



## How to Effectively Communicate With Local Businesses



The age-old conundrum



"I never heard anything about that!"

"I never got that email"

"I must have missed that email"

"When did you tell me about that?"

"What?"

"When?"

"Really? I never got anything"

## Business to business

Communication with members | subscribers | businesses

## Most common business communication methods

### **Email** (far and away #1)

- text only
- text and graphics
- with audio message
- with embedded video
- periodic e-newsletter

### **Social Media**

- LinkedIn
- Facebook
- Twitter

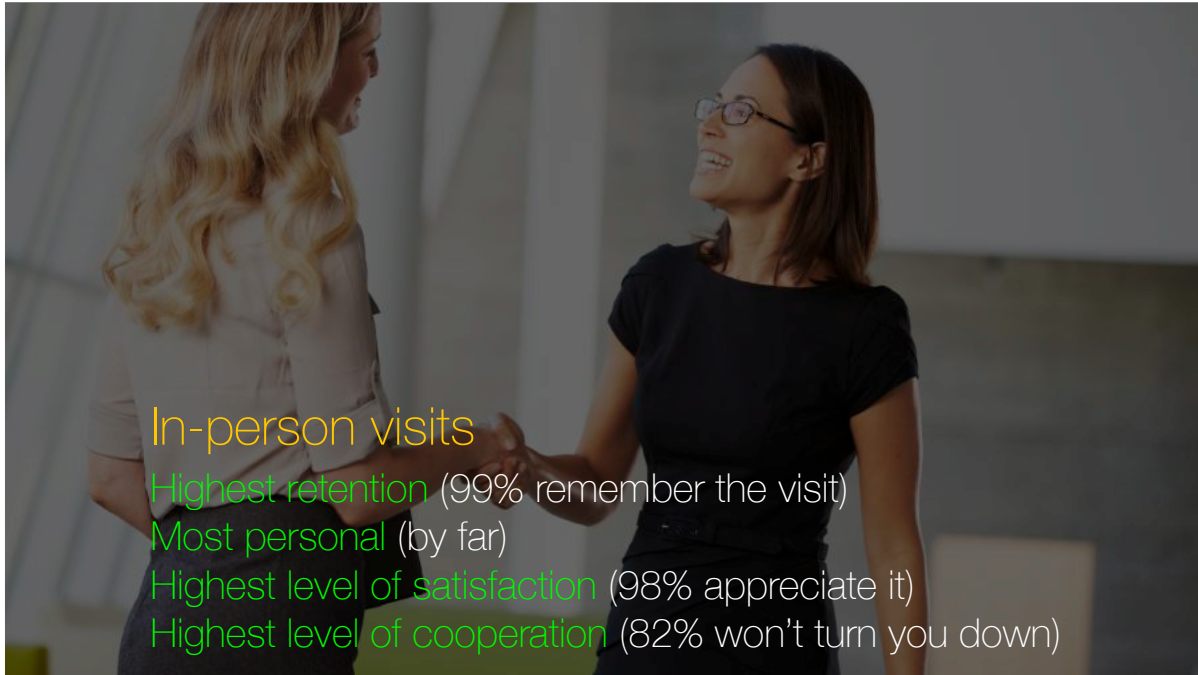
### **Phone calls**

### **Texts**

### **Direct mail (snail mail)**

### **In person visits**

In-person visits



## In-person visits

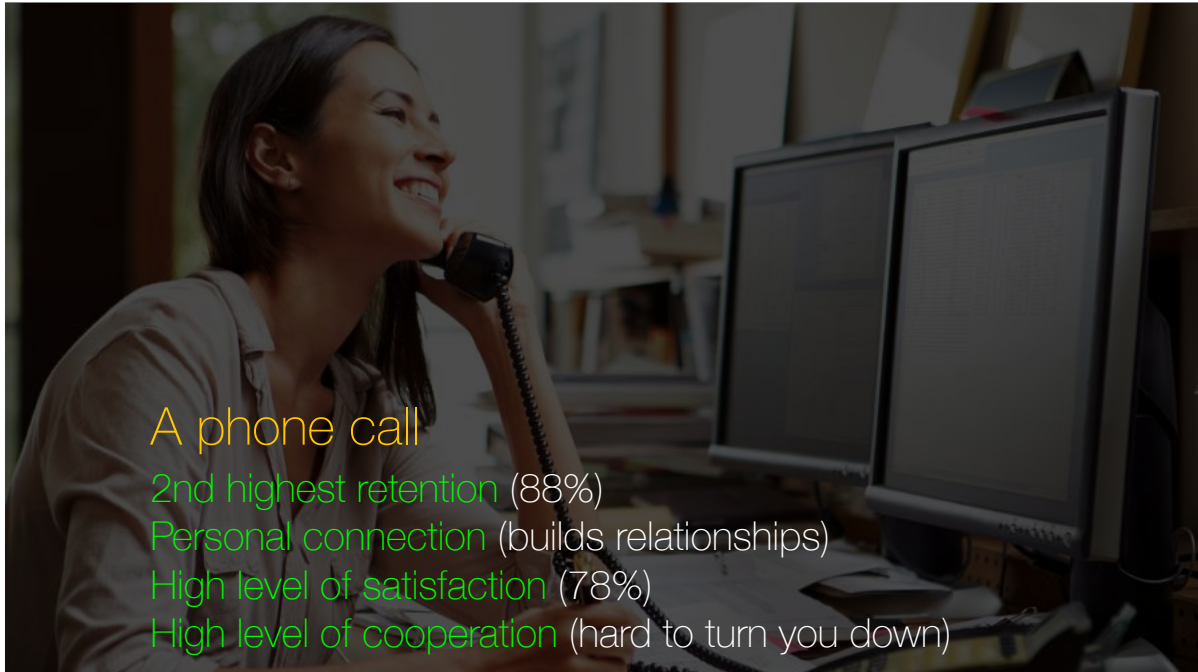
Highest retention (99% remember the visit)

Most personal (by far)

Highest level of satisfaction (98% appreciate it)

Highest level of cooperation (82% won't turn you down)

# Phone calls



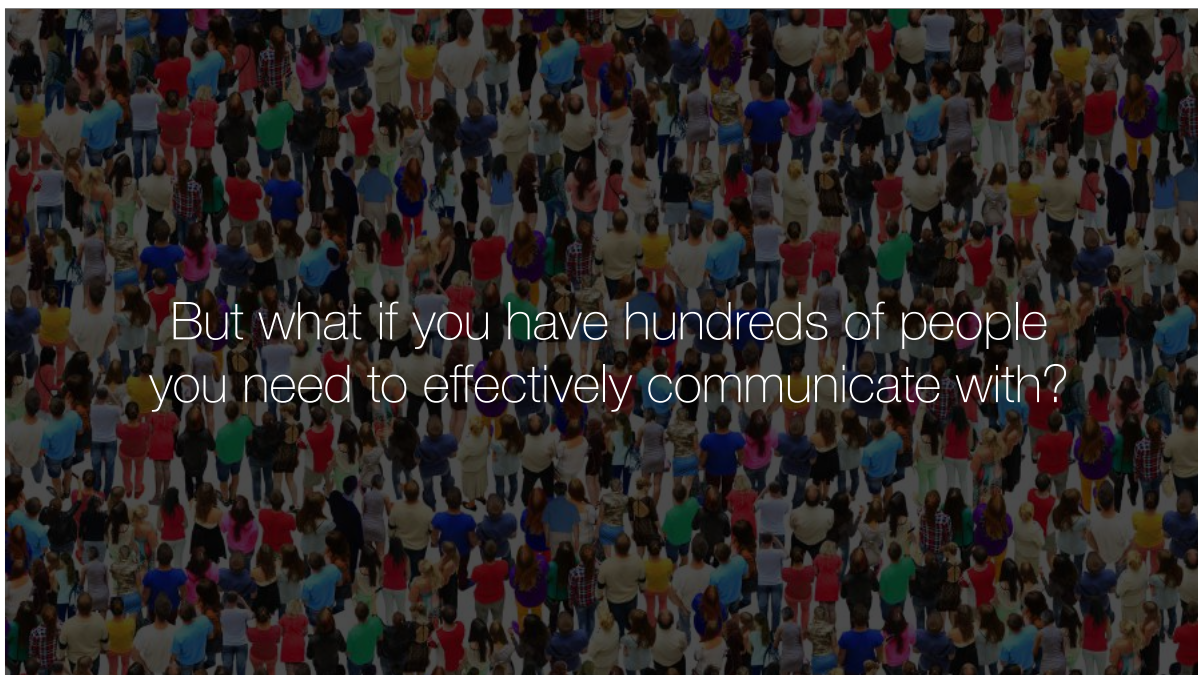
## A phone call

2nd highest retention (88%)

Personal connection (builds relationships)

High level of satisfaction (78%)

High level of cooperation (hard to turn you down)



But what if you have hundreds of people  
you need to effectively communicate with?

