



MARKETING AND COMMUNICATIONS

EMAIL MARKETING GUIDE

MATT PRYOR

MARKETING MANAGER
WHĀRIKI AOTEAROA
AUGUST 2024

1. PĀNUI eDM

INTRODUCTION

The Whāriki regular pānui is the highest value piece of external communications that we release to our members.

Pānui are sent to your entire network, so care should be taken to ensure that it is of the highest quality: Consistency of tone and appearance, great user experience, and useful/relevant content.

This guide will give you tools you need to ensure your pānui is presented in the Whāriki brand, and optimised to increase performance.

EMAIL QUALITY

We need to ensure our emails are performing well, because if we consistently send low-quality eDMs, our emails will be rejected by some email servers.

Quality is measured by:

- The % of emails sent that are opened by the recipient
- The % of users that click links within the eDM
- The % of eDMs that bounce
- The % of people who unsubscribe from our email lists

BOUNCES & UNSUBSCRIBES

Keeping our data clean and up-to-date is an essential part of sending high performing eDMs

- Bounce rate will be reduced when data is regularly inspected for errors in email addresses

Unsubscribe rates will remain low if:

- Emails are sent to targeted lists
- Email content is relevant and easy to read and navigate
- Emails are not sent too frequently (less is more)

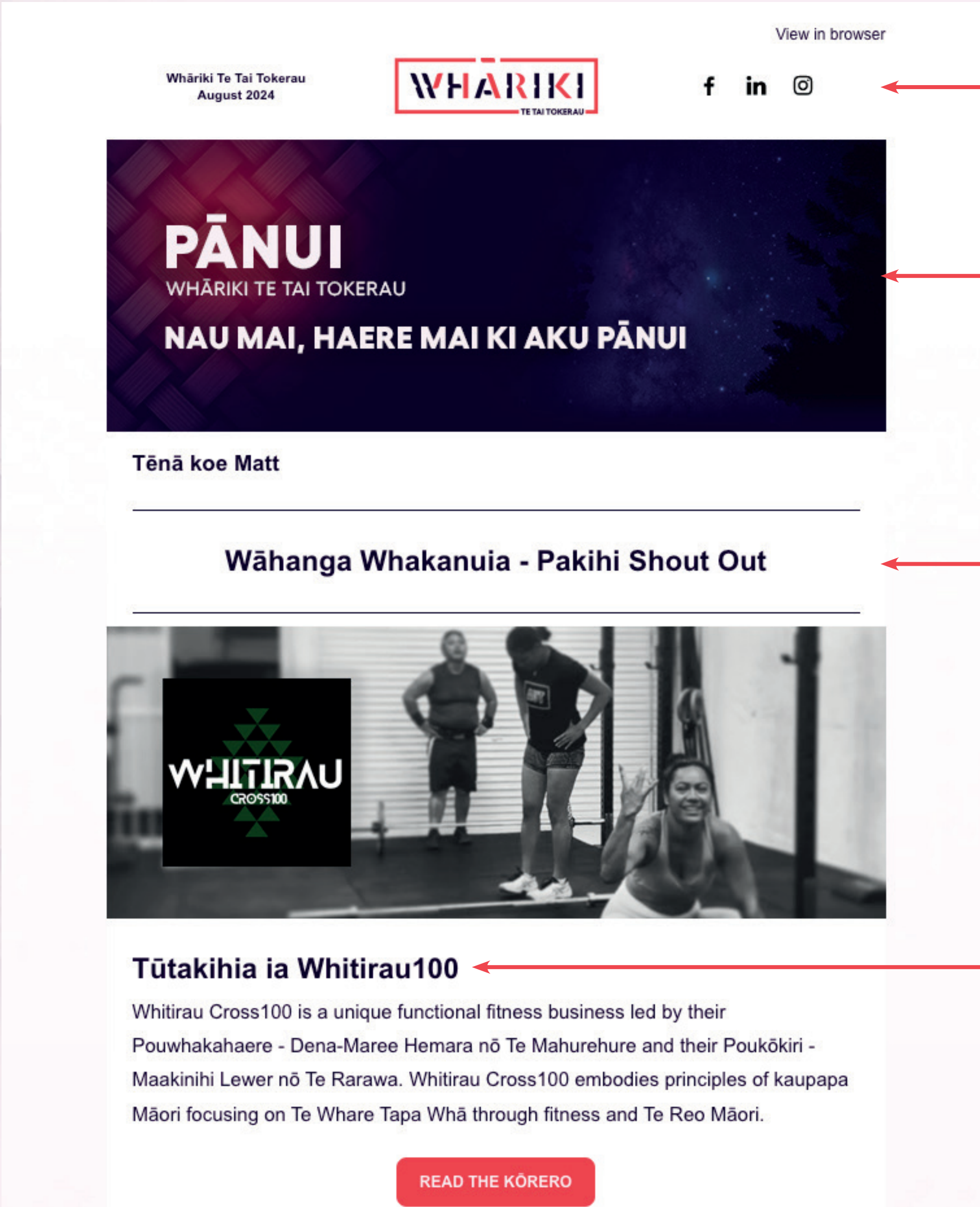
PANUI eDM STYLE GUIDE

Whāriki eDMs should be treated as a brief reel of highlights and a gateway communication to longer form content hosted on the Whāriki website, Te Hapori o Whāriki, or a partner’s website where appropriate.

The eDM templates have been created to ensure a consistency across all communications from all Whāriki networks.



Keep the look of youre pānui consistent and clearly define each section and article.



Header: This should always follow this format

Header Image: This can be amended to suit occasions but needs to retain the brand look. Size is 600px X 225 px

Section divider: 22pt Bold text, centred, with divider lines either side

Article image: 600px X 225px. Image should be engaging.

Article heading: 22px bold



PANUI eDM CONTENT GUIDE

eDMs need to be brief and catchy, like browsing a news website.

We want the readers to click to read more. To do this, we need somewhere for them to go from the item in the eDM. **We don't put long form content in our eDMs.**

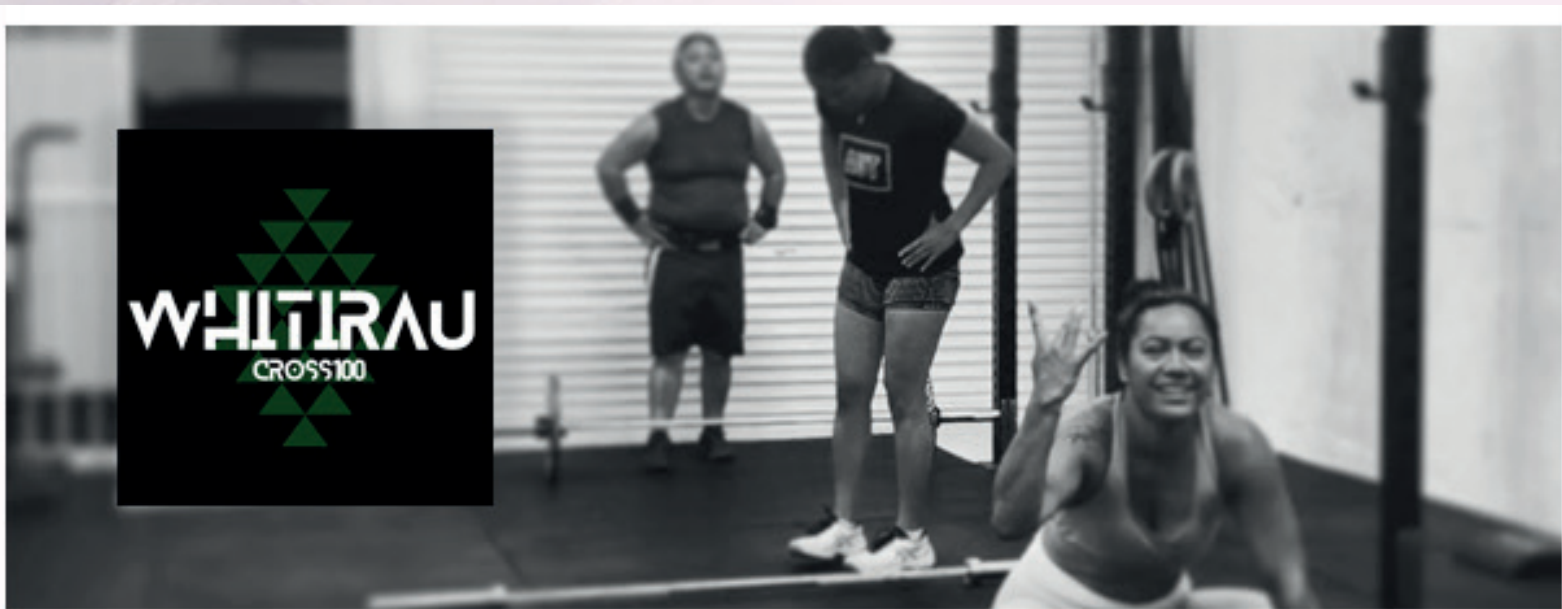
So we write a brief intro to the item and then we link the button to:

