



# Email Marketing for Libraries



# Agenda

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- Tour of Constant Contact
- Advanced Email Marketing Tools
- Best Practices



# Why email?

- 77% of marketers have seen an increase in email engagement over the last 12 months.
- Smartphone users prefer to receive brand communications via email.
- Email marketing is expected to continue to grow
- Email is considered one of the most effective channels for marketing, with 79 percent of marketers placing it in their top 3.



# Preferred Channel for Digital Business Communications





# Tour of Constant Contact

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# Basic Navigation - Tour

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Blue Banner:

- Marketing Campaigns
- Contacts
- Reporting
- Tools
- Create





# Sending Emails

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The screenshot displays the Constant Contact email editor interface. The browser address bar shows the URL: `app.constantcontact.com/pages/campaigns/email#/edit/activity/46974f36-977e-4d72-89da-e7360681d82a`. The navigation bar includes links for Home, Marketing campaigns, Contacts, Reporting, Tools, and a Create button. The main content area is titled "Class Sample" and features a sidebar with various building blocks categorized into Build, Images, Design, Action Blocks, and Layouts. The main preview area shows an email template with a header image of a monarch butterfly on a calendar, followed by a teal banner with the text "Novare is your go-to, dependable resource for library training." Below this is a personalized greeting "Hello {First Name}", a thank-you message, and a section titled "This week @ the library!". This section includes a placeholder for an article with a heading, a text link, and a call-to-action area with three buttons: "I'll Be There!", "Maybe", and "I Can't Make It". The footer contains contact information for pricing and questions, directing users to `diana@novarelibrary.com`.

# Designing Your Own Template

- Keeping Email Consistent will help with open rates
- Start with a pre-designed template or a blank slate
- Utilize the personalization tokens

Build Images Design

**Blocks**

- Text
- Image
- Button
- Divider
- Spacer
- Social share
- Social follow
- Video
- Read more
- Data table

**Action Blocks**

- Event
- Poll
- RSVP
- Product

**Layouts**

- Heading
- Section heading
- Article
- Feature article
- Article w/border
- Split article w/border

**NOVARE™**

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

**Nature Walk for Toddlers**

Date | Time  
Join us at Nature Park for an educational and engaging nature walk for children ages 2-5. **RSVP**

**Skateboarding & Rollerblading Class**

Date | Time  
Many of our children have expressed interest in Skateboarding & Rollerblading, so now is the time to learn! Meeting Bi-weekly for ages 8-12, and monthly for 5-7. **Sign Up**

**Bedtime Story Pajama Party**

Date | Time  
We will read through 3 picture books while having our annual Pajama Party. Attendees are encouraged to wear their favorite PJ's! All ages welcome. **RSVP**

**Family Field Day**

Date | Time  
Spring Field Day is here! Lawn games, team building competitions, face painting and more. Sign up for one of our contests today. **Sign Up**

f X @

Novare Library Services | PO Box 2376, Palm Harbor, FL 34682












## Contacts



# Adding Contacts: Sign Up Forms

Create sign-up form ×

-  **Pop-up**  
Display a pop-up form that prompts visitors to sign up.
-  **Flyout**  
This sign-up form slides onto the screen from the top, bottom, or side.
-  **Banner**  
Add a banner sign-up form to the top or bottom of any page on your website.
-  **Inline**  
Insert a form in the perfect spot on your site.
-  **Text to Join**  
Set up Text to Join so contacts can easily join your email and SMS lists by text message. (US only)
-  **Sign-up Landing Page**  
Sign-up forms where visitors can join your mailing lists, download content, or get offers.
-  **Facebook Lead Ads**  
Create a Facebook ad to reach new audiences.



# Adding Contacts: Manual Collection

- Option when signing up for a library card
- At the end of programs
- At the end of service transactions



## Sign Up for Tech Tips

When you sign up for our mailing list, you'll receive a special offer.

First name

Last name

\* Email

Sign Up

If you just opted in, you're consenting to receive marketing emails from: Novare Library Services, PO Box 2376, Palm Harbor, FL 34682. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe@](#) link, found at the bottom of every email. [Emails are serviced by Constant Contact](#)

# Organizing Contacts

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- Lists
- Segments
- Tags
- Contacts



