

A FARMER'S GUIDE
**to Grow Revenue
with Email**





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Introduction

Email marketing is one of the most cost-effective ways for small businesses to engage buyers in a place they visit every day --- their inbox. As more consumers use online channels to purchase products, including food, the scale of email's potential to reach local buyers is huge.

According to one of the top email marketing firms in America, email is 40 times more effective than Facebook in helping businesses acquire new customers. And, 66% of consumers admitted they made a purchase because of an email marketing message. Buyers expect to receive emails from businesses and be reminded to purchase products online.

When used intelligently, email can help Farmers create lasting and profitable relationships, to grow brand awareness, regularly engage customers, and increase average order sizes. How? While social media and a Farm website are critical passive channels for your business, email is the only active channel that provides direct and consistent interaction with buyers on a regular basis.

This eBook is intended to help Farmers navigate creating an effective email newsletter, grow Farm revenue, and engage buyers consistently. Use this information as a guide to create an effective email that increases open rates and generates Farm sales.



Email is the only active channel that provides **direct and consistent interaction with buyers on a regular basis.**





Write an Eye-Catching Subject Line

A subject line is the first impression to get buyers to open an email, so it needs to be compelling! Finding the balance between generating interest while not appearing as a spam email is the key to driving more engagement and higher open rates.

Here are three things to keep in mind when writing a subject line:

Be Concise. All subject lines should use less than 50 characters. Why? When people are scanning their inbox, it's essential that they can read the entire message. Anything longer than 50 characters will decrease the chances of an email being opened.

Leverage 1 of 3 Categories. A subject line should be enticing, offering a peek into what the email entails. To keep things simple, use one of the three categories - curiosity (with questions), urgency (with promotions), or humor (with jokes or puns).

Relevancy is Essential. Not only should a subject line speak to the topic of the email, but it should be timely to the season, current events, and your business. Keeping the subject line relevant will generate more interest, and recipients are more likely to click through it.



While it's essential to understand what to do, it's also important to be aware of common mistakes when writing a subject line. **These common mistakes have been proven to increase unsubscribes (or the practice of recipients opting out of receiving emails):**

Don't use ALL CAPS. People don't like to feel like someone is yelling at them. Using caps in a subject line can be aggressive or look like a spam email.

Don't Overuse Exclamation Points. Too many exclamation points can look disruptive in an inbox. Subjects that overuse exclamation points are often ignored and deleted.

Don't Stray from the Email Topic. A subject line is supposed to prompt recipients to open an email because they're interested to learn more. If a subject line doesn't directly relate to the emails' contents, you're likely to lose trust, which can negatively impact future open rates.

// Subject lines that convey a sense of urgency have **a 22% higher open rate than those that don't.**



Below are popular subject line examples from 2021 gathered from different companies and industries. Farmers can use any of the three categories to write a subject line to generate a higher open rate and align with the contents of the email.

DRIVE CURIOSITY WITH QUESTIONS.

Questions are a great way to draw people in, spark curiosity, and prompt people to learn more. It's good to hint at some sense of mystery, piquing your customers' natural interest.

Last Day to See What This Mystery Email is About - GrubHub

Hey... were you gonna delete this? - Groupon

CREATE URGENCY WITH PROMOTIONS.

Subject lines that express urgency are an effective way to get buyers to take an action. In fact, subject lines that convey a sense of urgency have a 22% higher open rate than those that don't. By creating a window of opportunity (for a promotion or limited time offer), you're creating the fear of missing out (FOMO), which is proven to drive higher open rates.

This Week Only! - Farmer on Barn2Door

You're Missing Out on Points - JetBlue

Ending Soon: Save 40% - Hotwire





USE HUMOR TO HAVE FUN.

People love a good pun or joke. If you're naturally funny or have some appropriate puns to share, use them! Studies show that humor is one of the best ways to connect with people. A cheesy joke can go a long way and make your email stand out in an inbox.