- A blog post on whariki.co.nz
- A post or event in Te Hapori o Whāriki
- An partner's external website

Each item that is in your eDM should be a short paragraph that gives a brief introduction to the longer form content. **Make it punchy so that whānau want to click the button and read more.**



eDMs are a gateway to our website and our online community. Their main job is to get traffic to our other digital channels.



Tūtakihia ia Whitirau100

Whitirau Cross100 is a unique functional fitness business led by their Pouwhakahaere - Dena-Maree Hemara nō Te Mahurehure and their Poukōkiri - Maakinihi Lewer nō Te Rarawa. Whitirau Cross100 embodies principles of kaupapa Māori focusing on Te Whare Tapa Whā through fitness and Te Reo Māori.

READ THE KÓRERO



EVENT FEATURES GUIDE

Events are an important part of the Whāriki offering – the pānui are a way to encourage registrations for these events.

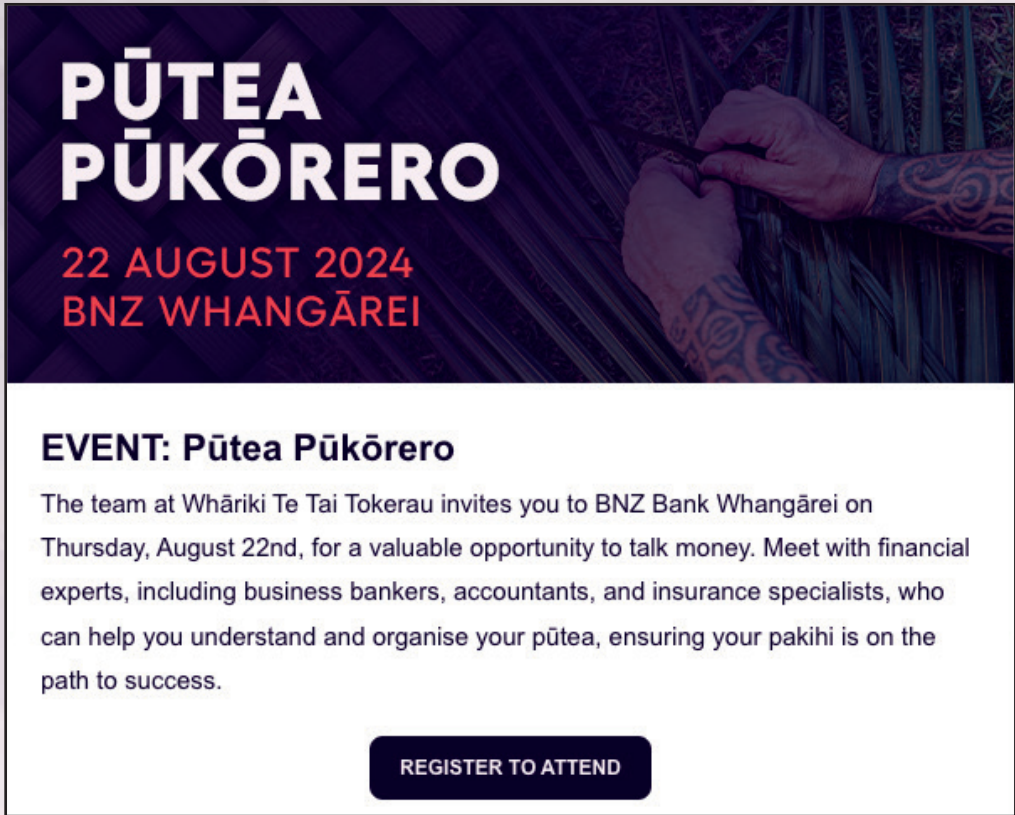
Events should be listed on the Whāriki website with full details of the event, and then the registration process.