# Direct mail



## Direct mail

**40%** look forward to checking the mail

Email? **4%**

Under 30? **36%**

**90%** of direct mail gets opened

Emails? **20%** to **30%**

**Direct mail:** Trusted more | More personal





**Average household:**

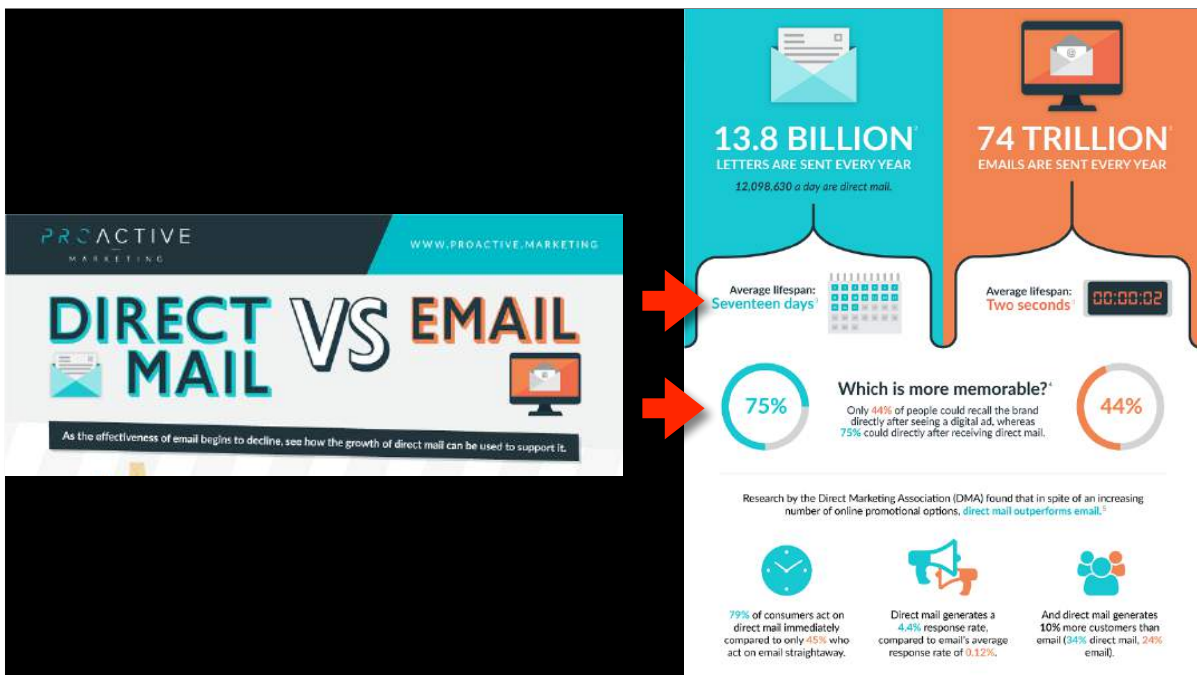
**454** marketing pieces each year

Email marketing: **21,900** a year (**420** a week)



**Oversized envelopes:**

Twice the open rate





The background of the slide features a dark blue and black gradient with glowing binary code (0s and 1s) and several large, semi-transparent dollar signs (\$) in various shades of blue and yellow.

## When to use direct mail

When you are asking for monetary contributions

When you want to thank someone, sincerely, and personally

For sending a monthly or quarterly calendar of events

To introduce a new initiative, a quarterly newsletter

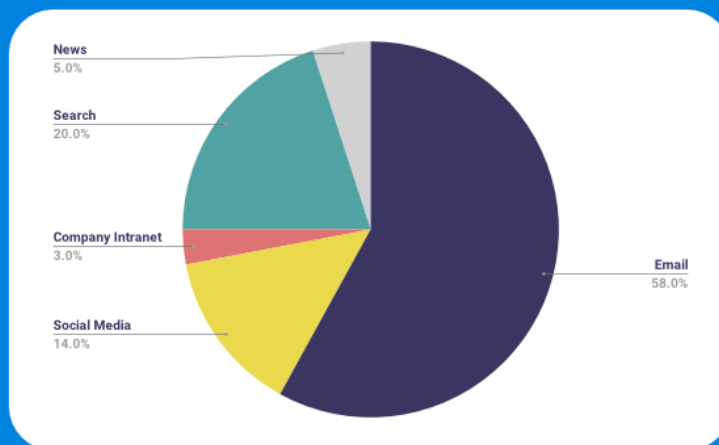
# Social media

Social media

**Start the day checking emails:** Task oriented

**Start the day checking social media:** Social oriented

### Email vs. Social Media, First Check of the Day



optinmonster

Think of your audience

Getting them to visit you: **social media**

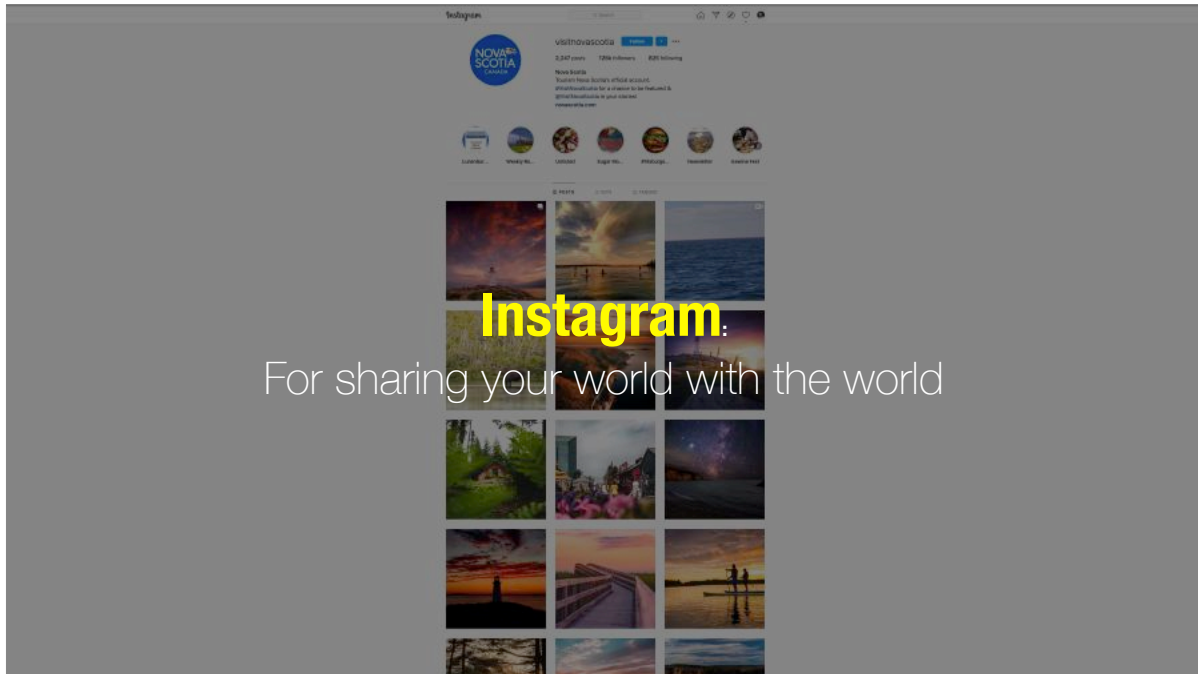
Getting them to act: **email**



**Facebook**

The most commonly used for interacting with each other:  
local residents, friends and family

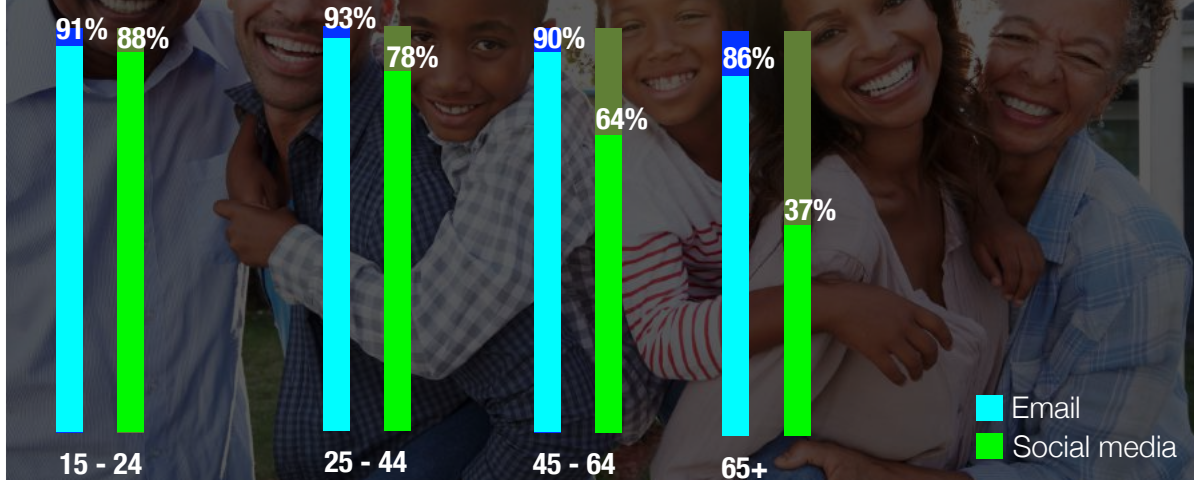




## Email marketing vs. social media

	EMAIL	SOCIAL MEDIA
Total users	3.8 billion	3.4 billion
Preferred channel for promos	60%	20%
Conversion rate	6.05%	1.9%
Open/click-through rate	22.9 OR 3.7% CTR	0.58% ER
ROI	4400%	Varies widely

