

A background image showing a person's hands typing on a laptop keyboard, with a blue tint overlaying the entire scene.

**ALL  
ABOUT  
EMAIL MARKETING  
AND AUTOMATION**

# WHAT IS EMAIL MARKETING AND AUTOMATION?

**Email is the original one-to-one digital communication channel. It has seen a significant rise in use since the widespread use of smartphones and is a great way to reach residents at key points during the day.**

Email marketing software provides a platform for managing all your data and email campaigns. They are an online interface where you can upload your subscriber lists, segment audiences, create email templates, send and track performance, and even automate email communications.

There are many different providers of email marketing software including:

MailChimp  
Sendinblue  
Dotdigital  
GovDelivery



# WHY HAVE AN EMAIL MARKETING STRATEGY?

- We know that residents feel more positively about their Council when they feel well informed.
- ROI for email marketing tends to be higher than any other digital marketing channel.
- Email marketing converts three times better than social media.
- According to the 2020 Granicus Benchmark Report for Public Sector Engagement, the number of new subscribers increased from 2,998,034 in 2019 to 7,317,950 in 2020.



# WHY USE EMAIL MARKETING SOFTWARE?

CONCERNS:	SOLUTIONS:
<b>Security risks</b> , such as links to virus downloads or sites that seek to gain personal information.	<b>Keep your account secure</b> with individual sign-ins and two factor authentication. Email marketing software can give you a real-time audit of which users edited and sent out communications. You can also set individual parameters on users, restricting their access to other subscriber lists and templates.
<b>Data protection risks</b> , such as data sharing agreements, or disclosure of recipient names, email addresses or other personal information, and the financial implications of not adhering to GDPR and other legal requirements.	Email marketing software can <b>ensure GDPR compliance</b> by holding data in one place and adding or removing subscribers in real time.
<b>Reputational risks</b> , such as emails that don't meet corporate standards	<b>Lock down key design elements</b> in templates such as banners, fonts and colours to ensure all email communications are in line with your brand guidelines.

## SOME OF THE KEY ELEMENTS OF EMAIL MARKETING ARE:

- Setting clearly defined objectives of what you want to achieve
- Building your subscriber lists
- Creating engaging templates
- Segmenting your audience and tailoring your content so it is highly relevant to the subscriber
- A/B testing to optimise your email activity
- Personalising your emails to your audience to improve user experience and engagement rates
- Automating emails based off subscriber activity such as triggering a welcome campaign when they sign up to your weekly e-newsletter
- Tracking performance and optimising as you go

# EMAIL AUTOMATION

Email automation allows you to trigger emails in response to subscriber activity. This allows messages to be sent if people have or haven't opened an email, or clicked on specific links, which enables you to automate interest-specific messages to lead customers to a specific action.

This removes the need for someone to manually send out the same message on a regular basis.

These can be used to:

