

# CARNEGIE | MUSEUMS OF PITTSBURGH

*Four distinctive museums*

## E-mail Marketing Best Practices and How-To's

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*October 10, 2008*



## Overview

- Trends
  - Overall
  - Nonprofit
- Metrics and Benchmarks
- What you should be doing now
- How to think about the future

## The email picture

- Email penetration = **97%** of consumers
- **28%** of all email addresses become unreachable within a year
- Permission-based emails reach consumer inboxes **75%** of the time
- Only **20%** of email comes from “legitimate” servers
- **64%** of key decision makers view email on their BlackBerrys
- **69%** of at-work email users view emails in their preview panes.

*\* Sources: Forrester; MRSS/Advocacy Institute ENonprofit Benchmarks Study (2005); Return Path 2008); Lyris; Marketing Sherpa, Survey Sampling (2007);*

## Bad news, Good news

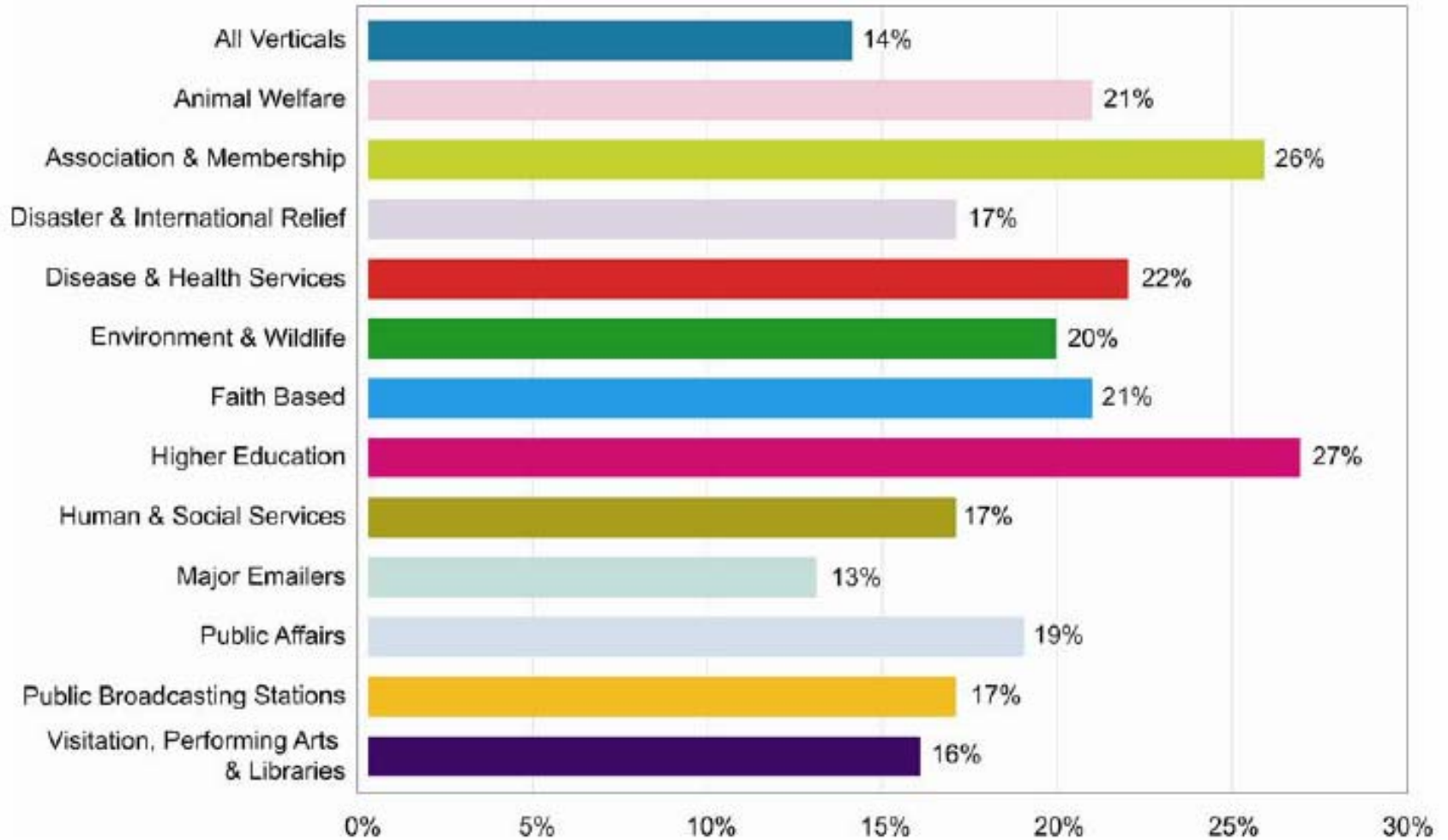
- Open- and click-through rates declining
- Noisier environment, more competition
- Thin resources and budgets internally
  
