

Presented by Amy Coen

MARKETING & EMAIL STRAGIES



Presented by Amy Coen

This webinar will focus on creating effective marketing email campaigns by using a decision-making flowchart that guides your strategies. It will emphasize the importance of delivering high-quality, consistent content to engage your audience, as well as the use of a marketing calendar to efficiently organize your campaigns. We will also spend time on increasing the efficiency of packing and shipping orders, establishing clear guidelines and managing customer expectations. Additionally, reviewing a supply ordering list that ensures you have all necessary materials on hand.

INTRODUCTION

Welcome to Everyone!

Thank you for joining me today. I truly appreciate you taking the time to be here.

Today's Discussion

- We will explore marketing and e-commerce strategies that enable you to effectively balance vendors, products, pricing, and seasonal trends.
- We will examine an effective marketing calendar that lets you view your month at a glance.
- We will cover some fundamental web order packaging techniques to assist you in getting organized.
- Throughout the webinar, feel free to ask questions using chat and we'll answer those at the end.

Understanding Emails in Relation to In-Store Sales

When a customer walks in a shop with questions

For example: Do you have waders?

Response: Yes, see the wall over there, take a look and let me know if you have any questions

Result: No Sale

vs

Response: Yes, we have waders for every situation, let me show you.

Result: Sale

I view this senerio the same as an email. The customer receives the email, reads the subject and clicks to find answers.

Open email: Hit with a lot of wording but no clear message.

Result: Delete, No sale

vs

Open email: Sees a clear visual image with concise bullet points and reasons to purchase

Result: Click through, increase chance of sale

With this in mind, let's take a look at 5 keys to successful emails

#1 A subject line that earns an open!

Be clear about the value, not just clever. Your reader should instantly know “what’s in it for me”. Curiosity helps, but don’t be vague to the point of confusion.

A weak subject line tries to appeal to everyone

A strong subject line intentionally attracts the right reader.

Examples

Weak: “New Fly Rods Available” - broad

Strong: “For Anglers who hate heavy rods: meet your new setup” - speaks directly to a specific pain point - fewer opens but far higher quality engagement.

Weak: New Rod Alert

Strong: This Rod Changes Everything!

Weak: What’s Working On The Water

Strong: What Local Anglers Are Using Right Now!!

#2 A strong first sentence

The opening line should pull them in immediately. Build on the subject line and give them a reason to keep reading.

Weak: These waders are made with high-quality materials

Strong: Stay dry after 8 hours in the river - no matter the conditions.

Weak: We're having a sale on select items.

Strong: Upgrade your setup before this weekend - Save Big during our one day sale!

Weak: Tangles can be frustrating for anglers.

Strong: If you're wasting time untangling line, this will help!!

#3 Scannable, benefit-driven content

This means the reader can grasp what's in it for them in seconds - without reading every word. Most people skim, so your job is to make the value obvious at a glance. Break text into short chunks, and use visual cues like spacing or bolding to highlight key benefits.

Example of weak content:

Our new rod is made with graphite and features an improved taper design for better performance in a variety of fishing situations.

Example of strong content:

Cast farther with less effort.

- Loads easily-even on short casts
- Cuts through wind without overpowering
- More accuracy where it counts

#4 One clear message, one goal

Don't cram everything into one email. Decide the single action you want (buy, browse, learn, book) and make the whole email support that. Too many ideas = no action.

One clear message, one goal sounds simple, but it's where most emails fall apart.

The core problem: people try to make every email do too much. Sell a product, tell a story, educate, announce something, ask for engagement - all in one. When that happens, the subject line gets vague because it's trying to represent multiple ideas at once. Vagueness kills opens.

A strong email starts by deciding: what is the one thing I want the reader to do or understand after this? See #5

#5 A clear, compelling call-to-action

Tell them exactly what to do next:



