

# ARE YOU IN TOUCH WITH YOUR CUSTOMERS?

Using RSS & HTML Email



# RSS



Really Simple Syndication

OR

Rich Site Summary

## RSS – HOW?

Feeds: provide users with content without them having to visit a website

The content owner syndicates their feed

Users subscribe to read the content

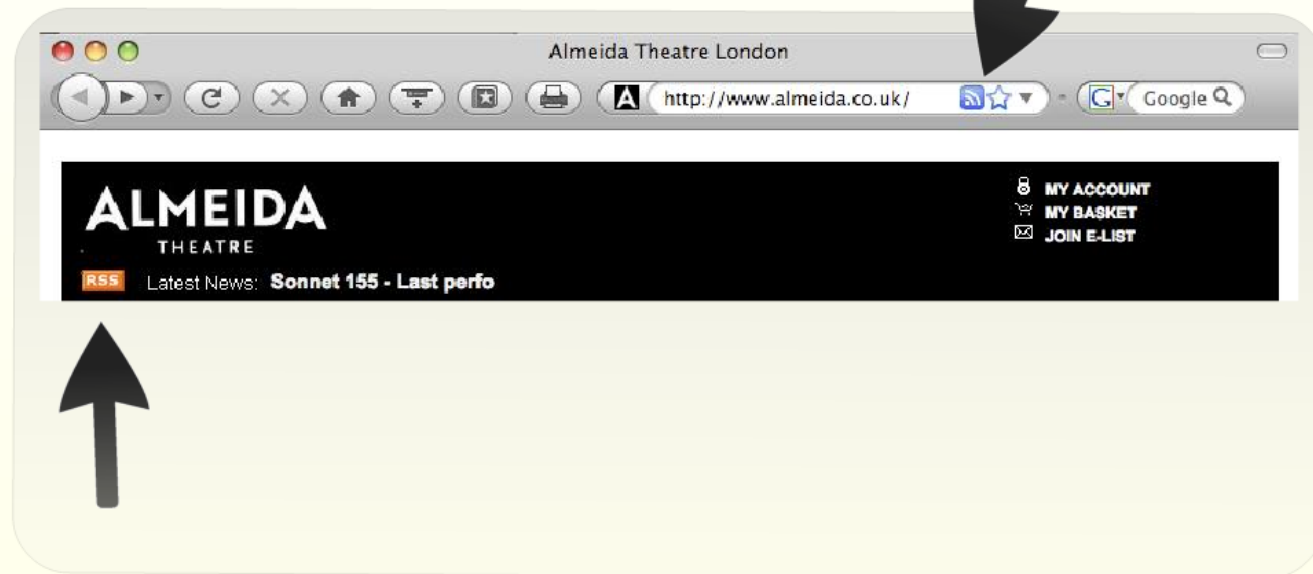
- Click on RSS icon
- Copy feed address to RSS reader

For example:

- Google Reader
- iTunes
- Bloglines
- MyYahoo
- Email client

# RSS

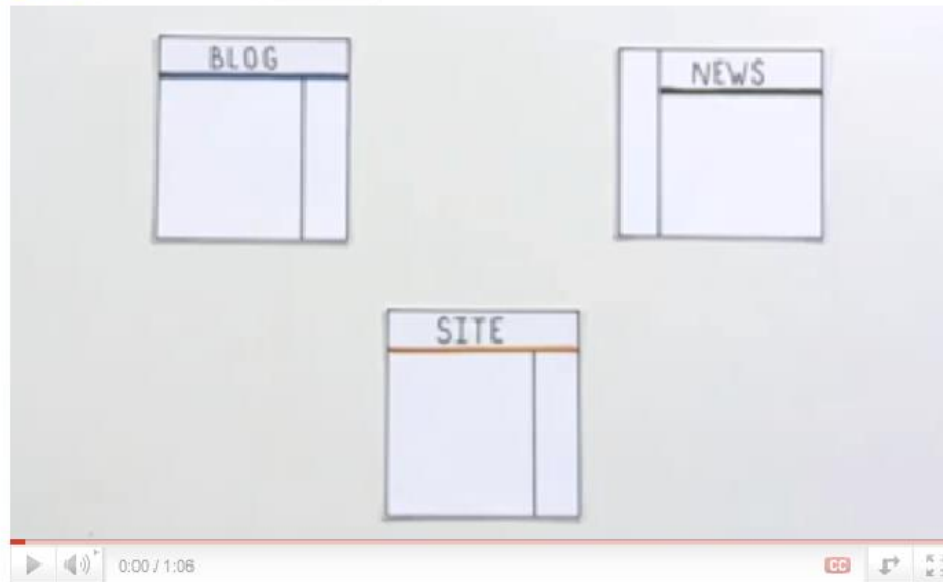
## Example - The Almeida



# RSS - VIDEO

## Google Reader in Plain English

Google 1,130 videos  [Subscribe](#)



Google — August 20, 2008 — <http://www.google.com/reader> - How to use Google Reader to read all your favorite news sites and blogs in one pl... 