## Email vs. social media, usage by age







## When to use social media

When you're interacting with local residents - a broader group

For promoting public events - spreading the word

For sharing with the world what you have to offer

Getting others to toot your horn

# Texting



## Texting

Very personal (next to in-person)

- It cannot be intrusive
- ONLY with permission
- ONLY on occasion - typically a followup or reminder



## When to use texts

As a reminder - but only with permission

To thank someone personally (but informally)

For an immediate need or emergency

Only occasionally - unless it's a close acquaintance

# Email



Average worker: 126 emails per day

Marketing | spam: 50%

Maximum intake: 50 emails p/day

Top reason for unsubscribe requests: "I get too many emails"

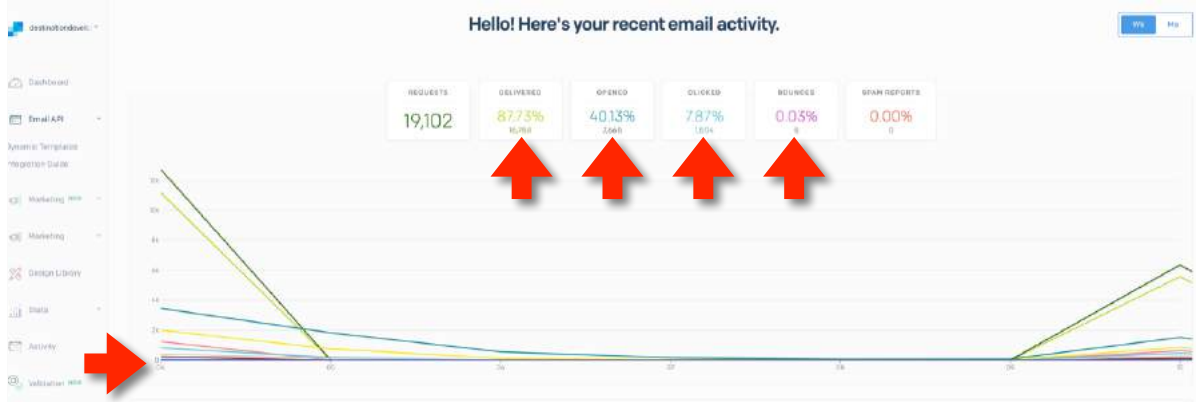
## Email

Check emails multiple times p/day: **99%**

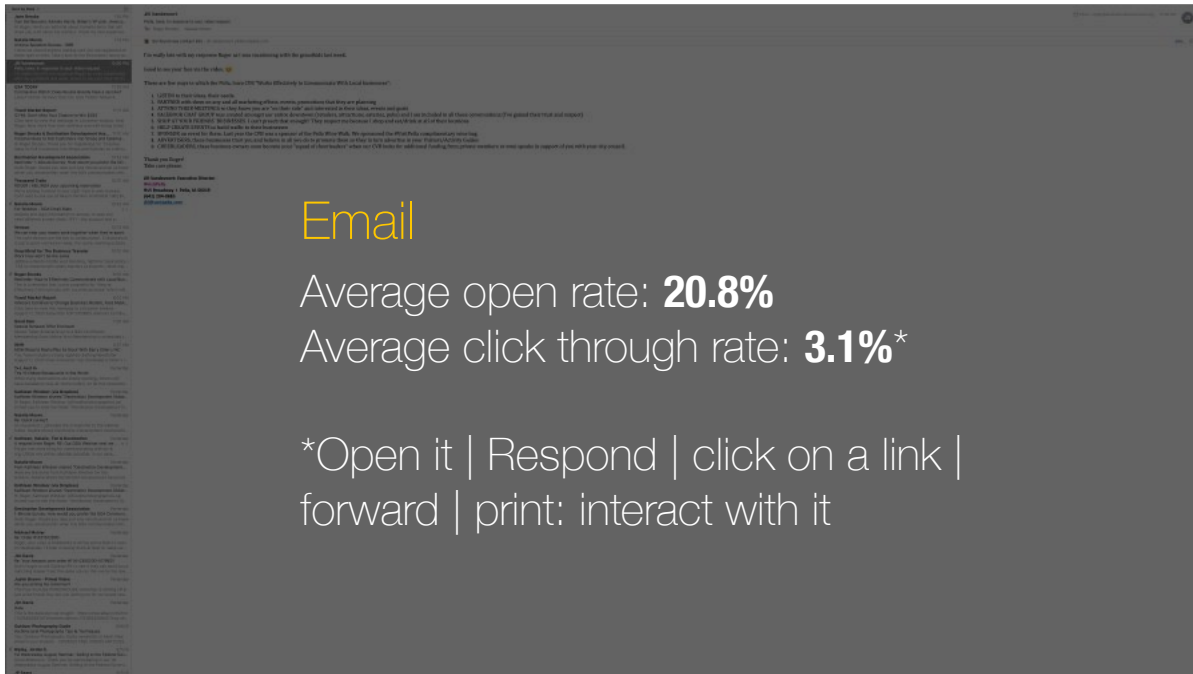
Checking emails outside of business hours: **82%**

Opened on mobile devices: 50% (leisure: **60%**)

## Destination Development Association - 1 week period



SendGrid | ConstantContact | MailChimp - many email clients offer statistical recap data







## When to use email

As your primary communication resource (B2B)

Permission marketing only! Don't spam people

Use it with the rules... (coming up) for best results

Once a week (or less)

## What to do with all of this

The most effective way to communicate  
with local businesses | your members



The seven ways to dramatically improve  
communication with your local businesses and  
stakeholders



Use email as your primary communications method

**BUT** with some rules



Welcome emails have a 90% open rate

(Great way to make sure your emails  
don't end up in spam folders)



Personalize your subject line  
(company name, industry, topic of interest)







Segment your mailing list!  
(location, type of business)



Nyssa, Oregon  
Assessment Findings & Suggestions



Use video emails  
(with time stamp)



## Interactive Emails Are the Way Forward



Adding videos to your  
email can increase  
click rates by

**300%**

(MarTech Advisor's 2017 data)



Destination Development Association [reggie@destinationdev.org](mailto:reggie@destinationdev.org)  
Wed, 17 October, 10:41 AM CDT  
To: Joe [Name obscured]  
Subject: I posted from Roger [REDACTED] last week. Do you have a better way of communicating with local businesses or visitors?

Hi Joe:

I am hard at work on next week's webinar, "How To Effectively Communicate With Local Businesses" and I'd love your input. In this one-minute video I'd love to hear from you!  
Click below to watch Roger's response!



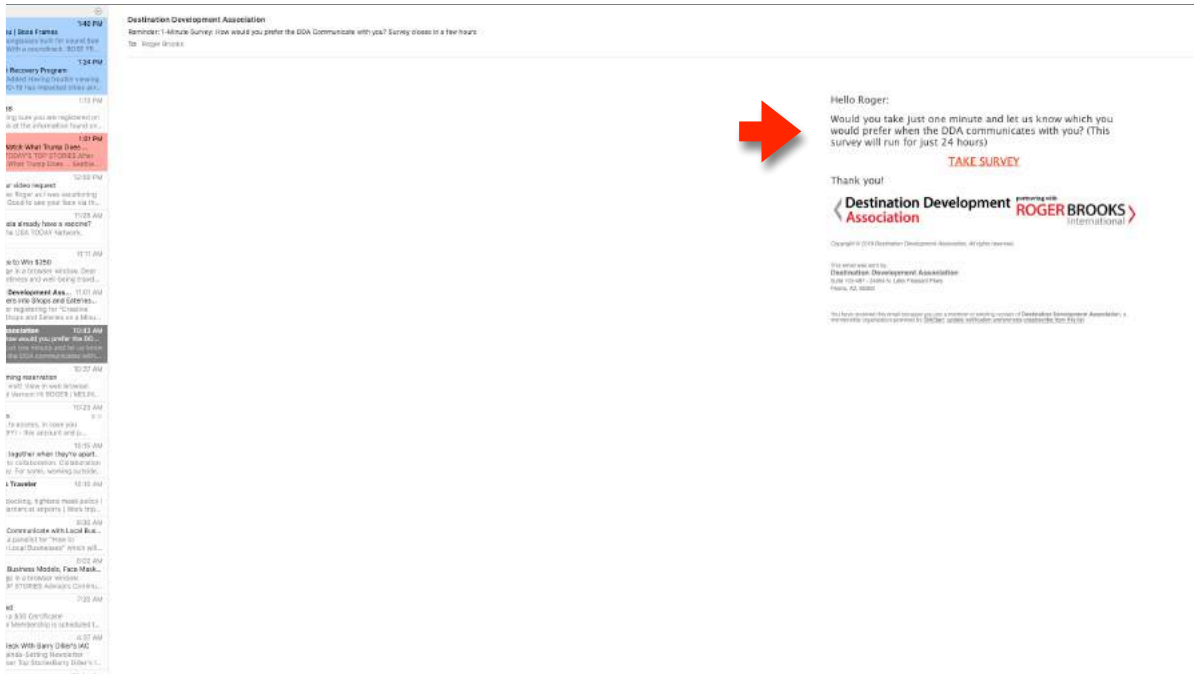
Rg

Destination Development Association partnering with ROGER BROOKS International



Keep text emails short: Cut to the chase  
(with time stamp)