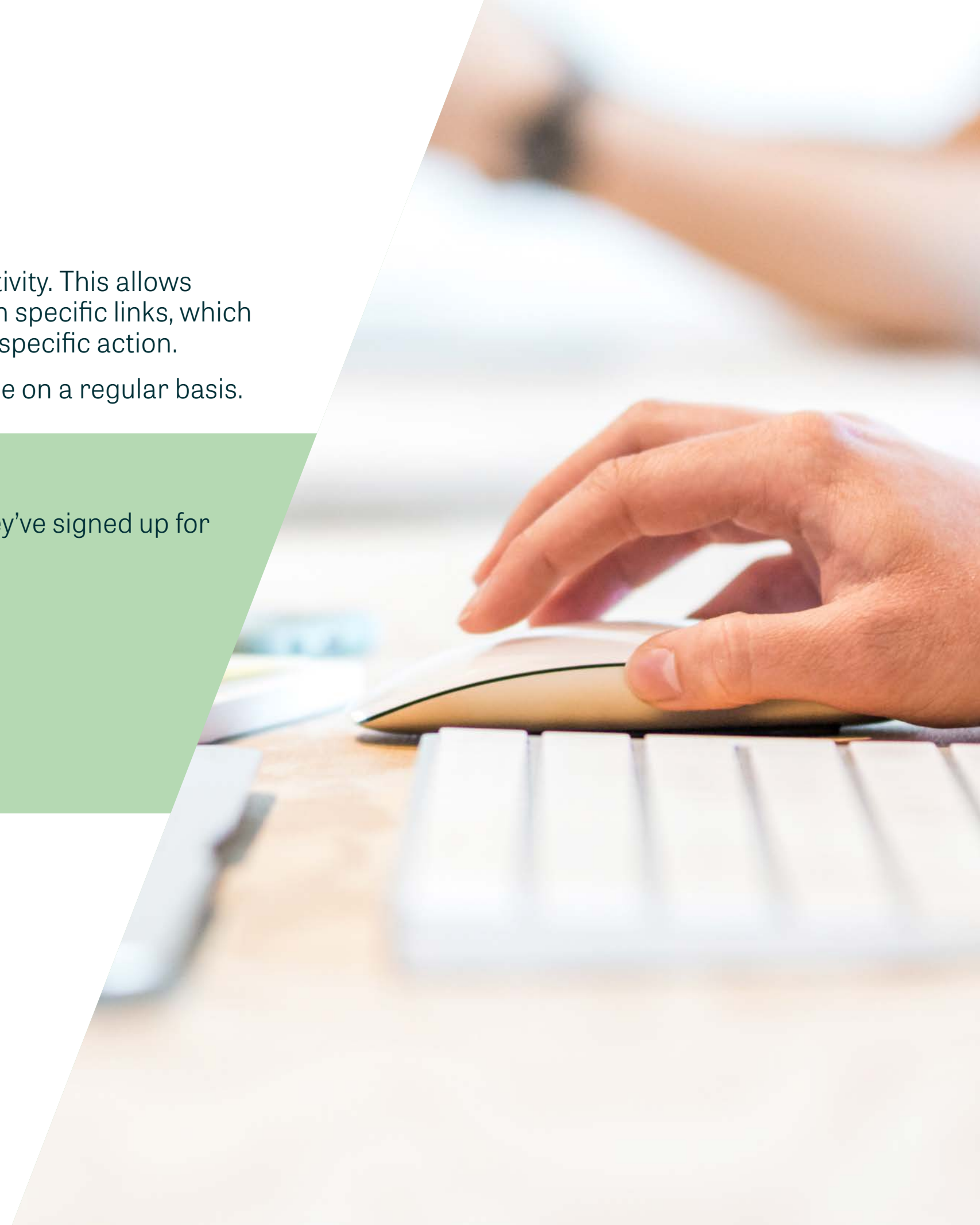
- ✓ Keep people in the loop about services and specific interests that they've signed up for
- ✓ Respond to key customer actions and milestones

Examples of automated emails include:

- ✓ New subscriber welcome messages
- ✓ Contract renewal reminders
- ✓ Content download confirmations

## THE BENEFITS OF EMAIL AUTOMATION ARE:

- **It saves you time** by keeping subscribers in the loop without requiring you to manually send out the same email message to multiple recipients
- **Improved user experience** by giving subscribers a timelier and more personalised experience
- **Better engagement** by enabling you to tailor relevant content to each segment



# WHO IS IT USED BY?

Email marketing and automation is used by communication teams, particularly digital managers and those who are running specific campaigns.



# WHAT ARE THE ELEMENTS OF EMAIL MARKETING?

## OBJECTIVES

When setting your business-as-usual email marketing goals, you should refer back to your overall content strategy. Likewise, when setting your campaign-specific email marketing goals, you should refer back to your campaign objectives.

### COMMON CAMPAIGN OBJECTIVES ARE:

- Driving awareness of a new initiative
- Driving people along a behaviour change funnel to an action

### FOR BUSINESS-AS-USUAL CONTENT, COMMON OBJECTIVES ARE:

- Promoting resident, business and visitor services
- Employee engagement
- Building trust and reputation management
- Promoting regular service take up (not linked to a campaign)
- Increasing customer self-service and reducing demand on contact centre

Email marketing can assist in achieving all of these objectives but establishing what you want to achieve first is fundamental to designing an effective email marketing strategy.

You will need to understand what good looks like and what success criteria you are determining for your email marketing against each objective you set. This is different to your metrics and how you will measure each piece of content or overall success of your campaign.

