



**OPEN FOOD**  
NETWORK **UK**

Email marketing for food enterprises: tools, tips and  
demystifying GDPR

1<sup>st</sup> July 2020

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# Why do email marketing?

Your email list is your most valuable marketing asset and email is consistently a top-performer in terms of results.

An email message is 5x more likely to be seen than on Facebook

Email has a 66% conversion rate for purchases vs. social

Approx. 90% of emails arrive safely in your customers' inbox - in comparison to an average of 2% delivery of your posts in your Facebook followers feed.

Email is 40x better for customer acquisition than Twitter or Facebook

# Your Audience

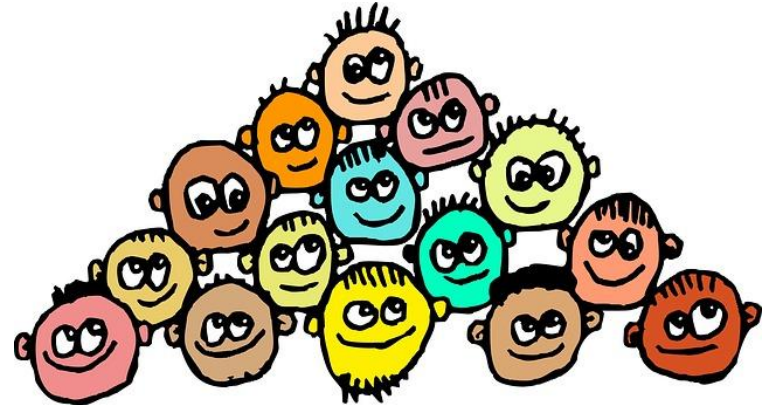
Know your audience to know what they will find useful and relevant. Consider:

- Why would someone join your email list?
- What will they gain?
- Why do your customers buy from you?
- What are they looking for?
- How can you help them?

If you are not sure, [ASK!](#)

Who are they and  
what do they care  
about?

What do they  
need help with?



# GDPR Overview

The General Data Protection Regulation (GDPR) is a set of data protection rules for the collection and processing of personal information. It protects individuals who live in the European Union and the European Economic Area.

There may be more leniency by the ICO in relation to any non-compliance for small businesses. Furthermore, if you are emailing an existing or previous customer, you have *implied consent* that they are interested in hearing from you. Emailing your customers to ask them to sign-up to your mailing list is very [low risk](#).

However, it is important to be aware of [the rules](#) and to comply - especially with regards to safely handling people's data.

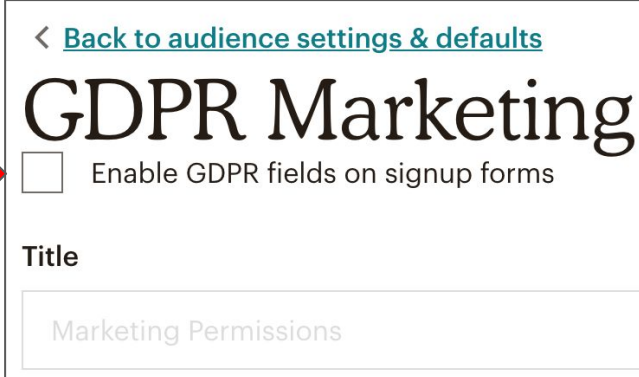
# GDPR Overview

A simple summary of the rules:

- Only collect data for a specific purpose which you make clear to those whose data you hold. Do not use this data for any other purpose.
- Make sure you have [consent](#) to use this data for this purpose and make it easy for people to withdraw consent (e.g. a clear way to unsubscribe from your email list).
- Only hold the minimum amount of data necessary for the consented task and only keep data for as long as necessary to complete this task.
- Protect the data you are storing against unauthorised access. Any data breaches should be reported [here](#).

# Mailchimp and GDPR

- Go to 'Audience' tab
- Click on the 'Manage Audience' dropdown on the right and choose 'settings':
- Choose 'GDPR fields and settings' from the list
- Check the 'Enable GDPR fields on signup forms' box:



[← Back to audience settings & defaults](#)