# Utilizing Constant Contact Tools

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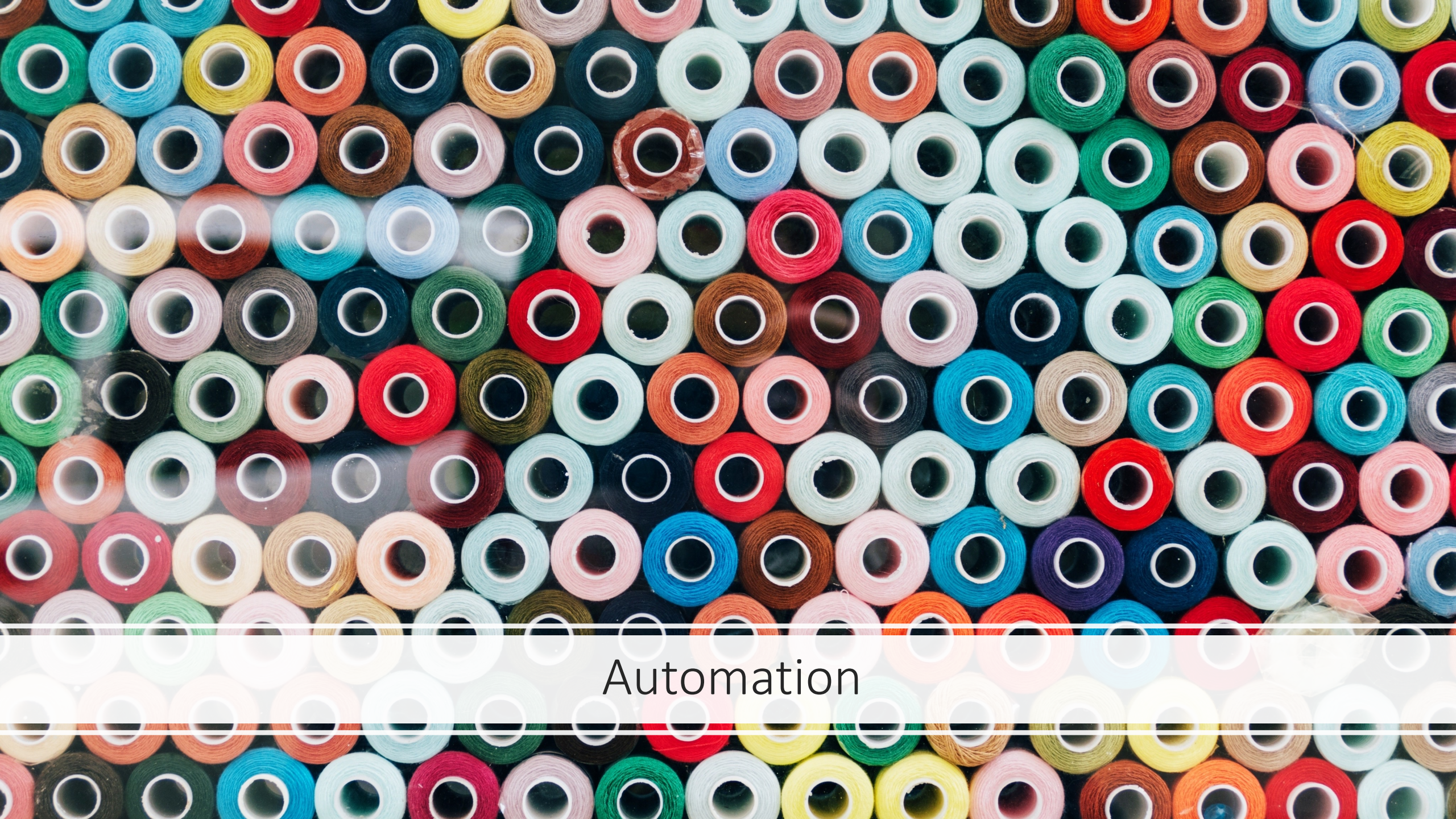




## Types of Marketing Campaigns

- Email
- Automation
- Events
- Ads
- Landing Pages
- Sign Up Forms
- SMS (\$)
- Social Posts and Monitoring
- Surveys