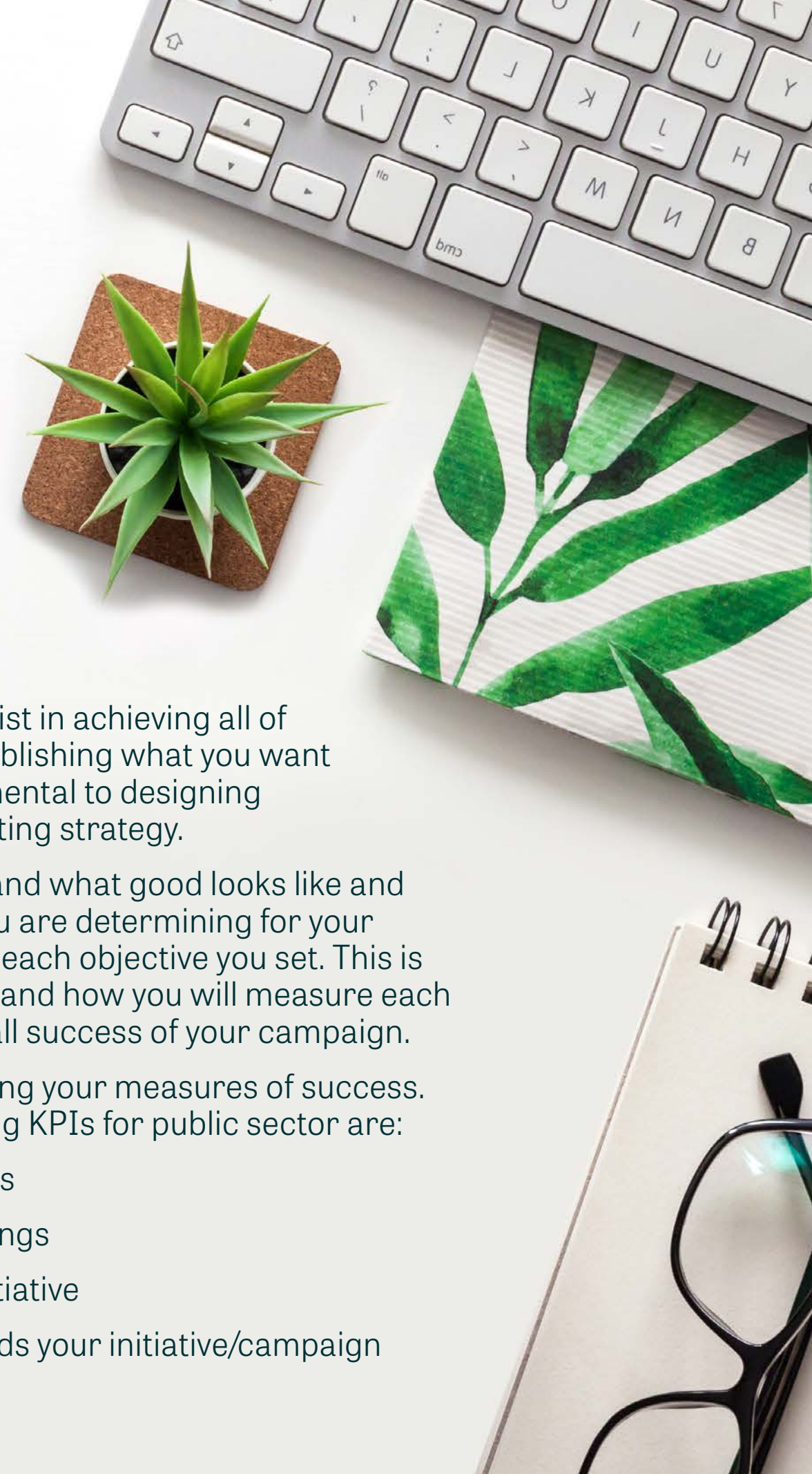
KPIs are critical to defining your measures of success. Common email marketing KPIs for public sector are:

Resident informed ratings

Resident satisfaction ratings

More sign ups to your initiative

Positive sentiment towards your initiative/campaign



# SINGLE VS DOUBLE OPT-IN

**As you know, you cannot just email anyone. There are two ways to collect and verify email subscribers with their explicit consent:**

- Single opt-in: where an individual signs-up to emails typically through a form on your website. They enter their email address, and any other details required such as name or ward and they are then added to the organisation's mailing list
- Double opt-in: where an individual signs-up to emails through a form on your website but before they are added to the mailing list, an email is returned to their inbox with a verification link which must be clicked for them to be successfully subscribed

Double opt-ins ensure that individuals are entering real email addresses which helps reduce the number of bots or fake accounts subscribing to your mailing lists.

It also means that no one can add someone else's email address to your email marketing system without their consent. Whilst double opt-ins could result in fewer subscriber numbers, it ensures you are only collecting high-quality email addresses from real people.





# STRATEGY

## EMAIL MARKETING STRATEGY

An email marketing strategy helps you plan out your content based on your audiences' needs, taking into consideration who your target audiences are, what they are looking for, and when the best time is to provide that information to them.