#1  Subject Line: Stay Dry & Fish Harder with Grundens Waders

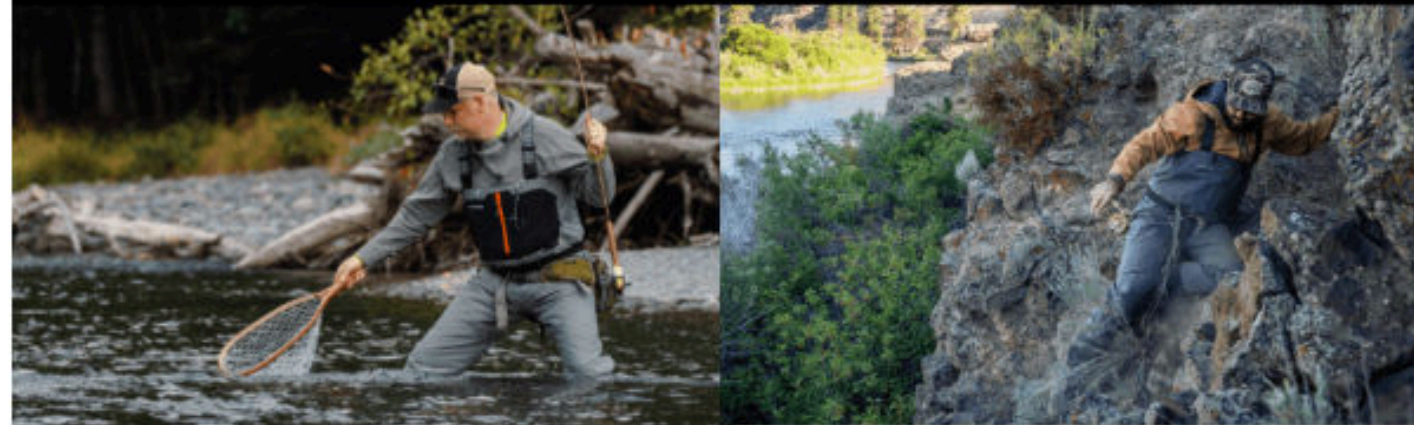
Strong Subject Line




#2 

Strong 1st Sentence

WADER SELECTION GUIDE: FIND YOUR **BEST** MATCH



 #4


One Clear Message

#3 

Scannable Content

Grundens waders are built from their century-long history and experience in designing foul-weather gear for commercial fishermen. Known for their extreme durability and market-leading comfort, their lineup of **Bedrock, Vector, and Boundary waders** are engineered to excel for entry level to expert anglers.

SHOP ALL

 #5

Call to Action

Planning and Organizing

Things to consider when creating your Email Marketing Calendar

How many emails do you want to send per week? 1-3, 3 being optimal

Days of the week that work best

Tuesday/Wednesday: Top Performers

- People are back in work mode and checking emails
- Less inbox competition than Monday
- Great for gear drops, educational content & promotions