Caught You Lookin'! 🙄 - Farmer on Barn2Door

Save Money. Don't Leave the Couch - Dollar Shave Club

47% of consumers open emails based on the subject line alone. That's almost half of your entire audience. It's essential to spend time crafting a subject line that will prompt opens and drive more traffic to your Farm store. Use one of the three categories as a foundation to save time and get emails into inboxes faster.

// 47% of consumers open emails based on the subject line alone.



Read: [Email Marketing 101: Increase Farm Sales by 30%](#)



Watch: [Why Farmers Need a Simple Email Marketing Strategy to Grow Your Business](#)



Include Preview Text that Pops

While Preview text is not a part of a subject line, it still holds value when sending emails. Preview text is another way that influences whether an email gets opened. Don't leave preview text blank! Giving recipients more information on what they can expect to read will help drive engagement.

When using an email marketing tool like Mailchimp or Constant Contact, you'll be given the option to write the preview text. If you don't use a marketing tool, the preview text will be automatically pulled from the body of your email. When this happens, usually the first few sentences are used.

When drafting preview text, here are some best practices to keep in mind:

Keep it Short and Sweet. Like the subject line, preview text provides an opportunity to share a message. What's your email about? What can someone expect to learn when they open it? You want the entire message to be read, so it is essential to keep it straight to the point.

Build off your Subject Line. Consistency is critical with email marketing and establishes loyalty and trust. Build off the subject line to further engage your audience.



Here are three real examples that have generated higher-than-average open rates:

Subject Line: Bird is the word! 🐔

Preview Text: Pasture-raised chickens are finally listed on our website!

Subject Line: Final Hours! Save up to 10% Off 2022 CSAs

Preview Text: Save on your CSA for next season when you pre-order now!

Subject Line: Caught You Lookin'! 👁️

Preview Text: Limited Time Offer - 10% Off Your Next Purchase Ends Soon.

Here are some common mistakes to avoid:

EXAMPLE #1: Too vague, not enough details.

Subject Line: You Won't BELIEVE this deal!

Preview Text: Your community, your favorite food. [Company] delivers the best local food, straight to you.

Why it won't generate opens: this example is vague, not offering valuable information on the "deal" or how it's attractive to buyers. While it intends to drive curiosity, it will often be overlooked in an inbox.





EXAMPLE #2: too long and wordy.

Subject Line: Get a SUPER exclusive 15% discount code from our Farm when you subscribe!

Preview Text: You can save money with our exclusive discount code when you sign up for a subscription with our Farm.

Why it won't generate opens: you only have seconds to capture someone's attention with email. Long subject lines that are wordy and redundant will get lost and ignored, especially when readers are using their mobile to check their inbox.

When drafting a subject line and preview text, ask yourself: "Would I open this email?" If the answer is no, it's worth drafting something new. By creating an intention with what to say in an email - whether you want someone to learn about a new product or buy a ticket for an event - the message must be communicated through the subject line and preview text.



Watch: Data Proven Strategies To Fuel Your Online Sales With Email



Listen: Getting Tactical with Easy Email Marketing to Maximize Your Farm Sales



You only have seconds to capture someone's attention with **email**. Long subject lines that are wordy and redundant will get lost & ignored.





Offer a Balanced Mix of Email Content

90% of consumers prefer to receive updates from your Farm with an email newsletter. When drafting the contents of a newsletter, use the 3 E's -- entertain, educate, and e-commerce. Entertain buyers with a story about your Farm, educate them about a new product or a particular farming practice, and highlight your e-commerce store to drive orders.

When writing an email, remember that it's not an essay, book, article, or any other type of long-form content. Write a maximum of 3-5 sentences per paragraph and no more than 3-4 paragraphs if you want recipients to read the email in its entirety. Shorter emails with clear, actionable next steps will drive higher conversions.