### FOR AN EMAIL MARKETING STRATEGY TO BE EFFECTIVE, YOU NEED TO:

- Consider your audience and what they already know about your organisation, campaign or initiative
- Look at whether you can segment your audience to ensure your content is relevant to them
- Consider how you can further personalise your content to improve subscriber experience and ultimately increase engagement
- Be mindful of the levels of email engagement as you start building out a full email strategy to help determine when your messages will be most effective

## SEGMENTATION

Segmentation involves grouping subscribers together based on certain criteria and sending them relevant content. This can help increase engagement as subscribers will likely be more interested in your content as it will be more relevant and therefore of value to them.

### YOU CAN SEGMENT YOUR SUBSCRIBERS IN MANY DIFFERENT WAYS INCLUDING:

- Demographics: location, age, gender
- Job role, seniority or directorate
- Stakeholder type
- Interests or preferences
- Behaviour such as clicks or opens or inactivity
- Stage in the behaviour funnel

# PERSONALISATION

Using email software, you can personalise your emails using macros. Macros enable you to add dynamic, personalised information into emails, by inserting a snippet of code that is replaced with a specific piece of information related to a subscriber profile or a piece of communication information. For example, you can personalise emails with a subscriber's first name or the organisation they work for.

# TIMING

The timing of your email is crucial. To ensure your subscriber receives the right message at the right time you can:

- Use A/B testing to find the best send times and days for your target audience, where the exact same message is sent at different times to enable you to see best engagement rate.
- Consider the user experience and the action they are taking to trigger the email:
  - If they have signed up to your leisure service emails, you might wish to delay sending them their welcome email until your customer phone line is open in case they wish to enquire about memberships or bookings
  - If they have signed up to your stop smoking email campaign, you might want to send them their first email straight away as it is fresh in their mind and they likely have the time in that moment to review your content



# A/B TESTING

A/B testing involves running two test treatments or approaches against one another. In an A/B test, two variations of a specific element in an email campaign are created to see which performs best. There are two ways to run an A/B test:

- **50/50 A/B test:** here you can compare the performance of two emails by sending each to half the subscribers in your recipient list. You can then compare your subscribers' engagement with each of the emails. This method is ideal for the types of messages you send regularly, such as a newsletter. It's also useful for gauging the effectiveness of a template redesign. Testing with your full recipient list provides more stable and statistically relevant data.
- **Test and Send:** with this type of A/B test you can send two versions of an email each to a separate sample of your subscriber list. You can select how big that sample will be and over what period you want the test to run. You can then track and compare your subscriber engagement. The winning email can then be sent to the remaining recipients. This method is great for testing elements of a message such as subject line or colours of CTA buttons, and they work very well when you have a large recipient list. For example, you would use this A/B testing method if you're sending critical information to your subscribers, and you want to ensure that as many people as possible open the email.



## BEST PRACTICE

- Test early in your campaign to a small segment of your total list. If you have a clear winner of your test, you can then deploy it to the remainder of your list.
- Test one element at a time so you can be sure what is affecting the performance of your email campaign.
- Create only two variations of the tested element: e.g. test only the A version against the B version.
- Trust the results rather than your gut. Personal bias can interfere.

# AUTOMATED EMAIL CAMPAIGNS

As previously mentioned, automated emails can save you time, improve user experience and drive better engagement. There are several types of emails you can automate:

- **Behaviour change campaigns:** using a drip campaign you can automate a collection of messages to a targeted audience over a period of time. You can preload multiple messages, identify the audience for that campaign based on interest, location, or engagement activity, and choose how to automate sending. Drip campaigns can run over a set length of time, or they can be driven by events, such as a recipient clicking the registration link for an event that you promoted in an email.
- **Onboarding:** you can also use automated emails to welcome new subscribers with a series of messages containing useful information. These typically consist of a series of 3-5 emails to better acquaint the subscriber with your organisation, priorities and services.
- **Re-engagement campaigns:** you can automate emails to be sent to your subscribers who have not engaged with (opened or clicked) your emails within a given timeframe. You can create messages to prompt them into taking an action such as selecting the topics they do want to hear from you about or unsubscribe if they no longer want to receive messages from you. This helps to keep your data clean and engagement rates high.



# IMPLEMENTATION

## TEMPLATES

**With email marketing software, communication teams can create engaging templates which are branded correctly. These can then be assigned to and used by other teams or individuals in your organisation, allowing them to focus just on the content rather than the email design.**

These templates increase efficiency as less time is used designing the email itself. They also encourage a consistent look and feel for all email marketing activity, boosting subscribers' recognition and trust of your email communications.

