Unlock your marketing potential

The power of subject lines

Anything is possible with good communication

Featuring

WHY BRAND PROTECTION WILL BE VITAL IN 2020
DELIVERABILITY: GETTING INTO THE INBOX
Message from the MD

I have in my desk drawer at NewZapp HQ one of our first promo flyers.

It was written around the turn of the new millennium, all of the computers in the world didn’t expire as predicted and everyone was getting used to saying ‘I love the noughties’. In this flyer, we described how to start sending “email newsletters” in five easy steps, the first one was:

“Connect your PC to the internet”

It’s amazing to me, to think about the changes we have witnessed to digital communication in those 20 years. Broadband, Apple, Social Media, YouTube and Google have all changed how, where and when we communicate and consume information.

The vast majority of this change has been due to one of history's biggest technological communication advancements, the smartphone.

I’m a huge believer in engagement

In my opinion, the smartphone revolutionised Email Marketing engagement. In 2007 email newsletters were in a bit of a slump, they were long text based tough reads and we all sent them out on Tuesdays & Thursdays because we were told to by marketing gurus.

Then Steve Jobs and his iPhone changed things forever. Marketers had a new medium to communicate with 24/7. Emails had to be mobile responsive, punchy and have a clear call to action (that bit your marketing agency keeps telling you your emails must have).

Engagement, analysing the results and planning an effective strategy all became important. Ensuring our communications could reach our audience was key. Digital marketing with its multiple touchpoints was here to stay.

So where do we go now?

NewZapp continues to go from strength to strength. It’s fun to remember a young fresh-faced Trevor at the start of this journey writing those first lines of NewZapp code. I would love to spend 30 minutes with that guy! (Mostly to tell him to buy as many Apple shares and bitcoins as he could).

We now supply organisations like Network Rail, Babcock International and many local councils and government organisations with the power to reach all of their respective employees. We continue to innovate in the communications space, looking for new ways to deliver vital Internal Communications to all employees including the all too often overlooked non-desk based team members.

Brand reputation, employee engagement and overall reach are vitally important goals to an organisation’s communication strategy. I take great pride in knowing our company, its software and its people help organisations achieve these goals.

Thanks for reading!

Trevor Munday, MD
Trevor Munday
Managing Director

Trevor started the company in 1998 whilst completing his BSc Business Information Management Systems at Plymouth University.

Initially the company was an online solutions company who provided ecommerce and powerful database driven websites. Everything changed when a client asked if Trevor could build a piece of software that would send email newsletters out to customers.

NewZapp was born, and Trevor hasn’t looked back, becoming a dedicated email service provider in 2004.

Day to day, Trevor is responsible for driving the company forward and making sure everyone and everything within the business runs smoothly. He’s always on the lookout for the next big thing and constantly pushing NewZapp to the next level as a communication provider.

“Trevor is passionate about getting the right products in front of our customers. From analysing new ideas to releasing the final project. Every step is vital in releasing software and service to our users.”

Darren Hepburn
Operations Director

Darren joined NewZapp in 2004 after 13 years of owning a variety of successful pubs, bars and restaurants up and down the UK.

His role covers all things customer facing. From managing our sales & support teams to working with development and design on the software itself. Darren heads our client training days and is a sought-after public speaker on all things Email Marketing, speaking at conferences in Dubai and Ireland, and large trade shows at London Olympia and Excel.

“I love passing on my email marketing knowledge. Whether it be speaking at trade shows or running training seminars. When delegate pens start taking notes I know I’ve nailed it!”

Annette West
Project Manager

Annette has been part of the NewZapp team since 2001 in her role as Project Manager.

Much of her time is devoted to helping customers to ensure that they make great looking emails by providing them with unique and flexible templates, tailor made to match and complement their branding. Meanwhile behind the scenes Annette also works on the development of the system, spec’ing and planning new releases and road mapping the future vision – which basically means a life full of “To Do” lists!

“Empowering customers to create their own email marketing never ceases to thrill me. Whether it’s watching their confidence grow as they see just how easy it is for them to stay on brand when making campaigns, or receiving ‘thank you’ messages when a new feature is added to the set.”

