



Email Marketing Best Practices

DIGITAL TRANSFORMATION CONFERENCE
OCTOBER 22, 2019

Prepared for:



Email Nurturing Campaign – launched in early 2019

- Regular, ongoing cadence to our entire database
- Newsletter and educational in nature
- Leverages investments in previous email generation and Pardot's marketing automation platform

Our emails are getting opened and read!

RESULTS-AT-A-GLANCE

47.2% open rate (on a goal of 15%)

14.8% CTR (on a goal of 1.5%)



February 2019
Touch 1A and 1B

Hi %%first_name%,

Blueair, a global air purification company operating in over 60 countries, is driven by a simple question: "How many people can we help?" Answering that question with a higher number every time means the company's logistics network has to deliver a great customer experience from start to finish.

Recognizing that today's consumers expect a menu of options, well-maintained, high-quality products and fast delivery, Blueair and LeSaint Logistics have teamed up to design a total omnichannel fulfillment solution. The solution includes air purifier assembly & sub-assembly, deep cleaning maintenance services, product repair, testing and refurbishment and returns management.

Find out how Blueair has designed a supply chain that's in perfect tune with consumers.

[READ FULL CASE STUDY NOW](#)

We would be happy to hear from you! Reach us at info@lesaint.com or 1-877-566-9375.

LeSaint Logistics is on the cutting-edge of supply chain operations in the CPG industry. LeSaint offers a full suite of omni-channel fulfillment solutions, ranging from order management, retail-ready configuration and shipment planning & execution, including direct-to-consumer same day/next day. Learn more at LeSaint.com.



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Hi %%first_name%,

Thank you for your interest in the LeSaint-Blueair Case Study. (Get PDF here.) **Omni-Channel Fulfillment** plays an important role in Blueair's high-performing supply chain. Interested in more information? [Read more online now.](#)

We would be happy to hear from you! Reach us at info@lesaint.com or 1-877-566-9375.



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March 2019
Touch 2A and 2B

Struggling with transportation visibility?

You're not alone. Only 59% of shippers say they are satisfied with their 3PL's IT capabilities yet acknowledge that visibility is a top tool 3PL's need to be successful, according to a recent CSCMP logistics study.

I recently shared these 5 questions every transportation professional should ask themselves when it comes to visibility of their transportation shipments. Here they are:

1. Have you taken a comprehensive look at the key indicators that reveal you're lacking visibility in the first place?
2. Are you thinking about transportation visibility both *geographically* and *spatially*?
3. Have you accessed the reality of your 3PL partner's capabilities in not only technology systems, but also process?
4. Want to experiment with the "Uberization" of freight? Before taking action, what the implications to visibility?
5. What are immediate actions that you can take to increase visibility?

Get all the answers now! The team at LeSaint and I sort out the details, share our perspectives and help you get on the path to higher levels of visibility in [this blog post](#).

[GET ANSWERS ABOUT TRANSPORTATION VISIBILITY NOW](#)

LeSaint has a team of Transportation experts ready to help you manage through seasonal fluctuations in your network - just reach out:

[Contact a LeSaint Transportation Expert Now](#)



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Thank you for your recent interest in Transportation visibility. Having the right information at the right time for end-to-end visibility is largely dependent on the TMS platform you're using. For companies like yours, LeSaint offers a robust TMS platform to support its transportation solution.

[Learn more about our TMS platform in this infographic](#)

LeSaint has a team of Transportation experts ready to help you manage through seasonal fluctuations in your network - just reach out:

[Contact a LeSaint Transportation Expert Now](#)



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Email Nurturing Campaign – launched in early 2019 (cont.)



Dear Jill,
Supply Chain Insights reports that 25-33% of the current supply chain workforce is at or past retirement age. What's more, our future pipeline of supply chain workers is at risk, with only 11-24% of teenage boys and girls even interested in STEM-based careers, according to Junior achievement.

How should you prepare your supply chain for today's labor trends?

In this white paper, you'll learn:

- The statistical trends and unemployment
- The generational and educational trends that are creating a supply chain labor shortage
- Successful strategies and tactics companies can deploy in response to these trends
- How LeSaint is expanding and diversifying its own programs for sust engagement

April 2019
Touch 3A and 3B

[DOWNLOAD WHITE PAPER NOW](#)



Dear %%first_name%%,
Thank you for your interest in our Labor Trends white paper. Here is a direct download link to the [PDF of the white paper](#) for your use.

Are you interested in learning more about LeSaint's approach to managing labor and talent in our client operations? Learn more by [watching this video](#).

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We would be happy to hear from you! Reach us at info@lesaint.com or 1-877-566-9375.



Smart Homes Technology | The Impact on Supply Chain & Transportation

[READ BLOG POST NOW](#)

The excitement around Smart Home technology has more manufacturers of traditional home products looking for ways to incorporate smart home features into their offerings. In this blog post, you'll learn how:

Did you know?
The Smart Home category is predicted to surpass \$19 billion in the U.S. this year, according to Statista, which expects market volume to exceed \$34 billion by 2022.

