



Growing Your Customer Database

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Meet Our Panel

- Becky Bartling, CEO – Sonoma County Fair
- Dan Gaines, Entertainment Director – OC Fair
- Angel Moore, Marketing Manager – Alameda County Fair



Question #1: Why is your customer database important to your fair, and how do you use it?

- Low cost, targeted marketing tool
- Meets customers where they most seek information
- Allows us to better understand our customers and their buying preferences
- Advance admission tickets sales
- Concert and other entertainment ticket sales
- Promote year-round events and other activities



Question #2: How did you get started with your customer database?

- Excel spreadsheet
- Purchased CRM (customer relationship marketing) Software
- Built database through ticket company



Question #3: What information do you collect from customers?

- Name
- Email address
- Zip Code
- Cell Phone Number



Question #4: How do you add to your customer database?



- Ticket sales
- On-site contests
- Community marketing events
- Monthly eblasts
- Web site
- Social media contests
- Fair patron survey

Question #5: What are analytics and how should I be using them?

- Open Rate
- Bounce Rate
- Click-through Rate
- Unsubscribe Rate

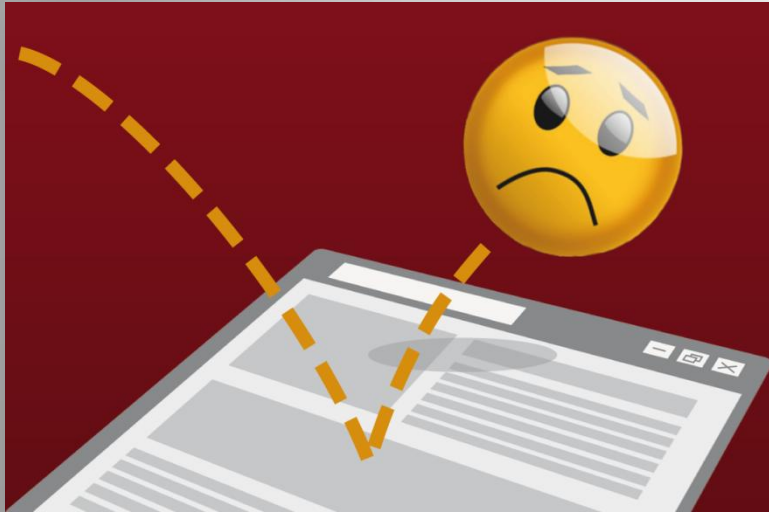


Open Rate

- **Unique Opens** – the number of individual contacts that have opened your email for the first time out of all the contacts you sent to.
- **Open Rate** – the percentage of recipients who opened your email compared to how many contacts were sent the email. Calculated by dividing the number of unique opens by the number of emails sent, excluding the number of bounces.
- **Opens by Specific Contacts** – when you click on the hyperlinked number of unique opens, you dig a little deeper into the details. This is where you can see:
 - Which contact opened the email
 - The last time the contact opened the email



Bounce Rate



- **Non-Existent** - Contact's Internet Service Provider (ISP) says that an email address doesn't exist.
 - Check for obvious typos and correct
 - Reach out to the Contact for clarification
- **Undeliverable** - Like a busy signal; when the ISP isn't responding.
 - Most CRMs will keep trying to deliver the email for up to 3 days.
 - If email keeps bouncing, remove it from your lists and see if the Contact has a different email address to use.
- **Blocked** The ISP has decided not to deliver it, likely because it thought the email was spam.
 - Check the email content to make sure there is nothing causing it to be blocked.
- **Mailbox Full** – This happens when mailboxes aren't being checked often enough.
 - Reach out to the Content to get a better email address or remove it from your list.
- **Vacation/Auto-Reply** You don't have to do anything. The message is just a way to let you know that the contact might not see your email for a while.

Click Through Rate

- The Click Through Rate counts each time someone has clicked on a specific URL (or link) in your Email campaign. You'll be able to see which of your contacts clicked on what link, and compare how your links did.



Unsubscribe Rate



- When a contact no longer wants to receive your emails, they can opt-out or unsubscribe by clicking the "[Unsubscribe](#)" link in the email's footer.
- When someone unsubscribes from mailing list, you're no longer allowed to mail to them.
- Ask your contacts to explain the reason they unsubscribe.

Question #6: What rates are acceptable?

Business Type	Open Rate	Bounce Rate	Click Through Rate	Unsubscribe Rate
Art, Culture, Entertainment	18.67%	7.45%	7.49%	0.16%
Non-Profit	20.55%	9.52%	7.39%	0.15%
Travel and Tourism	11.56%	8.16%	5.98%	0.11%

November, 2016: Constant Contact

Question #7: Why do people “unsubscribe”?

- They never signed up, or didn't realize they signed up, for your email list.
- You're emailing them too often.
- They can't properly view your email.
 - (Remember the majority of emails will be opened on Smart Phones)
- Your email is too cluttered or looks unprofessional.
- The content isn't relevant to them.
- You're always trying to sell them something.
- They feel your content is boring, unoriginal, and/or repetitive.



Question #8: What's New in 2017?

- Personalized targeted/relevant messages to subscribers
- Interactive email including gifs
- Creating look alike markets
- Use of Emojis
- Call to Action Subject Lines
- Personal Subject Lines