The NewZapp Team

Key people are nothing with a great team behind them! We’re an ever growing group of dedicated email marketers, based at NewZapp HQ in Exeter. We look forward to working with you soon.
Why NewZapp?

I had been shown NewZapp by several other colleagues at Network Rail who already used the software for their newsletters.

I was really impressed after seeing a bespoke template the NewZapp design team had built which correctly incorporated our branding so I wanted one for my own comms. I also needed accurate open and click through rates, which the easy-to-use live reporting area provides.

Best thing about NewZapp?

It’s very hard to choose but for me it’s the on-going support and advice we receive from our Account Manager, Rachel. She is always on hand should we need her and is always very quick to resolve any issues that may arise.

The Results

With a fully branded template along with the on-going support and advice, NewZapp has become a vital part of our communication toolkit here at Network Rail and would thoroughly recommend them.
Marketers should design their campaigns for mobile and look outside the mantra of sending emails at rigid times of the week.

Including a call to action button instead of a text link can increase conversion rates by as much as 28%.

According to research by Microsoft, smart phones have left us with an 8 second attention span. Goldfish have an estimated attention span of 9 seconds...

With this in mind, it is crucial to nail your from name and subject line on your email marketing. It could be all your contact reads before switching off or deleting your email.

Apple devices have reigned supreme in the email client market for years. If you include iPad and Apple Mail they hold 46% of the global market! To put that into perspective, Outlook has 8% of the share and Samsung Mail just 3%.

Increasing your engagement starts with your contacts. Look at the age of your data, how much of it is over 3 years old and unresponsive? Be careful not to get obsessed with open rates – getting the click through from a campaign is key.

This whole topic can, we know, be a little daunting. Sometimes you just don’t know where to start or what to start with, and this can eat into your time and lead to delays in getting started. So in this article we’ll look at how the GROW model can help you as a great process for goal setting, problem solving and staying focused.

“I believe that people make their own luck by great preparation and good strategy.”

Jack Canfield

As with any communications project, strategy is key if you are to draw up successful plans and ultimately measure their success.

**G O A L**

It may be an obvious one, but it’s probably safe to say a common communications goal is to “achieve higher engagement and participation” from our audiences/groups/types of recipient. Be it from an organisational, membership, community or sales point of view.

Think about adding definition to this goal to make it measurable. For instance, “In the next six months, our goal is to achieve on average a 10% increase in engagement, whilst maintaining 90% retention and at the same time increase our audience by 20%”.

**R E A L I T Y**

How far away are you from this goal right now? Historically, are your past achievements already on a par with your goal (if so then maybe your goal isn’t aiming high enough) or are any one of the three aspects of your example goal doing to be particularly tough to achieve?

Evaluating with honesty will help you identify whether some aspects of your goal are going to need extra resources or a complete change of approach. If plotted on a graph just how steep is the incline going to need to be?

**O B S T A C L E S & O P T I O N S**

There are going to be obstacles in your way. If there aren’t then you have to ask yourself what’s stopped you reaching the goal before now? These obstacles could be either physical, organisational, or a mix of the two. For example do you have all the data/software/time at your means that make your goal happen? Are there procedures/people that are going to get in your way?

Once the obstacles have been identified you can look at the options available to deal with them. Let’s not talk of being too ruthless here! But no matter how difficult the obstacles, if you look closely enough there will be options enabling you to either solve or workaround them.

**W A Y F O R W A R D**

This is the stage where your options are evaluated, the best ones chosen, and you convert them into action steps. Don’t worry if you need to work out what action steps would be required on more than one option, it still might not be clear at this stage.

Working through this process will help you to identify the best way forward and give you the confidence to know you’ve worked out a strategy that is going to energise your future plans.
"Sending" emails is easy, "delivering" emails is a different story. A provider should be able to demonstrate a history of excellent delivery rates into inboxes via clean whitelisted IP addresses. Systems should be in place to monitor blacklisting and dedicated IP addresses should be an option for a user.