May 2019
Touch 4A and 4B

1. To take advantage of this fast-evolving in the smart home are
2. To take advantage of this fast-evolving in the smart home are
3. To take advantage of this fast-evolving in the smart home are

[READ BLOG POST NOW](#)



Taking your supply chain performance to new levels

LeSaint is pleased to present this FREE information in partnership with the International Housewares Association and Smartbrief to bring value to your business and operations.

Interested in learning more about the role of the supply chain and transportation in Smart Home products?

Is this email not displaying correctly?
[View it in your browser](#)

Dear %%first_name%%,

Thank you for your recent interest in the role of supply chain and transportation in smart home technology.

I thought you might also be interested in [watching this webinar](#) that explores the topic even further.

Have a great day!

LeSaint has a team of **Transportation Experts** ready to talk with you today.

[CONTACT NOW](#)



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%%account_address%%

www.lesaint.com



Recommendations

- ▶ **Know your purpose.** Is it to generate leads? Or nurture? Maintain awareness? Knowing your purpose and objectives will help you more appropriately shape content.
- ▶ **Start small and build.** It's ok not to have a full year of email content ready to go. Just build month-by-month and quarter-by-quarter and by the end of the year, you'll have a full campaign.
- ▶ **Always follow-up.** Our campaign is built to have a first-touch, and then a follow-up touch to anyone who engages in the first-touch. This separates 'the curious' from the 'truly interested'.
- ▶ **Experiment with different formats.** It's hard to know what subject lines, content lengths, asset types, etc. are going to get the best performance, so test different things out as much as you can for a while.
- ▶ **Take time to assess performance and results.** It's easy to 'just keep going', but there are real learnings that can dramatically raise your performance if you take the time to see what your data is showing you. Stop execution to buy yourself time to do this if you have to. At LeSaint, we do this quarterly – determine your right cadence!

PITT OHIO

Social Media

PITT OHIO
SUPPLY CHAIN • GROUND • LTL • TL



Social Media – The Channels

- Facebook – 3837
 - Launched in 2011
 - Engagement Rate – 6%
- Linked In – 3081
 - Launched in 2011
 - Engagement Rate – 5%
- Twitter – 4510
 - Launched in 2011
 - Engagement Rate – 1%
- Instagram – 295
 - Launched August 2019
 - Engagement Rate – too soon for an average

Social Media – Represent!

- Brand – What is your company about?, who you are?
- Culture – What your company's beliefs are?, what do you stand for?
- Business – What is it your company does?, what products or services do you provide?

Social Media – Audience

- Customer
- Employees
- Potential Customers
- Potential Employees
- Each social media channel can speak to these audiences in different ways
- Facebook

Social Media – Best Practices

- Strategy – Develop what do you want to accomplish by being on social media.
- Structure – Make time for it
- Implementation – Develop your messages and then execute

Social Media – Measure Results

- Creates another touchpoint of engagement – conversation
- 76% of new visitors to website come from Social Media
- Employees – Source of pride for employees and helps to spread your brand but also your culture (which is hard to articulate)
- Current Customers – Opportunity to post and share experiences with your business
- Potential Customers – Linked In and Facebook – resulted in business opportunities – through ads and organic
- Potential Employees – Referrals and Facebook Ads

Social Media – What We Learned –Where We’re Going

- Make time – increasing from 1 a day to 2 day
- Messaging – different channels yield different results, speak to that audience
 - Facebook – Company, Community, Images of trucks and people on the job
 - Linked In – Company news, Posts highlighting execs
 - Twitter – Posts about events media mentions, Posts niche to a specific audience
 - Instagram – Not enough data yet, people posts and photo submissions
- Capitalize on trends – what is the buzz and how can you use it
- Be Risky – this is the channel where you can afford to take risks with your creativity.
- Advertising More – Heat Track yielded good results.
- Very visual medium
- Instagram??

THE POWER OF BRANDED VIDEO CONTENT

FOR THE TRANSPORTATION INDUSTRY



WHY DOES YOUR COMPANY NEED VIDEO CONTENT?



- + BUILDS TRUST & TRANSPARENCY
- + CREATES AN EMOTIONAL CONNECTION
- + ADDS A HUMAN ELEMENT TO YOUR BRAND
- + THE PERFECT PITCH EVERY TIME





**THE 3 TYPES OF CONTENT THAT
EVERY BRAND NEEDS**

THE BRAND OVERVIEW

- + A WARM HANDSHAKE / YOUR BRAND STORY**
- + CREATES IMMEDIATE TRUST AND TRANSPARENCY**
- + ADDS A HUMAN ELEMENT TO YOUR BRAND**
- + ANSWERS FAQ'S**



THE PROCESS VIDEO

- + SHOWCASES WHAT IT'S LIKE TO WORK WITH YOU**
- + ANSWERS FAQ'S**
- + MOVES THE BUYING DECISION FORWARD**
- + REINFORCES CUSTOMER CONFIDENCE**



HOW TO MAXIMIZE YOUR RETURN ON INVESTMENT WITH VIDEO CONTENT

- + EMAIL SIGNATURES
- + DRIP CAMPAIGNS & EMAIL BLASTS
- + WEBSITE
- + SOCIAL CONTENT & PAID ADS
- + INTERNAL TRAINING
- + THE SALES PROCESS
- + RECYCLE YOUR CONTENT!!