Effective design is important to implement throughout your email campaigns for three reasons:

- **User experience:** having a good email design creates a better user experience, making it more enjoyable and compelling for the subscriber.
- **Consistent experience:** good design results in a consistent experience between your email communications and your website, making that transition seamless.
- **Drive conversions:** if the email is well-designed and contains relevant information, the user is more likely to take action.



## BEST PRACTICE

- Include all the information the subscriber needs and link to more information where appropriate.
- Have a clear CTA to make it easy for subscriber to act on the email – for example, information on how to contact the Council for more details.
- Organise your email for quick reading. People tend to scan email rather than read word-for-word.
- Don't add too many elements or it will be confusing. Instead, try to include some white space in your layout.
- Align your content into blocks, columns, and defined scalable modules.
- Create definition between content areas or blocks, being careful to balance headlines and sub-headlines so they support one another rather than compete or confuse the reader.
- Keep CTAs and important information 'above the fold' so people don't need to scroll down to see the important content. Consider whether you should also include the CTA below the fold for those who wish to read all the information first before acting on the email.
- Use brand colours, style, and imagery effectively to increase brand recognition.
- Aim for a 600px width to optimise for mobile reading.

# SCORING

Email marketing software provides a range of metrics to help measure the success of your email marketing in relation to your campaign or business-as-usual (BAU) objectives. These metrics can be defined into the following three categories: Outputs, Outtakes and Outcomes.

## 1 OUTPUTS

Output metrics contain what is produced, delivered, or the target audience reached. The measures are in distribution, exposure and reach. Examples of output measures are newsletter circulation figures.

## 2 OUTTAKES

Outtake metrics contain the target audience's experience of the communication. The measures are indicators in awareness, research, consideration, take up, advocacy, user experience and customer satisfaction.

## 2 EXAMPLES OF OUTTAKE MEASURES

### Engagements

- Open rate
- Click Through Rate (CTR)
- Website traffic delivered by email marketing
- Engagement rate - percentage of audience that engaged
- Subscriber list growth during campaign or monthly for BAU

### Interactions

- Expressions of interest
- Response rate - percentage of audience that responded
- Sign-ups or downloads

### 3

## OUTCOMES

Contain indicators in target audience behaviour change, the result of your activity on the target audience, your impact and Influence and effecting a change in attitude or behaviour.

Email marketing tools enable you to see who opened, clicked on, and shared your information. It also gives you a better view of actual audience engagement with your messages, as well as growth of your subscriber lists.

Individual email reports can tell you key metrics including:

- **Total delivered:** the number of emails successfully delivered to the recipients' email client's server.
- **Pending:** the number of recipients whose emails are pending delivery.
- **Bounced:** the number of emails that failed to be successfully delivered to the recipients' inboxes.
- **Unsubscribed:** the total number of recipients who unsubscribed from your list using the one-click unsubscribe link found in the footer.
- **Total opens:** number of times an email has been opened by email recipients.
- **Unique opens:** number of emails opened by a subscriber for the first time.
- **Open rate:** the percentage of people who received and opened your email – calculated by dividing total number of opened emails by number of emails delivered.
- **Total clicks:** the total number of links clicked by immediate email recipients.
- **Unique clicks:** the number of recipients who clicked a link included in the email.
- **Click rate:** the percentage of subscribers who clicked on one or more links within your email – calculated by dividing the total number of link clicks by the total number of emails delivered.