1,246,426   
views

# RSS – WHAT ELSE?

You can display feeds on your Facebook Page

- Facebook Notes
  - Facebook application, eg Simply RSS or Social RSS
- 
- Share a Twitter profile using its feed
  - Display a Twitter feed somewhere else
  - You can do the same with YouTube and blog feeds

## RSS – CREATING YOUR OWN FEEDS

- From your blog
- From your Twitter profile
- Software to create RSS feeds
  - FeedforAll



## Online services to create RSS from your website

- Feed43 (free)
- Feedfire
- Rapidfeeds

Then you submit your feed details to RSS directories like:

- Bloglines
- Syndic8
- CompleteRSS

# RSS – WHY?

- Deliver digital content to subscribers (customers)
- Offer vouchers and incentives
- Share content to be viewed in many places
- Increase communication
- Increase usefulness of information on web pages

# RSS ANALYTICS





## Feedburner from Google

Shows stats:

- subscribers – how many?
- views – how many people are looking at each post?
- feed applications – what are people using to read your feed?

Google Analytics



- Where did subscribers come from?
- Goal tracking – what do you want subscribers to do after reading your feed?

# HTML EMAIL



# HTML EMAIL

“An email message that contains any type of formatting other than text.”

(Mullen & Daniels, 2009)

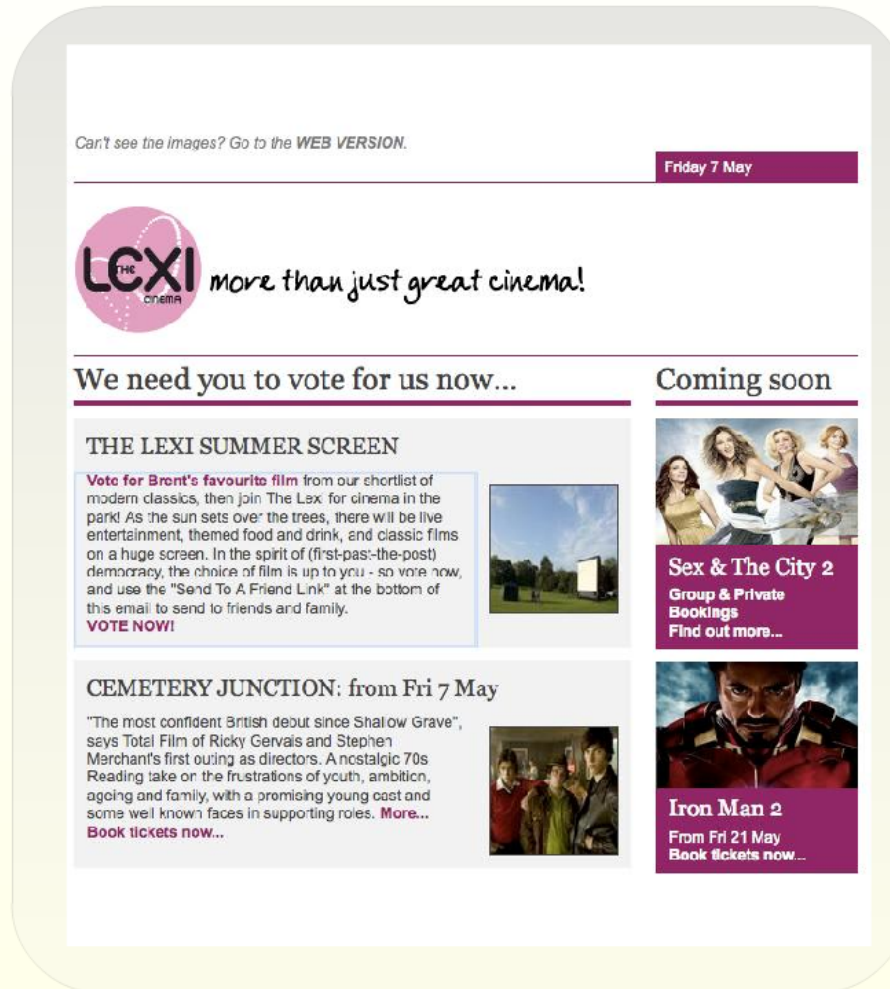


- text formatting
- colour
- images
- links



thanks to Henry Charge  
2nd yr BSc Dig Sol

# HTML EMAIL



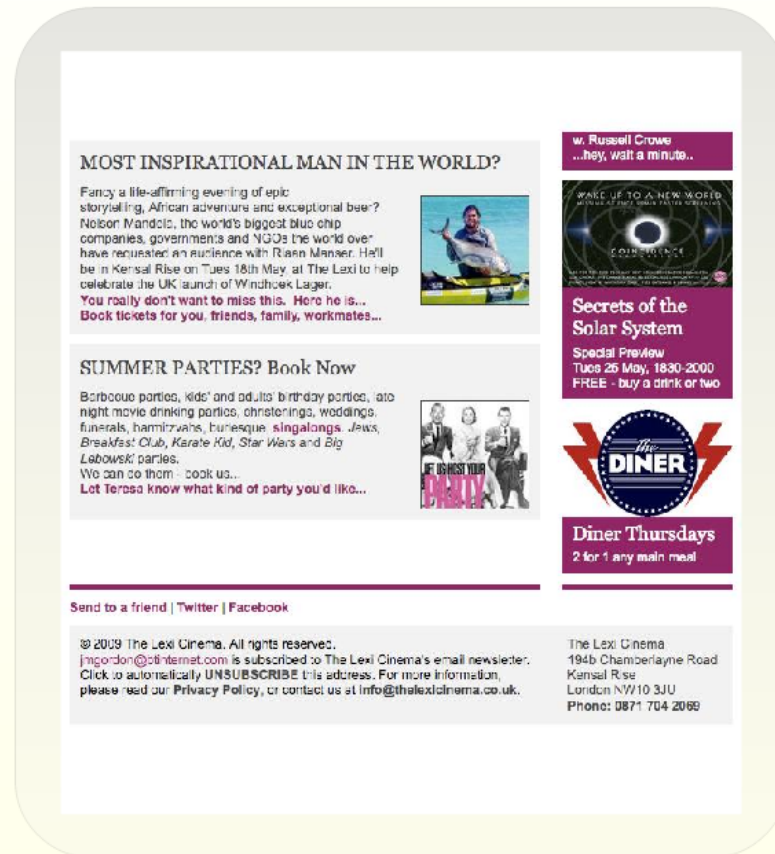
Received from local independent cinema

Encourages interaction – vote

Offers web version

Previews future screenings

# HTML EMAIL



Received from local independent cinema

Includes offer with another local business

Social media links

Privacy & unsubscribe info  
Contact details

# HTML EMAIL: WHY?

You might use HTML email to build:

- Awareness – to identify interest / build your brand
- Consideration – to increase interest & offer value
- Conversion – to close the deal & drive customers to sales
