Saturday, and Sunday**
- **Monday, Tuesday, & Wednesday best days**
- **Best of those three days: Tuesday at 11 AM**





- **General Member Newsletter**
  - **2 x per week**
- **Advanced Topic Seminar**
  - **3 x per week**
- **Additional Event Emails**
  - **1-2 per Month**



**Project**  
Management  
Institute®  
Orange County

- **TOTAL CONTACTS:** 13.8k
- **OPEN RATE:** 37%
- **CLICK-THROUGH:** 3%
- **BOUNCE:** 20%
- **UNSUBSCRIBE:** 1%

# STRATEGIES FOR OPTIMIZING CAMPAIGNS



# Segmentation

# A/B Testing



# Generate Appropriate Copy

# Additional Methods

- **Request to be White-Listed**
- **Implement a double opt-in**
- **Lead Magnates**

# Tie Your Email in With Your Social Presence & Website

PMI-OC Social Media commented on this

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Explore the 2023 cybersecurity landscape with Kristine Hayes Munson at our March Dinner Meeting. Register now! <https://zurl.co/y1OX> #pmioc #pmiocdinner #projectmanager #technology #professionalevent #professionaldevelo ...see more



Featured Speaker:  
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Managing Director, IT Risk  
State Street

(1.5 PDU's)

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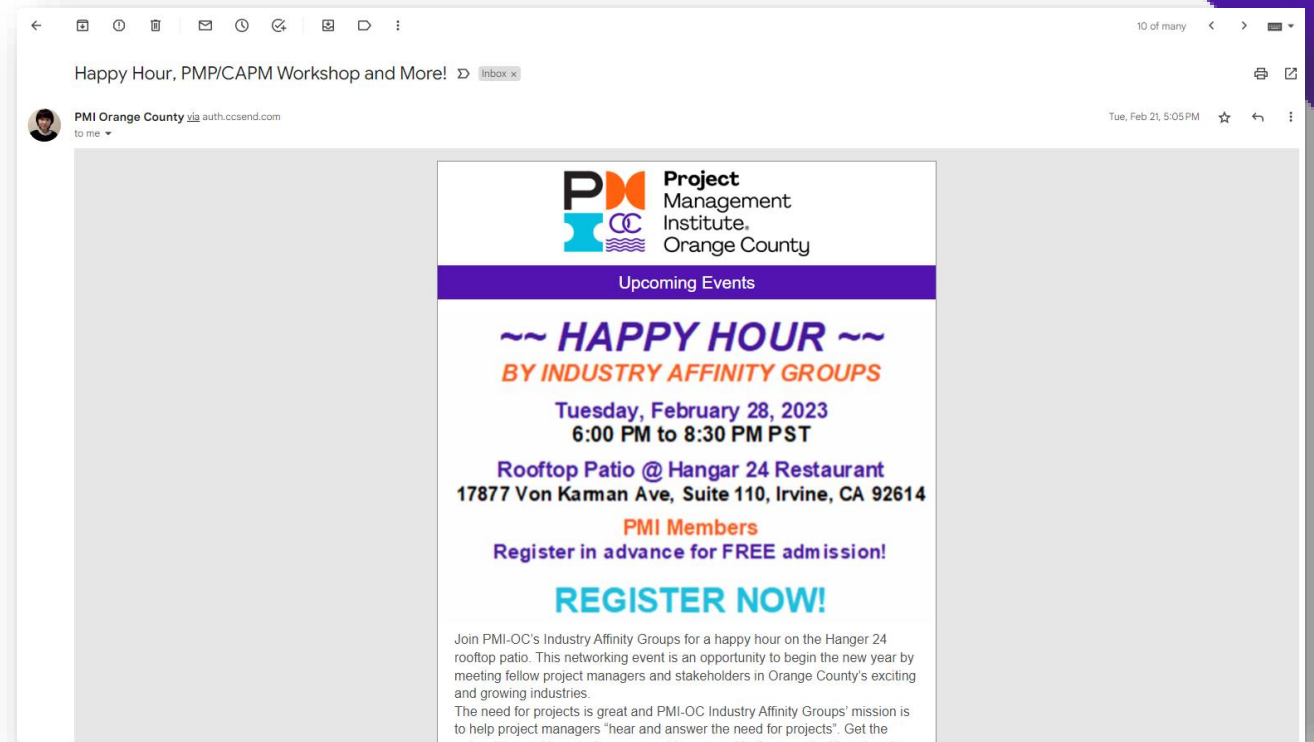
Meeting presentation will focus on Business Realization Management (BRM) which provides organizations with a way to measure how projects and programs add true value to the enterprise.

