

**EMAIL MARKETING CAMPAIGNS IN THE
BEVERAGE INDUSTRY**

Email Marketing Strategy

Market Research on Starbucks

Consistency

- Know your target market and offer them what they want
 - Starbucks has repeat customers
 - Low prices mean a low commitment on the consumer's end
 - Emails every 2-3 days: promotions and content
 - This keeps the product on the consumer's mind, even if they don't open every email they may decide to make a purchase


Typography

- Use space and sizing to be intentional
- Dark grey > black
- Be creative and consistent with font
 - Starbucks uses Sodo Sans for body copy, Lander for “expressive moments,” and Trade Gothic or Pike for headlines

Get started with a breakfast sandwich and any handcrafted espresso beverage to collect **50 Bonus Stars**. It's a delicious (and rewarding) way to start the day.

September 29 - October 1

Collect

50 

Bonus Stars

on any handcrafted espresso beverage and any breakfast sandwich

Images

- Images should be eye catching, beautiful and provide context
- What elevates Starbucks imagery? How is it engaging to customers?
 - 3 key ideas















What Makes Images Engaging?

- Professional Photography
 - Starbucks' images are all shot with good lighting, products are laid out well
 - Invest your time in conducting a photoshoot with all your products from different angles and settings
 - Newer smartphone camera should work just fine
 - One large photoshoot > several smaller photoshoots - keep costs low
 - Keep a large library of images to pull material from

- Added Typography

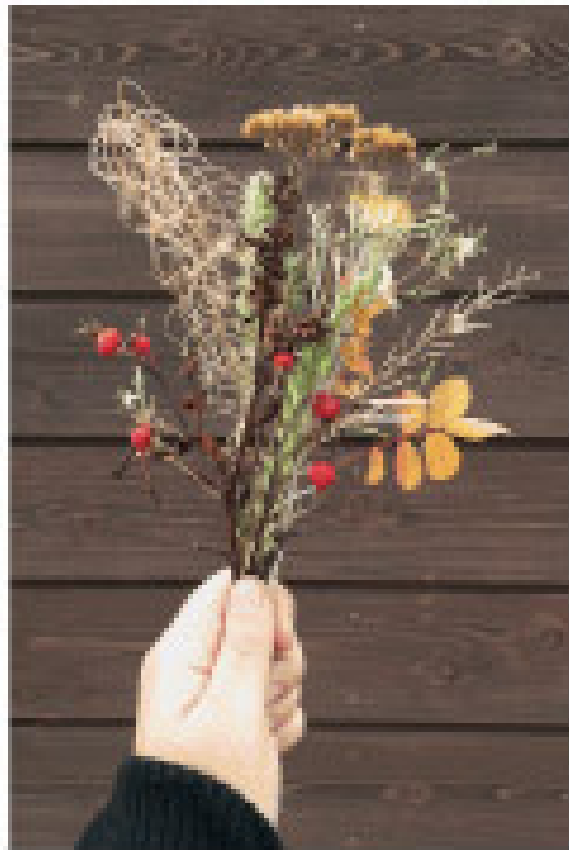
- Start body of email with image
- Be creative
- Use a tool like Canva



- Animations



• Engaging Layouts



Strategic Gamification

- This is the strategy they use for their app, but it is also applicable to email marketing
 - Every purchase you make with the app counts for a specific number of stars and every 125 stars that the consumer earns gives them one free drink
 - These purchases can add up over time, so on the consumer's end it's nice to have a free item every once in a while.
- This is a strong CTA: buy a product, earn stars in return



- Special Discounts and Limited Use Coupons are great, but incorporating a Star or Reward Point System is more effective
- Instead of giving customers a discount right off the bat, this requires them to make more purchases first
- Reward customers who subscribe to your emails
- Also include short term promotions for customers who don't go out of their way to collect stars
 - Bonus stars on certain days/ products
 - Double Star days where any purchase leads to more stars





A BOLD NEW
WAY TO FLAVOUR
ICED TEA

TEAVANA® SHAKEN
ICED PINEAPPLE
FLAVOURED BLACK
TEA INFUSION

Our new Teavana® Shaken Iced Tea Infusions start with freshly steeped fruit and botanical blends, like hibiscus and lemongrass. Then we shake them with the finest teas for a refreshing sip that's subtly sweet and free from artificial flavours.

This weekend, collect 25 Bonus Stars when you try any Teavana® Shaken Iced Tea Infusion or Iced Tea Infusion Lemonade.

July 21 – July 23

Collect

25 ★

Bonus Stars

when you purchase any Teavana® Shaken Iced Tea Infusion or Iced Tea Infusion Lemonade

ACTIVATE THIS OFFER

Our new Teavana® Shaken Iced Tea Infusions start with freshly steeped fruit and botanical blends, like hibiscus and lemongrass. Then we shake them with the finest teas for a refreshing sip that's subtly sweet and free from artificial flavours.

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ACTIVATE THIS OFFER



DOUBLE STAR DAY



Double Stars on almost all your purchases means getting to free drinks and food* doubly quick. Grab an extra shot or a bite to eat, and watch the Stars roll in.

Double Star Day is:
Monday, July 10



Themed Promotions

- Capitalize on holidays and seasons



Subject Lines

- Length: short and to the point
 - Easy to digest
 - Designed for mobile
- Conveying value
 - Example
 - Tomorrow: Double Star Day
 - Order ahead for 2x Stars
 - Pick up lunch for \$5
- Subject and Post Subject Line Copy

Starbucks Rewards

Inbox

A better way to weekend - Score 30 Bonus Stars on any food or drink

Personalized Marketing

- Segment email subscription list into different groups, such as new customers and longtime customers, and target each group separately
- Look at Mailchimp analytics to examine which emails perform best, and whether this differs by the subscriber's demographic
- Use A/B Testing in email campaigns to see what material subscribers respond to

All PCC Community Markets are once again accepting returns of our bottles!



And while we love seeing your beautiful, masked faces, hauling as many as 65 at a time back to our brewery, over the last few months, you may again more conveniently return them to your place of purchase. That said, we would still love to see you at the brewery, and you are still welcome to return bottles directly to us!

Next Steps

- Integrate Google Analytics with Mailchimp- this will be useful for your website as well
- Send screenshots of Mailchimp Analytics data
- Shift to more image centered emails
- Set up blog for longer and more informative posts, email links to blog update
- Review links in document I'll send shortly (setting up Google Analytics and email templates)
- Start creating list of content ideas