**WE SAY...**

Deliverability

**Getting into the inbox**

When sending emails to a large contact base, it’s always best to use an Email Service Provider (ESP) such as NewZapp. As well as offering the tools to create, send and analyse your campaigns, this will also take the headache out of email deliverability using the following technologies.

**SPF** Sender Policy Framework

Having your 'from' domain addresses added to NewZapp's DNS records tells the Recipient's mail filter that NewZapp are trusted to send emails on your behalf.

**DKIM** DomainKeys Identified Mail

NewZapp can add an encrypted KEY to each of your emails as they are sent. The Recipient's mail filter can then ask to check the key they've received against the one held by NewZapp.

**DMARC** Domain Message Authentication Reporting and Conformance

This is set up on on the Recipient's mail filter and uses both SPF and DKIM to decide whether the emails it receives can be trusted. Those that fail both checks are rejected and bounced back to the ESP.

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**Top 7 Things** to ask your provider

- **Will my data be safe?**
  Data security should be paramount to any email marketing provider, especially after the introduction of the GDPR (General Data Protection Regulation). Ideally your data should be stored securely on UK based servers that are protected 24/7 both physically and digitally.

- **What levels of support will I receive?**
  Phone support should be a minimum requirement if you want to get the most out of your email marketing campaigns. A good provider will offer dedicated account managers who are available for any day to day editing queries, help with understanding analytics and building email strategies. Don't settle for just email support and user guides.

- **How do you measure campaign success?**
  "Sending" emails is easy, ‘delivering’ emails is a different story. A provider should be able to demonstrate a history of excellent delivery rates into inboxes via clean whitelisted IP addresses. Systems should be in place to monitor blacklisting and dedicated IP addresses should be an option for a user.

- **How do you monitor delivery rates?**
  Does NewZapp have the Sender’s Domain Addresses on its records?

- **How do you take mobile devices into consideration?**
  Your contacts’ world has changed, over 55% of all emails are opened on a mobile first. A good provider will offer you a bespoke template design that is mobile responsive, protects your brand and displays perfectly on all screens. They should also provide you with detailed reporting metrics for each type of device.

- **Will I be GDPR compliant?**
  All account managers assigned to you should have an in-depth knowledge of the legislation and able to offer any advice needed.

- **How do I create the email campaigns?**
  You should be looking to create your own mobile responsive emails with an easy to use drag & drop editor. The ideal provider would include a variety of free template themes and offer a bespoke template design.

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Welcome emails are one of the most powerful forms of automation, enjoying on average 4 times the open rate and 5 times the click-through rate of a standard email marketing campaign.

In 1971, a programmer called Ray Tomlinson invented email. He came up with the idea of "electronic messages" that could be sent from one network to another. His invention included the groundbreaking use of the @ symbol and we've been merrily using it ever since.

Back then the journey was short, point to point like a modern day text. Fast forward to today and it's an adventure Ray couldn't have imagined possible...

Anyone can send emails, but as an email marketing provider we focus on getting emails delivered past the external spam filters and Outlook based junk folders that stand in the way of your recipient's inbox.

In 2018 over 30% of businesses report being blocked by spam filters. In 2017 the average open rate across all industries was 24.8%.

The insight of reporting empowers marketers to begin the journey again by creating more email content they know is of interest to their audience.
**Case Study**

**East Lindsey District Council**

**Why NewZapp?**

We were looking to move away from a printed newsletter as part of our drive to be more digital in the way we operate. We were searching for a platform that was user friendly for us and also allowed bespoke templates that matched our branding and was mobile and desktop friendly. We also wanted an easy way for people to subscribe to our newsletters. We found that NewZapp ticked all the boxes!

**Best thing about NewZapp?**

Just how easy it is to pull together the newsletter. The editor is really simple to use and we love how we can easily manage our distribution lists.

"The platform allows us to pull in content and images easily, create one off newsletters, set up several distribution groups and easily manage contacts."

Christine Yates
Communications and Campaigns Officer

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**Guest Article**

**The astounding power of subject lines**

Of all the carefully-crafted elements that go into an email marketing campaign, the most important one is often the one that brands spend the least time thinking about.