Thursday: High Intent

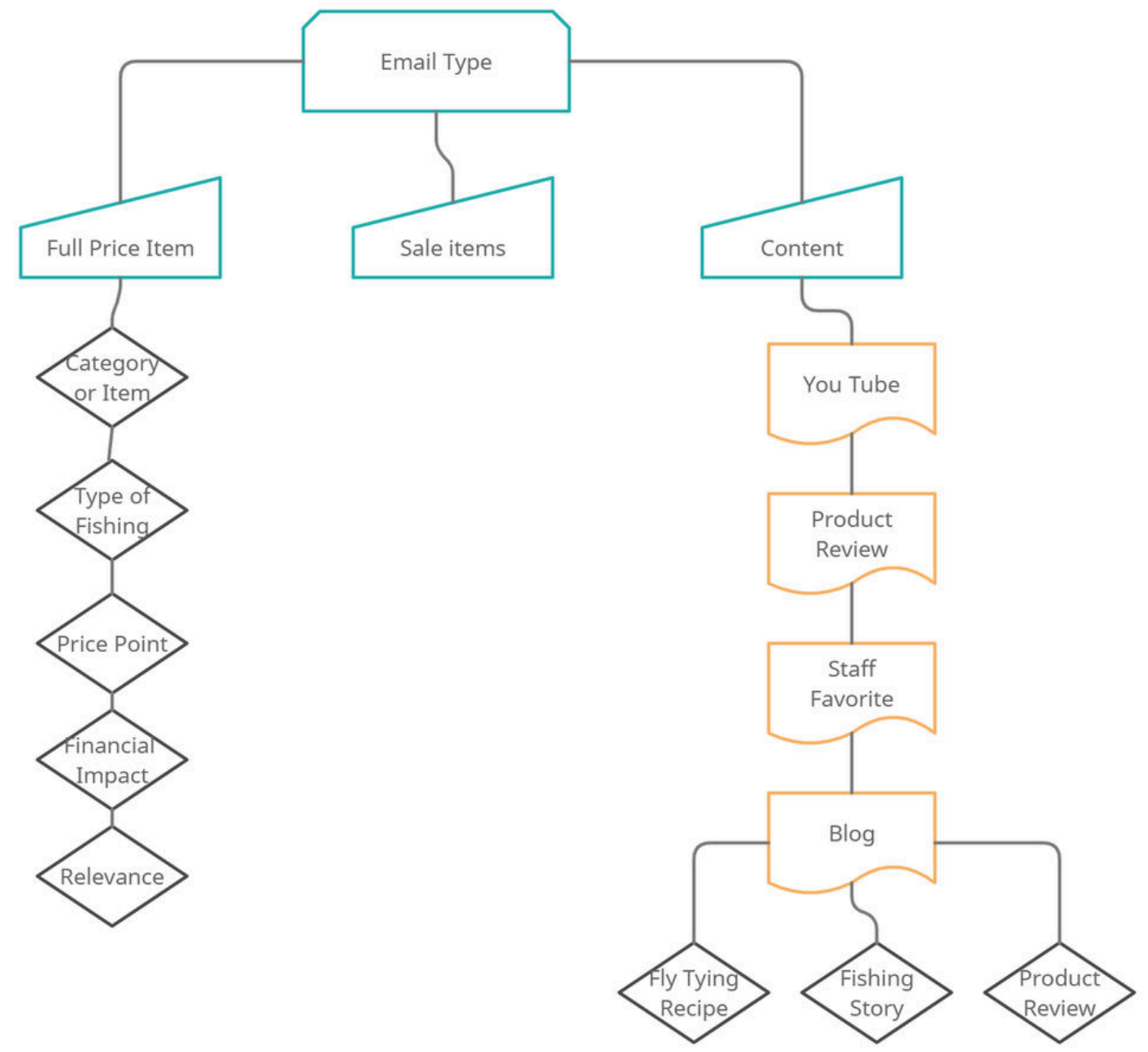
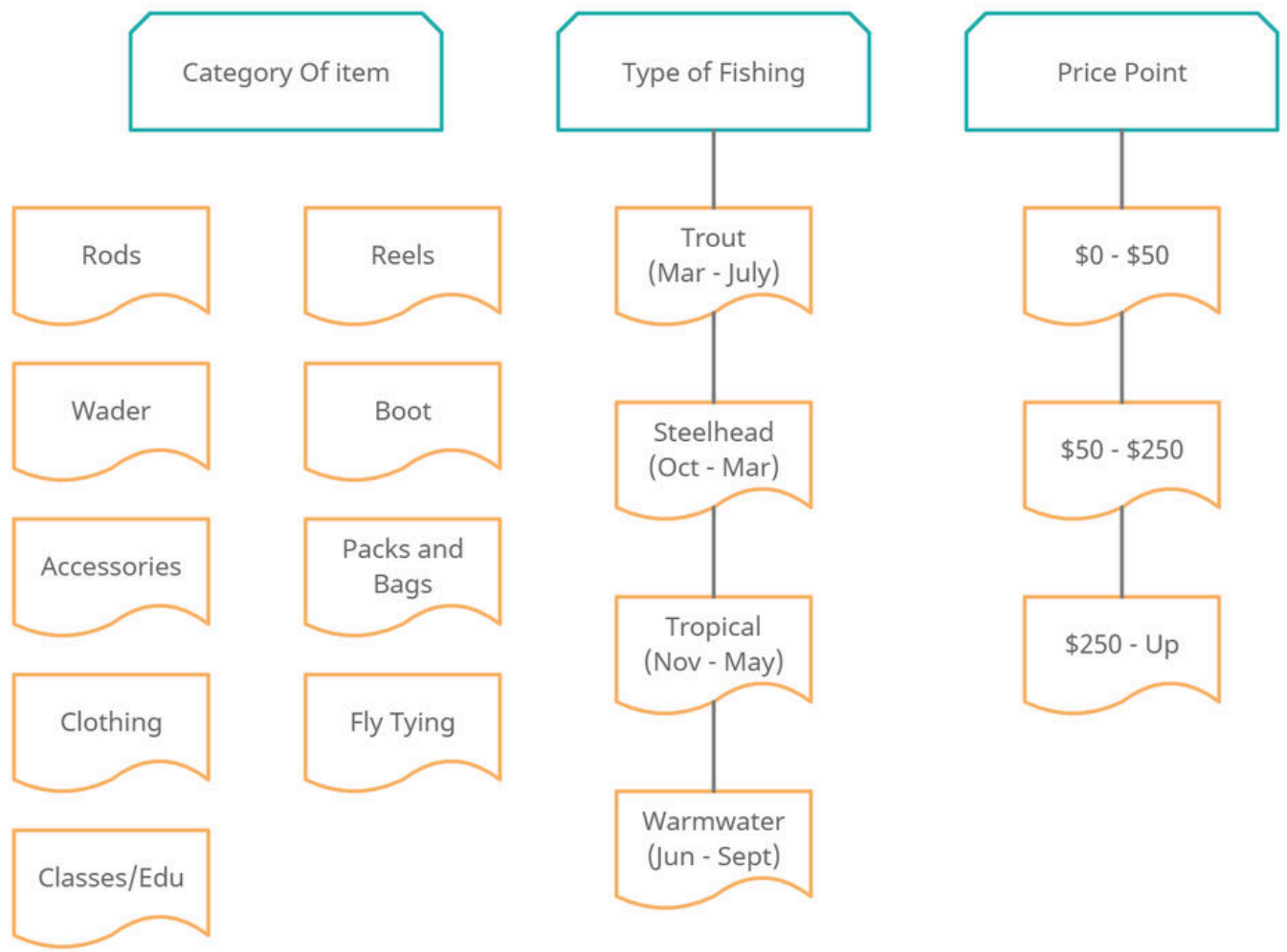
- Anglers are planning weekend trips
- Purchases spike for flies, leaders, last-minute gear

