

Birthday Club Best Practices Guide



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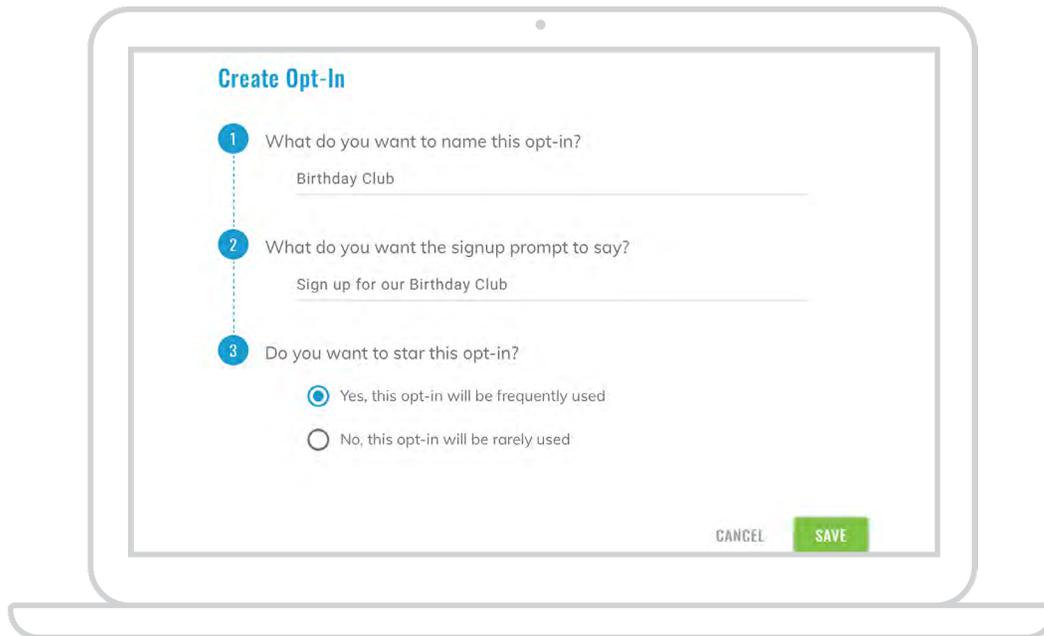
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Set Up and Build Your List



Create Opt-In

- 1 What do you want to name this opt-in?
Birthday Club
- 2 What do you want the sign-up prompt to say?
Sign up for our Birthday Club
- 3 Do you want to star this opt-in?
 Yes, this opt-in will be frequently used
 No, this opt-in will be rarely used

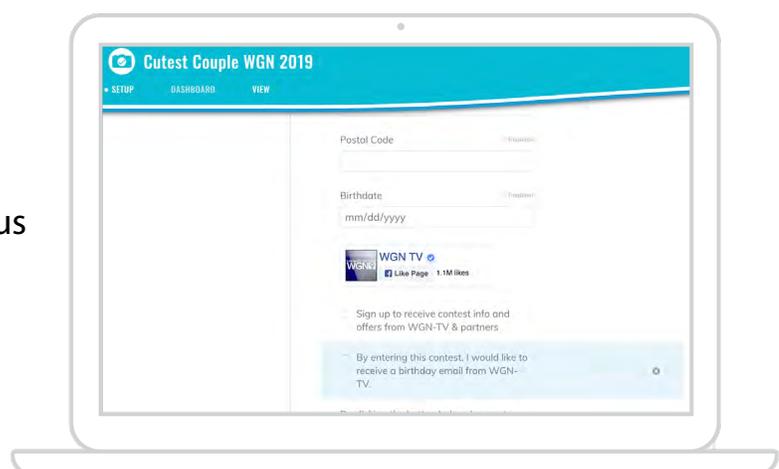
CANCEL SAVE

How big should my list be before I start sending?

You just need one person. Once you've got your content in place, start sending. Segment your audience to see whose birth dates you've already captured, then target those folks for a sign-up.

Create your opt-in and make sure your sign-up widget asks for a birth date! Here's some boilerplate text to get you started:

"Want to get a special email from us on your Birthday? Sign up here!"