We’re talking, of course, about the humble email subject line.

While nothing can trump the open rate impact of contact perception of your brand and its marketing emails - with 64% of email users basing their decision whether or not to open an email on “the organization the email is from” - subject lines aren’t far behind, with a full 47% of email users reporting that they base their decision whether or not to open a marketing email based on the subject line alone.

With nearly half of consumers using only the information in an email’s subject line to get them to just start the stage of the buyer’s journey, it’s little wonder why we at Phrasee have long believed that the email subject line is the single most important element of any marketing email.

Think about it this way: You can spend all the time you want crafting the perfect marketing email, but if no-one opens it, what good does it do? Phrasee have long believed that the email subject line is the single most important element of any marketing email.

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An effective email subject line is your single best chance to get you that all-important open...

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**Phrasee** are the market leader in AI brand-compliant language generation that specialises in marketing copy. They use artificial intelligence to generate language for Facebook, Push and Email.

We asked their “phounder” and CEO Parry Malm just what it is that makes subject lines so crucial?

With cross-industry email open rates hovering somewhere between 15% and 30% the sad truth is that most of the emails any brand sends will never be opened (no matter how good their subject lines are). This means that in most cases, the email subject line will be the only part of your marketing email most of your contacts will see.

Those precious seconds each contact spends glancing at your subject line before moving on to bigger and better emails can have a very real impact on how that contact perceives your brand and any emails you send in the future.

Boring, salesy, or dishonest subject line copy gives contacts a negative impression of your brand. It can land your emails in the dreaded spam folder and decrease the likelihood that your next email will get opened as well.

Funny, interesting, and engaging subject line copy, on the other hand, can have just the opposite effect. Not only does it increase the likelihood that your email will get opened today, it also maintains the positive brand perception you’ve worked so hard and invested so much to build and increases the likelihood that your emails will get opened in the future.

While the email subject line may be the last thing most email marketers think about when building a new campaign, the quality of that subject line, and how a brand’s audience responds to it, can, and often does, mean the difference between email marketing success and email marketing failure.

And that’s the kind of power every brand should be harnessing.

*Statistics taken from the Chadwick Martin Baily Consumer Pulse*
Why choose NewZapp?

Brand protection
We work closely with you to ensure full brand protected design that covers all your emails. Our code practices are kept bang up to date by our fanatical design team, ensuring your emails look their best no matter what device they’re opened on. Every new account includes one FREE bespoke template design.

UK based
Our servers and offices are located right here in the UK, giving you instant access to phone support whilst keeping your data safe under UK legislation and increasing your deliverability score.

We’re fully GDPR compliant and have been since our inception back in 1998.

Total support
Every NewZapp customer has access to a dedicated account manager available on the phone and online to help you get the most out of your email marketing.

We have a constantly updated growing set of guides, factsheets and FAQs in our online portal to both assist you in a crisis and pass our wealth of knowledge on to you.

CPD Certified full-tier training courses allow you to build your own team of experts.

Why not just use Outlook?
It’s a good question. Your contacts are in Outlook, you send emails from it on a day to day basis anyway and it’s “free”. So why should you use an Email Service Provider like NewZapp to send your emails, what are you missing?

With over 55% of emails being read on mobile devices, it’s crucial they look professional and engaging on these devices. Otherwise they just get deleted.

Every email sent out of NewZapp is carefully designed to look its best at any screen width, boosting engagement to new levels.

Domain Protection
Using Outlook to send email communications in large numbers is a very risky business. If you get blacklisted your ISP could ban ALL emails from the organisation whilst it investigates.

Using an Email Service Provider protects you from blacklisting and the ensuing wrath of bosses, IT departments & colleagues.

Breaches & Crashes
We’ve all had them, a campaign with everyone’s email address in the “to” or “cc”. This is a total breach of current data protection laws not to mention a strain on internal email systems.

But you’ll be careful and use “bcc”. They probably said that at the NHS in November 2016 when a test email sent to all crashed their system for days.