Sunday Evening: Relaxed day

- People are winding down, checking emails casually
- Great for sales

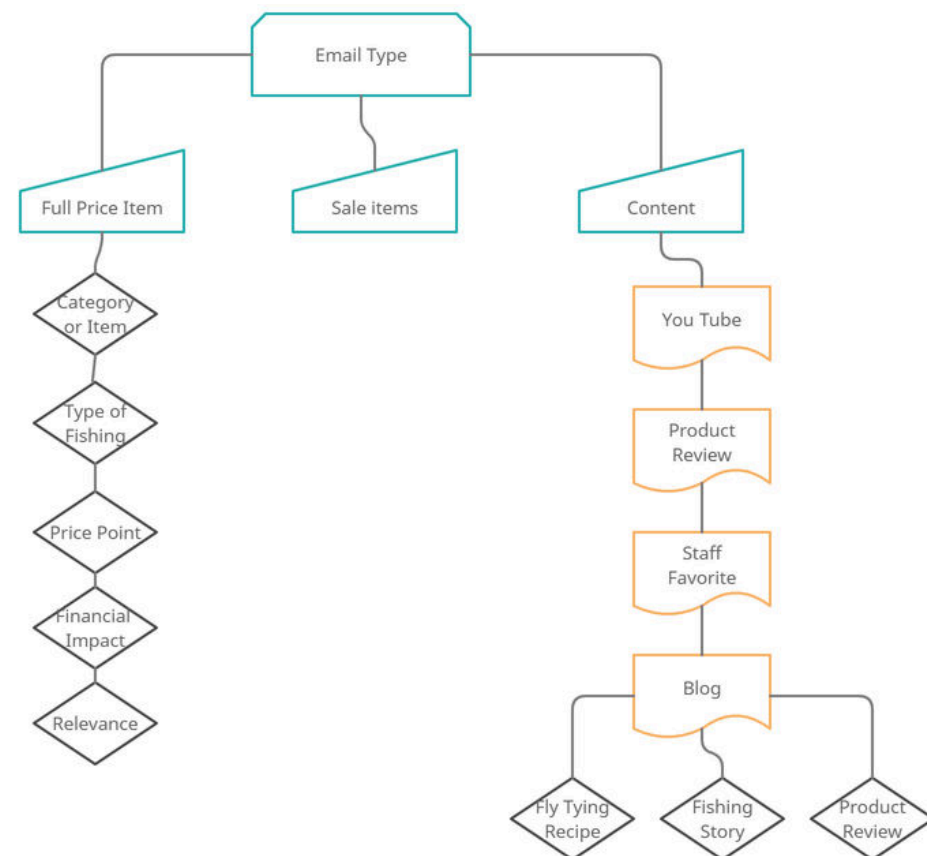
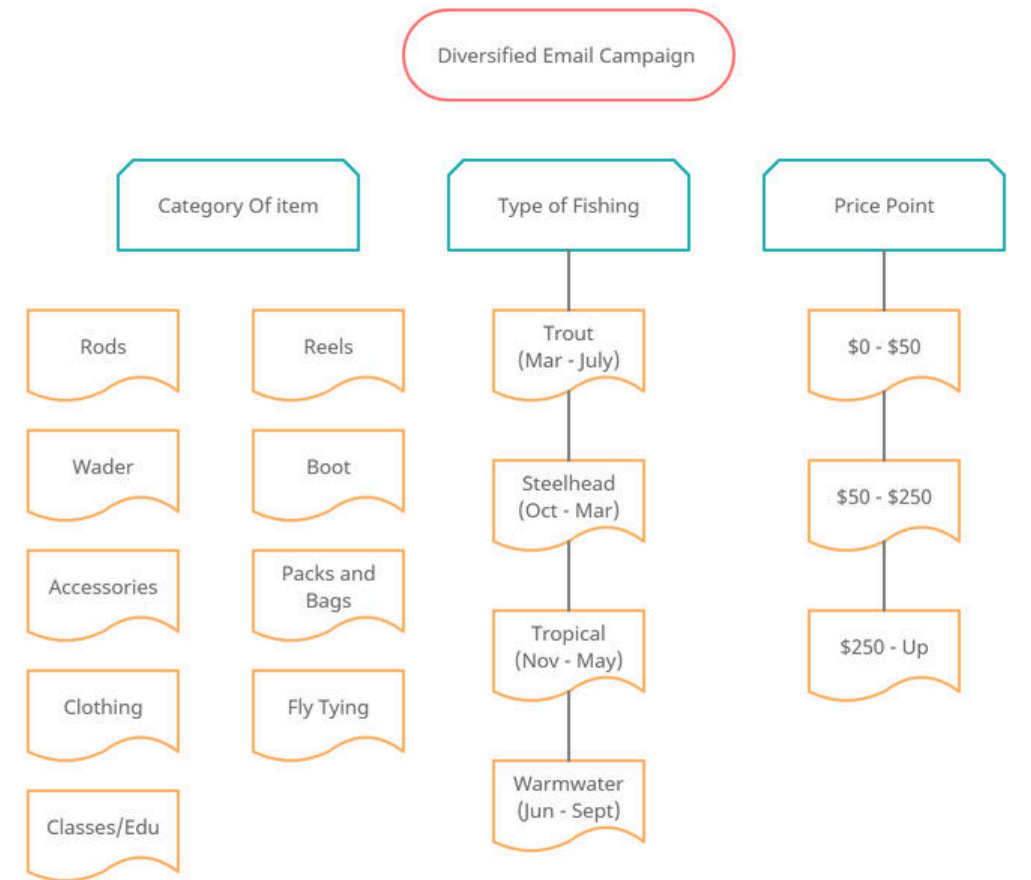
Don't be afraid to try different days and see what works best for you!