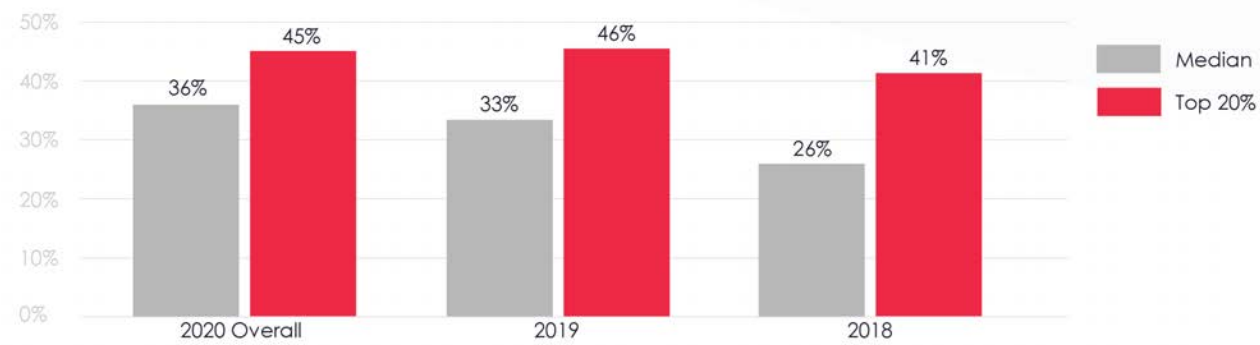




# BENCHMARKING

## Email Metric 1: Open Rate

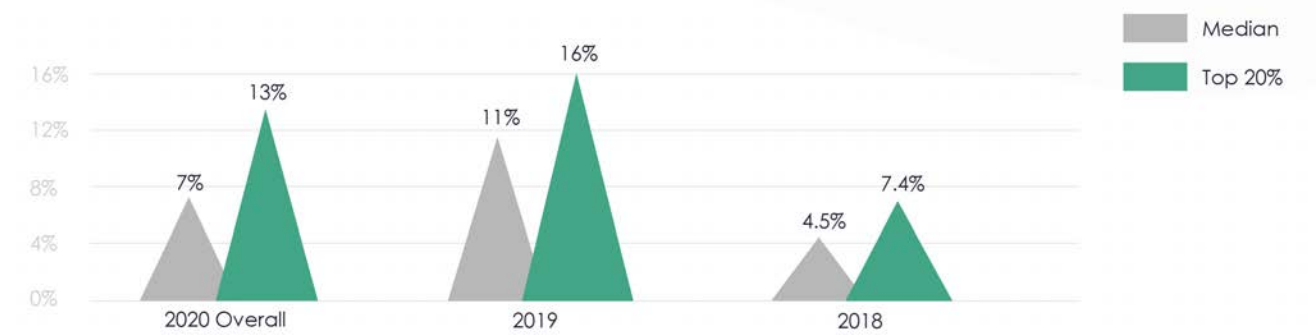
The number of recipients who opened an email compared to the number who received it.



Vertical	Median	Top 20%	Vertical	Median	Top 20%
Central Government	21%	33%	Local Government	40%	46.6%
Fire & Rescue	22%	34.6%	London Councils	38%	43%
Health Organisations	22.5%	27%	Police	40%	40%
Internal Communications	36%	45%			

## Email Metric 2: Click Rate

The number of recipients who clicked on an email compared to the total number who received it.



Vertical	Median	Top 20%	Vertical	Median	Top 20%
Central Government	11%	16%	Local Government	7%	11%
Fire & Rescue	2.5%	7.4%	London Councils	6%	8%
Health Organisations	12.5%	21%	Police	5%	5%
Internal Communications	7%	13%			

Source: 2020 Granicus Benchmark Report for Public Sector Engagement

# HOW CAN WESTCO SUPPORT YOU?

Talk to us about how we can help you motor with your email marketing strategy. We provide:



## AUDITS

Email marketing audits. Let us help you optimise performance



## DESIGN SERVICES

Design services to help you create engaging email content



## CAMPAIGNS

Bespoke ROI led campaigns done for you

# LET US HELP YOU

## OUR 'DONE FOR YOU' EMAIL MARKETING STRATEGY

We can deliver for you an email marketing strategy that:

- Defines your SMART goals for you
- Identifies what data you need to capture to segment your lists effectively
- Builds your subscriber lists
- Designs an implementation plan which supports the strategy and clearly lays out the content against the objectives, and audiences, the cadence and how your email activity will be measured to against your objectives
- Creates engaging templates
- AB tests your content to optimise your email activity
- Personalises your emails to improve user experience and engagement rates
- Automates email activity based off subscriber actions such as triggering a welcome campaign when they sign up to your weekly e-newsletter
- Establishes an evaluation framework to define your Inputs, Outputs, Outtakes and Outcomes



# CASE STUDIES

## RE-ENGAGEMENT CAMPAIGNS

**Overview** - Richmond Council wanted to run a re-engagement campaign to awaken sleepy subscribers on their resident e-newsletter list of over 40K recipients.

**The Problem** - The resident e-newsletter distribution list, whilst being cleaned after the GDPR legislation came into force in 2018, still had a significant number of subscribers who were not engaging with any emails. This impacted the open and click rate of the weekly e-newsletter.