Less than 100 words  
Brevity is king



## The 7 C's of effective communication

- **Clear:** Say what you mean without leaving room for misinterpretation.
- **Concise:** Get to the point.
- **Complete:** Provide all the facts.
- **Concrete:** Be specific and back up your claims with data.
- **Correct:** Use precise grammar and make valid claims.
- **Considerate:** Consider all viewpoints and communicate with respect and empathy.
- **Confident:** Have conviction in your words and in your ability to execute on them.

[illegible]





No more than 1 in 4 emails  
with an “ask”

And no more than two weeks in advance



No more than **one** per week



## Customers Like to Hear From You

**49%**

of consumers said that they would like to receive promotional emails from their favorite brands on a weekly basis  
(Statista, 2017)





Make it consistent  
(Every Wednesday morning)

## How the DDA promotes webinars

### **Email**

- Two weeks prior
- One week prior
- Day prior (last chance)
- Hour prior (reminder)

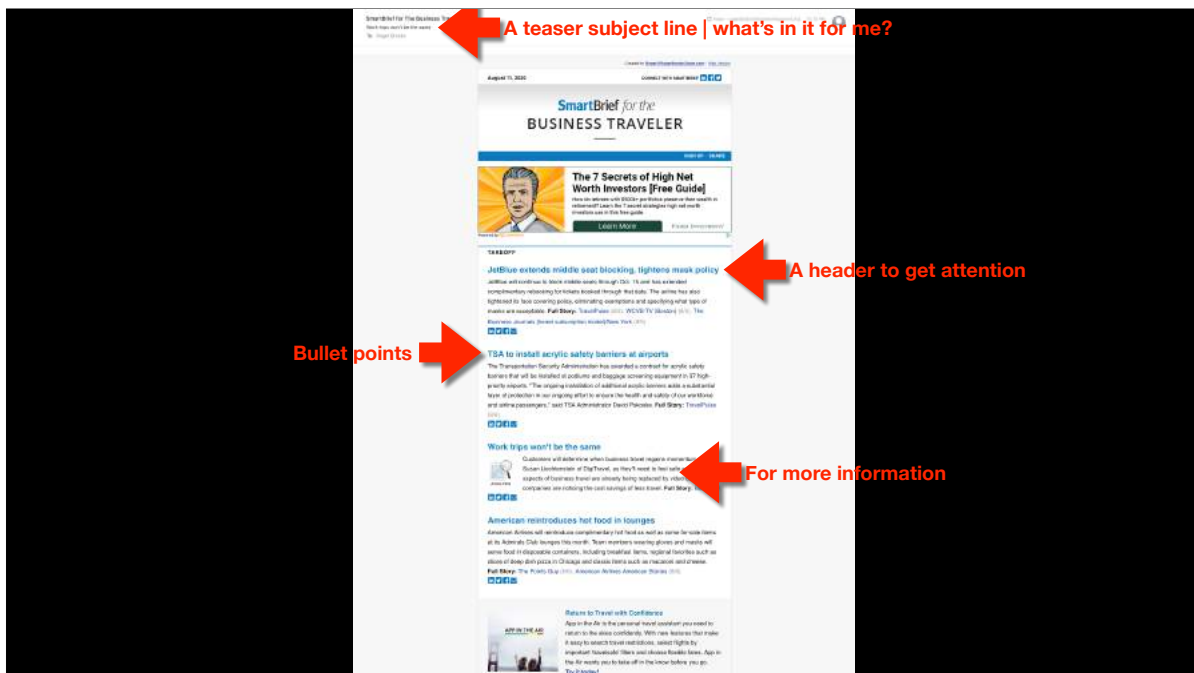
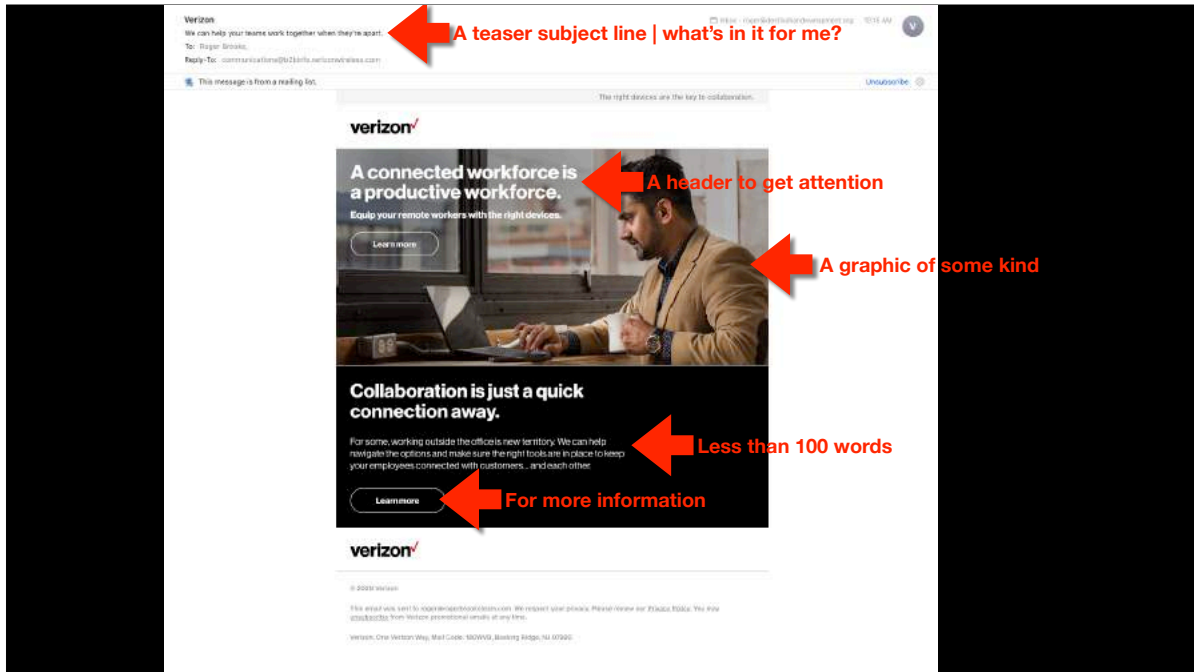
### **Social media**