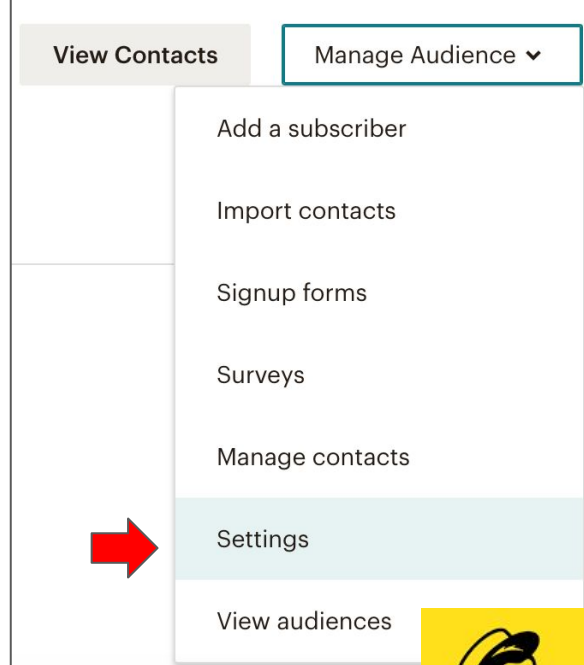
## GDPR Marketing

Enable GDPR fields on signup forms

Title


Marketing Permissions

A red arrow points to the checkbox.



View Contacts | Manage Audience ▾

- Add a subscriber
- Import contacts
- Signup forms
- Surveys
- Manage contacts
- Settings
- View audiences



A red arrow points to the 'Settings' option in the dropdown menu.

# Mailchimp and GDPR

- Title: you can keep Mailchimp's suggestion here
- Description: use your own text here to explicitly describe how you will use your customer's information. For example:
  - *"Please support us by allowing us to keep in touch with you. We will only use your email to let you know about new produce, to offer useful information and to send you a reminder when our order cycle is open or about to close so you don't miss it! Please select below how you would like to hear from us:"*
- You can then choose which marketing preferences you will offer - delete those which are not relevant and amend as you wish.
- Tick the box to 'require at least one option to be selected'.
- Finally, 'save GDPR settings'





# Making the most of your email list

Here are some ideas to get started:

- Create a community - encourage your customers to join your email list through social and in person, or notes in their deliveries.
- Don't just limit your email activity to broadcasting! Email is a more personal way to connect with your customers (compared to social media).

Some email marketing ideas:

- Order cycle reminders
- A welcome email for onboarding new customers and thank you emails for extra-loyal customers
- A weekly or monthly newsletter

# Content tips

Make it personal

Use **You** and **Your** instead of “I” and “we”

Make it engaging. Use email as a conversation and try asking your customers questions.

**Remember:** people who give you their email address are interested in your enterprise and want to hear from you!

TEST TEST TEST!!

# Content tips

Keep it succinct

People spend only **5** Seconds reading an email on average

Have the email come from your enterprise name. Your customer is building a relationship with your brand.

Use a maximum of three images and three links per email.

Test your subject lines.  
Use [this](#) headline analyser.

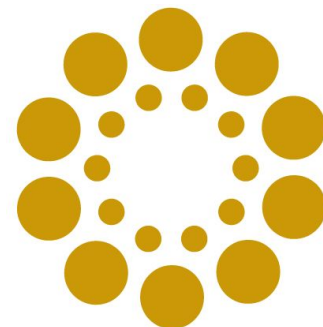
No broken links - check them!

# Example

Helston Local Food Hub send an email to customers which:

- Thanked customers for their support
- Gave an overview of the hub's success
- Gave a reason why Helston Local Food Hub should continue - i.e. outlined the **benefits** to the customer
- Invited customers to support them further by joining their mailing list
- Explained clearly what they were planning to do with customer's emails who joined their list
- Bonus: asked customers to follow them on Facebook and also to check out their shopfront.

Win!: This email helped to increase subscribers from 24 to 47 and increase subsequent orders



# Actions - email marketing checklist:

- Set up a [Mailchimp](#) account (it is the best free option for small businesses).
- Set your GDPR preferences up on Mailchimp as outlined on [slide 8](#).
- Create an email signup [landing page](#).
- Send an standard email to all of your customers asking them to sign up to your mailing list. Include the link to your email signup landing page.
  - A couple of email templates for you to copy, paste, and personalise will be included in this unit on our [Facebook Group](#).
- Post the landing page link on Facebook inviting your page followers to sign up.
- Create an email template in Mailchimp reminding your customers to order. Schedule this to go out to your email list.

# THANK YOU!



Please click here to join our growing [Facebook Marketing Hub group!](#)

There, we will share the replay of this webinar, these slides and some additional resources to help you get started:

- Email templates you can copy, paste, and personalise for your enterprise.
- An order cycle reminder email Mailchimp template for you to personalise in your own Mailchimp account.

You can find everything in “Unit 4” in the left hand main group menu after you join.