



Playbook

# The Media, Publishing & Entertainment Email Marketer's Playbook

Email marketing has entered a new era of innovation, allowing marketers in the media, publishing and entertainment industries to reach consumers with highly personalized and dynamic experiences like never before.

As a result, expectations are rising. Consumers now require relevancy. To effectively break through the noise, marketers must speak to them on an individual level—wherever they are. That can mean where they are in the purchase funnel, which device they're on, or even where they are on the planet.

For marketers in the publishing, media and entertainment industries, the challenges are unique. Content ages quickly—breaking news, ticket sales, and game scores are hot news one minute and irrelevant the next. Your messaging has to keep up.

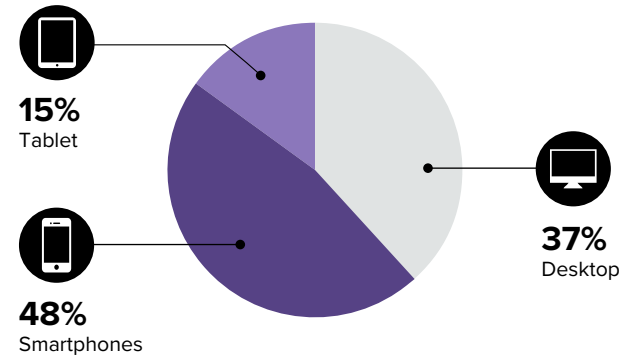
Contextual email can provide up-to-the minute, personalized content that turns subscribers into loyal fans. And in terms of ROI, it's tough to beat email. For every \$1 spent on email marketing, the average return is \$44.25, according to Email Expert.

In this playbook, you'll find examples of contextual email marketing campaigns for the media, publishing and entertainment industries that have proven to drive engagement and ROI and build a loyal fan base. We've also packed it with email tips and best practices designed specifically for today's marketers.

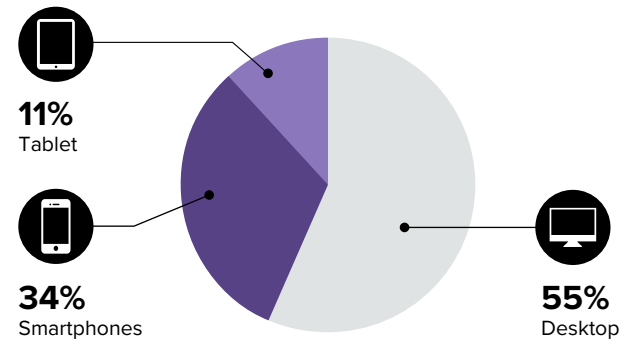
# The Media, Publishing & Entertainment Consumer

Mobile optimization should continue to be a priority for marketers. However, although we see more and more consumers engaging with email on mobile devices, desktop still remains an important factor to consider. Many media, publishing and entertainment email opens and conversions still happen on a desktop—37% and 55% respectively in 2015.

## Media, Publishing & Entertainment Email Opens



## Media, Publishing & Entertainment Email Conversions



# 1. Make Content Relevant at a Local Level

Increase email subscriptions and opens by using consumer data to more precisely target audiences and personalize messaging. While targeting audience segments with the right message has always been a priority for marketers, using tools like geo-targeting can take relevance to the next level by identifying the recipient's location and serving up location-specific content.

By incorporating geo-targeted content for local specials, events and news, you're offering your audience messaging they're more likely to care about.

As we see in this example, geo-targeting helps boost engagement and subscriptions by determining where students are opening emails and offering university-specific versions of the publication. Students who open at or near Ink State University get an offer for the Ink State University edition.