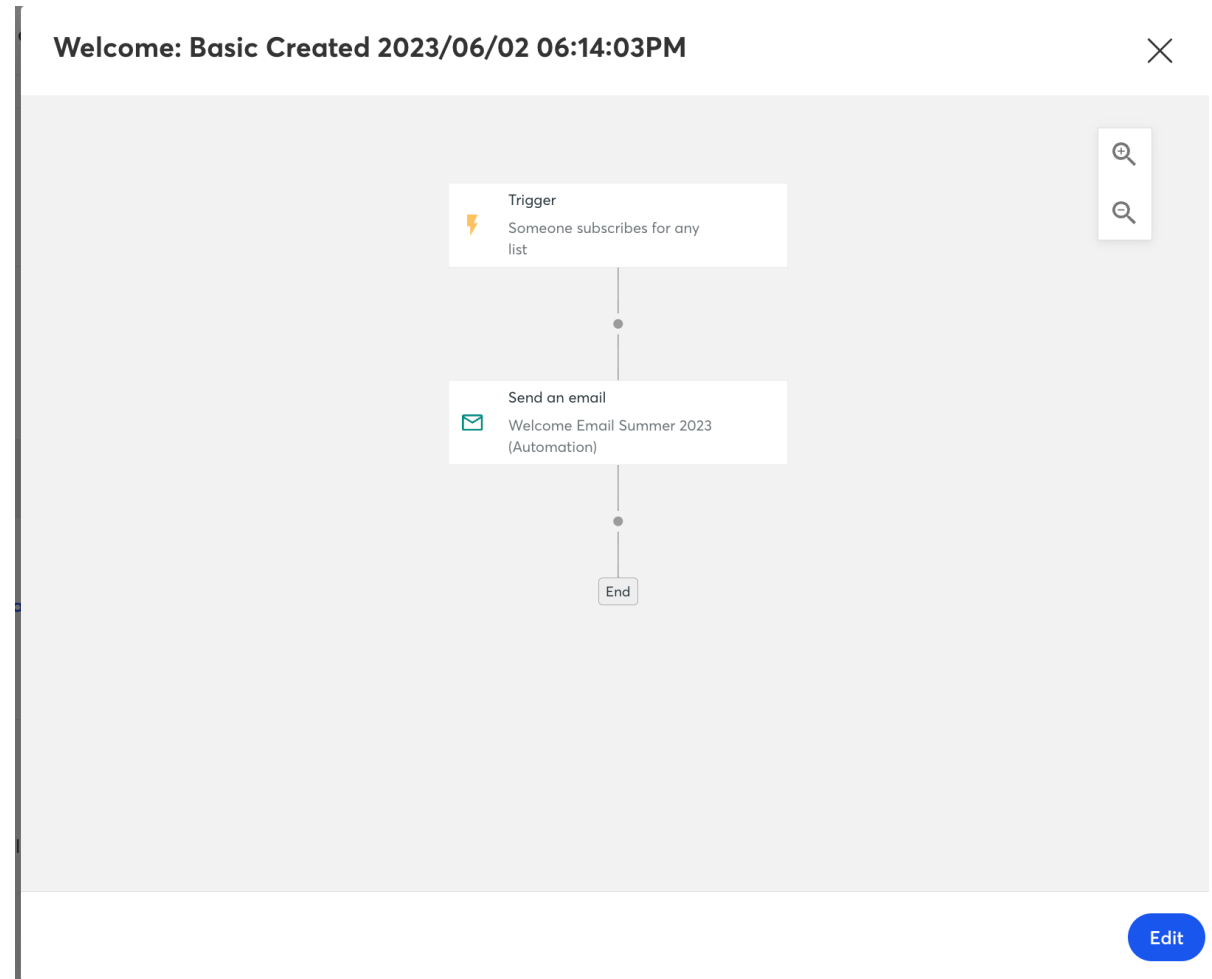


Automation



# Automated Welcome Email

- What should you include?
- Why this should be more than one email



# Other Automations

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- Anniversary to mailing list (possibly of getting a library card)
- Target specific segments: For example - Inactive Users



# Social Media Posting & Monitoring

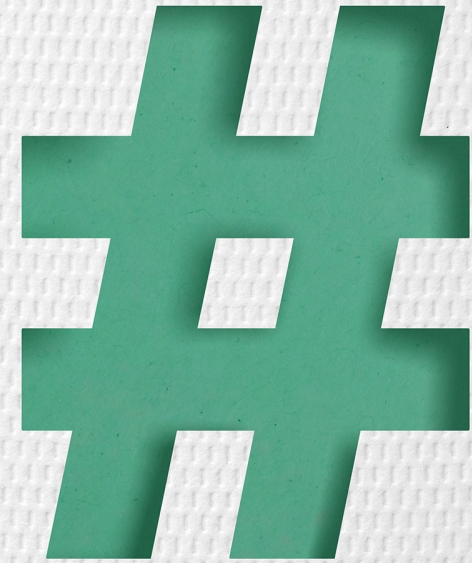




# Post Emails to Social Media

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- Facebook
- Instagram
- LinkedIn



# Customize Images and Content for each platform

The image shows a side-by-side comparison of social media post creation. On the left is the LinkedIn interface, and on the right is the Facebook interface. Both show a post about self-paced tutorials for library staff.

**LinkedIn Interface (Left):**

- Platform selection: LinkedIn (selected) and Facebook.
- Section: Design your post
- Undo variations button.
- Platform tabs: LinkedIn (selected), Facebook.
- Add caption field: "We are now offering self-paced tutorials for library staff through Niche Academy from top trainers. <https://conta.cc/3pWdva6>"
- Shorten links button.
- Customize link preview image section: "Please edit your link preview image's aspect ratio to be within 1.91:1 and 4:5." (Warning message)
- Image preview: A small image of a monarch butterfly on a calendar.
- Choose when to post: Post now (selected), Schedule for later.

**Facebook Interface (Right):**

- Profile: Novare Library Services (100 followers)
- Text: "We are now offering self-paced tutorials for library staff through Niche Academy from top trainers. <https://conta.cc/3pWdva6>"
- Image: A large image of a monarch butterfly on a calendar.
- Title: "Self-Paced Staff Training through Niche Academy"
- URL: "conta.cc"
- Interactions: Like, Comment, Share.
- Profile: Novare Library Services (Just now)
- Text: "We are now offering self-paced tutorials for library staff through Niche Academy from top trainers. <https://conta.cc/3pWdva6>"
- Image: A large image of a monarch butterfly on a calendar.
- Title: "Self-Paced Staff Training through Niche Academy"
- Text: "Library Staff Training on the topics you need from top presenters Novare"
- Interactions: Like, Comment, Share.

Buttons at the bottom: Save draft, Post now.

# Design Best Practices

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# Content Ideas





## Types of Emails

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- Promotional:
  - Newsletters
  - Event Flyers
  - Resource Promotion
- Informational
  - 4 Tips for...
  - 6 Books not to miss...



# Newsletter Best Practices

- Send on a regular schedule
- Make your intro personal
- Keep to 3 topics
- Encourage engagement







## Best Practices: Design



## MT. RUSHMORE & CRAZY HORSE I-90, EXIT 61 • DIRECT ROUTE

**HISTORIC MAIN STREET KEYSTONE CITY OF GOLD** Major Attractions • Gun Fights • Train

# ROOM RESERVATIONS

## 1-800-504-3210

*A FAMILY'S MOST AFFORDABLE VACATION EVER!*

### 4 GREAT CHOICES

- ★ Kids/Pets FREE - CCTV/HBO/WIFI
- ★ SENIOR'S HEADQUARTERS
- ★ MOTORCOACH HEADQUARTERS
- ★ DISCOUNT MEAL, GIFTS & ATTRACTIONS

**At All of Our Lodging Facilities...**

- Only Minutes Away from the Black Hills Major Attractions
- Adjacent to Keystone's Historic 1880 Boardwalk
- Sulfur, Kitchensettes, Fireplaces & Whirlpools
- FREE WIFI / FREE Coffee
- Pillow Top Mattresses
- Discount Souvenirs
- Air Conditioned Rooms
- Meal Discounts at Our 3 Restaurants
- AARP, Senior & AAA Discounts
- Large Conference Rooms, Elevators
- On-Site Indoor Heated Pool/Hot Tub
- Family Reunions, Weddings, Large Groups



**STOP LAST CHANCE!!**  
Shopping, Food & Lodging before Mt. Rushmore  
**FREE Parking**

## WE HAVE IT ALL!

### LODGING & DINING WITH THE FAMILY IN MIND!

**RAILHEAD FAMILY RESTAURANT** - Our buffet-style dining caters to the family in selection and price. Choose from our delicious breakfast buffet, lunch or dinner buffet or treat yourself to a full menu of home-style cooking and steaks cooked to perfection. So coffee or cold tea with dessert.