- Product Usage – to interest in other products and services
- Loyalty – to broaden and deepen the relationship with your customers

# HTML EMAIL

## HOW TO BUILD YOUR CUSTOMER DATABASE?

First Name:

Date of birth \*:  (DD)  (MM)  (YYYY)

Country \*:  Please Select One

Mobile:


Your e-mail address \*:


\* = mandatory field

- Simple sign up on your web site
- Mailing list option when ordering online
- Plug your list via social media
- Competitions

# HTML EMAIL: OPT IN/OPT OUT

- Opt-in: subscriber has asked to receive emails when details are collected
- Opt-out: subscriber given the option to opt-out when they gave their details

Once you've submitted this form you'll be entered into the competition and signed up to receive emails about . If you do NOT wish to subscribe, please tick here ☐

We may use information about you to contact you by post, electronic mail or phone to let you know more about other  artists and related products and services, but if you DON'T want us to contact you, then tick here ☐

By submitting this form you accept our [privacy policy](#). Please also read the competition [Terms and Conditions](#)

# HTML EMAIL: 3RD PARTY

Should you buy mailing lists from other companies?

- May lead to interested customers
- Could be more unreliable than your own data
- Quantity or quality?

# HTML EMAIL GUIDELINES

The focus should be on:

“the right message to the right person at the right time”  
(Direct Marketing Association, 2007)

- What will appear “above the fold” – area visible before scrolling?
- ALT tags – for image blocking and accessibility
- Subject line – “call to action”
- Avoid all caps, spam triggers, linked CSS
- Include unsubscribe option



# HTML EMAIL: EXAMPLE

Newsletter from a local independent deli:

Seasonal news

Sidebar promotes other local businesses

Encourages subscribers to join local cinema mailing list



Pop into Minkies, spend £20 or more and we'll give you 20 minutes of free meter parking for your next visit.