**Geo-targeting  
can increase  
click-through  
rates from the  
standard of 1.5–  
3.5% to 13%.**

— Baliho

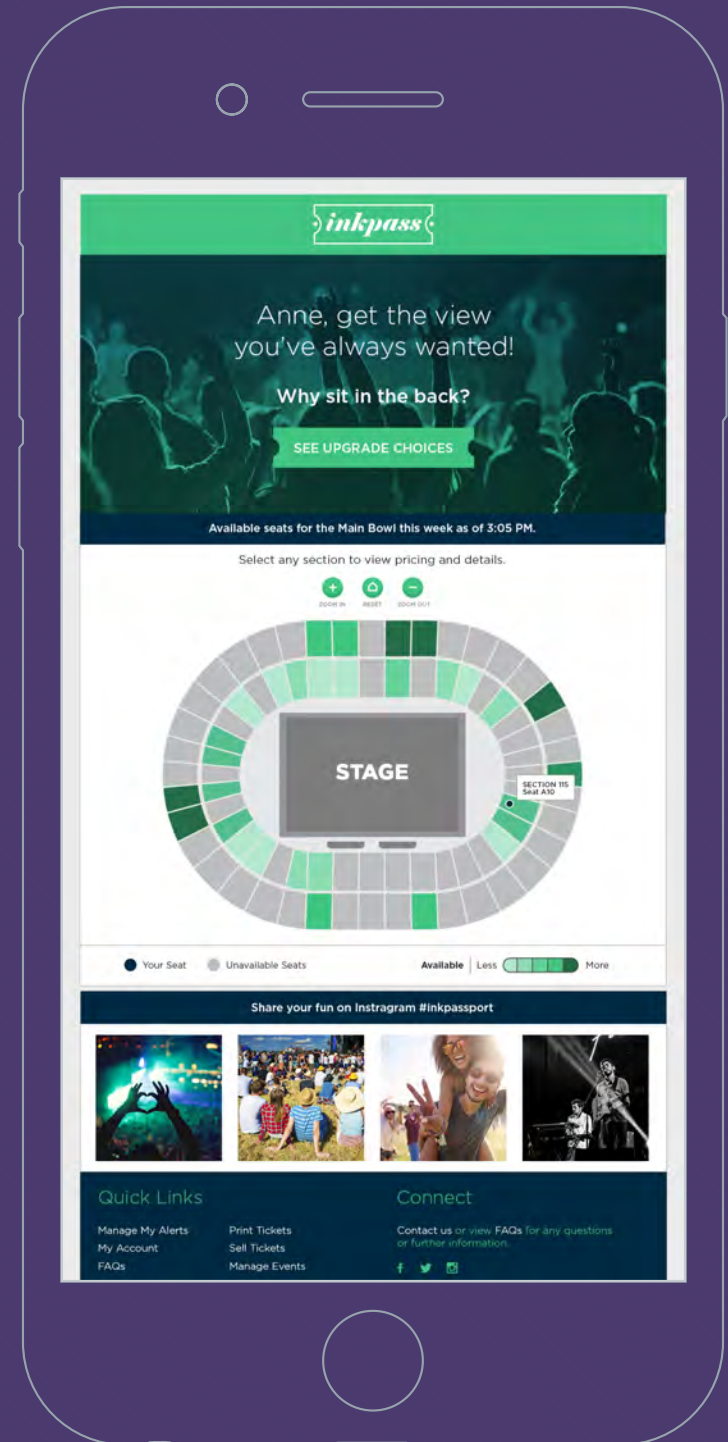


## 2. Drive Sales with Live Inventory

Drive event ticket sales by offering real-time, interactive ticket services in an email. By using an API to pull in live seating inventory, customers will always see the most up-to-date options each time they open the email.

You can also use live inventory to incentivize an upgrade. For example, provide additional seat options based on the seat they already purchased with a live inventory chart that refreshes each time they go back into the email.

Application Programming Interfaces (APIs) are used across a variety of platforms and channels, and allow marketers to unlock data and add functionality to emails that enrich the user experience.



### 3. Offer Up-to-the-Minute Content

Information changes quickly. Your number one priority is creating world-class, compelling messaging. Without up-to-the-minute content, your emails fail to be relevant and useful to your audience, and you'll see a continuous stream of "unsubscribes." The challenge to most marketers in your industry: Email production can be time-consuming, so by the time you hit "send," your content is outdated.

How can you leverage the reach of email and ensure access to your freshest content? Web cropping lets you pull live website content into your emails that updates whenever you update your website—even when the email is already in your subscriber's inbox.

You can web crop news articles from your site to pull in an up-to-the-minute news feed, like the example on the next page. You can even set parameters to automatically identify and send your most popular content, extending the reach of your stories that have already proven effective. Web cropping also saves production time, eliminating the need to duplicate your efforts and create new content for both your website and email.

**Tip:** Leverage the power of social media to drive impressions. Make it easier for your audience to share your best content by offering deep linking, which automatically launches the selected social app if it's installed—in just one click.