**1880 KEYSTONE HOUSE FAMILY RESTAURANT** - Enjoy our delicious all-you-can-eat buffet and salad bar. Serving breakfast, lunch and dinner in a casual-dinner atmosphere.

**ALL AMERICAN FAMILY RESTAURANT** - Children and adults alike will enjoy our Buffet and Good Sit-In cream for dessert! The Dip-A-Lot offers all-fashioned hard ice cream in many of our favorite flavors. Whenever your dining pleasure, you will not be disappointed with our All American Family Restaurants.

**MY RUSHMORE DISCOUNT SOUVENIRS**  
20%...50%...70% OFF - CENTER OF MAIN STREET

### FREE COUPONS

GET YOUR BLACK HILLS DISCOUNT BOOK FROM ME!  
SAVE OVER \$1500 FOR ONLY \$10  
ON MANY BLACK HILLS FAMILY ATTRACTIONS!

RAILHEAD FAMILY RESTAURANT

**\*1 OFF Buffet or 10% OFF Menu**  
*So Coffee or Ice Tea with Dessert*

1880 KEYSTONE FAMILY RESTAURANT

**\*1 OFF Buffet or 10% OFF Menu**  
*So Coffee or Ice Tea with Dessert*

ALL AMERICAN FAMILY RESTAURANT

**\*1 OFF Buffet or 10% OFF Menu**  
*So Coffee or Ice Tea with Dessert*

RAILHEAD FAMILY RESTAURANT

**\$5.00 OFF**  
*First Night Lodging with this coupon*

1880 KEYSTONE FAMILY RESTAURANT

**\$5.00 OFF**  
*First Night Lodging with this coupon*

ALL AMERICAN FAMILY RESTAURANT

**\$5.00 OFF**  
*First Night Lodging with this coupon*

# Tips

- Utilize White Space
- Stick to 1 or 2 columns



## HIGHLIGHTS

- 1** **DEBONAIR**  
Blowing Up the Workshop 68
- 2** **Derrick May**  
Live @ Music Institute, 1988
- 3** **Alvin Aronson**  
Level Radio 11.21.16

## SAVE THE DATES

- Nov 10:** Our Birthday Bash!  
**Nov 12:** Improv Night  
**Nov 20:** Competition  
**Nov 25:** The Finale

## NOVEMBER IS HERE!

This month's roundup of DJ mixes covers even more ground than usual—from a West African survey put together by Berlin's No Frills crew, to Andrew Pekler's attempt to reimagine exotica via avant-garde electronic.

It manages some serious time-traveling, too—all the way back to one of Derrick May's earth-shaking sets from Detroit's Music Institute, circa 1988. Grab your headphones and some comfortable shoes, and prepare to roam.

For more music, including sets from Prins Thomas, Via App, and Yves Tumor, be sure to check last month's column.