Always make sure that your event inserts creative matches all the other instances of the event (including social media)

Register for event in Te Hapori o Whāriki

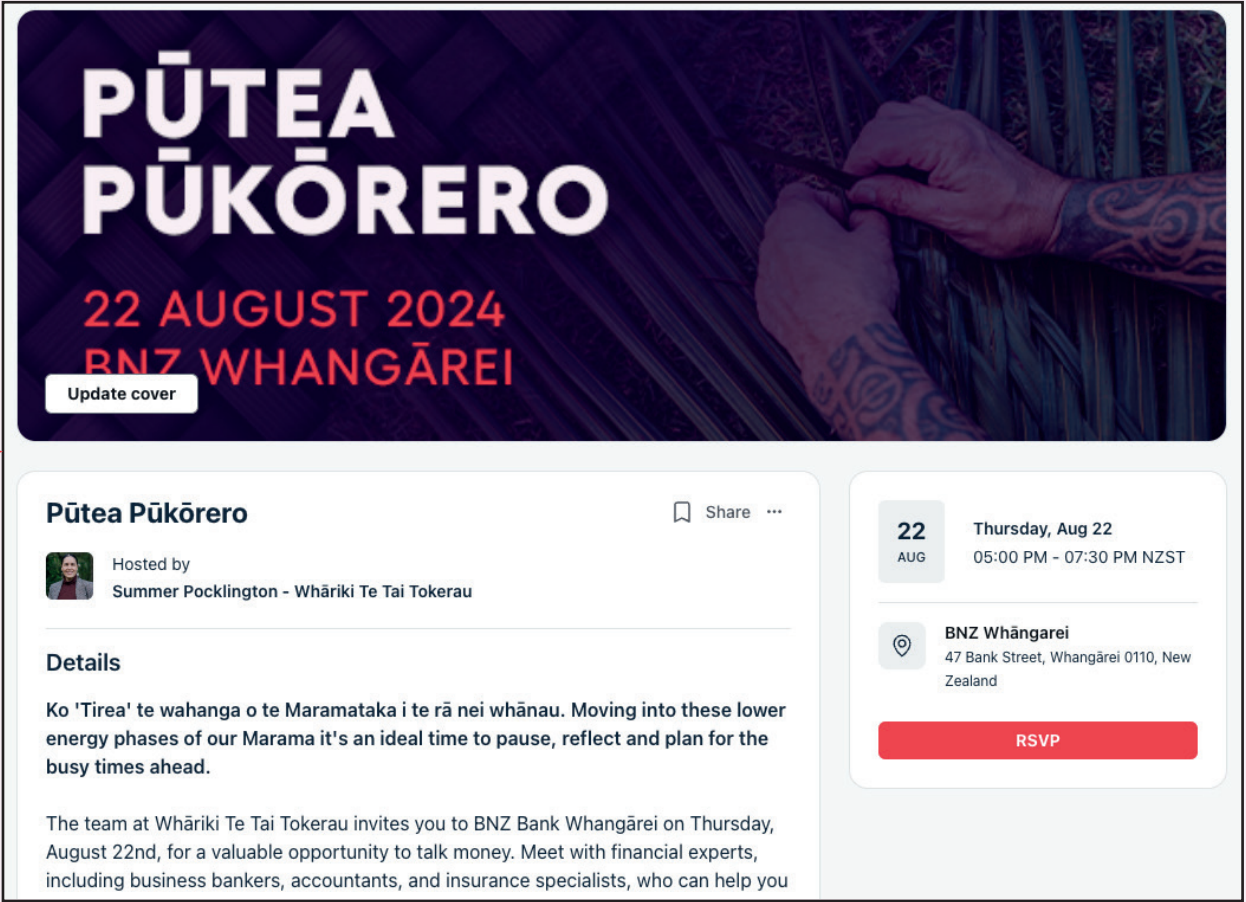
User clicks the link in the email insert



Event page on the Whāriki website



Register for event on another website e.g. Eventbrite, or direct to a partner’s event page etc.