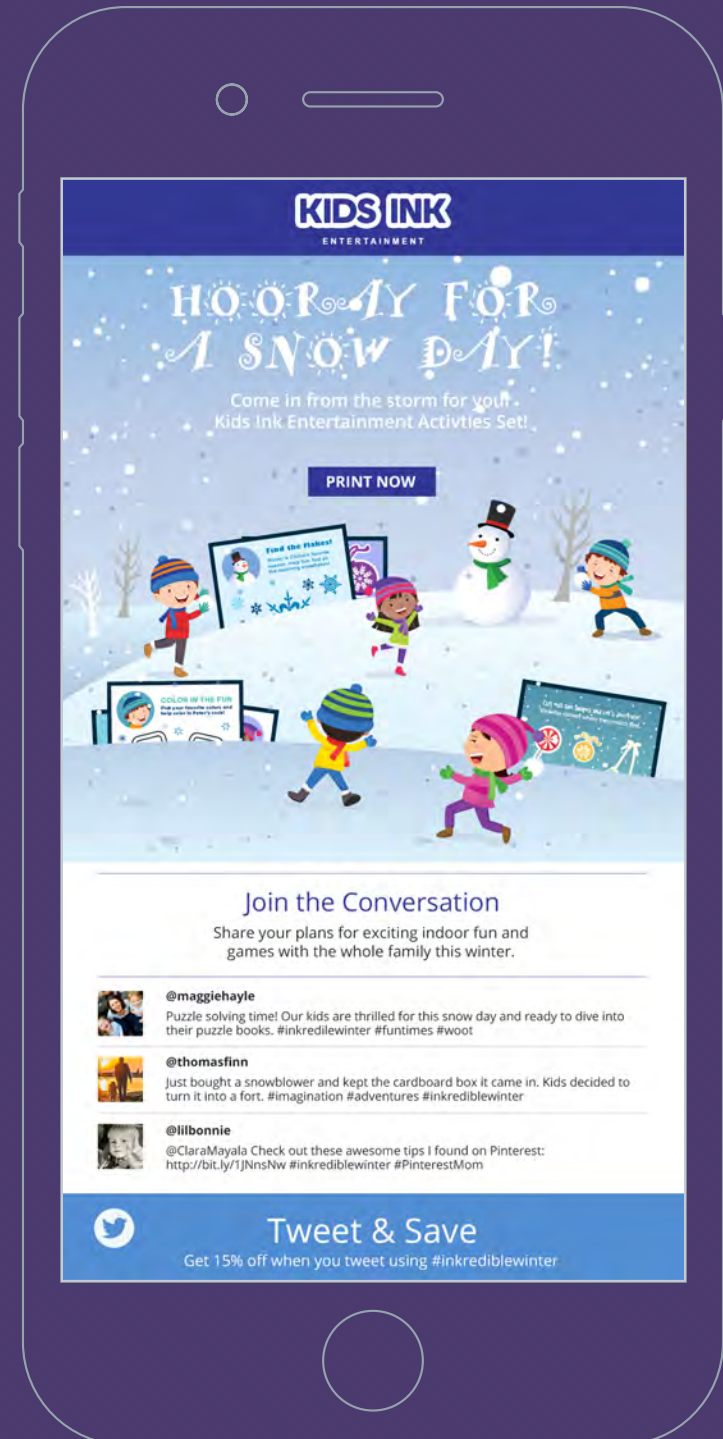
## 4. Make Messages Relevant with Weather Targeting

The more relevant an email is to your customer at the moment of open, the more likely they are to click-through and engage with it. Use weather targeting to include messaging that reflects weather conditions at the recipient's location—wherever they open your email.

This example provides fun activities for kids who are likely to be stuck indoors due to the weather—just what busy moms are looking for on a snow day.

**Weather targeting can increase CTRs by 39%.**

**Tip:** Use animated gifs—like falling snow or rain—to add an eye-catching visual element.



## 5. Use the Power of Social to Drive Sales

Social media drives sales. Incorporating social media into your email campaigns can help you leverage the power of social in two ways: creating an engaged social community and letting your fans share their positive experiences.

Create an opportunity for consumers to come together to experience your brand. Pull in a live social feed from your Twitter account so recipients can stay up-to-date on the latest social buzz around their favorite shows, artists or news stories.

You can also let your happy customers do the talking for you. Offer an incentive—like a chance to win a free upgrade or gift—for them to share their love for your brand on Instagram or Twitter.