<https://venngage.com/blog/email-newsletter-templates/>

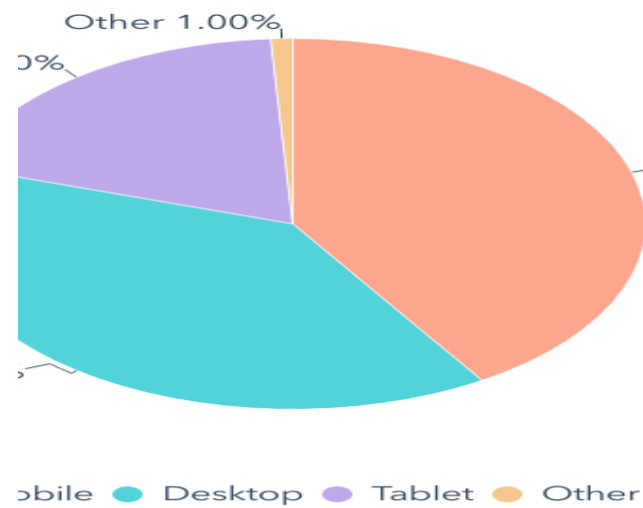




## Mobile First

- 41% of emails are now opened and read on a mobile device

Where do email views come from



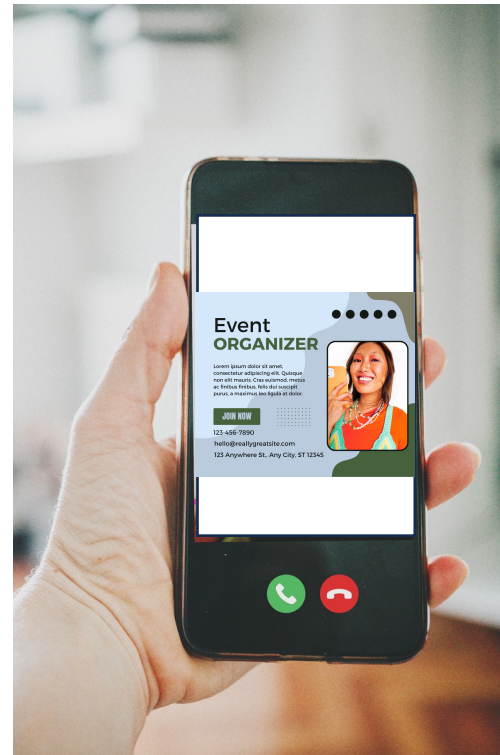
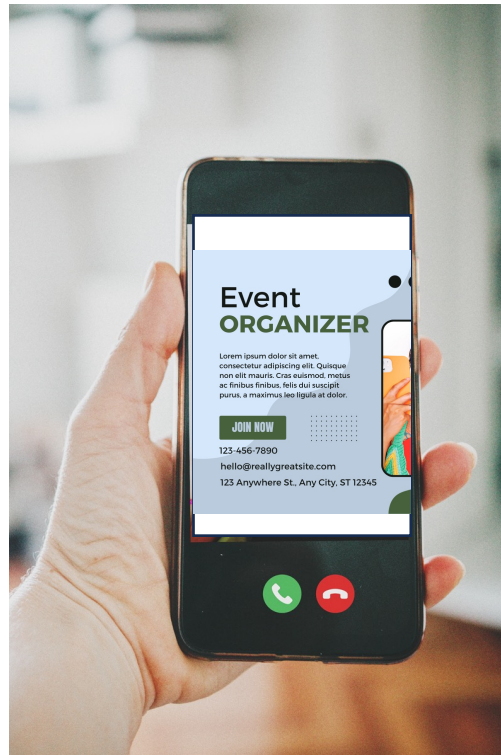
# Images

- If I don't see your images, I should still understand the email
- Your email should not be a list of Canva digital ads or one big image
- Use images for design with text
- Add in some text in there to break it up
- Remember to add Alt-Tags



# Mobile Devices and Images

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**Event  
ORGANIZER**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque non elit mauris. Cras euismod, metus ac finibus finibus, felis dui suscipit purus, a maximus leo ligula at dolor.

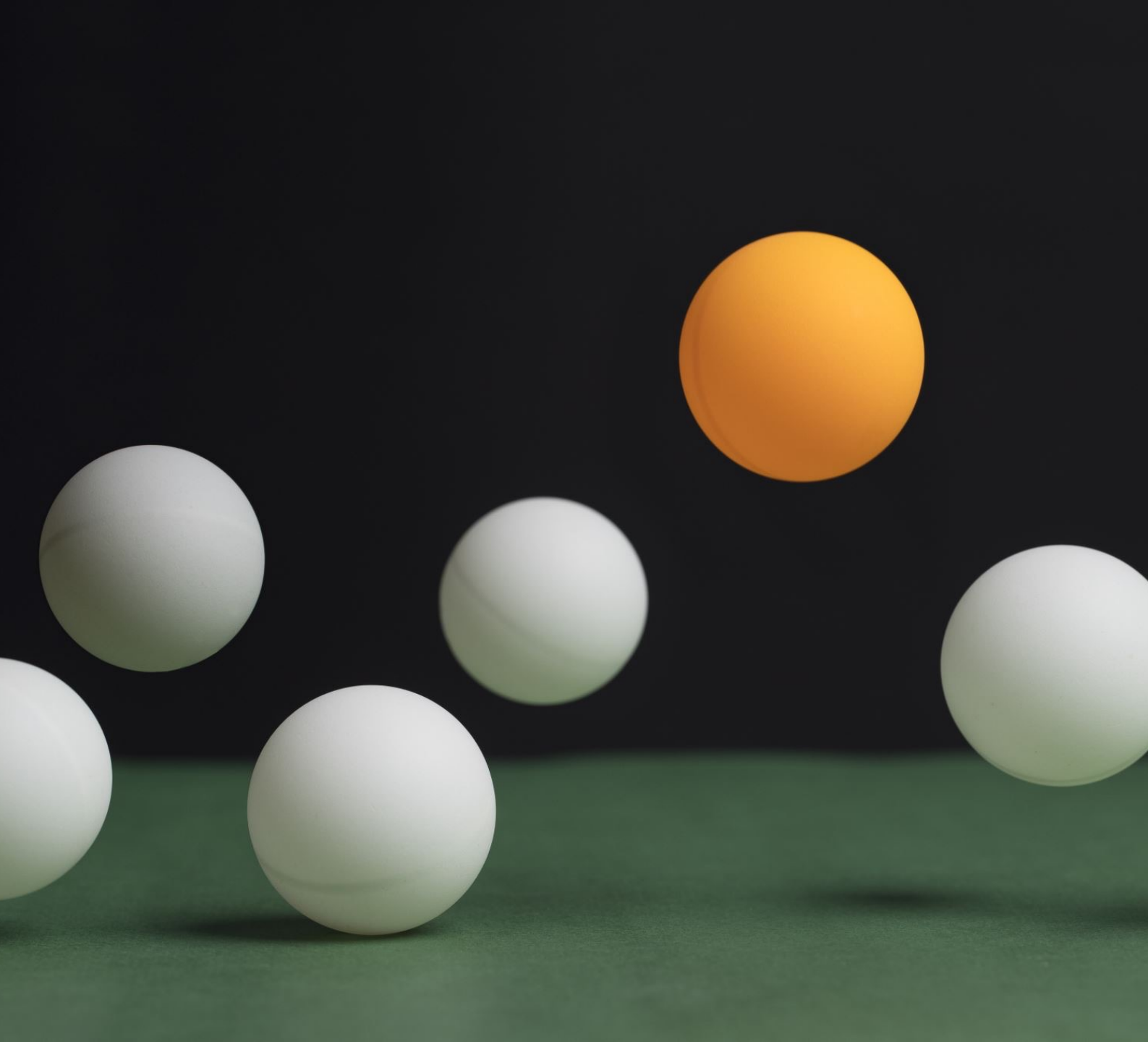
**JOIN NOW**

123-456-7890  
hello@reallygreatsite.com  
123 Anywhere St., Any City, ST 12345



Organize and Group Content





What is the  
Call-to-Action?