An Email Service Provider sends a single email to a single contact, keeping everyone’s data safe whilst controlling the flow of email.

Email Reporting
One of Email Marketing’s most powerful tools is the ability to track contact engagement. And before you say it, no, nobody should use “read receipts” for this because it isn’t the 1980’s.

Seeing vital email analytics like who opened and clicked on your email is just the tip of the iceberg from a system like NewZapp.

Mass Communication Best Practice
Message Creation

Create messages using your bespoke templates with true WYSIWYG editing and brand-protected drag & drop blocks. No HTML knowledge required.
Recipient Management

Managing your contact data is one of the most important aspects of your team communications. Save basic and custom information with peace of mind that all data can be easily maintained and updated.

This is Bob

Everything Bob has ever told you about himself is stored in his Contact Card, along with a record of his engagement.

All this information is available for you to edit, check, cross reference and use to personalise your communications with Bob.

Team Management

Bob Smith is just one person, as are we all. However, his various attributes mean that he is currently counted in 3 groups in your account.

Contact: Bob Smith

Bob's job title is Office Manager. This means he's part of the Management group, which receives the weekly HR Update, monthly Budget Report and bi-annual Workforce Review.

Bob trained to be a first-aider, but that tidbit is part of a larger Training umbrella. Bob receives the monthly Training Opportunities newsletter, as well as having been through the First Aid Automation.

Being part of the 5-a-side footie team, Bob is a fully paid-up member of sliding about in mud on a Sunday. Extracurricular communications are a huge asset to team building.
**Segmentation**

By reacting on the fly to engagement behaviour, segmentation can re-connect you with less active staff members in your account and bring them back into the fold.

This re-engagement example has just 2 filters, but you can add any number of behavioural, data and custom filters to any Segment.

The reporting of the campaigns is also of vital importance to us as we send several campaigns, sometimes weekly and others quarterly and so being able to analyse the success is crucial in development of our marketing strategies.

Karen Clarkson  
Marketing Manager, Warner Goodman LLP

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**Automation**

The perfect tool for series communications that are tailored to each recipient’s journey. Automation streamlines your processes and relaxes the administration workflow.

This 5-step Automation shows a staff member onboarding experience, from initial induction to core skill training.

Every Step of your Automation has an Email ready to send. The Trigger determines when each Email is sent, according to date or behaviour. Scheduling controls the sending window that best suits your Automation goals. Performance Statistics start to collate from your very first email.

Karen Clarkson  
Marketing Manager, Warner Goodman LLP
Data Statistics

Crunching the numbers. Take control of every element of your campaign and the facility to export that data into Microsoft Excel for further distribution and analysis.

Engagement & Reporting

Track your recipients' engagement throughout their journey.

Extract key data to tailor future communications.

Timeframe Graph

Knowing when to send your email campaigns can be as important as what you send. Timeframe graphs show you the exact point when your campaign was performing at its best.

Social Media Activity

What is the engagement reach of your email campaign? You send it, they share it, and now your email is read by a whole new audience. See just who is spreading the word of your latest news.

Manager’s Report

Upload your company logo for the coversheet and select which components are added to the report for a professionally branded look and feel to your marketing meetings.

Client Inbox

Your recipients aren’t stuck on a desktop any more from 9am to 5pm and neither is your email campaign. See what device and email client your recipients are using. Are they mobile or tablet readers? Now you’ll know for sure.

Hotspot Overlay

Hotspots show you which areas of your email have been clicked on the most. See instantly who the biggest openers are, who’s clicking what the most, if the email is trending on social media and how many visits your site is getting.

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The manner in which you present yourself to any audience reflects core values and requires a consistent approach. This is the case regardless of whether you are communicating to external or internal contacts, and to customers, suppliers, staff or stakeholders.

Big budgets are spent working on the toolkits which guide every aspect - from tone of voice to colour palette, and trademarks to key phrases - and anyone designing on your behalf should appreciate that fact.

Branding guidelines are a basic starting point for design and marketing work and material produced should never dilute or deviate from your brand.