**Learning Objective:**





# Use Short-Form Video





# Content Creation



On-the-Go Content Creation



Video Marketing Content Creation



Easy Content Creation



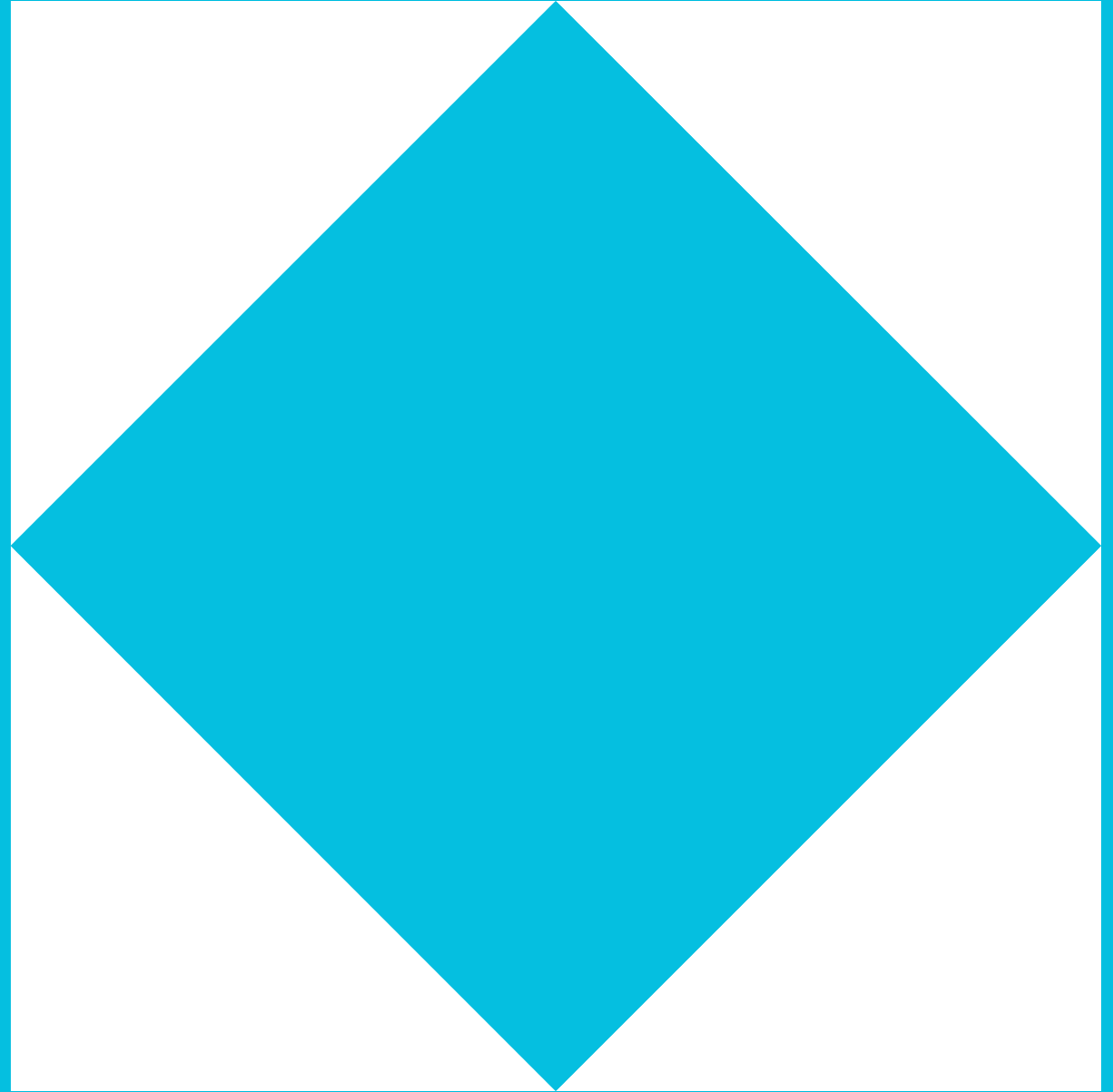
Textual Content Generation

\*Most of these require a license for premium content.

