## 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



# Example - The Almeida Almeida Theatre London Almeida Theatre London ALMEIDA THEATRE ISS Latest News: Sonnet 155 - Last porfo



## **RSS - VIDEO**





## 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 III



## 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)





Can't see the images? Go to the WEB VERSION.

Friday 7 May



## more than just great cinema!

## We need you to vote for us now...

## THE LEXI SUMMER SCREEN

Vete for Brent's favourite film from our chertilat of modern classics, then join The Lex for cinema in the park! As the sun sets over the trees, there will be live entertainment, themed food and drink, and classic films on a huge screen. In the spirit of (first-past-the-post) democracy, the choice of film is up to you - so vore now, and use the "Send To A Friend Link" at the bottom of this email to send to friends and family. VOTE NOW!



## Coming soon



Sex & The City 2
Group & Private
Bookings
Find out more...



## CEMETERY JUNCTION: from Fri 7 May

"The most confident British debut since Shallow Grave", says Total Film of Ricky Gervais and Stephen Merchant's first outing as directors. A nostalgic 70s Reading take on the frustrations of youth, ambition, agoing and family, with a promising young cast and some well known faces in supporting roles. More... Book tickets now...



# HTML EMAIL

Received from local independent cinema

Encourages interaction – vote

Offers web version

Previews future screenings

## HTML EMAIL

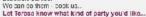
## MOST INSPIRATIONAL MAN IN THE WORLD?

Fancy a life-affirming evening of epic storyisting, African adventure and exceptional been? Notion Mandiol, the worlds biggost blue ohip companies, governments and NGOs the world over have requested an audience with Riam Manser. He'll be in Nersal Rise on Tues 18th May at The Laxi to help celebrate the UK launch of Windhoek Lager. You really don't want to miss this. Here he is... Book tickets for you, friends, family, workmates...



## SUMMER PARTIES? Book Now

Barbooup parties, kids' and adults' birthday parties, late night movie drinking parties, christenings, woddings, filmerals, harmitzvahs, buriesque singalongs. Jews, Breakfast Club, Karate Kid, Star Wars and Big Lebowski parties.







Diner Thursdays 2 for 1 any main meal

...hey, wait a minute.

Secrets of the

Solar System Special Preview Tuos 26 May, 1830-2000 FREE - buy a drink or two

Send to a friend | Twitter | Facebook

© 2009 The Lexi Cinema. All rights reserved. Importion@othtemat.com is subscribed to The Lexi Cinema's email newsletter. Click to automatically UNSUBSCRIBE this address. For more information, please read our Privacy Policy, or contact us at Info@thelexicinema.co.uk. The Lexi Cinema 194b Chamberlayne Road Kensal Rise London NW10 3JU Phone: 0871 704 2069 Received from local independent cinema

Includes offer with another local business

Social media links

Privacy & unsubscribe info Contact details

## HTML EMAIL: WHY?

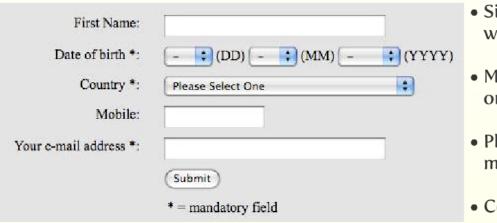
You might use HTML email to build:

- 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?



- 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 e up to receive emails about If you do	ntered into the competition and signed NOT wish to subscribe, please tick
here $\square$	
We may use information about you to conta phone to let you know more about other services, but if you DON'T want us to conta	artists and related products and
By submitting this form you accept our <u>privacy pol</u> and Conditions	licy. Please also read the competition Terms



## 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





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 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 into the challenge will be to find a bowl large enough to hold all flavours at once! You can do into the challenge will be to find a bowl large enough to hold all flavours at once! You can do into the challenge will be to find a bowl large enough to hold all flavours at once! You can do into the challenge will be to find a bowl large enough to hold all flavours at once! You can do into the challenge will be to find a bowl large enough to hold all flavours at once! You can do into the challenge will be to find a bowl large enough to hold all flavours at once! You can do into the challenge will be to find a bowl large enough to hold all flavours at once! You can do into the challenge will be to find a bowl large enough to hold all flavours at once! You can do into the challenge will be to find a bowl large enough to hold all flavours at once! You can do into the challenge will be to find a bowl large enough to hold all flavours at once! You can do into the challenge will be to find a bowl large enough to hold all flavours at once in the challenge will be to find a bowl large enough to hold all flavours at once in the challenge will be to find a bowl large enough to hold all flavours at once in the challenge will be to find a bowl large enough to hold all flavours at once in the challenge will be to find a bowl large enough to hold all flavours at once in the challenge will be to find a bowl large enough to hold all flavours at once in the challenge will be to find a bowl large enough to hold all flavours at once in the challenge will be to find a bowl large enough to hold all flavours at once in the challenge will be to find a bowl large enough to hold all flavours at once in the challenge will be to find a bowl large enough to hold all flavours at on



## **Ice Lollies. Ooo!**



nice

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.

# ITML EMAIL: EX

Newsletter from a local independent deli:

Seasonal news

Sidebar promotes other local businesses

Encourages subscribers to join local cinema mailing list



## 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

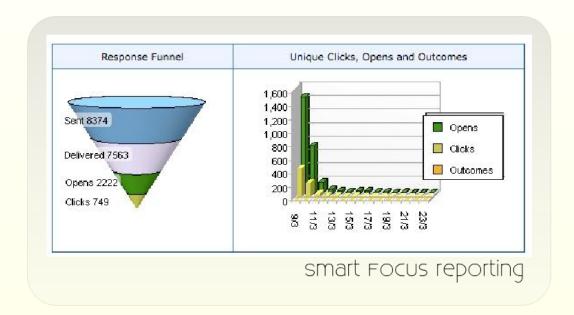
Date & Title	Sent	Deliv	Open	Click	Out	Rev	Unsub	Query
16/04/2010 11:48 Your Timezone: (Europe/London)	17723	99.3%	38.7%	16.2%	0%	0.00	0.1%	

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**





## **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-though 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?