Diversified Email Campaign



EMAIL FLOWCHART

Finding a balance of vendors, product & pricing



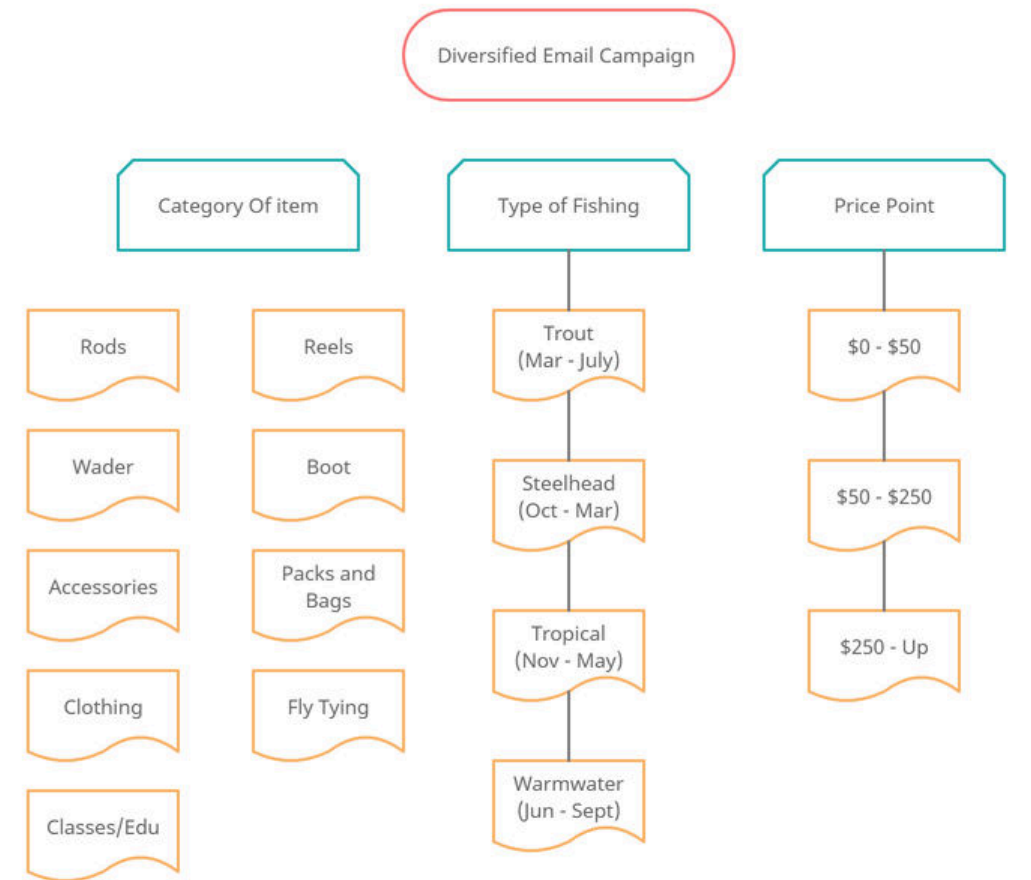
Week One

- Choose one Category per email
 - example: **Waders** - Showcase the new **Grundens** Bedrock
- Choose one Type of Fishing per email - depending on your area
 - example: Waders for **trout** fishing in the spring
- Choose one Price Point - **\$250 - up**
- Choose an Email type: **Full Price**