- Coming up, next three months
- LinkedIn: 3 weeks prior
- Facebook: Week prior



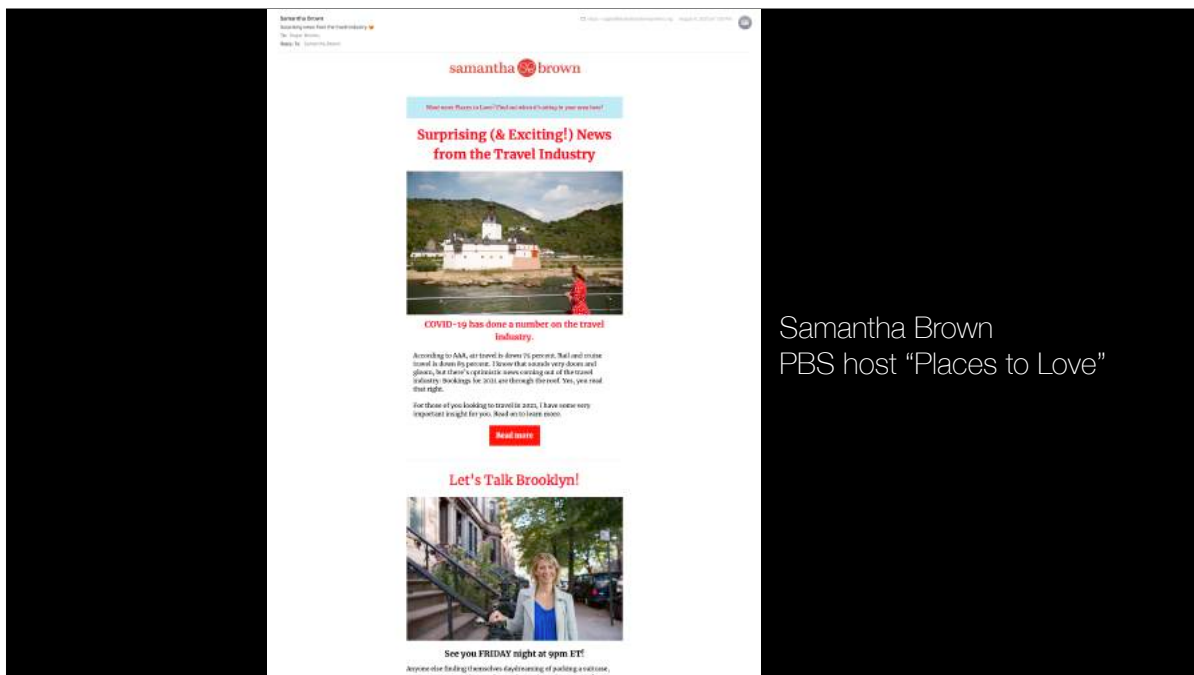
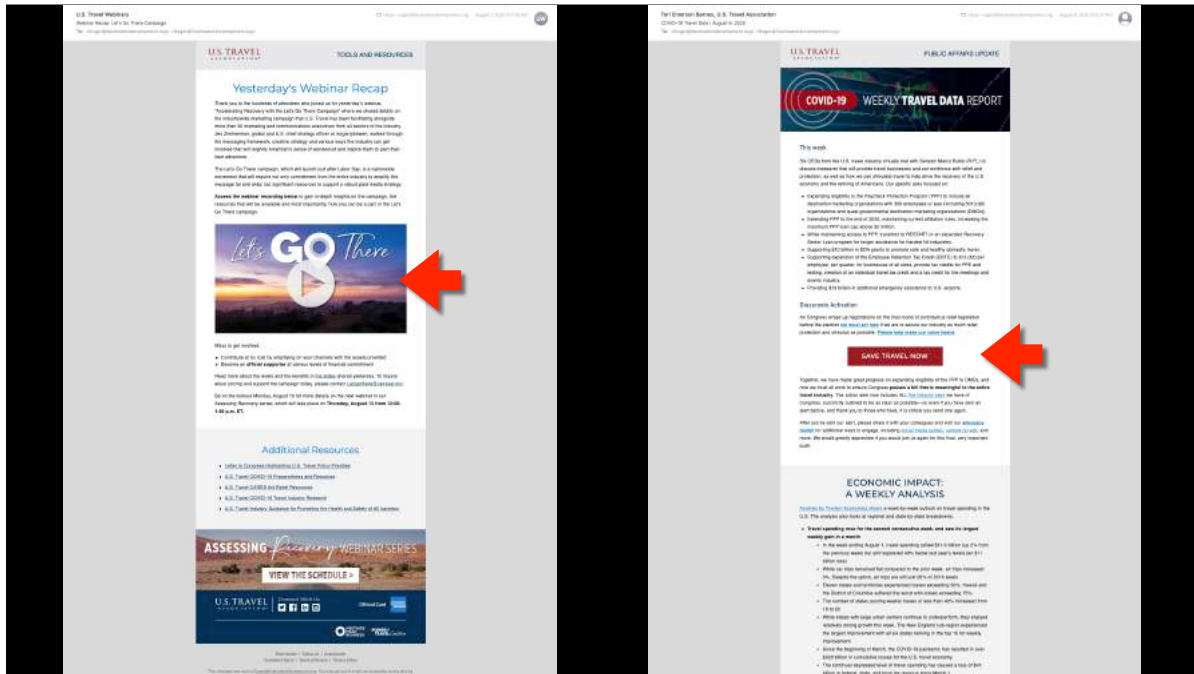
Best time of day:  
Between 10:00 and 11:00

Good examples you can emulate









Samantha Brown  
PBS host "Places to Love"



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# The Best Email Marketing Software for 2020

Although email marketing takes time, there are many benefits. Email marketing is an important aspect of your strategy. Check out these 12 reviews of the top email marketing services to find the one that's most suitable for your business.

by [Natalie Kasper](#) | Updated November 11, 2019

## OUR 9 TOP PICKS

### BEST FOR RELIABLE MARKETING AUTOMATION

**★★★★★**

HubSpot Marketing Hub

**FREE TRIAL**

It's easy to integrate and use, and it's one of the best values. It's a great fit for smaller businesses. The platform has many tools and features that can help you create and manage your email marketing campaigns with ease, including a drag-and-drop email editor, a landing page builder, and a social media scheduler.

Read HubSpot Marketing Hub Review

### BEST FOR SIMPLE CONTACT LISTS

**★★★★★**

Constant Contact

**FREE TRIAL**

Constant Contact is a simple and easy-to-use email marketing platform. It has a lot of features, including a drag-and-drop email editor, a landing page builder, and a social media scheduler. It's a great fit for small businesses.

Read Constant Contact Review

### BEST FOR SIMPLE, EASY-TO-USE PRODUCTS

**★★★★★**

Zoho Campaigns

**FREE TRIAL**

Zoho Campaigns is a simple and easy-to-use email marketing platform. It has a lot of features, including a drag-and-drop email editor, a landing page builder, and a social media scheduler. It's a great fit for small businesses.

Read Zoho Campaigns Review

### BEST FOR ADVANCED MARKETING

**★★★★★**

Campaigner

**FREE TRIAL**

Campaigner is a simple and easy-to-use email marketing platform. It has a lot of features, including a drag-and-drop email editor, a landing page builder, and a social media scheduler. It's a great fit for small businesses.

Read Campaigner Review

### BEST FOR AFFORDABLE

**★★★★★**

SendGrid

**FREE TRIAL**

SendGrid is a simple and easy-to-use email marketing platform. It has a lot of features, including a drag-and-drop email editor, a landing page builder, and a social media scheduler. It's a great fit for small businesses.

Read SendGrid Review

[PREVIOUS](#)
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## What is Email Marketing Software?

Email marketing is a fundamental tool in almost any digital marketing campaign. Email marketing doesn't cost much to get started, and you'll find lots of choices to compare a solution for your company's needs. In addition, you'll achieve impressive engagement numbers when you use an email marketing service properly. Therefore, email marketing is a marketing tactic.

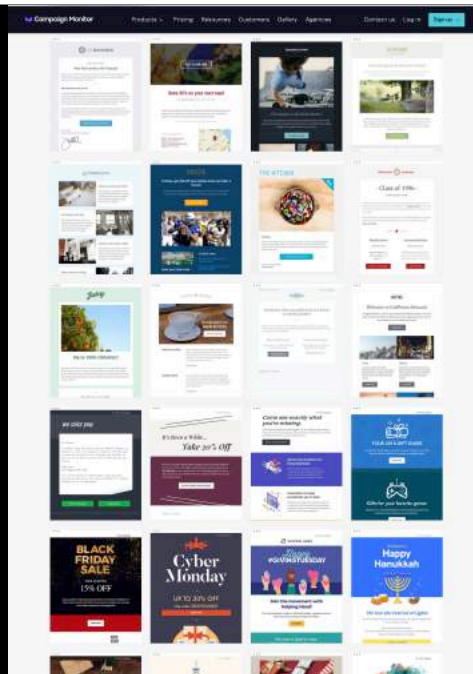
Email marketing solutions run the gamut from basic list-based email delivery to fully designed HTML or JavaScript campaigns. Low-cost email for marketing can take several forms, so it's important to choose the right one for your needs. For example, some businesses might find that the most effective marketing tactic is a value-added newsletter delivered to a great community of subscribers. Others might want to be able to email directly to their product and sales regions, providing special offers and deals to recipients.

Each of these tactics requires different tools when it comes to creation of the source email, dissemination to specific recipients, and integration with other back-end systems, notably the accounting system, the customer relationship management (CRM) system, and possibly even the content management system. You can manage your contacts by email, keeping a list of names and email addresses, or you can create a complex database full of subscribers segmented by demographic data and engagement levels. Which method you choose really just depends on how much of your budget you're willing to allocate toward the email marketing

Phone + Tablet ON US for 12 months

Activate Now

See details



Once you pick a template, don't change it!