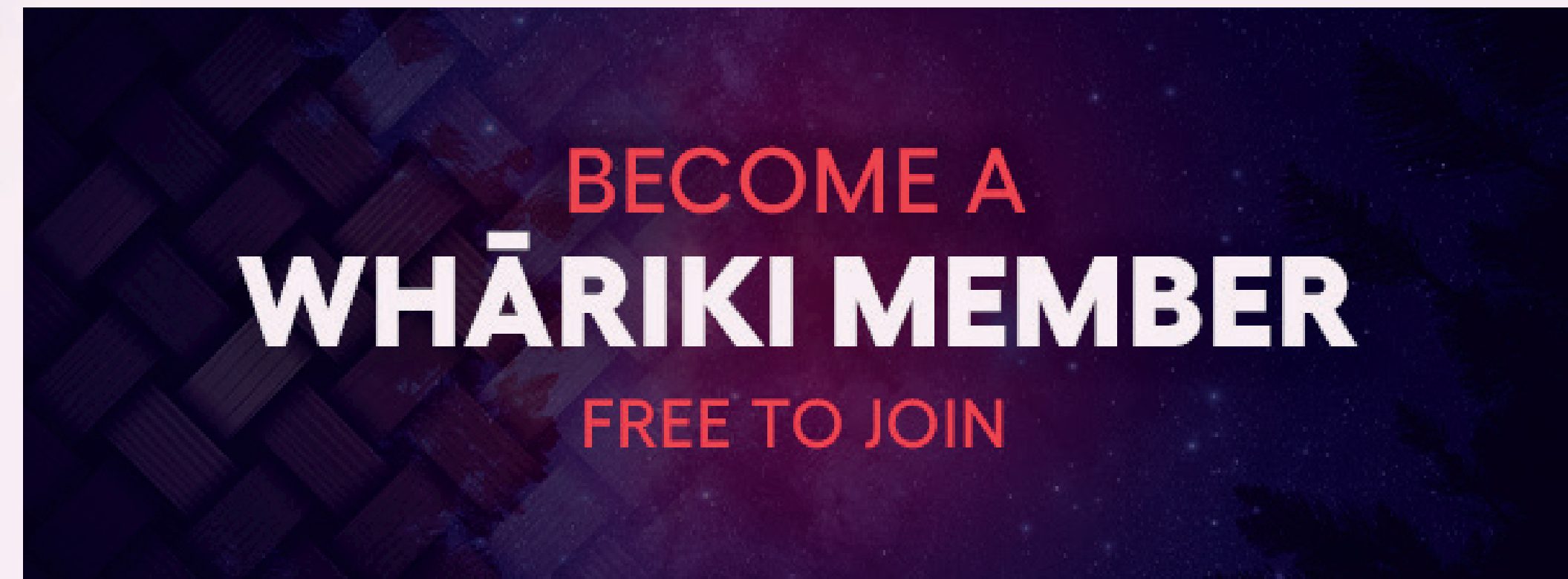