- Highly cost effective revenue generator
- Documented multi-channel lift
- More benchmarks and external resources
- More and bigger sales, gifts
- Opportunities with mobile and beyond

## Open rates, click through's declining

- **Open rates** – 14% for nonprofits
  - Carnegie Members:
    - 2003: 54% 2007: 31%
  - Nonmembers:
    - 2003: 34% 2007: 18%
- **Click though rates** – 2-4% for nonprofits
  - Carnegie Members:
    - 2003: 15% 2007: 4%
  - Nonmembers:
    - 2003: 3% 2007: 3%
- **Multi channel effect**
  - Emailable/mailable give more, more responsive

### E-Appeal Average Open Rate

Total Emails Opened/Total Emails Delivered July 2006 - June 2007, n = 2,742



Source: *Online Marketing Nonprofit Benchmark Index Study (Convio 2008)*

## What can Email Marketing do for me?

- Attract new customers (age 25+)
- Keep constituents informed
- Mobilize supporters
- Build loyalty and relationships
- Drive revenue – visitation, fundraising, product sales

## Carnegie Museums

- eCRM approach
- 10 different newsletters
- Email appeals
  - Events
  - Sponsorships
  - Membership
  - Fundraising
  - Program registration
  - Admissions



Dear Mr. and Mrs. Poirier,

We hope you enjoy this issue of the Member Museum! You are receiving this newsletter because you have subscribed to it online at the Member Center. You may update your subscription preferences at the bottom of this email.



### 75th Birthday Bash

In celebration of Warhol's fast approaching 75th birthday, The Warhol will present two star-studded photography exhibitions featuring Elvis Presley, Marilyn Monroe, Bett Davis and many of Warhol's favorite celebrities and icons.



Dear Mr. Lang,

We hope you enjoy this issue of the Members' Email Newsletter from Carnegie Museum of Art! You are receiving this newsletter because you have subscribed to it online at the Member Center. You may update your subscription preferences at any time by using the link at the bottom of this email.

### Nurture a Young Artist



We have planned an exciting summer of popular camps for all ages. Programs in art, history, drama, and

dance can provide a creative outlet for your child during otherwise empty days. [Preview half- and full-day programs](#) for the kids, and learn about programs we have in store for [the adult and high school artist](#), too!

### Antiques For Sale



Large platter from Quimper, late 19th century; Solomon Suchard Antiques & Fine Art

It's time again for one the much anticipated 11th Annual Antiques Show. Whether you

SEPTEMBER 2008

CARNEGIE MUSEUMS OF PITTSBURGH

Four distinctive museums

E-NEWS FOR EDUCATORS



ENJOY A FALL OPEN HOUSE  
at three of our museums.

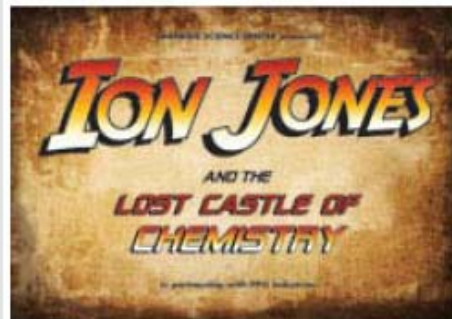
Creative teaching tools, teacher workshops, and student programs from Carnegie Museums of Art & Natural History, Carnegie Science Center, and The Andy Warhol Museum.

Teacher WORKSHOPS

Carnegie Museum of Art  
OPEN HOUSE

Sept. 13, 9 a.m.–1 p.m.  
At the Museum of Art's Autumn Educator Open House, learn about Life on Mars, the 55th installment of this important exhibition, and its interdisciplinary web- and museum-based school programs. Enjoy a buffet breakfast, fall school tour

Student PROGRAMS



You and your students (grades 1-8)