## Buttons/links

- 46 x 46 pixels at a minimum
- Avoid “Click Here” – Better “Learn More” “Reserve Today”
- Use Buttons not images for hyperlinks



# Fonts

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- Be consistent with your overall brand and
- Squint test
- How does it look on desktop, tablets, mobile?

# WELCOME

*We make award winning  
cleaner lip products in  
California, blending organic  
polaroids of HIGHR in action  
available ingredients with  
plant-derived innovation.  
Because everything on your  
lip is ingested.*

SHOP HIGHR

# Color Contrast

- What are hex codes?
- Why does it **matter?**
- What is the goal?
  - ratio of at least **4.5:1** in **general**
  - Large-scale text and images of large-scale text have a contrast ratio of at least 3:1





## Color

- Is color alone conveying information?
- Is the contrast enough?





## Avoid Long Emails

- Gmail clips emails after 20540 characters of code, or roughly 20kb of size.
- The longer, the less likely someone will read it



How often  
and when  
should  
you email?

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# How often and when should you email?

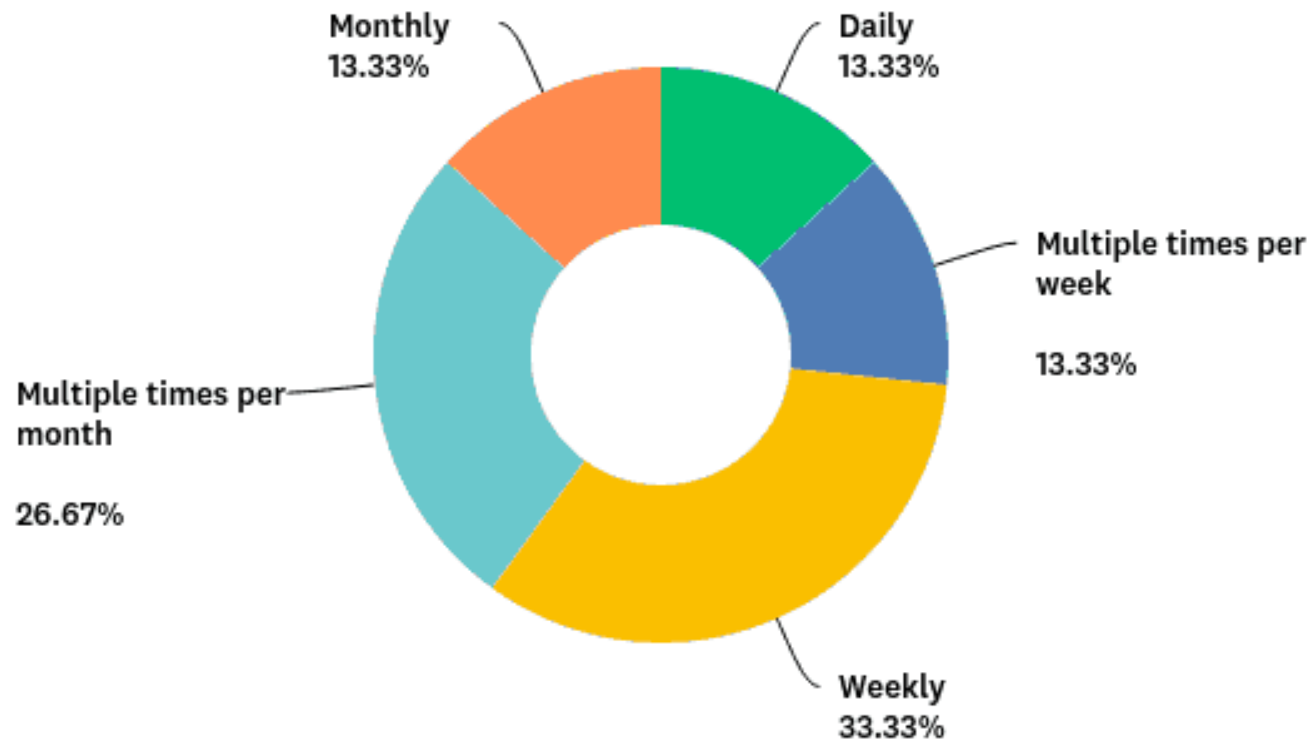
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- How often can you manage on a regular basis?
- How many events you offer?





How frequently do you send email marketing campaigns to your list(s)? (For the purposes of this question, we are defining an 'email marketing campaign' as a message that is sent to a bunch of recipients at once in order to promote your content or an offer.)

