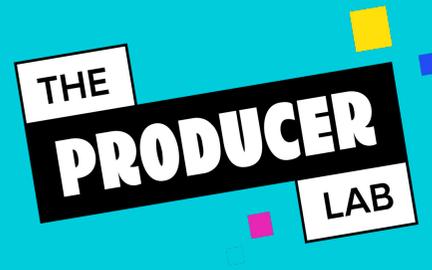


Email Marketing



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Why Email Marketing?

- Email reaches your audience directly, unlike social media algorithms.
- Email marketing has a higher ROI than social media advertising.
- Stats: 26-32% open rates, 80% of audiences check email daily.

Example:

- You spend \$50 per month on Mailchimp and email content.
- You send an email about your upcoming theatre show to 2,000 engaged subscribers.
- (10%) - 200 people buy tickets at \$30 each.
- Revenue = \$6,000 from a \$50 investment!
- That's an ROI of \$120 per \$1 spent—even higher than the average \$42 return!

What do you need?

- Website
- Email platform
- Strategy
- Branded email address
- Welcome Email

Free Marketing Platforms

- **MailerLite**
 - Free up to 1,000 contacts
 - Strong automation features
- **Mailchimp**
 - Free up to 500 contacts
 - User-friendly with lots of templates, but limited automation on free plan
- **Convertkit**
 - easy-to-use email campaigns
 - Free plan available for up to 1,000 subscribers

Paid Marketing Platforms

- **Mailchimp**
 - extensive templates
 - automation features
- **ConvertKit**
 - Simple Emails
 - Great automation
- **ActiveCampaign**
 - Ideal for organisations
 - detailed segmentation

How to grow your list...

- Ticket sales - Customer Data
- Website forms
- QR codes at shows
- Social Media
- Email Signature
- Networking

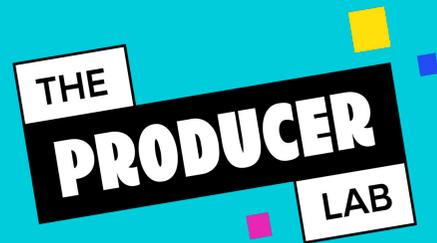
Maintaining your list

- Send emails consistently
(1-2 per month recommended).
- Use segmentation:
Audience, press, investors, areas
- Regularly clean the list:
Remove inactive subscribers.

Action Plan

- Choose a free or budget-friendly email marketing platform
- Set up your first sign-up form and welcome email (TEST!)
- Brainstorm your first three email topics
- Set up a regular schedule that works for you or your org

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