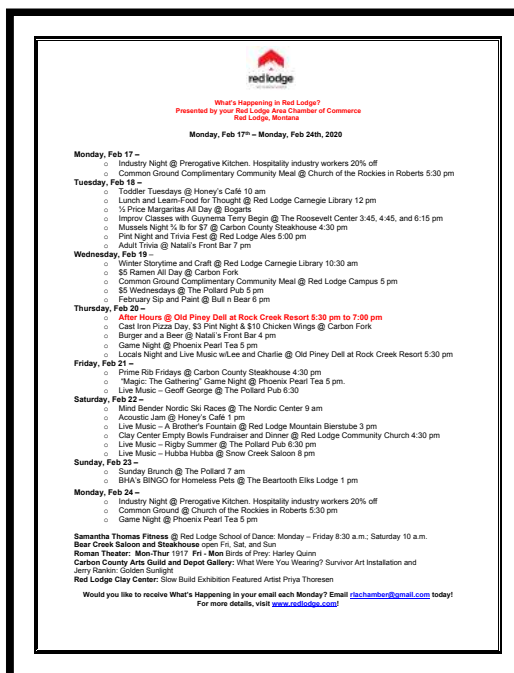
People love consistency



Use texting, with permission,  
as a last-minute reminder



Send out a monthly direct mail piece  
in an oversized envelope



- Calendar of events
- Thank you letter
- An ask for funding











Didsbury and District Historical Society  
Box 1175, Didsbury AB T0M 0W0

June 7, 2020

Dear Member of The Didsbury and District Historical Society

The Didsbury and District Museum tells the story of the founding, settlement and development of Didsbury, and surrounding area from the late 1800's to the present in order to preserve our past for future generations.

I want to take this opportunity to thank all those who have donated to, or supported us in the past. Your generous gifts have made it possible for the board and volunteers to maintain our amazing 1907 Brick building and to continue the supports and programs for the community. This includes basic necessities such as power, gas and other related expenses to operate and maintain our building.

In the past the board and volunteers have pulled together to secure additional required funds through various fund raising events through out the year. This year has been severely impacted due to the Covid 19 cancelling all events to date and possibly for the balance of 2020. A major shortfall of funds is eminent and it will directly impact everything from staffing, maintenance and programs offered.

We are extremely proud that the Museum has reopened and the safety protocols have been implemented, thanks to the hard work of our manager and board members.

Again I thank you for your support in the past and therefore, request that you join me in making a tax-deductible donation this year. Help us to continue to conserve Didsbury and District's heritage. Your tax-deductible gift will help make our community a better place to live.

Yours sincerely,

Loreta Dorin  
Treasurer,  
Board of Directors, Didsbury and District Historical Society

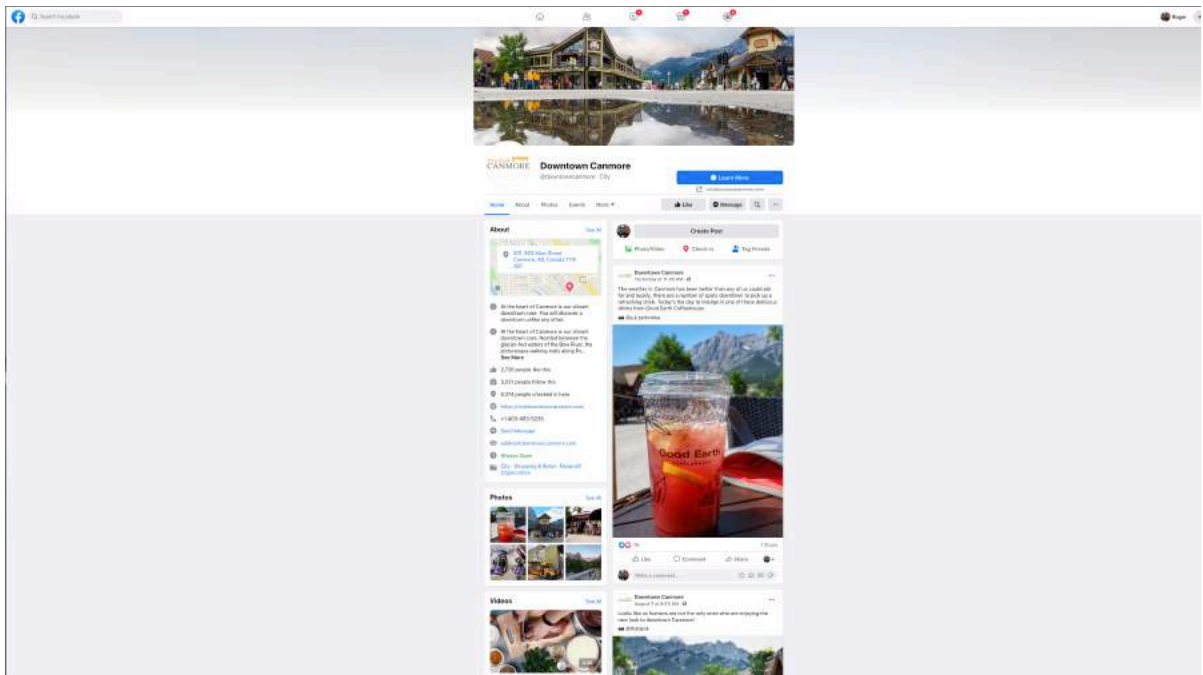
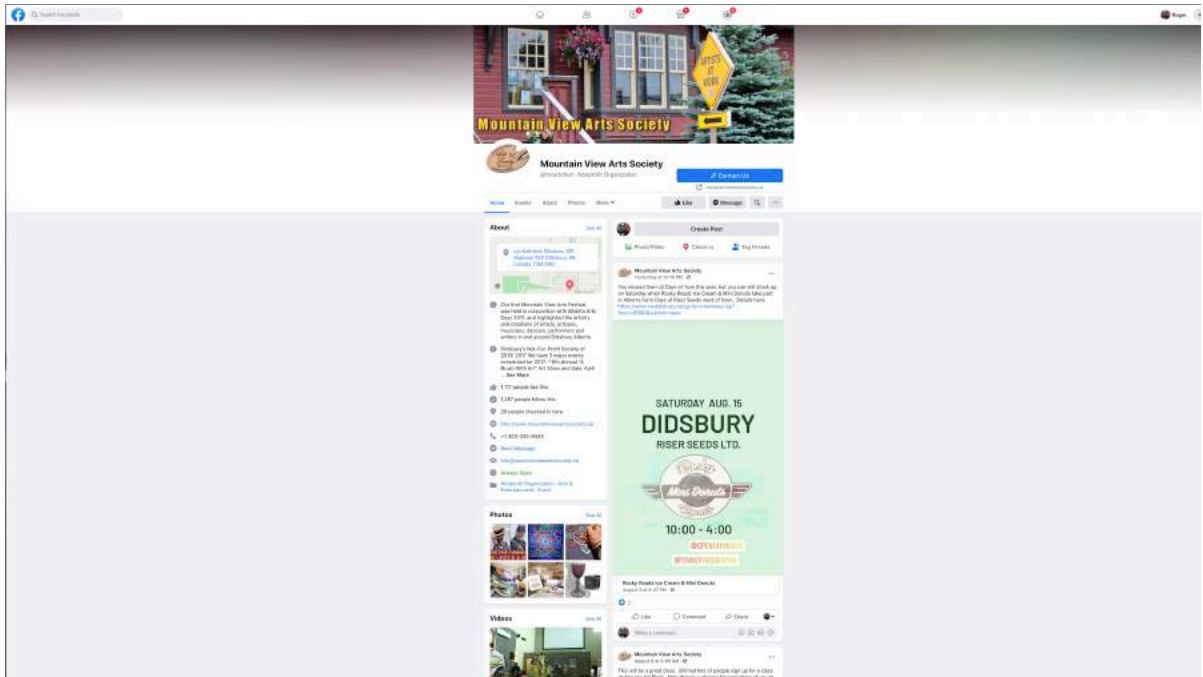
A monetary request is almost universally best done as a direct mail request

# Open the channels

Communication is a two-way street



Supplement your emails  
with social media posts





Listen to their needs, their ideas  
(make communication a two-way street)



How would you prefer the DDA communicate with you?

Would you take just one minute and let us know which you would prefer when the DDA communicates with you? (This survey will run for just 24 hours)

\* Required

Email address \*

Your email

Let us know your choice(s) \*

☐ Via email with written message

☐ Via email with attached video

☐ Social Media Channel(s) (see below)

☐ Telephone(s) (see below)

☐ Text(s) (see below)

If you choose Social Media above, please select those channel(s) you have

☐ LinkedIn

☐ Facebook

☐ Instagram

☐ Twitter

☐ Other

If you choose Telephone above, please select your choice(s)

☐ Recorded message

☐ Live

If you choose Text above, would you be willing to let us text you with reminders of upcoming events or information only with links to additional info?