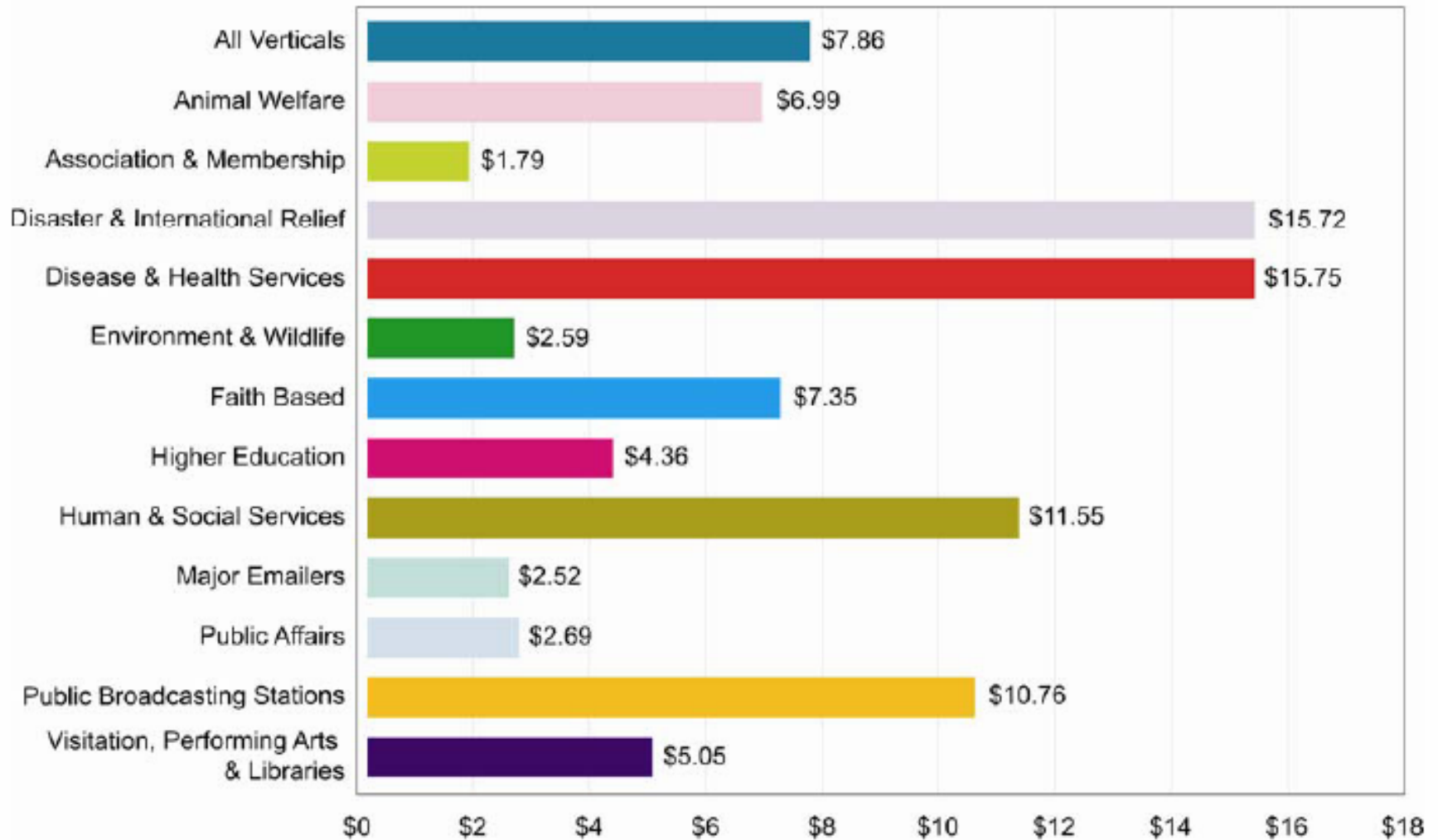
Educator TOOLS

The Warhol: Teaching Across the Arts and Humanities



**Online Revenue including Ecommerce Per Email Address by Vertical**

Median Value for July 2006 - June 2007, n = 327

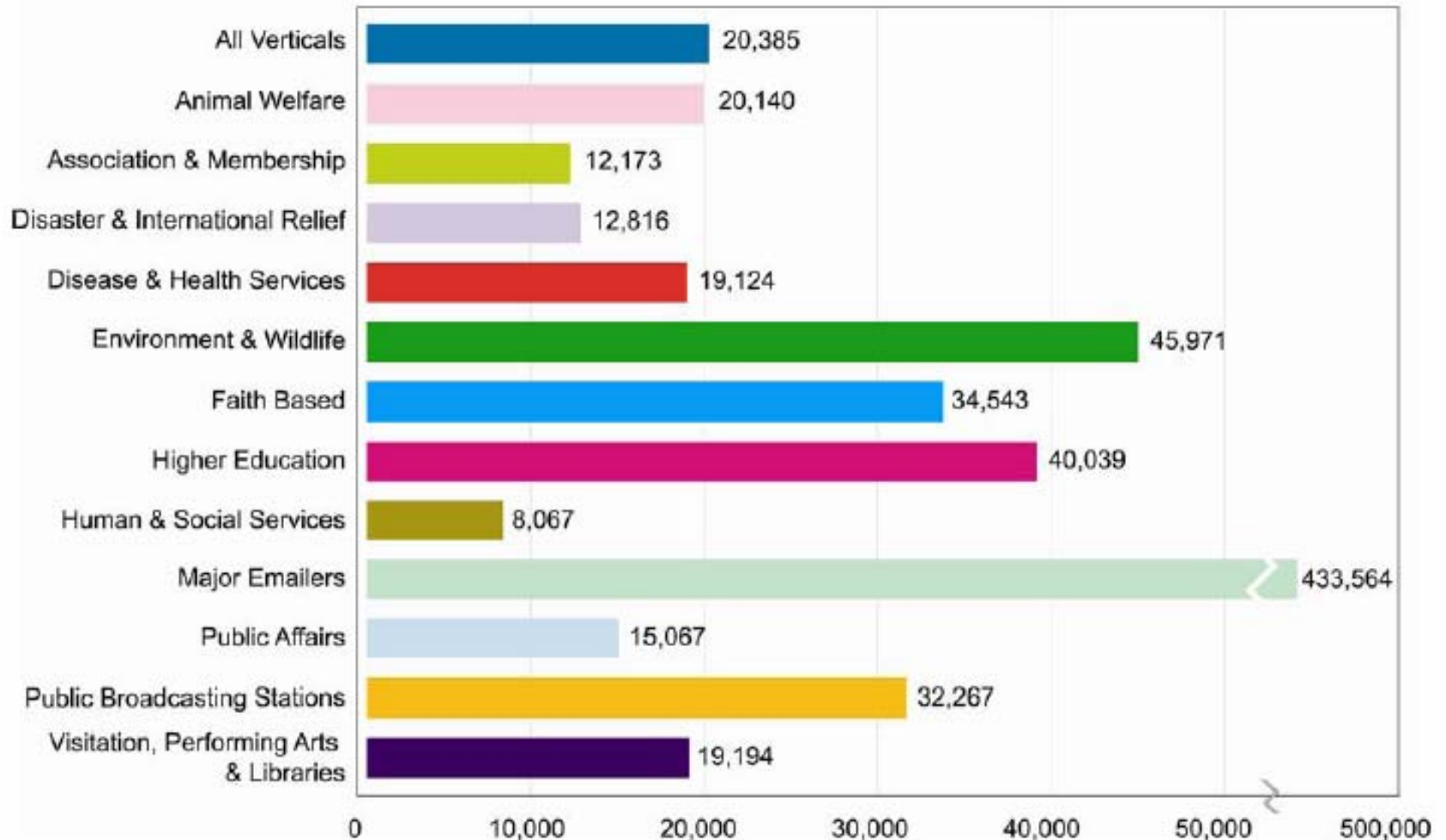


Source: *Online Marketing Nonprofit Benchmark Index Study (Convio 2008)*

## Comparing your values

- Average of all nonprofit verticals: **\$7.86**
- Average of Visitation/Performing Arts/Libraries (our vertical): **\$5.06**
- Carnegie Museums **\$7.62**
- On target or below = need to be more aggressive in building email lists

**Total Email File Size by Vertical**  
Median Housefile Size as of June 30, 2007, n = 419



Source: *Online Marketing Nonprofit Benchmark Index Study (Convio 2008)*

## What to do in your organization?

- How established and resourced is your program now?
- What kind of resources can you expect in next 1-, 3-, 5-years?
- Email is expected with 35-54 demographic right now
- ASK your customers about frequency, interests
- Send from the same email address, have users add to address book (deliverability)
- Segmentation, relevance is key
  - relationship
  - interest
- Personalize content – crude or sophisticated

Offline → INTEGRATION ← Online

- Print Advertisements ▶ Online response
- Mail appeals ▶ Personalized email “bumps”,  
