

## Writing better direct mail and email



Step	Potential strategies	Ideas	Your ideas	Final line
<b>Relationship</b>	<p>People will open emails from known sources at a far higher rate than those that are 'cold call' emailed. It is important to provide the name of the venue in the subject line, the text of the email and, if possible, the email address it comes from.</p>	<p>e.g. john@beverleystationarts.com.au</p> <p>Queens Park Theatre invites you...</p>		
<b>Personalise</b>	<p>Personalised emails can increase open rates by more than 4-10 times. If the customer name is known, use it as much as possible in the subject line and/or in the email (this can be done in most email services and in Outlook).</p> <ul style="list-style-type: none"> <li>•Customers want to know you remember who they are and what they like to come to at your venue.</li> <li>•If you are in a geographical location such as a town, identify where you are as part of personalisation</li> <li>•Send targeted email whenever you can, as the more targeted you are the better the open rate. Segment your list to customers' personal choices if you can. You will get a higher response if you can identify that someone likes a specific performance type and endeavor to keep marketing based around that type.</li> </ul>	<p>Subject line</p> <p><i>Boris, Queens Park Theatre, Geraldton invites you to xxx</i></p> <p>Salutation</p> <p><i>Dear Boris</i></p> <p>Copying acknowledges previous likes</p> <p><i>As we know you came to xx</i></p>		
<b>Mass emailing</b>	<p>If you have no way of personalising or segmenting and send all emails to all customers in your database keep these points in mind</p> <ul style="list-style-type: none"> <li>•Your email may be junked automatically if you send too many emails to a customer - many emails from one address can cause Outlook, Hotmail and other services send emails from that address directly to junk - which means your customer won't ever see them and they probably won't know they received them.</li> <li>•The statistics suggest customers may accept one-two emails from you for things that are irrelevant to them. After that, they are likely to ignore or delete all future mail.</li> </ul>			

<p><b>Subject line</b></p>	<p>Subject lines are a major factor in getting an email or letter read. More than 50% of your emails will go unread.</p> <ul style="list-style-type: none"> <li>•You need to give the reader a reason to open the email and that reason needs to be about them.</li> <li>•There are a number of tried and trusted subject lines that have high open rates (check this out, you are not alone)</li> <li>•Keep it short - aim at 20 words or less</li> <li>•Unless the performance name s known to customers - consider leaving it out of the subject line - instead focus on what the customer will get from the performance and how it relates to them</li> <li>•Focus on the emotional need the performance will fulfill - does the customer like laughter, dance, drama, a night out, fun for their kids, country music, rock, action movies, jazz, etc</li> </ul>	<p>Boris, Queen Park Theatre Geraldton bring you the year's funniest night of laughter</p> <p>Daphne, come and shed a few tears with us at Geraldton's Queens Park Theatre next great love story</p>		
<p><b>Lead paragraphs</b></p>	<p>State all the main benefits to the customer and what is good in 1-3 lines - 1 -2 paragraphs- is it sad, visually spectacular, will your kids laugh, your daughter want to be a dancer, your mates sing along, will be you left thinking for days, will you be dying for more, is there 10 dancers, 7 puppets, will you, shed a tear, remember your childhood, will you be transported to your childhood, into the future, is the lighting breathtaking, the sound an Australian first, the script a tribute to the bush? This is where to use short copy provided by the promoter if it provides the benefits to the audience of attending. The lead is about the customer and why they should read on and consider booking.</p>	<p>Come and take your kids on a journey of fun with our puppets that will teach them about the importance of family</p> <p>If you laughed at the antics of Anchorman the four men in this play about life in the bush will have you giggling for days</p>		
<p><b>Reviews</b></p>	<p>If the work has been honestly reviewed include the review in brief in quotes including the source</p>	<p>A beautifully staged work about heart break....The West Australian</p>		
<p><b>Body paragraphs</b></p>	<p>This is optional. It should be no more than 1-2 paragraphs and go into the fine detail of the performance and any additional information</p>	<p>This performance has been seen by 35,000 families since it premiered in 2015. It is so highly regarded in education, that more than 200 schools have included for their students. Come along early and lets the kids try the colouring competition and meet the stars.</p>		
<p><b>Images/video</b></p>	<ul style="list-style-type: none"> <li>•Images and video are hugely important in selling the benefits of the performance.</li> <li>•Don't overdo it as images can take time to download - 1-2 are adequate with a link to more. Reduce the size of any images to speed up the time to download. Link to galleries or social media where the reader can see more.</li> <li>•If possible, embed code from YouTube or Vimeo so the video shows as an image in your mail.</li> </ul>			

<p><b>Offers</b></p>	<ul style="list-style-type: none"> <li>•There is always value in providing special, limited offers in direct mail as this has the ability to make people act</li> <li>•Offers can also allow those to whom you market to become your marketers, so small group offers can work.</li> <li>•Invite your customers first and let them know you are prioritising them</li> </ul>	<p>As we value how often you come to our theatre we can offer you and your mates the 3rd person free if you book together</p> <p>we are sending this to you before we open to the general public in one week. As you like to attend with the family we can provide a family pass for \$50 until 4 November</p>		
<p><b>Key points</b></p>	<p>This is the who, when, where of the performance so have the detail as a single list .</p>	<p>madness. presented by Theatre Chaos Carrick Theatre Thursday 12th March 8.pm Tickets from \$30 by <a href="#">CLICKING HERE</a> Pre show drinks package - add \$20</p>		
<p><b>Timing</b></p>	<p>The time of day/day of the week is critical to getting opened - when are you customers likely to read the email. Consider when is a good time to arrive in the inbox. Often overnight emails get lost in the morning amongst all of the other mail.</p>	<p>For example - if you have mainly work addresses - then Tuesday mid morning often works because that is when Monday blues are ended and weekend spam is cleared</p>		
<p><b>Frequency</b></p>	<p>The regularity of emails is dependent on the relevance to the customer</p> <ul style="list-style-type: none"> <li>•Marketing is often deleted and junked if it is too frequent</li> <li>•Many organisations aim to email no more than once a month unless the email is operational (i.e. providing reminders/performance details/times/parking etc)</li> </ul>			
<p><b>From</b></p>	<p>People want to receive emails from person so sign off from the Theatre Manager or the relevant staff member</p>	<p>Thanks for reading, Hope we see you there.</p> <p>Fred Jones Manager Limelight Theatre</p>		
<p><b>Ps</b></p>	<p>The p.s. is often considered a critical part of your email as it is a highly read part of any emails so consider using it for one of these things</p> <ul style="list-style-type: none"> <li>•Further reviews if you have them</li> <li>•A reminder of any key benefits of the performance</li> <li>•A reminder of special offers</li> </ul>	<p>ps. The Australian said - this dance would make us all want to be dancers - please keep in mind that it may be some time before dance returns to Geelong</p>		
<p><b>Length</b></p>	<p>There is no science to length but everyone should consider how much time they personally spend reading a marketing email . Strictly speaking if the subject line, lead paragraph, imagery and offer have not persuaded the readers to buy, they probably won't book.</p>			