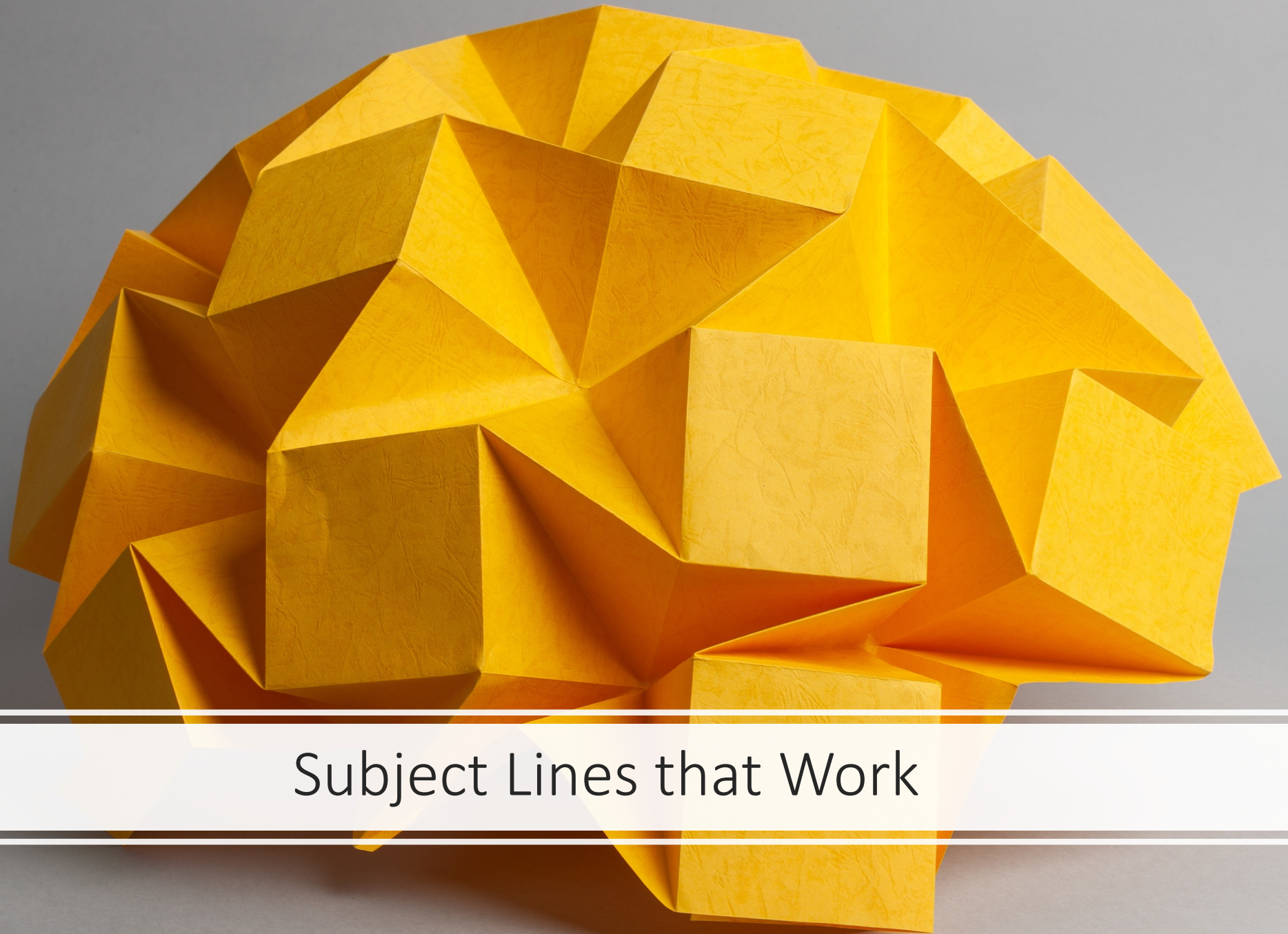


# Who is the email from?

- Avoid “no-reply” email addresses...they send a clear message.
- Send from a person not the library.







Subject Lines that Work

# Subject line

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- Determines if anyone will read your message.
- Make it Matter
- Ideal length is six to 10 words.
- Long subject lines will drop off the subject line
- Personalize the subject line





# Hyper-Personalization

Add your recipient's name in the Subject line!

The image shows a screenshot of an email editor interface. In the foreground, a 'Personalize Your Subject' dialog box is open. It contains the following text and elements:

- Personalize Your Subject** (Title)
- Close button (X)
- Text: "You can personalize subject lines by adding contacts' personal details, including name, company, and job title. Simply select a contact detail to add it to your subject line. [Learn More](#)."
- Dropdown menu: "First Name" with a downward arrow.
- Text: "Secondary Text (Optional)"
- Text: "Choose a word or phrase (ex. 'customer' or 'friend') to use when contacts' [detail] isn't available. You can also leave this blank."
- Text input field: "Add fallback text here or remove"
- Buttons: "Cancel" and "OK"

In the background, an 'Email Settings' dialog box is also visible, showing a list of email subjects:

- Half Moon Yoga - Take half off your first class - Get ready for spring!
- Novare Library Ser. Fun For The Whole Family! - Upcoming Events & Classes for all ages (yes, even adults!)
- Jack's Backyard B... Jack's Annual Cooking Class - You don't want to miss this!

The 'Subject (Required)' field in the 'Email Settings' dialog is currently empty. Below the subject field, there are several personalization options:

- Family! (with a personalization icon and a 'Personalize' button)
- ur subject line. View some [recommended preheaders](#)
- Classes for all ages (yes, even adults!) (with a personalization icon)
- ices
- :om
- d)
- :om

At the bottom of the 'Email Settings' dialog, there are 'Cancel' and 'Save' buttons.

The background also shows a preview of an email layout with sections for 'Rollerblading Class' (with a 'Sign Up' button) and 'Bedtime Story Pajama Party' (with an 'RSVP' button).