online response option
- Telemarketing ▶ Email collection,  
Member Center benefits
- Onsite ▶ Email collection point,  
online calendar, e-news
- Events ▶ Invitations, rsvps, reminders

*Multiple channels increase results*

## What you **MUST** do right now

- COLLECT EMAILS
  - Web sites
  - Front lines
  - Phones
  - Every form
  - Automated methods
- Deliver an offer they can't refuse
  - Convenience, timeliness, need-to-know
  - Carnegie – all invitations sent by email

## If you're resource-challenged . . .

- You're nimble
- Consider open-source
- Free or near-free, niche services
- Plan longer term and scale for trends

## Already emailing? Where to invest?

- Online videos, photo montages, slide shows
- Mobile email usage
- Preview pane usage
- Collect mobile numbers

## Wrap Up and Looking Ahead

- Future audience -- Under 20's
  - only use email to communicate “with older people”
  - Email is “slow” -- not real time
- Email clutter
- Web2.0, mobile, digital
- Patterns in consumption of information
  - No longer a 1-web-site model
  - Information distributed in many places, ways

## Resources for stats, info, ideas

- [Emailstats.com](http://Emailstats.com)
- [Convio](http://Convio)
- [ClickZ](http://ClickZ)
- [PatronMail](http://PatronMail)
- [Marketing Sherpa](http://MarketingSherpa)