Instant recognition is key to recipient engagement: increasing the likelihood of the email being read, whilst improving and leveraging the trust bridge between employer and employee. This in turn helps improve the communication flow and ensure that important timely messages are read and understood.

For example, if an email sent to employees had a style not seen before in terms of it using colours more garish than those in the organisation palette, and with content written in a font style not used in other material, then it would run the risk of not being taken seriously.

The chances are that recipients would assume this to be a maverick email, e.g. one sent by a person or department that isn’t working as a team with management. Worse still it could be seen as a rogue or counterfeit communication.

Similarly, a company might offer a download of product information. Unless this in line with other branded materials the decision to buy could be seriously hampered by a presentation which is of poor quality and unlike other branded work.

Here are 8 checks to consider when producing or commissioning branded material:

- Is the tone of language in keeping with guidelines?
- Is it written in the correct tense?
- Does the call to action or overriding message portray the brand with positivity?
- Is the material objective or has a personal angle crept in?
- Have the correct assets been used in terms of logos, strapline?
- Is text in the brand font and colour?
- Does the brand have the rights to use any accompanying images?
- Is this the very best impression you could make on your audience?

As a brand develops it’s advisable to curate a collection of a range of communication examples to refer back to and to show to designers and marketers working for you. An online storage application like Dropbox is useful for this purpose, and for quick and easy distribution to specific others.

If in doubt... don’t publish or distribute yet. Even if a deadline is looming, make time to revisit, refine and reflect on the bigger picture until you are happy with the final version and that it will create results.

As a business, or organisation, you know how important your brand is to your identity. Your brand isn’t something which will have happened by accident, it will have evolved over time.

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Annette West
Project Manager

Having been part of the NewZapp team since 2001, Annette has a customer-facing role helping users make great looking email campaigns. She also works on the development of the NewZapp system, helping plan its road map and ever increasing features.

NewZapp's system enables us to communicate with students and parents in an effective way. It's easy to use and has greatly improved our email campaigns.

Darren Gallagher - Exeter College
The Data Subject is any individual who may be identified by personal data such as name, date of birth, email address, financial details, medical history and legal information. Data Subjects can be potential enquiries, customers, suppliers and employees.

The Data Controller is a person or organisation that is responsible for obtaining, storing and processing Data Subject information. Every business, no matter the size, will be a Data Controller in some way.

The Data Processor is a facility or service that is used by the Data Controller to store or process Data Subject information. Email Marketing platforms like NewZapp, storage facilities like Dropbox and CRM systems like Salesforce are examples of a Data Processors.

What is the GDPR?

Brought into force across the EU in May 2018, the General Data Protection Regulation is a legal framework designed to give control of personal data back to the individual and ensure organisations are held accountable for the safe storage of data.

All the GDPR really wants us to do is be more responsible with peoples’ information. A data controller must at all times know:

- Who has access
- What is collected
- Why they use it
- When they delete it
- Where it is stored
- How they collected it

Who is involved?

The GDPR has 3 main players:

- The Data Subject
- The Data Controller
- The Data Processor

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A Data Roadmap

The best way to stay onside of the GDPR is to complete a data roadmap.

Plot out the journey a Data Subject takes during its time with you. This roadmap will highlight any potential issues and give you a clear understanding of what needs to be implemented for GDPR compliancy.

Who has access

Phone support is rarely available to UK customers and it can take up to 24 hours for an online question to receive a reply.

What is collected

Using a US provider could mean you are in breach of your own Privacy Policy if it doesn’t state that you store data outside of the UK.

Why they use it

Many US providers don’t allow the use of purchased lists and your account can be closed immediately and without warning if they deem your database is in breach.

When they delete it

Where it is stored

How they collected it

In a nutshell...

Our support and marketing team produce up to date support guides and knowledge base, blogs, and newsletters that are on point for any marketing ‘hot topics’ in the UK.

NewZapp HQ is based in the UK, so we’re awake when you are.

As a UK-based data processor NewZapp stores all your data in the UK on an isolated server.

NewZapp has an onsite Data Protection Officer who ensures that as a company we remain GDPR compliant and who can help with any queries you may have.