Week Two

- Choose one category per email
 - example: **Accessories** - Showcase a new **Umpqua** RiverRun nipper
- Choose one Type of Fishing per email - depending on your area
 - example: Umpqua nippers used for **trout** fishing
- Choose one price point - **\$0-\$50**
- Choose an Email Type: **Full Price**

Make sure to spread the love among vendors

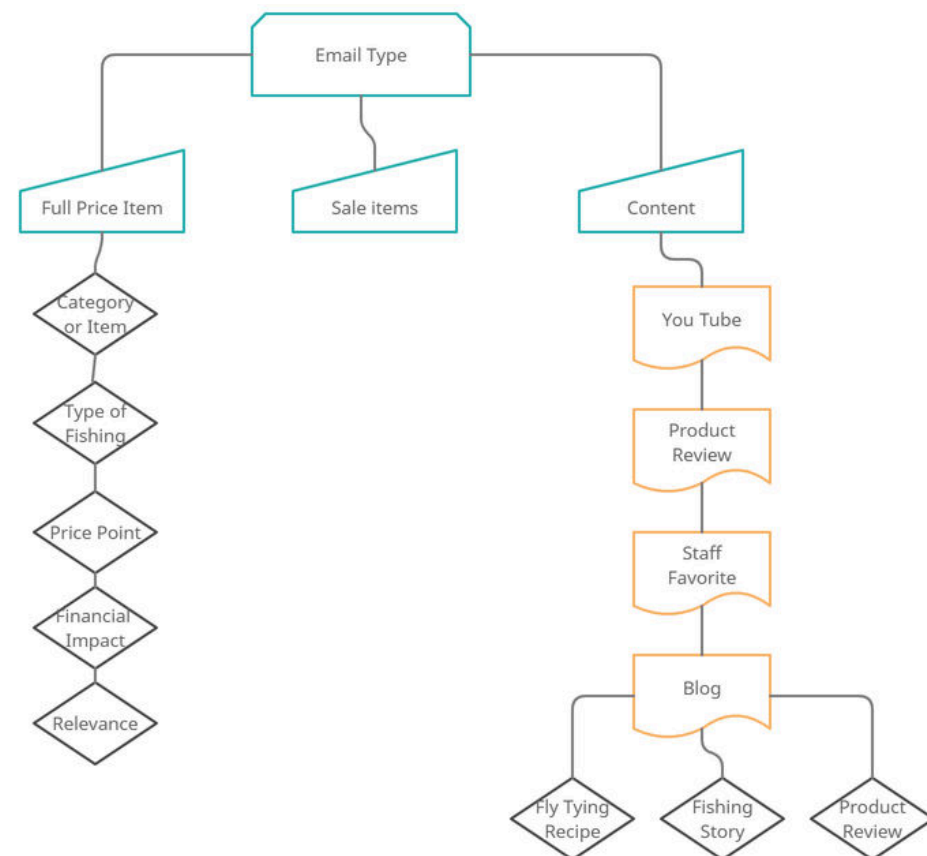


Week Three

- Choose one Category per email
 - example: **Classes/Education**- Fly tying with Bob
- Choose one Type of Fishing per email - depending on your area
 - example: Trout - it's springtime
- Choose one Price Point - **Free**
- Choose an Email Type: **Content**

Week Four

- Choose one Category per email
 - example: Apparel
- Choose one Price Point - **\$50-\$250**
- Choose an Email Type: **Sale**