☐ Yes

☐ No

☐ Maybe

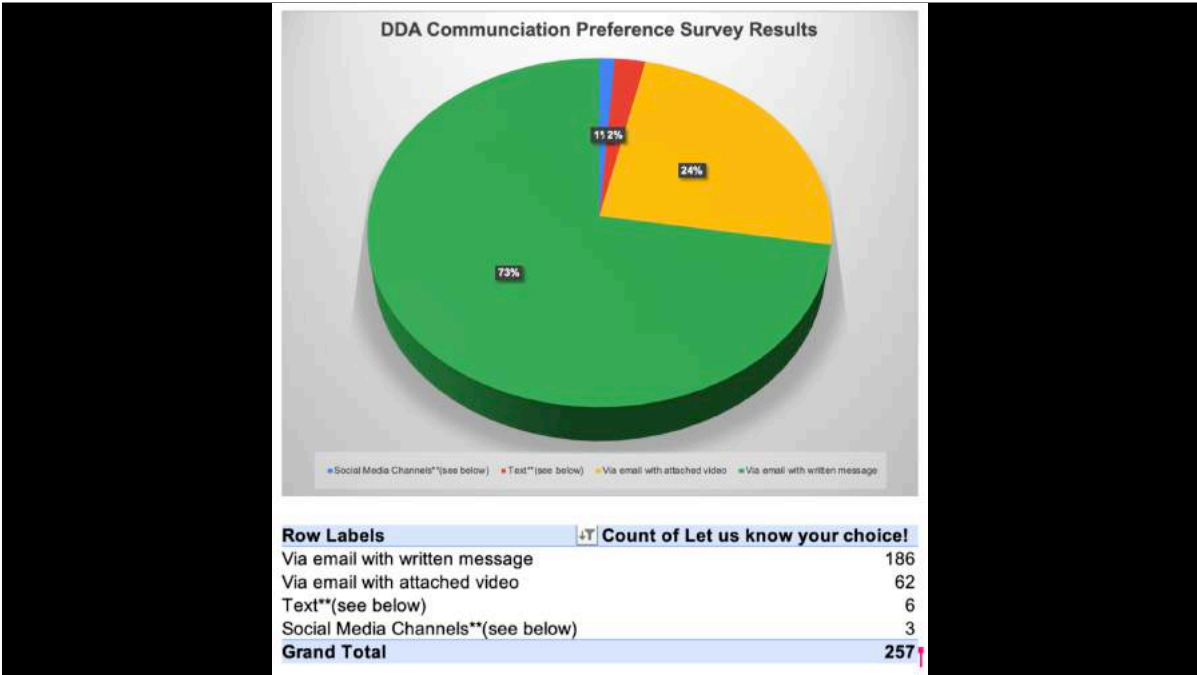
How valid? powered by the single Google Forms

This form was created inside of Destination Development Association. Request Access

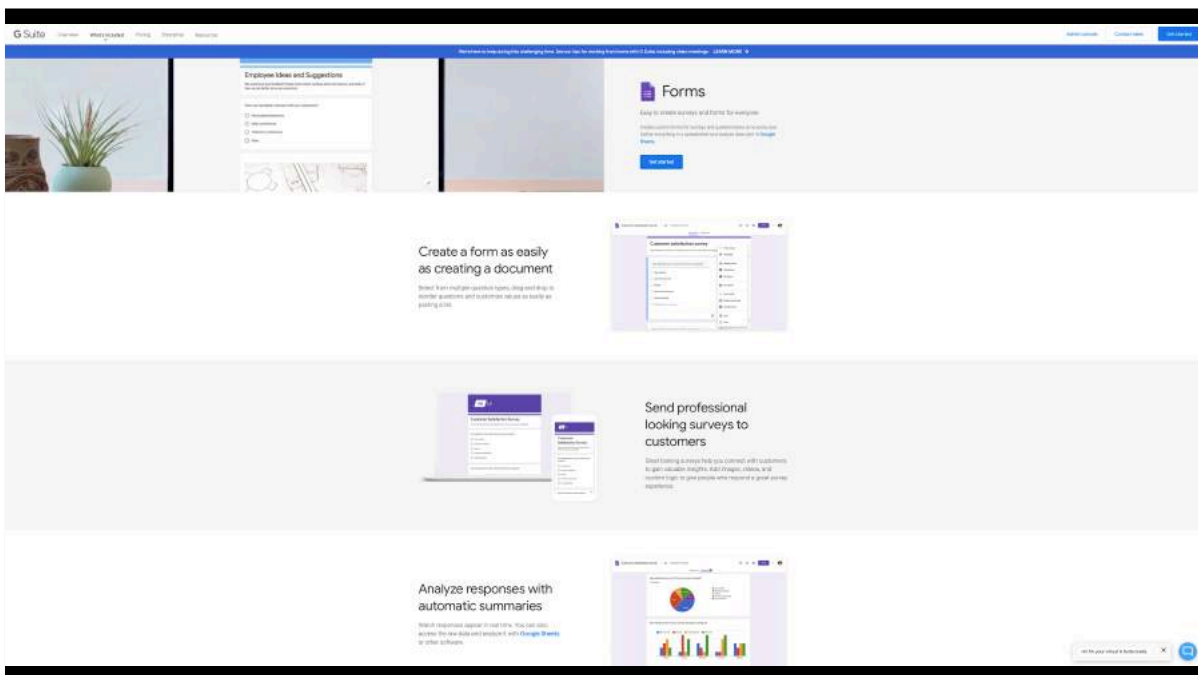
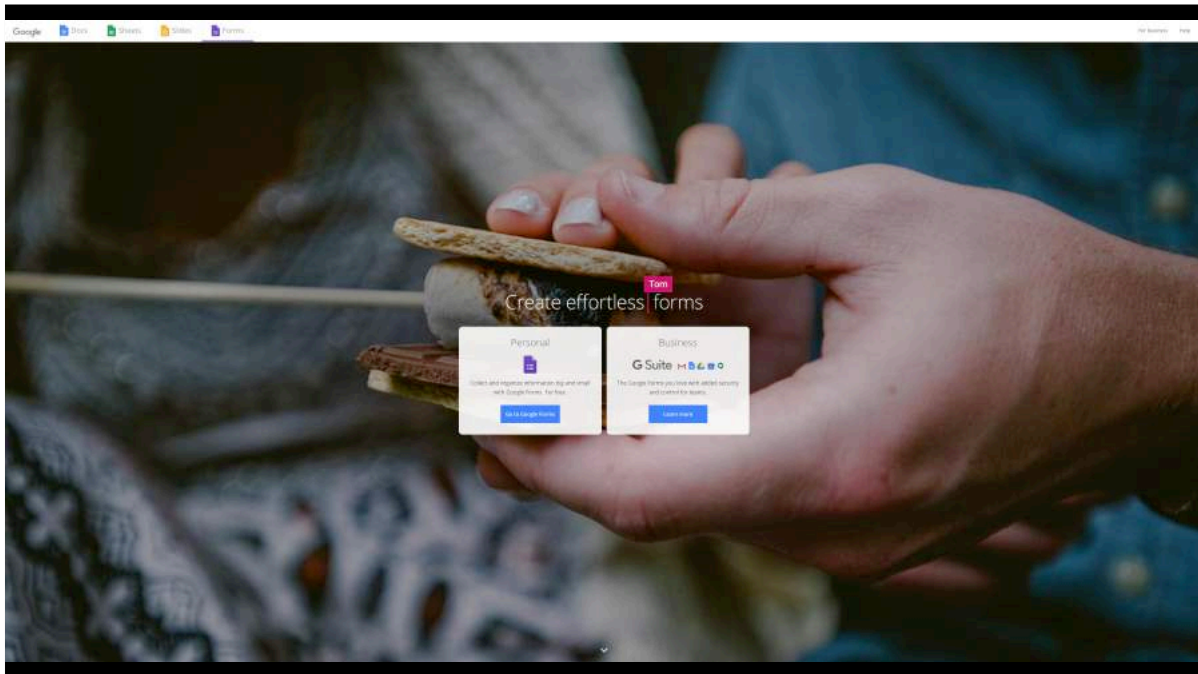
Within 24 hours - just one email - we received 260 responses.