**The Solution** - To re-engage sleepy subscribers, the team created a segment for those subscribers who had not opened or clicked on any email in the last 60 days. Out of the total 41,688 subscribers, 9,898 had not engaged with any email in the last two months.

The team created a message to send to this segment, encouraging them to sign up to other distribution lists on topics that they might be interested in such as waste and recycling collections or to unsubscribe from the list if they no longer wanted to receive news and updates.

4,328 subscribers engaged with the email and as a result subscribed to other distribution lists. Only 16 unsubscribed. The average open rate for the resident e-newsletter distribution list increased from 54% before the re-engagement campaign to 58% after the re-engagement campaign.



*We haven't heard from you in a while*

### Is this goodbye?

Hello Subscriber,

We've noticed that you haven't opened our email updates recently.

Did you know you can sign up to the topics that interest you most including:

- News and Updates
- Waste and Recycling
- Richmond Card Offers
- Climate Change
- Health and Wellbeing

### Do you want to stay in touch?

Of course we don't want to lose you but we also don't want to send you emails that you don't want to receive.

Stay in touch

No thank you

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Civic Centre, 44 York Street, Twickenham, TW1 3BZ

[Contact Us](#) | [Unsubscribe from all email updates](#) | [Manage my preferences](#)

# CASE STUDIES

## WELCOME CAMPAIGN

**Overview** - Richmond Council wanted to engage new subscribers to their News and Updates distribution list with a series of messages to better acquaint them with the borough and the services the Council provides.

**The Problem** - From speaking with Customer Services colleagues, there were several service areas that dominated calls to the Council's contact centre. Customer Services wanted to encourage – where possible – residents to sign up for a Richmond Account so they can easily manage their services online, reducing demand on the contact centre. The main reason for residents calling up the Council was with questions or complaints about the borough's waste and recycling collections. Another area where demand is high for the contact centre is around election time with queries around registering to vote, applying for a postal vote as well as enquiries around the annual

canvass. The Communications Team also wanted to inform residents about one of the Council's key priority areas, Climate Change, and encourage residents to also sign-up for email updates on this topic.

**The Solution** - To inform new subscribers about the Council's key services and priorities, a welcome campaign was set up. The campaign consists of four email messages each focusing on a different topic: registering for a Richmond Account; everything you need to know about waste and recycling services; information about what the borough is doing to combat climate change and what residents can do to help; and how to register to vote or apply for a postal vote.

The first email clearly sets out what the subscriber can expect from the welcome campaign as well as reiterating that they will now receive the weekly resident e-newsletter.


The welcome campaign is running all the time and regardless of which day the individual signs-up to the news and updates distribution list, the welcome campaign will run from the next Monday, this is to ensure that a welcome email will not be sent the same day as the weekly e-newsletter.

**Conclusion** – Overall the campaign has an average open rate of 64.35% and an average click rate of 10.53% and zero unsubscribes. The Richmond Account message has the highest open rate with 70.23% of subscribers opening the email whereas the waste and recycling message has the highest click rate with 21.05% of subscribers clicking at least one link in the email.



# CASE STUDIES

## WELCOME CAMPAIGN



**STAY CONNECTED** Richmond Account  
Council Tax

### Everything you need to know

Thank you for signing up to receive News and Updates from Richmond Council. You will now receive our weekly e-newsletter which includes the latest news, events and consultations across Richmond upon Thames.

Over this week we will also send you a series of four emails about some of our services that we hope you will find useful!

The first of these emails is about signing up for a Richmond Account.

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#### Set up your Richmond Account now!

Did you know that you can easily manage some of our most popular services online with a Richmond Account?


Getting a Richmond Account is easy. To [register](#) all you need is:

- Your name, telephone number, address, and a valid email address.

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#### What can you do with a Richmond Account?

##### Claim a Richmond Card




When you first set up your account, you will also have the option to claim a free [Richmond Card](#) which can be used to access to a number of local services. These include [Libraries](#) and [Leisure Facilities](#) and exclusive benefits like [parking discounts](#) and local [business deals](#).

##### Manage Council services online




You can manage some of our most popular services online including [Council Tax](#), [Parking permits](#) and [Garden recycling](#), by 'linking' them to your Richmond Account. When you [login](#) to your account, you'll see a list of available services under the heading 'In your Richmond Account'.

##### Subscribe for e-billing




When you [subscribe](#) for Council Tax e-billing, you'll receive email notifications when you are billed. You'll also help us reduce the amount of paper we use and help protect the environment.

##### Manage your news and alerts



Within your account, you can opt to receive an email alert when a new planning application is received or validated, within 250 metres of your property.