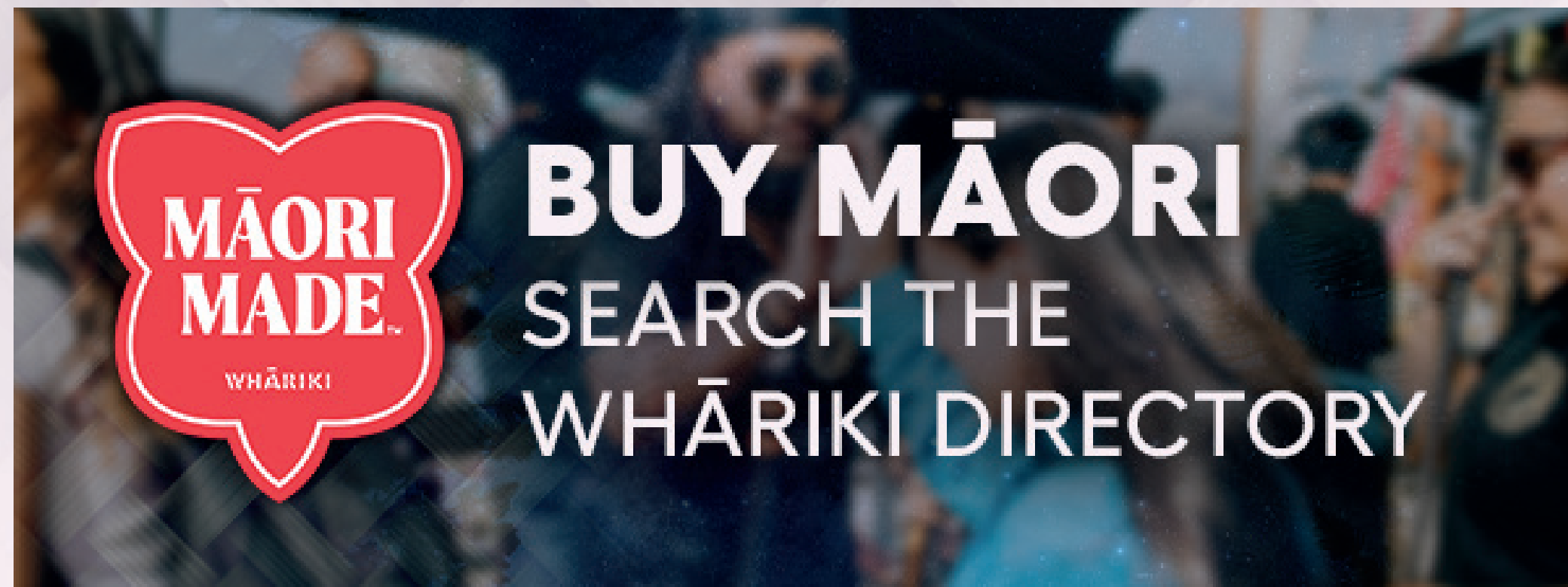
eDM CTAs AND FOOTERS