# Record Video & Take Pictures



# KPI'S AND OTHER IMPORTANT METRICS

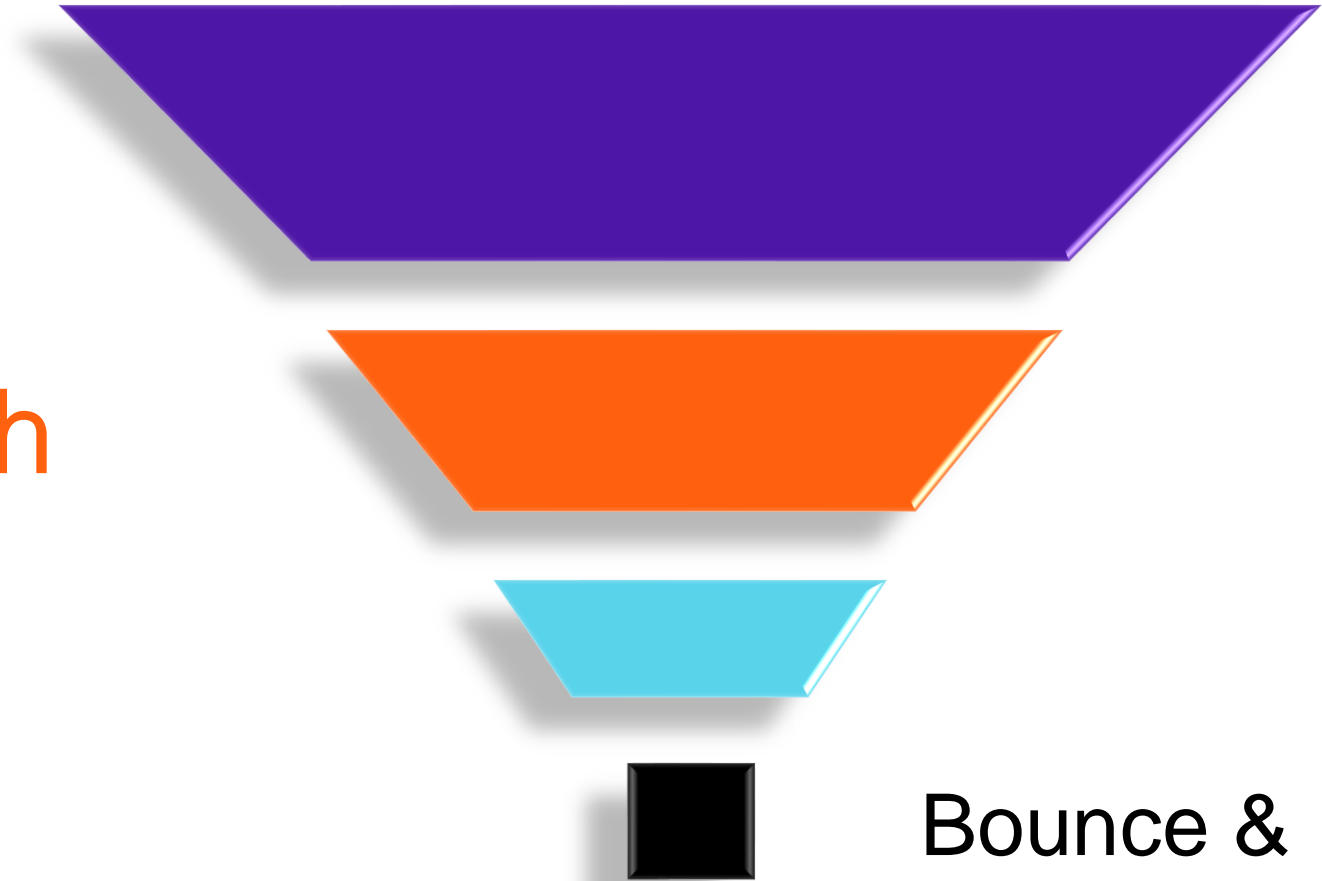


Open Rate

Click-Through

Conversion

Attendance



Bounce &  
Unsubscribe

## Overview

Download As ▾

A look at some of your top emailing stats during the selected time range.

590,899 Sends

174,697 Opens

5,566 Clicks

99%

98%

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Tue, May 7, 2024, 5:11 PM	May_Mkt_05072024	13,535	4,130 38%	287 7%	2,777 21%	5 1%

Open Rate

Unopened Rate

Click Rate

Bounce Rate

Desktop

Mobile

Desktop

Mobile

## Trends

Compare your stats over time and across your industry during the selected time range.