[Register for a Richmond Account here](#)




**STAY CONNECTED** Waste and Recycling


### Everything you need to know

Thank you for signing up to receive News and Updates from Richmond Council.


Today we are sharing everything you need to know about the waste and recycling services here in Richmond upon Thames.




[Household waste and recycling](#)




[Report a missed waste collection](#)




[Find out your collection day](#)



[All about garden waste services](#)




[Order new or replace waste items](#)



[Tips on how to reduce your waste](#)

[Click here to subscribe to waste and recycling updates](#)



**STAY CONNECTED** Climate Action 2025

### Everything you need to know

Thank you for signing up to receive News and Updates from Richmond Council.

**In 2019, we declared a climate emergency.**


Below you'll find some of the work we have done to date, and what we have planned to continue taking strong action against climate change in partnership with the community.

We provide regular updates on what we are doing to tackle the climate emergency in our 'Climate Change' newsletter topic, which you can subscribe to below.

[Click here to subscribe to Climate Emergency updates](#)

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#### What are we doing to tackle the Climate Emergency?




Our [climate emergency strategy](#) has six key areas of focus: [Our Air](#), [Our Water](#), [Our Nature](#), [Our Waste](#), [Our Council](#), [Our Legacy](#).

View our climate strategy update [here](#) to see what we achieved together throughout 2021.

[See more](#)

#### What can you do to fight against Climate Change?




We've committed to working in partnership with our community to find shared solutions to the local & global threat of climate change.

Click to see [tips and advice](#) on simple actions you can take to reduce your carbon footprint.

[See more](#)

[Click here to subscribe to Climate Emergency updates](#)



**STAY CONNECTED** Register to Vote

### Everything you need to know

Thank you for signing up to receive News and Updates from Richmond Council.


Most people will already be registered to vote, but if you've recently moved house, changed your name or turned 18, you may need to register again.

You **will not** automatically be registered to vote by any other contact you have with us, such as when you pay Council Tax or receive Housing Benefit.

[Register to vote here](#)

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#### What do you need to register?



You will need your date of birth and your national insurance number to register to vote. You can find this on your NI card, employee payslip or correspondence from HMRC. You can also register with a paper form by contacting us at [electoral.services@richmond.gov.uk](mailto:electoral.services@richmond.gov.uk).

[Learn more](#)

#### Voting by post



To let us know that you would like to vote by post, you must print and complete a [postal vote application form](#) at least 11 working days before an election. If you cannot print this form, contact [Electoral Services](#) and a form can be posted to you.

[See more](#)

[Click here to register to vote](#)

# INVESTMENT OPTIONS

## OPTION 1: AUDIT AND STRATEGY SERVICES

- Audit your email marketing activity including subscriber lists and engagement rates
- Undertake email marketing review of subscriber journey and sign-up process
- Benchmarking
- Action plan for improvement

**FROM £750**

## OPTION 2: BESPOKE DESIGN SERVICES

- Understand your campaign or business-as-usual requirements
- Develop specific email marketing templates and content

**SUBJECT TO SPECIFICATION**

## OPTION 3: DONE FOR YOU

- Understand your campaign or business-as-usual requirements
- Set goals and KPIs for your email marketing activity
- Review subscriber lists
- Review subscriber journey and sign-up process
- Email strategy including segmentation, personalisation, and automation
- Create bespoke and engaging email templates
- Testing
- Monitoring and optimisation
- Project management
- Final report including evaluation and recommendations

**FROM £2995**

# GET IN TOUCH

Lynette Dixon

Senior Digital Communications Manager

**[Lynette@westcocommunications.com](mailto:Lynette@westcocommunications.com)**

To discuss your needs





# OTHER WESTCO SERVICES



## WESTCO WORKS

Check out Westco Works: for nearly 20 years we have been delivering insight-led communications, which includes placing brilliant people in interim, temporary and permanent roles.

## CAMPAIGN HUB

The Campaign Hub is a centralised resource centre where public service communicators can access everything that you need to plan and deliver high impact behaviour change campaigns at a price that is affordable.

## WESTCO ACADEMY

Westco Academy is a selection of training courses and webinars that are specifically designed by industry experts to develop core skills primarily for those working in the public sector.

## NEW OPPORTUNITIES

We can quickly identify opportunities to strengthen communication competences by working with your team to put in place an improvement roadmap. Get your free two hour consultation at [westcocommunications.com/communication-improvement](https://westcocommunications.com/communication-improvement)