Each eDM send is a good opportunity for us to convert subscribers to members, and to convert members to Te Hapori o Whāriki. It is also a good opportunity to get pakihi to list their business on the Whāriki Directory.

There should always be one of these CTAs placed at the footer of every eDM that it sent.



eDMs should be sent sparingly and real estate in an eDM maximised as much as possible



CREATIVE SPECS

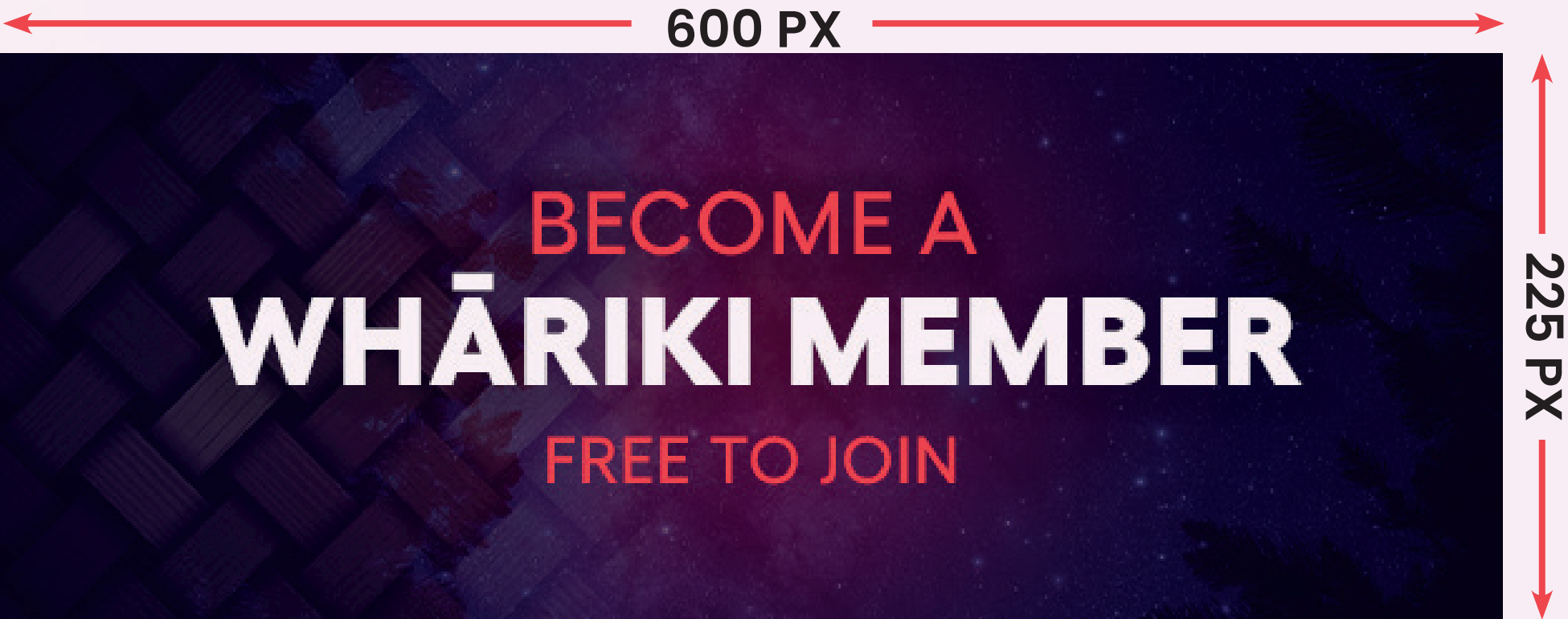
PĀNUI HEADER IMAGE



Large text:
Font: Fellix ExtraBold 62pt
Colour: #FAF3F8
ALL CAPS

Small text:
Font: Fellix Semibold 20pt
Colour: #FAF3F8
ALL CAPS

CTA IMAGE



Top line text:
Font: Fellix Medium 35pt
Colour: #FB3240
ALL CAPS

Middle line text:
Font: Fellix ExtraBold 50pt
Colour: #FAF3F8
ALL CAPS

Middle line text:
Font: Fellix Medium 26pt
Colour: #FB3240
ALL CAPS

CREATIVE SPECS

INSERT IMAGE



RGB – 72dpi
Avoid using stock images

WEBSITE BLOG IMAGE



RGB – 72dpi
Image should be the same as insert image in pānui

TE HAPORI EVENT BANNER



RGB – 72dpi
Image should be the same as insert image in pānui

2. EVENT/TIMELY eDM

INTRODUCTION

When you want to communicate with the network about upcoming events/opportunities, we can send out an eDM to a segment of our networks.

It's important that these eDMs are sent to a specific audience segment to avoid spamming our members and deteriorating our email quality score.

SEGMENTATION LISTS

The HubSpot system allows us to create a list of a segment of our membership, based on filtering by contact attributes. We can create lists based on ANY contact attribute.

An example of segmentation lists are:

- Lists by region
- Lists by industry
- Lists by annual business revenue
- Lists by number of FTE equivalents
- List of Māori Professionals only
- List by iwi affiliations

Always consider the audience you want to reach before sending an eDM.

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So we write a brief intro to the item and then we link the button to:

- A blog post on whariki.co.nz
- A post or event in Te Hapori o Whāriki
- An partner’s external website

Each item that is in your eDM should be a short paragraph that gives a brief introduction to the longer form content. Make it punchy so that whānau want to click the button and read more.

Whāriki
Pipiri / June 2023

WHĀRIKI

[f](#) [in](#) [@](#) [d](#)

EVENT TITLE

EVENT SUBTITLE

TIME AND DATE

Title of the Event Goes Here

Tēnā koe Matt

Genis mos vidunte con provid mi, optas re dolorehent adipsamus et erum qui sunda cume natatis untionesci ad que simusciet exersped quam, tem que ped quo int expla pore volores tinveliquam.