**62% of consumers say social media interactions drive them to buy more in most or some cases.**

— PwC

**Tip:** For the best results, avoid using Instagram images smaller than 150x150px in your emails.



## 6. Personalize Content with Consumer Data

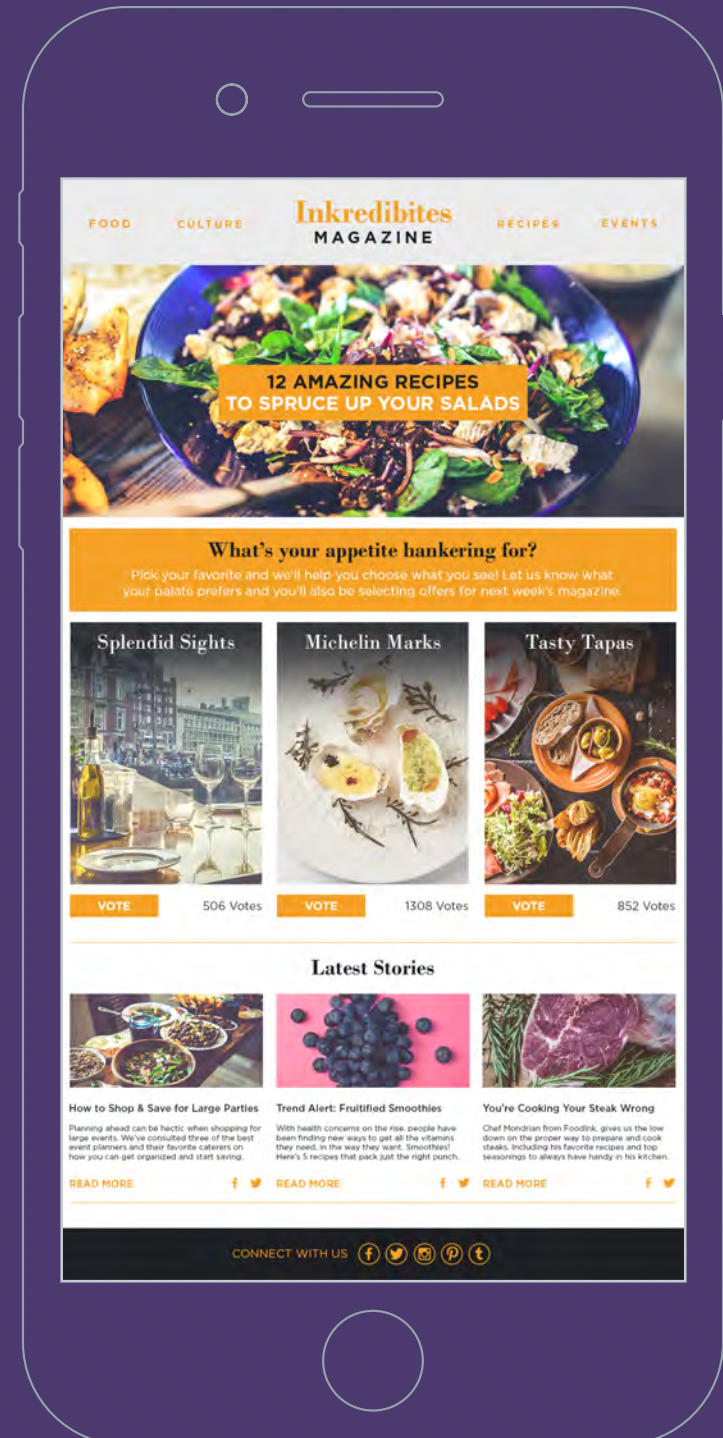
In order to truly personalize your emails, you need accurate, up-to-date consumer data on your subscribers. Collecting that data can be a challenge. User preference centers often have low participation rates, and the more fields a form has, the less likely it will be completed. According to QuickSprout, increasing the number of options in your form fields from three to six can decrease conversion rates by 66%.

Progressive profiling is a form of gamification using polls in emails to continuously collect deeper insights about a consumer, while creating an engaging, interactive email experience that encourages subscribers to participate.

Giving customers an opportunity to vote for their favorite news categories, artists, shows, and other preferences allows you to build a data profile and send more relevant content based on their preferences.