Your open rate: \_\_\_\_\_ 37%

vs. previous 90 days \_\_\_\_\_ +0% —

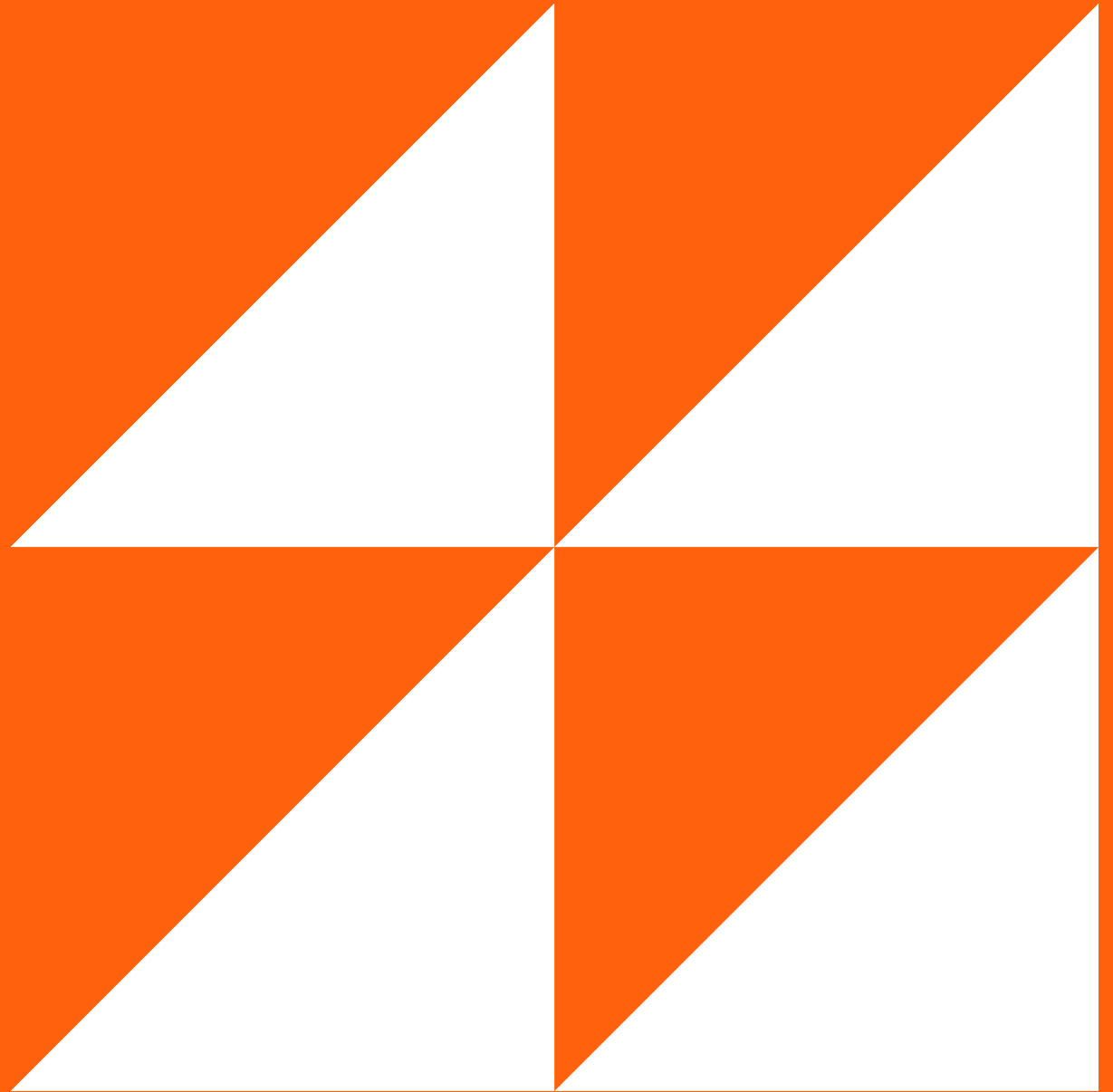
vs. industry average \_\_\_\_\_ -6% ↓

Your click rate: \_\_\_\_\_ 3%

vs. previous 90 days \_\_\_\_\_ +0% —

vs. industry average \_\_\_\_\_ -2% ↓

# RECAP OF KEY TAKEAWAYS



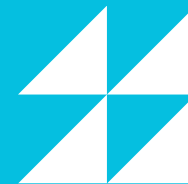
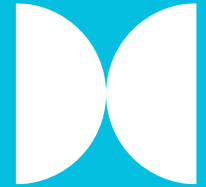
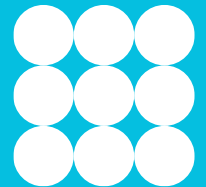
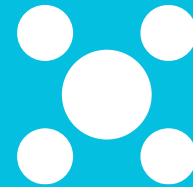
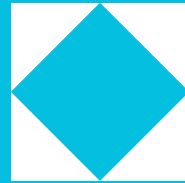


# Key Takeaways

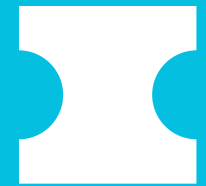
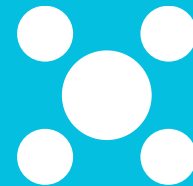
- Determine your campaign goals
- Create your campaign list and plan how to engage with them
- Choose a software platform that meets both your campaign and financial needs
- Optimize your campaign with segmentation, split-testing, and eye-catching content
- Measure and Adjust



THANK YOU



DARREN MCNEIL  
VICE PRESIDENT OF COMMUNICATIONS  
[Darren.McNeil@pmi-oc.org](mailto:Darren.McNeil@pmi-oc.org) or  
[VP.Communications@pmioc.org](mailto:VP.Communications@pmioc.org)



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