From a layout perspective, having a clean template, a mix of white space, minimal text, and eye-catching photos will urge more clicks to your Farm store. When using product photos, they need to align with the products you're showcasing.

Lastly, remember the 80:20 rule. 80% of the information you share should be a balanced mix of educational and entertaining, while the remaining 20% should be promotional, driving people to the Farm store. By following this format, you're building a rapport with your customers and establishing a connection before asking them to shop



from your Farm. Farms that consistently promote their products and ask for the sale (without incorporating stories that either educate or entertain) see lower overall conversions.

This example is from Grassfed Cattle Co., a pastured protein Farm located in Minnesota. With the opening line bolded in red, Valerie highlights the topic of her email - that pastured chickens are available for sale in her Farm store. In the body of the email, Valerie shares why pasture-raised is important and quotes the American Pastured Proteins Association (APPPA) for an educational component.

Also, note the layout. Valerie included an eye-catching photo at the top of the email. The header text stands out (in a red font color), and she uses 2-3 sentences per paragraph, making the newsletter consumable and easy to read.

GRASS FED
CATTLE CO
 MPLS MINN



Order Your Pastured Chicken!

FINALLY, our pastured chicken is listed on [our website](#) and is ready for pick up or home delivery! What's so special about our Grassfed Cattle Co. pastured chicken?

On our farm, we're taking the energy of the sun, using it to grow nutrient dense forage in our pasture and allowing our chickens to harvest it and turn it into delicious, nutrient dense chicken for your family and ours.

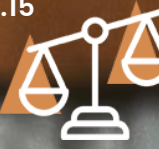
"Pastured chicken (moved daily) has 91% more omega-3 fatty acids, 33% less omega-6 fatty acids, about 50% less saturated and monounsaturated fats and 32% more polyunsaturated fats." - [APPPA](#)



Watch: 5 Tactics to Save Time & Drive Farm Conversions with Email Marketing



Listen: Save Time and Boost Sales with Practical Email Marketing Tactics



Farms that consistently promote their products and ask for the sale - without incorporating stories that either educate or entertain - **see lower overall conversions.**





Offer Clear Call-to-Actions

As you're wrapping up the final details of your email, it's essential to drive readers to take an action - either learn more about your Farm, shop from your store, print a recipe, or buy tickets to an event. Whatever your goal is, including 2-3 calls-to-action (CTA) in a single email will help you accomplish this.

What's a CTA? A call-to-action is a button or link that prompts email subscribers to take a desirable next step. Think about when you receive an email from companies you like. Did you click the link to Shop Now, Save 10%, or Download the eBook? If you did, then you took the desired action.

Including CTAs in your emails are critical to driving traffic to your Farm store and increasing conversions. In fact, 90% of people that read the headline of an email will also read your CTA. That's why it's essential to include at least one CTA in your email. Recipients should be able to browse your inventory in less than five seconds after viewing your email, so including CTAs that bring them to the Farm store is essential to generating sales.

// **90% of people that read the headline of an email will also read your CTA.**



Here are 3 CTA Best Practices to Implement:

Leverage Buttons. Buttons are a simple and easy way to format your CTA. A button is intuitive to click and is a straightforward indicator that you'll be taken somewhere else. Using a button for a CTA has been shown to boost click rates by up to 45%.

Include Simple CTAs. When writing a CTA, keep them short and concise using 2-3 words (no more than 5). A CTA should always use actionable language (e.g., Shop, Learn, Sign-Up, Order, etc.), making it clear what the next step is when the button is clicked.

Limit to 2-3 CTAs per Email. People easily get overwhelmed with too many options. At a minimum, include one CTA per email and no more than three. CTAs are meant to provide an easy pathway for people to follow - either to your Farm store, download a recipe, or learn more about your products.

The most common CTAs that we see used by Farmers are: Shop [Product Name], Order [Product] Now, Visit Farm Store, and Save 10% Today. You can use other CTAs, but make sure that they're



actionable and straightforward, providing easy access to the step you want them to take. Crafting the perfect CTA is one thing while getting people to click it is another. Personalize your CTA whenever possible and avoid phrases like “Shop Now” or “Learn More.”