| | | May 2026 | | | | | |
|---------|-----------|--|----------------------------|-----------------------------|----------------------------|-------------------------------|------------|
| Date | Day | Email | Footer | IN-Store Promo | Social Media Post | FlyTying & Speciality Classes | Open Seats |
| 5/1/26 | Friday | | | | | | |
| 5/2/26 | Saturday | | | | | | |
| 5/3/26 | Sunday | | | | | | |
| 5/4/26 | Monday | | | | | | |
| 5/5/26 | Tuesday | Waders: Grundens Bedrock Waders | Intro to Fly Fishing class | 10% Off Fly Tying Materials | Pic wearing Bedrock waders | | |
| 5/6/26 | Wednesday | | | | | | |
| 5/7/26 | Thursday | | | | | | |
| 5/8/26 | Friday | | | | | | |
| 5/9/26 | Saturday | | | | | Intro to Fly Fishing | 4 |
| 5/10/26 | Sunday | Happy Mother's Day | | | Happy Mother's Day graphic | | |
| 5/11/26 | Monday | | | | | | |
| 5/12/26 | Tuesday | Accessories: Umpqua RiverRun Nipper w/ Lanyard | Other RiverRun Accessories | | Pic of RiverRun Nipper | | |
| 5/13/26 | Wednesday | | | | | | |
| 5/14/26 | Thursday | | | | | | |
| 5/15/26 | Friday | | | | | | |
| 5/16/26 | Saturday | | | | | | |
| 5/17/26 | Sunday | | | | | | |
| 5/18/26 | Monday | | | | | | |
| 5/19/26 | Tuesday | Fly Tying with Bob - Zebra Midge | Highlight a Staff Member | | Staff member pic | | |
| 5/20/26 | Wednesday | | | | | | |
| 5/21/26 | Thursday | | | | | | |
| 5/22/26 | Friday | | | | | | |
| 5/23/26 | Saturday | | | | | | |
| 5/24/26 | Sunday | | | | | | |
| 5/25/26 | Monday | Memorial Day Flash Sale - apparel 20% off - 24hrs only | | 20% off apparel 24hrs | Memorial Day graphic | | |
| 5/26/26 | Tuesday | | | | | | |
| 5/27/26 | Wednesday | | | | | | |
| 5/28/26 | Thursday | | | | | | |
| 5/29/26 | Friday | | | | | | |
| 5/30/26 | Saturday | | | | | | |
| 5/31/26 | Sunday | | | | | | |

Example of Full Price email

#1 →

Strong Subject Line

Wade Confidentally with Patagonia River Salt Boots II

#2 →

Strong 1st Sentence



← #4

One Clear Message

#3 →

Scannable Content

River Salt Wading Boots II

Lightweight, comfortable, and engineered to deliver in saltwater and fresh water conditions.

LEARN MORE



#5

Call to Action

Example of Sale email

#1 →
Strong Subject Line

Sale: Sage Fly Rods



Strong 1st Sentence

SALE: Sage Fly Rods




#2 →

Don't compromise. Just pay less.

#3 →

Scannable Content

The rods you've been eyeing—now at a price you won't see often. Step into Sage performance with confidence, and if you want to be sure, swing by the shop and test cast before you commit.

| | | |
|---|---|---|
|  |  |  |
| Sage Sonic Fly Rod (Sale) | Sage Igniter Fly Rod (Sale) | Sage Igniter Spey Rod (Sale) |
| \$979.99 \$779.99 | \$1,439.99 \$949.99 | \$2,160.00 \$1,734.99 |
| Shop now | Shop now | Shop now |

← #4

One Clear Message

← #5 *Call to Action*

Example of Content email

#1 → Mark Your Calendars | BSA Summer Events

Strong Subject Line



Strong 1st Sentence

#2 →

A Full Season of Events Ahead

Scannable Content

This summer, Big Sky Anglers is proud to be part of a full lineup of events celebrating community, conservation, and learning.

#3 ←

#4 ←

One Clear Message



More Info on BSA Events

#5 ← *Call to Action*

Why have an Email Marketing Calendar

Consistency builds trust (and opens): When sending emails on a predictable schedule, your audience learns to expect and recognize you. This increases open rates and reduces unsubscribes. Random emails can feel like spam.

Better timing = better results: A calendar helps you plan around buying cycles, seasons, and key dates (holidays, product launches, promotions). Keeps you from scrambling at the last minute.

Stronger campaign strategy: Without a calendar emails tend to be one-off promotions. With a calendar, you can build a sequence (teasers, launches, follow-ups) that help guide a customer.

Prevents audience fatigue: Over-emailing burns your list; under-emailing makes people forget you. A calendar helps strike the right balance.

Improves content quality: Planning ahead gives you time to write better subject lines, craft stronger hooks, and design cleaner emails

Once the orders start rolling in...

Packaging isn't just about getting a product from A to B - it affects cost, customer experience, and even repeat purchases

INVENTORY!

Shipping cost & efficiency: Packaging directly impacts your margins

Determine what type of packaging you want to use - Polybags, Reusable bags, Recycled bags, new boxes, Recycled boxes (used). Buy in bulk to save money.

Keep the size of the box as small as possible

Standard box sizes to simplify operations

Product protection: If it arrives damaged, nothing else matters. Match packaging to the item

Fragile: (YETI) make sure it's bubble wrapped










Apparel: if using a polybag fold the garment backwards so buttons and zippers are on the inside

Rods/Reels: Always double check whats in the tube or box don't just assume, always add insurance







Unboxing experience: This is a marketing opportunity, not just a shipment.