**Gamification can lead to a 100% to 150% increase in engagement.**

— M2 Research





## 7. Optimize for Mobile

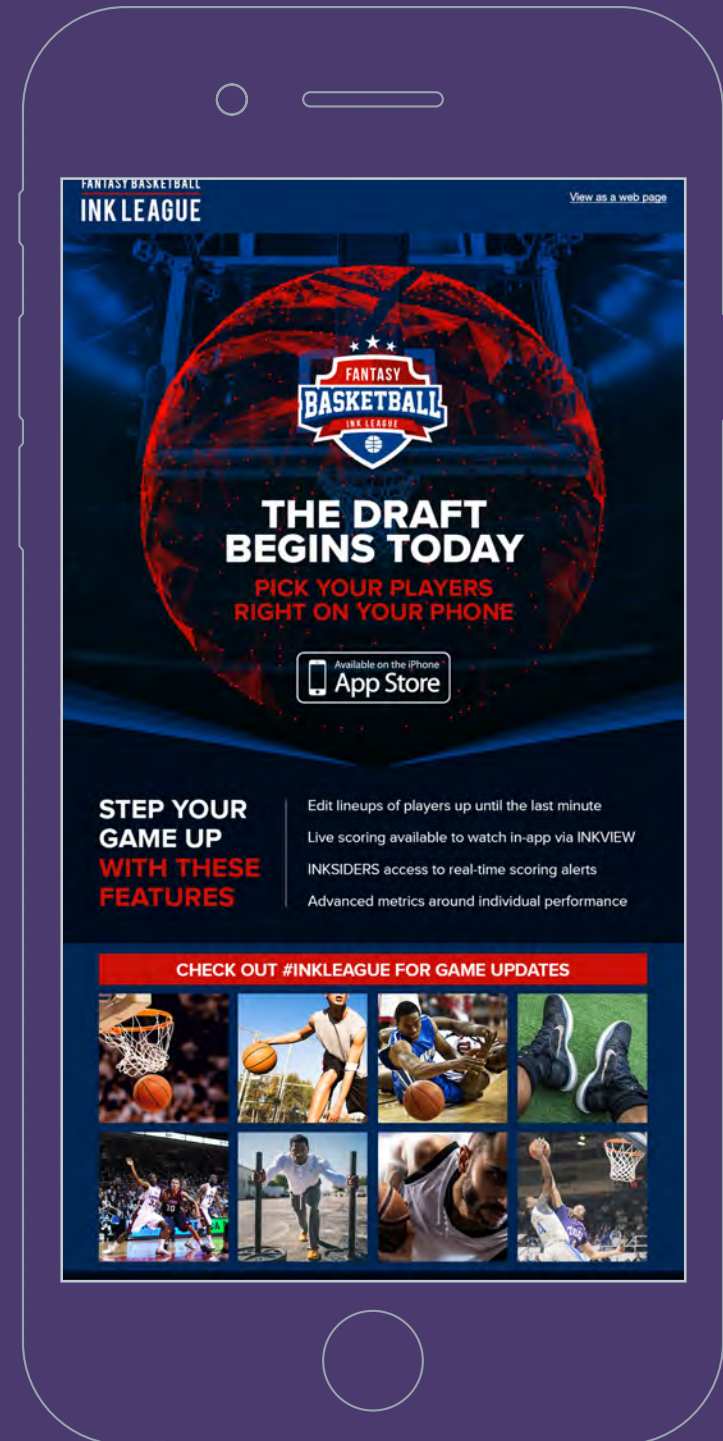
Although, as we said earlier, it's still important to design for the user experience on desktop, according to our data, 63% of email opens and 45% of email conversions for media, publishing and entertainment companies happened on mobile devices in 2015.

Responsive design—which automatically adjusts content for screen size—is just the beginning of how emails can be optimized for mobile. Go beyond responsive design and use device detection to offer up the appropriate version of your app download file for whichever device your subscriber is using—iOS or Android—with just one click. One-click actions increase the chances subscribers will follow through, and device detection has proven to significantly increase app downloads.

**75% of people will delete an email if they can't read it on their smartphone.**

— Constant Contact

**Tip:** Use 16px font for mobile devices.



# Conclusion

---

Email marketing now offers the media, publishing and entertainment industries exciting and innovative ways to push campaigns to the next level by creating targeted, personalized experiences for customers. Incorporating these tactics into your email strategy is a simple win.

Use this checklist when you're planning your next email campaign:

- ☐ Use location targeting to make content relevant at a local level.
- ☐ Use an API to offer live inventory to drive sales and upgrades.
- ☐ Offer up-to-the-minute content with web cropping.
- ☐ Make messages relevant with weather targeting.
- ☐ Incorporate live social feeds to build a social community that amplifies your message.
- ☐ Use data to personalize content with progressive profiling.
- ☐ Always optimize for mobile devices.



Founded in 2010, Movable Ink pioneered the application of contextual experiences to email. Movable Ink clients can use any email service provider to deliver dynamic content that changes, in real-time, according to the context of each individual consumer. More than 300 innovative companies, including *The Wall Street Journal*, eBay, Finish Line, and Saks Fifth Avenue, use Movable Ink to Market in the Moment and optimize their email campaigns to drive ROI. The company is headquartered in New York City with offices in London and San Francisco. For more information, visit [movableink.com](http://movableink.com).

## Ready to Get Started?

### Contact

[contact@movableink.com](mailto:contact@movableink.com)

1-800-270-6033

[movableink.com](http://movableink.com)

[blog.movableink.com](http://blog.movableink.com)

[pinterest.com/movableink](https://pinterest.com/movableink)

[twitter.com/movableink](https://twitter.com/movableink)