## Minkies Loves...

### The Lexi Cinema

Keep your eyes peeled for details of The Lexi's very first Summer Screen events, where, they bring cinema outdoors, to you, in the park. Also on the horizon this summer at The Lexi, gender-stereotype fun... Sex and the City 2 for the girls, World Cup football for the boys!

Sign up to their newsletter at [www.thelexicinema.co.uk](http://www.thelexicinema.co.uk) for the latest.

In the meantime, here's their line-up for May... Rachel Weisz in sword-and-sandals-epic-with-a-brain AGORA, Tilda Swinton in I AM LOVE. Ricky Gervais and Stephen Merchant's directorial debut CEMETERY JUNCTION, alongside the comic book adaptation KICK ASS.

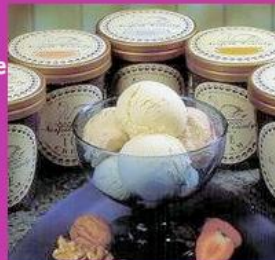


## Warm Weather Treats

### Ice Cream, mmm!

You're in for such a treat! Lekenham Creamery create the most deliciously creamy ice creams. They have been doing their thing since 1921... that's a lot of practice and they've been rewarded with over 120 medals including 11 Gold Great Taste awards. Norfolk based, they use traditional methods and fresh cream or milk straight from the farm. You can taste the difference!

There are way too many flavours to mention but they include French Vanilla, Double Strawberry, Belgian Chocolate, Crema Pistachio, Almond Toffee Crunch and Maple Walnut Fudge. The challenge will be to find a bowl large enough to hold all flavours at once! You can do it!



### Ice Lollies. Ooo!



Ice lollies without the 'nasties'.

These cooling treats are made from 100% organic fruit... and nothing else! No colouring or flavouring, no added water, sugar or dairy products, just good, healthy organic fruit, on a stick!

They're great for little kids and for us big kids. Flavours include Mixed Berry, Mango, Banana and Raspberry.

## HTML EMAIL: EMAIL SERVICE PROVIDERS

Small-scale mailouts: Outlook or similar

Email Service Providers: ESPs <http://www.smartfocus.com>  
Smart Focus <http://www.campaignmonitor.com>  
Campaign Monitor <http://www.mailchimp.com>  
MailChimp MailerMailer <http://www.mailermailer.com>  
Inbox Warriors <http://www.inboxwarriors.co.uk>

Personalisation & segmenting  
Reporting

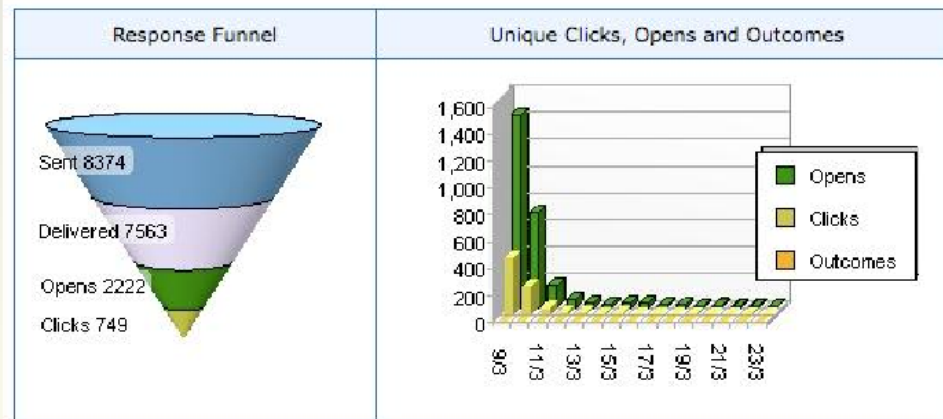
# HTML EMAIL ANALYTICS

Date & Title	Sent	Deliv	Open	Click	Out	Rev	Unsub	Query
16/04/2010 11:48 Your Timezone: (Europe/London)	17723	99.3%	38.7%	16.2%	0%	0.00	0.1%	

smart Focus reporting

- Delivery rate: number of mails sent minus bounced and filtered emails
- Open rate: number of recipients who opened your mail as % of mails sent
- Click-through rate: number of clicks on links divided by number of mails sent

# EMAIL REPORTING



smart focus reporting

# GOAL CONVERSION

**“When an email recipient performs a desired action based on a mailing you have sent”**

(Mullen & Daniels, 2009)

- Sales – paying for products or services included in your email
- Click-through – use a link in the mail to visit a particular web page
- Download content

# GOAL CONVERSION

What would you like your customers to do when they get your emails?