# Interaction

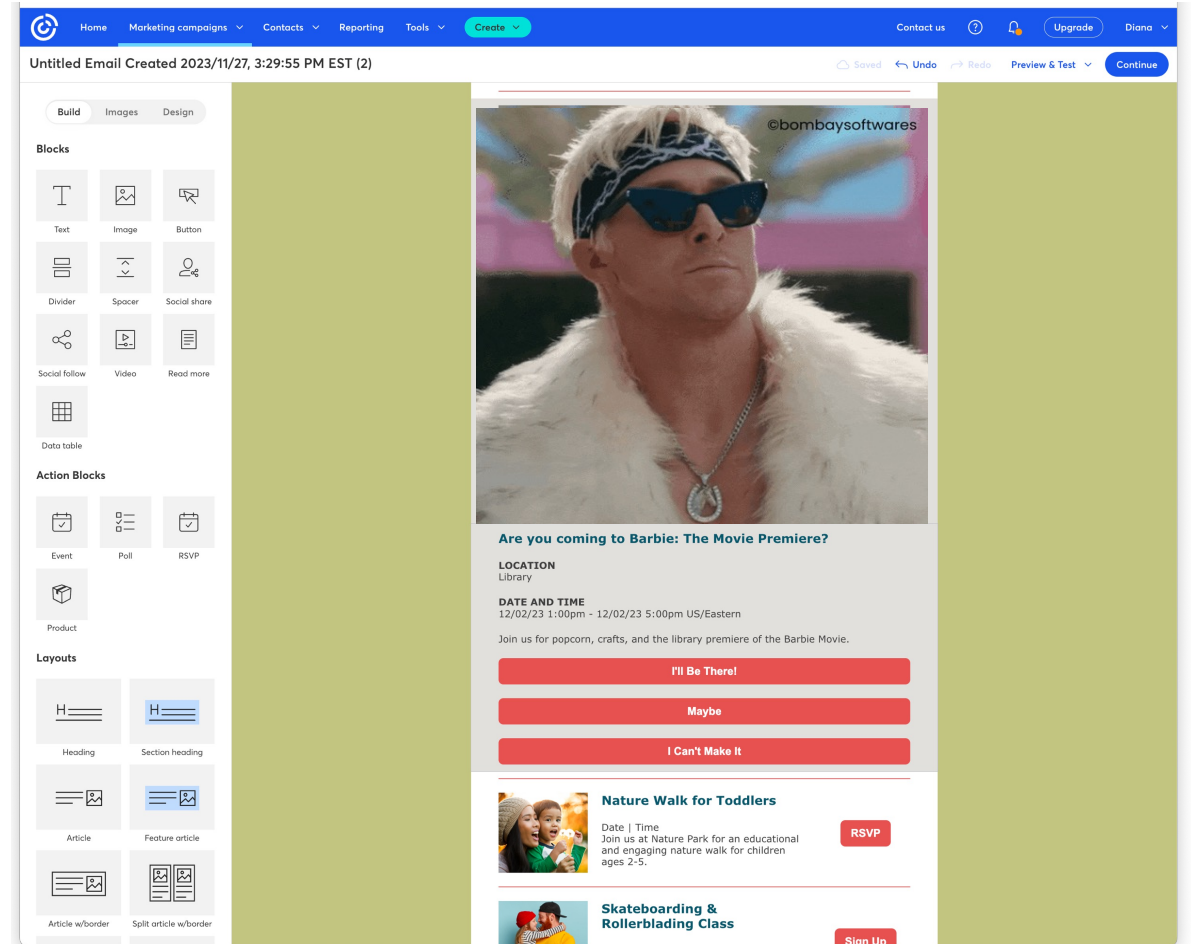
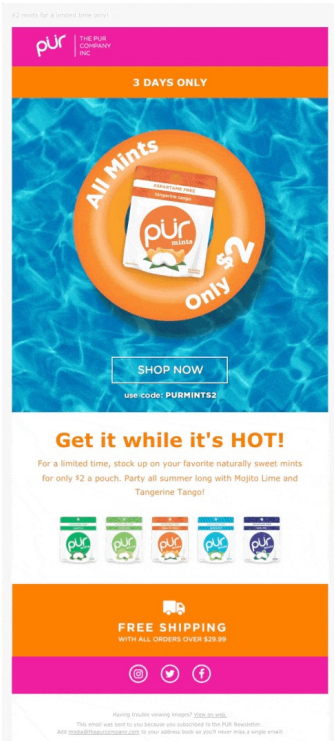
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- Use polls, RSVP and Buttons to create an interactive experience for users





# Animated GIF



PROOFREAD  
PROOFREAD  
PROOFREAD

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# Language

- Spell things out – skip the acronyms and abbreviations\*
- \*unless you know they know the acronym





# Pre-Send Checklist

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- Grammar Check
- Tone Check
- Details Check





## Growing Your List

- Subscribe option on your website
- Opt-in at Library Card Registration
- QR Codes within the library
- Pitch your list at the end (or beginning of every program)
- WOMM

## Segmenting Your List

- Higher open rates.
- Fewer unsubscribers.
- More click-throughs.
- Increased conversions.







## Weed Your List

- Remove people who do not open your emails
- Remove bad email addresses

# CAN-SPAM Compliance

- Include your business postal address in all emails.
- Make it easy for email recipients to unsubscribe.
- Honor opt-out requests within 10 business days.
- Use subject lines that reflect the email content (avoid deceptive clickbait).
- Ensure anyone sending emails on your behalf complies with CAN-SPAM.
- Have accurate email header fields (from, to, reply to, and routing information).
- Let recipients know that a commercial email is an ad or promo versus an account statement.





Using AI to Spruce up Emails



# Chat GPT, Grammarly, Canva, MidJourney...

- These tools can help create custom text and images
- Spell check, tone, grammar check your content





# Resources

- [\*\*Email Marketing Laws: What Small Businesses Need to Know About Compliance\*\*](#)
- [A Beginner's Guide to Creating and Managing an Email Marketing List](#)
- [Pocket Guide to Combining Typefaces \(PDF\)](#)
- [Unsplash](#)
- Social Media Holidays: [blog.hootsuite.com/weird-holidays-to-celebrate-on-social-media](https://blog.hootsuite.com/weird-holidays-to-celebrate-on-social-media) also on Canva