Clean, well-presented packaging build brand perception. Include a thank you card, return instructions, packing slip, sticker.

Web Packaging Materials

| PolyBags | | | 100% Recycled Paper Apparel Mailer | | | | |
|---|--|---|---|--|----------------|---|-----------------------------------|
| https://www.uspolypack.com/ or amazon.com | | | https://www.ecoenclose.com/shop/recycled-mail | | | | |
| Item | Item # | Size | Item | Item # | Size | | |
|  | PolyMailer | USPP-13811 | 9x12 |  | PaperMailer | PAP7x9-250 | 7x9 |
| | PolyMailer | USPP-15075 | 14.5x19 | | PaperMailer | PAP10.5x4x19-100 | 10.5x4x19 |
| | PolyMailer | USPP-13818 | 19x24 | | |  | Recycled Recyclable Biodegradable |
| | PolyMailer | USPP-13819 | 24x24 | | | | |
| 100% Recycled GRAY Polybags | | | 100% Recycled Kraft Mailer - 6 x 10" | | | | |
| https://www.ecoenclose.com/ | | | https://www.ecoenclose.com/ | | | | |
| Item | Item # | Size | Item | Item # | Size | | |
|  | PolyMailer | GR-100RPM6-1000 | 9x6 |  | KraftMailer | KM6x10-500 | 6x10 |
| | PolyMailer | GR-100RPM9-1000 | 9x12 | | KraftMailer | KM12.5x19-200 | 12.5x19 |
| | PolyMailer | GR-100RPM14-250 | 14.5x19 | | |  | Recycled Recyclable Biodegradable |
| | |  | Recycled Recyclable Reusable | | | | |
| USPS Priority Boxes - FREE | | | Corrugated Boxes | | | | |
| https://store.usps.com/store/results/free-shippir | | | https://www.uline.com/Promotion/MonthlySpecia | | | | |
| Item | Item # | Size | Item | Item # | Size | | |
|  | Shoe Box | OSHOEBOX | 7 3/8" x 5 1/4" x 14 7/8" |  | Corrugated Box | S-4062 | 6x6x6 |
| | Priority Box | 1092 | 12" x 3" x 14" | | Corrugated Box | S-4128 | 12x6x6 |
| | Priority Box | 1095 | 12.5" x 3" x 15" | | Corrugated Box | S-4144 | 14x10x10 |
| | Priority Box | 1096L | 9" x 7" x 3" | | Corrugated Box | S-4243 | 24x12x12 |
| | Med Tube | 1098 | 38" x 6" x 4" | | Rod/Reel box | | 36x6x6 |
| | ***Do not use FLAT RATE boxes for Priority Mail*** | | | | Multi-Depth | S-4423 | 14x12x6(4,2) |
| | | | | | Multi-Depth | S-4765 | 24x16,12(10,8) |

Web Packaging Materials

| Kraft Paper Roll Dispenser/Cutter | | | Kraft Paper Roll | | | | |
|---|----------------------------|--------------|---|---|---------------|-------------|---------|
| https://www.amazon.com/dp/B07FB91W6G/re | | | https://www.amazon.com/dp/B07K8R8DQJ/ref= | | | | |
| Item | Item # | Size | Item | Item # | Size | | |
|  | IDL Packagin | PD-100 | 24x10 |  | Paper | DKraft24-30 | 24x1200 |
| Tissue Paper | | | Shipping Scale | | | | |
| https://www.amazon.com/WHITE-TISSUE-PAP | | | https://www.amazon.com/Accuteck-ShipPro-Di | | | | |
| Item | Item # | Size | Item | Item # | Size | | |
|  | Tissue Paper | | 20x30 |  | Accuteck Ship | | |
| Shipping Lable Printer | | | Shipping Labels | | | | |
| https://www.amazon.com/ZP-505-Thermal-Par | | | https://www.amazon.com/MFLABEL-Direct-The | | | | |
| Item | Item # | Size | Item | Item # | Size | | |
|  | Label Printer | Zebra ZP-505 | Labels | MFLABEL | 4x6 | | |
| | ***Can find less expensive | | | | 20 Rolls | | |
| Thank You Post Card Inserts | | | Stickers (package closure & free gift) | | | | |
| https://www.vistaprint.com/ | | | https://www.stickermule.com/ | | | | |
| Item | Item # | Size | Item | Item # | Size | | |
|  | Post Card | | 4x6 | Stickers | | | |
| | | | | | 2x2 | | |

Thank you!