### Key ingredients:

- Short and to the point
- Something in it for them
- 1 minute of your time
- Video ask



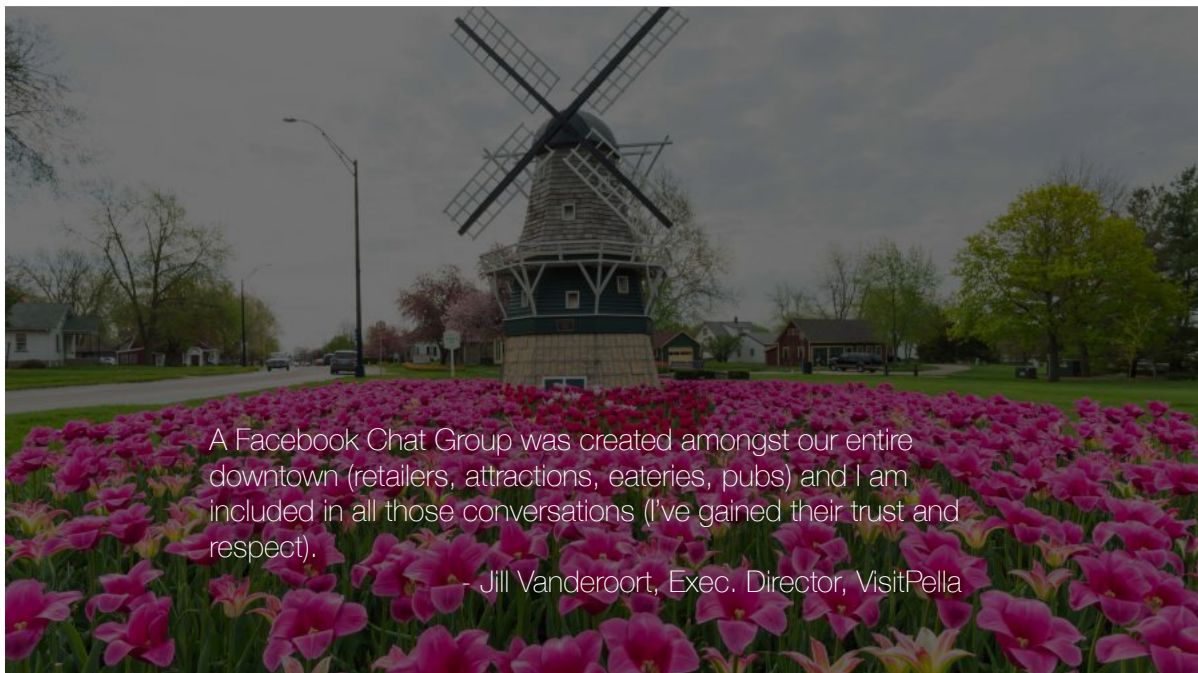
Create a survey two or three times a year  
Use Google Forms (it's free - and easy)





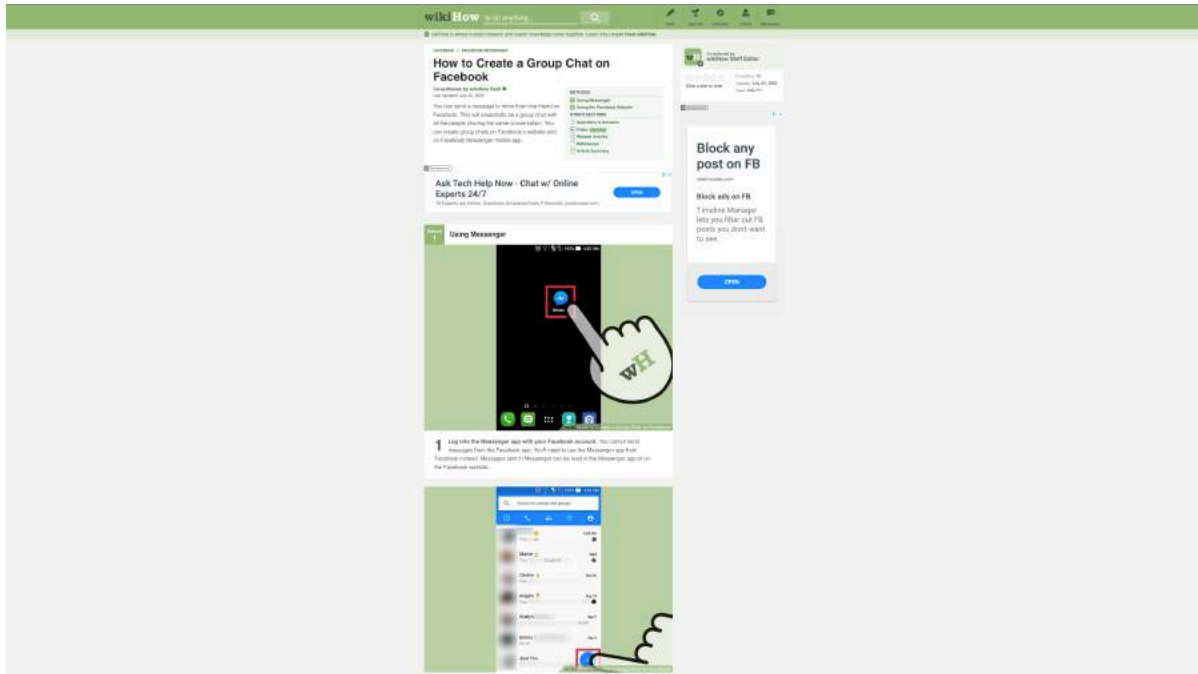


Create a private Facebook Chat Group  
(interactive communication)



A Facebook Chat Group was created amongst our entire  
downtown (retailers, attractions, eateries, pubs) and I am  
included in all those conversations (I've gained their trust and  
respect).

- Jill Vanderroort, Exec. Director, VisitPella



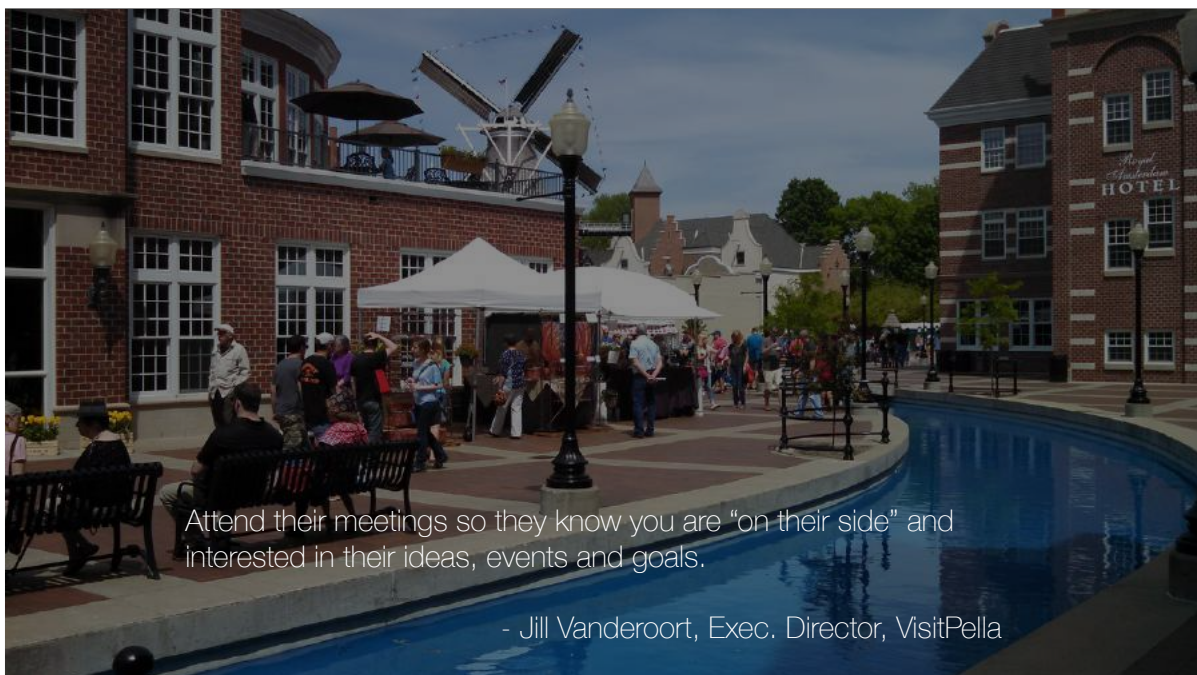
Shop at your friends' businesses







Attend reciprocal meetings  
(Break out of the silos)



Attend their meetings so they know you are "on their side" and interested in their ideas, events and goals.

- Jill Vanderroort, Exec. Director, VisitPella

## Bottom line

(With additional input from DDA members)

-  Email still rules - but use a great template, be consistent, follow the guidelines & examples for tops in effectiveness
-  Use texts, with permission, for reminders & emergency communications
-  Send a monthly direct mail piece - use direct mail for funding requests
-  Supplement your emails with social media posts - broaden your audience this way
-  Make communication a two-way street - it will dramatically increase engagement: surveys, chat groups, etc.
-  Shop and/or visit whoever you can - especially the outliers
-  Attend reciprocal meetings - break the silo mentality



When you communicate using this as your guide,

- You will increase your funding
- Your support
- You'll grow your audience
- Your emails will be welcomed
- And fewer people will come at you with "I never knew about that."

As a supplemental handout you'll find excellent advice from:

- Kathleen Windsor - Didsbury, Alberta
- Beth Vandervoort - Downtown Canmore, Alberta
- Bob Fischer - Portville, New York
- Meg Keay, a business owner in Bucksport, Maine
- Tim Weamer - Red Lodge, Montana
- Jenny Landis - Lewistown, Pennsylvania
- Leah Hill - Pawtucket, Rhode Island
- Jill Vandervoort - Pella, Iowa



You're set to effectively communicating with your  
members | local businesses | the public

For more how-to resources join us at  
[DestinationDevelopment.org](http://DestinationDevelopment.org)

 Destination Development  
Association