



## Sample email marketing report for a photography company

### 1. Combine and clean audiences

I would recommend archiving your non-subscribers as you do not have permission to email these contacts and they count towards your contact limit and archive the unsubscribers.

I would also do this before you send each new campaign.

Delete cleaned contacts as these will not receive your emails.

You also have quite a few 1-star contacts which you can archive too as they have never opened an email or soft bounced your welcome email.

The next thing I would do is export your current audiences and combine them.

Then delete/archive the contacts from the other 2 audiences.

You have 3 now which will end up being difficult to manage as your contact list grows.

I would then add tags to each contact for example...

- Business
- Business + Food
- Business + Manufacturing
- Wedding
- Baby
- Family

Then I would recommend uploading them to one audience.

I would use the audience called Photography (the one that currently has 256 contacts) as it is recording purchases.

As this audience is connected to your store it will be simple to set up a dropped checkout email.

### 2. Upload your existing database to MailChimp

I would add your current database to your new combined audience.

Be careful with this (if your data is old or they have not opted in or you don't have a legitimate business reason to email them).

I would do this in batches and only upload contacts you are confident won't report you for spam and so you won't be penalised by MailChimp.

I would tag this audience too.

Examples could be

- April Birthday (plus other months)
- April Wedding (plus other months)
- Mother's Day (plus other months)

### **3. Welcome emails, sign up form and dropped checkout email.**

I recommend creating different welcome emails dependent on what kind of photography they are interested in.

Your sign-up form would have the different categories and dependent on what they ticked they would be grouped and sent the relevant welcome email automatically.

I would recommend creating a dropped checkout email that someone receives an hour after not purchasing.

Dropped checkout emails are effective and even more so if you add an incentive like a money off coupon.

One of your audiences has a double opt in which is not required if you use a GDPR sign up form.

### **4. Plan**

I would recommend creating a spreadsheet to include your promotions for the year.

Then send targeted emails to each tag for example...

- Valentine's Day
- Mother's Day
- Father's Day
- April Birthdays (and for each month)
- April Anniversaries (and for each month)
- Christmas

Business

- January Sales
- Halloween
- Black Friday
- Christmas

Then plan which products you want to promote for each email and what you recommend the businesses should be organising or thinking of promoting.

## **5. Strategy**

I find that emails that tell a story, are targeted, and provide useful information are the most effective.

Including products which are relevant to your story will mean you will get a good response.

For domestic emails I would highlight the experience people enjoy and include a review which mentions this.

I would include you are family business.

I would offer a referral incentive for domestic clients like a free print (if that is within budget) I think that this is more meaningful than a money off voucher.

For businesses I would mention your experience and list some clients they may know.

For businesses I would highlight the benefits of being on a retainer and offer a referral incentive.

Include videos (I really liked the ones I saw).

These will set people's minds at ease and add personality to your emails.

## **6. Building your list**

Your sign-up form can be added to all your social media platforms instead of having a visit website link.

Each time you make a new contact make it a habit to add them to MailChimp and add the relevant tag(s).

## **7. Market research**

MailChimp surveys are a good way to find out what your customer's think and help shape your campaigns.

You mentioned that you thought you were too expensive for baby photography, but this may not be the reason they haven't ordered.

They are easy enough to set up and send.

## **8. Other**

Authenticate your domain.

This will improve your email deliverability as your emails will appear as if they are coming from your domain name and not from MailChimp.

This is easy to do if you access to your domain.

I would highlight reviews with a link in the navigation on your website.

Let me know what you think,

Dan



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