Cutest Couple WGN 2019

• SETUP DASHBOARD VIEW

Postal Code Required

Birthdate Required
mm/dd/yyyy

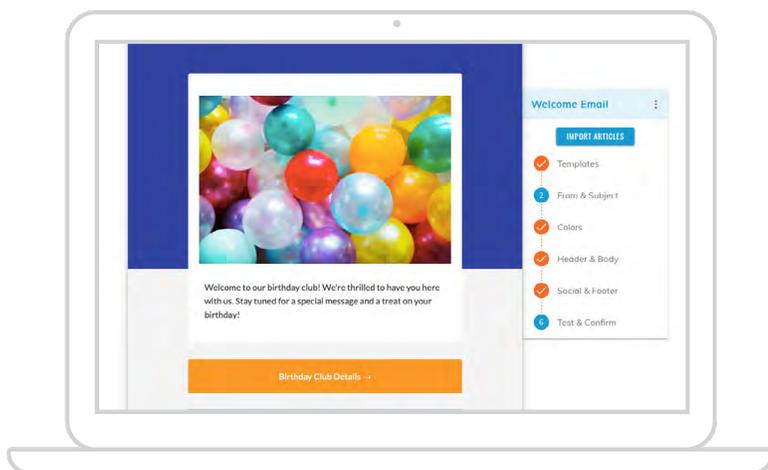
 **WGN TV** Like Page · 1.1M likes

Sign up to receive contest info and offers from WGN-TV & partners.

By entering this contest, I would like to receive a birthday email from WGN-TV.

Set Up Your Welcome Email

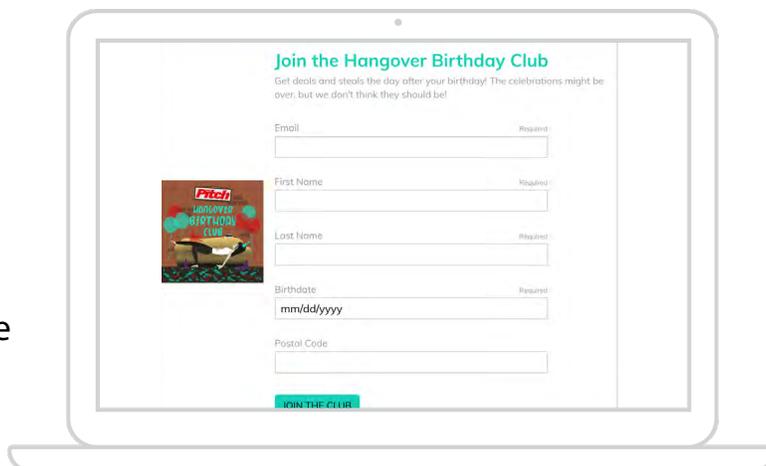
After creating your Birthday Club opt-in, make sure you've got a welcome email in place. Here's some boilerplate text to get you started:



"Thanks for joining our Birthday Club! We'll email you a special message on your birthday, and maybe even a few surprises from local businesses! It's our way of saying 'thanks for being you' on the best day of the year!"

Opt-In Widgets

Now, start placing sign-up widgets on your site - again, make sure it requires birthdate for submission. Use our embedded widget on index pages and content, or use our exit intent widget to drive organic sign-ups from your website visitors.



Create an Announcement Email

Remember those audience members whose birthdays you already have? It's time to let them know about your Birthday Club. Send them a quick note and let them know that they can opt-in with only a few clicks. Here's some boilerplate language to get you started:

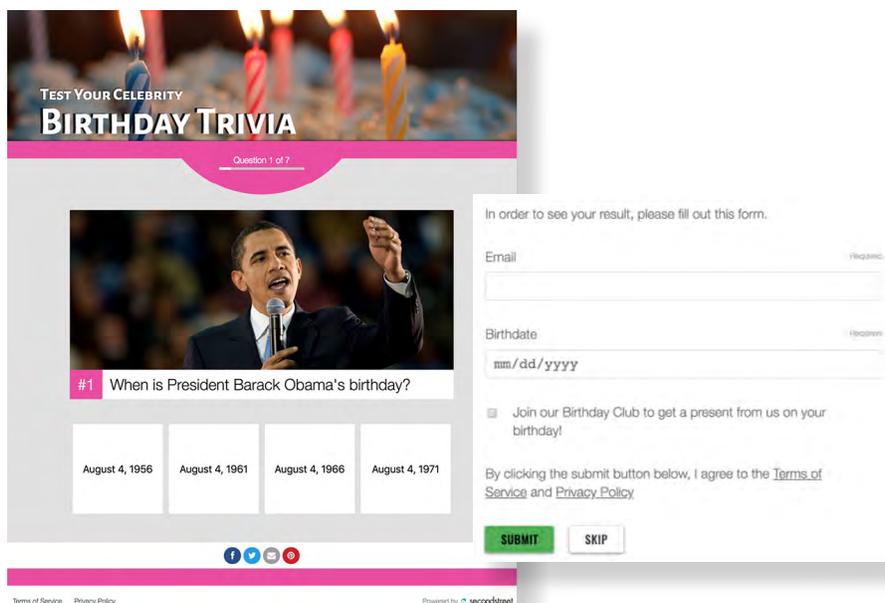
"Hi {{firstname}},

We're starting a Birthday Club to recognize our listeners/readers/viewers on their special day, with a special message and treats.