Data Security

US vs UK-based Providers

Full phone & email support is available Monday to Friday 9 am – 5 pm with a ticketing system also online for sending us queries during the times in-between.

Your data sitting on UK servers means it will remain secure under the terms set out by the UK Data Protection Act and the General Data Protection Regulation.

With a NewZapp account you have a dedicated Account Manager who will support you with any billing enquiries, product upgrades, and marketing strategy.

The use of purchased lists is allowed in a NewZapp account as long as it’s a fully opt-in 3rd party list and from a reputable data provider.

NewZapp has an onsite Data Protection Officer who ensures that as a company we remain GDPR compliant and who can help with any queries you may have.
TEDxExeter is Exeter’s Ideas Festival with global reach, licensed by TED.

Why NewZapp?
TEDxExeter partner with local organisations, without whom our event would not exist.

We needed an email marketing system that could allow us complete control over our subscription lists and to segment our data to fully optimise our campaigns. This ensures that we keep our audience base fully up to date with all of our news regarding our events and online talks.

Best thing about NewZapp?
The template design and reporting data has allowed us to drill down and fully analyse our campaigns to maximise opens and engagement rates for our forthcoming mailings.

Compared to other systems NewZapp avoids the need to maintain multiple lists, and instead we can manage one database with grouping options as well as data driven and behavioural segmentation.

“Whatever stands out for us about NewZapp is the fantastic intuitive system and unrivalled customer support.”

Stacey Hedge
Communications Lead, TEDxExeter

The Results
NewZapp offer an email platform that suits our needs perfectly and it is supported by outstanding customer support.

“"We’ve been working with NewZapp for four years and have built a great relationship with the team. Their customer service has remained at such a high-level throughout and are always on hand when we need them.”

Carlene Holton
Marketing Officer at PG Mutual
Unlock your marketing potential

Discover the secrets of better engagement by taking your email marketing skills to the next level with CPD Certified Training

Continual employee training is a crucial part of every organisation and helps to improve skills and deliver maximum benefit at every level. All training needs to be engaging, informative, enjoyable and memorable.

CPD is important as it helps to ensure that further learning is progressed in a structured, practical and relevant way to guarantee that there are applied efficiencies in learning. More and more employers are taking a proactive and supporting role with the CPD required by their employees.

At NewZapp we recognise the importance of personal development plans and the value that properly structured training programmes bring to an organisation. We know that by investing in your employees you are investing in the future skills of your teams and ensuring you can get the best from them.

Your trainer is Darren Hepburn, NewZapp’s Operations Director and Data Protection Officer

A member of the Institute of Direct Marketing, he has worked in the communications industry for nearly 20 years, bringing a wealth of experience and a good splash of humour to every training day.

We have structured email marketing training modules which are suited to organisations looking to further the personal development of their employees and to encourage best practice email communications.

Our training covers not just about how to use NewZapp, but also how to get the most from your email communications regardless of the platform you use.

“... We found the training to be very useful and informative. Can’t believe some of the features that we were not using!! Already changed that from this week.

Martha Conti
Blevins Franks Financial Management Ltd

CPD Certified Training Modules

Tailor your experience by selecting the modules that best meet the needs of your organisation & your employees.

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Membership No. 12156
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In our eyes you’re all email communication super heroes!

But just in case anyone else in the office didn’t get the memo,

The fastest creator of email campaigns on the web

The all-seeing, all-knowing Dispenser of Email Marketing wisdom

take your pick of whichever alias suits you best and wear with pride!

Delivering the right content to the right people at the right time

The Defence against the Spamming Hordes specialist
Ready to add NewZapp to your life?

We know you’re going to love the benefits that NewZapp brings to the way you communicate, the time it will save, the results it will bring and the problems it will solve.

Speak to one of our communication experts to talk in more detail about how much your organisation can achieve by using NewZapp.

Call: 01392 447200
Email: hello@newzapp.co.uk
Visit: www.newzapp.co.uk

We’ll be with you every step of the way from planning to implementation, with support and strategy advice.

We look forward to working with you.