• **WHERE:** This is where the event location goes

• **WHEN:** Date of the event.

• **TIME:** Time of the event

Oremolorro dolut ad maio ducia veliquam dolore libus re, odio volestibusam es dit ex et untiam sectur as et autas di aut qui delite noste simus es plis elles esequidus, nes re venda consequati optatur aceped quid molorum evellora es doloribuscia andem quo quo torion nis volumet que posapel lentumquiae oditatis dunt eaqui.

Ngā mihi nui

Event Organisers Name

Event Organisers Job Title

REGISTER NOW

JOIN

TE HAPORI O WHĀRIKI

FREE FOR WHĀRIKI MEMBERS

WHĀRIKI

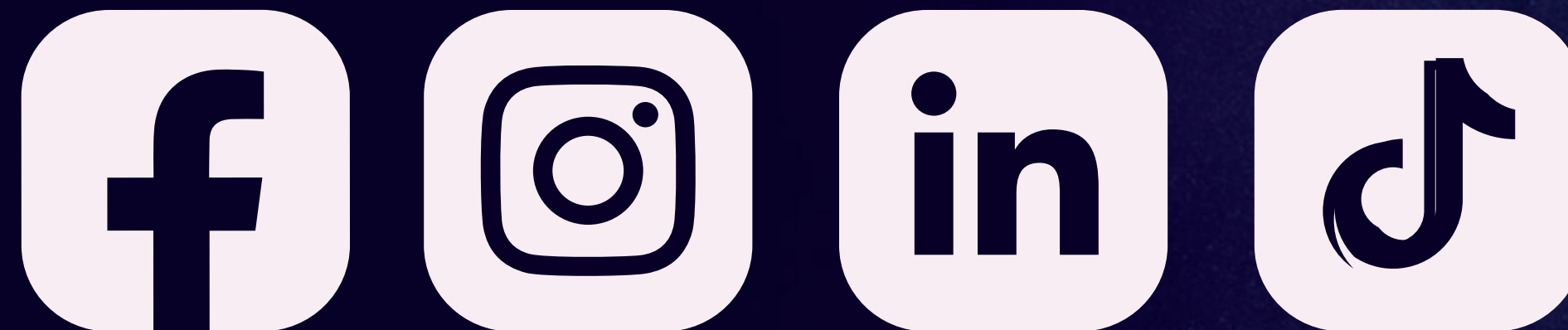
HOW WE DO IT: **STRONG DIGITAL PRESENCE**

GIVING PAKIHI MĀORI VISIBILITY

#1 GOOGLE SEARCH RESULT
FOR “**MĀORI BUSINESS**”



20K SOCIAL MEDIA FOLLOWERS
AND GROWING



WHĀRIKI

HOW WE DO IT: STRATEGIC PARTNERS



NGĀTI WHĀTUA ŌRĀKEI



Spark^{nz}



Callaghan Innovation
Te Pokapū Auaha

∞ Meta

AIR NEW ZEALAND 

Google

WHĀRIKI

WHĀNAU RANGATIRATANGA: “HE KAI KEI AKU RINGA”

PROCURE FROM OUR OWN



STRENGTHEN THE MĀORI CIRCULAR ECONOMY.
BE DELIBERATE. BE INTENTIONAL. BUY FROM OUR OWN.



COLLECTIVE ADVOCACY.
**HOW DO IWI SUPPORT WHĀNAU ON THEIR
ENTREPRENEURSHIP JOURNEY?**

**COLLECTIVELY, HOW DO WE INCREASE THE VALUE OF THE MĀORI
ECONOMY FROM \$70B TO \$150B IN TEN YEARS?**

BY HELPING BUSINESSES LIFT THEIR CAPABILITY, EXPAND THEIR CAPACITY AND
SUBSTANTIALLY INCREASE THEIR PROFITABILITY ENABLING THE GROWTH NEEDED TO
BUILD EMPLOYMENT OPPORTUNITIES FOR OTHERS.



WHARIKI.CO.NZ

He aha te kai o te rangatira?
He korero, he whanaungatanga, he mātauranga!
What is the food of the leader?
It is conversation, it is connection, it is knowledge!