This is an example from Grass Fed Cattle Co. When looking at the newsletter, Valerie uses a button for her CTA - Shop All Pastured Chicken. The language used on the button is clear, concise, and actionable. When clicked, people will expect to be brought to the Farm store to purchase pastured chicken. The button itself is large, sticks out from the text of the email, and grabs the reader’s attention.

Order Your Pastured Chicken!

FINALLY, our pastured chicken is listed on [our website](#) and is ready for pick up or home delivery! What's so special about our Grassfed Cattle Co. pastured chicken?

On our farm, we're taking the energy of the sun, using it to grow nutrient dense forage in our pasture and allowing our chickens to harvest it and turn it into delicious, nutrient dense chicken for your family and ours.

"Pastured chicken (moved daily) has 91% more omega-3 fatty acids, 33% less omega-6 fatty acids, about 50% less saturated and monounsaturated fats and 32% more polyunsaturated fats." - [APPPA](#)

[SHOP ALL PASTURED CHICKEN](#)



Read: What's a Call-to-Action & How to Use It



Read: 5 Promos to Drive FOMO - Fear of Missing Out



Send Emails at the Right Time

Sending an email at the right time with the right subject line and balance of content can make a huge difference in your open and click rates. In fact, nearly 22% of all emails are opened within the first hour of sending. That's why getting the right send time is critical to driving Farm sales and engaging your audience.

Here are 3 Best Practices to determine the right time to send your emails:

Track the Trends. If you use an email marketing tool (e.g., Mailchimp), gain insights into the best time to send an email to your subscribers. With the Barn2Door + Mailchimp integration, Farmers gain real-time insights with the benefit of send time automation. Mailchimp uses data to calculate when your email will have the most engagement (open and click rates).

Take Your Audience into Consideration. Depending on who your buyers are, the times when they check their emails can vary. For example, the stay-at-home mom probably checks her emails mid-morning around 10:00 - 11:00 am. On the other hand, a working professional will often check their inbox first thing in the morning or

// Nearly 22% of all emails are opened within the first hour of sending.



mid-day around 3:00 pm - after lunch, but before the end of the day.

Test and Iterate. It's crucial to try different days and times to discover what works for your specific audience. The most successful companies are constantly trying new ways to improve their deliverability and engagement to increase open and click rates.

If you're unsure of where to start, below are some popular send times that have been aggregated across industries. Use these days and times as a starting point, then test other days and times to figure out what works for your Farm. When testing, try sending emails on days that work with your processing and delivery schedules, making it easier to plan ahead.

In 2021, the best days and times to send an email have been:

Tuesdays & Thursdays

10 am, 2 pm, and 8 pm

Schedule Your Campaign
✕

Set up your schedule

Delivery date

January 4 2022
📅

Delivery time

Send Time Optimization ← Recommended for you 🔍

The best send time for maximum engagement.

The optimal time to send is **2 PM**. [How is this calculated?](#)

Schedule Campaign

Cancel



Read: Five (5) Insights your Farm can Uncover with Custom Reporting



Read: How-To Guide To A/B Test Your Farm's Email Campaigns

Watch: 5 Metrics Every Farmer Needs to Know



Conclusion

Email has become the new word of mouth and is essential to growing your business in today's market. The best thing to do is to measure your results, track what works, and try new things. Email is constantly changing, but your Farm will win when you have a go-to template, clear theme in mind, and create a punchy subject line.

People want to buy locally produced foods, but only 1% of Americans regularly attend a farmer's market. By appearing in their inbox consistently and offering an easy way to order from your Farm, you will see an increase in average order sizes.

*If you are a current Barn2Door customer, join our Academy Workshops for a series of classes to dive in deeper on these best practices. **Click here to learn more.***



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