If you'd like to be included, and get your Birthday email, just click here."

Grow Your List with a Simple Quiz or Sweepstakes

With your opt-in created, welcome message set up, sign-up widgets on your site, and your announcement email out the door, it's time to make an even bigger splash. Create a simple quiz or sweepstakes - nothing too fancy, use a turnkey and give away a simple gift card for groceries, gas or anything else that's good-as-cash. If you've already got sponsors lined up, see if they're willing to provide a prize for a kick-off sweepstakes.



TEST YOUR CELEBRITY
BIRTHDAY TRIVIA
Question 1 of 7

#1 When is President Barack Obama's birthday?

August 4, 1956 August 4, 1961 August 4, 1966 August 4, 1971

In order to see your result, please fill out this form.

Email (Required)

Birthdate (Required)
mm/dd/yyyy

Join our Birthday Club to get a present from us on your birthday!

By clicking the submit button below, I agree to the [Terms of Service](#) and [Privacy Policy](#)

SUBMIT SKIP

[Terms of Service](#) [Privacy Policy](#) Powered by 

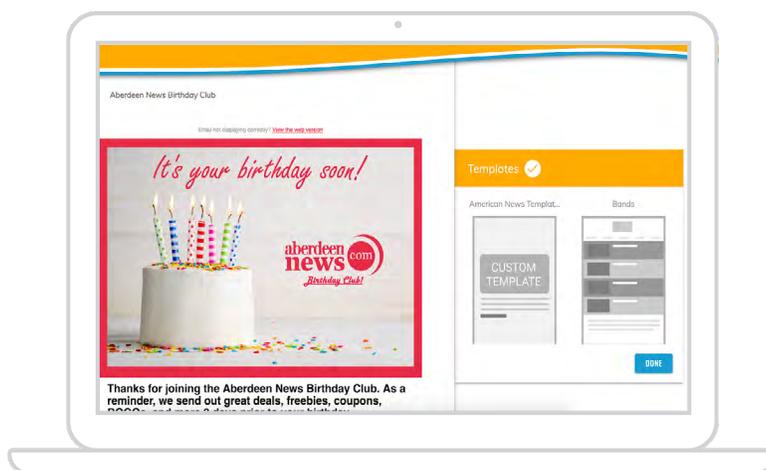
Content and Design

What template should I use?

Pick something that matches your brand aesthetics - remember this is your email first and foremost. Make sure to include your branding elements like logo, color choices and typography. Format-wise, there are a few templates to build from depending on your sponsorship scenario.

Single sponsor: "Note" or "Simple"

Multiple sponsors: "Frames" or "Gallery"



What are some examples of good birthday emails?



WGN-TV
Chicago, IL

[READ MORE](#)



Northwest Florida Daily News
Fort Walton Beach, FL

[READ MORE](#)

Timing

How many emails should I send?

Probably just one! Birthdays happen once a year, and birthday emails are no different. If you're going to break this rule, have a good reason or a unique approach that benefits your audience directly.

When should I send my birthday email?

It's best to send a birthday email on someone's actual birthday, unless you have a creative spin on the date. Birthday emails should go out early enough in the day to allow people to take advantage of the time-limited offers, It's best to avoid dinner time and late nights. Beyond that, test and optimize to find your best sending time.

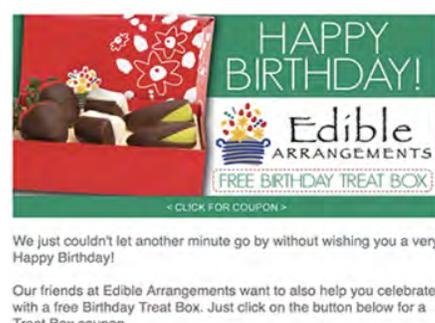
Sponsorships

How many sponsors should I have?

Multiple sponsorships with category exclusivity is certainly the most lucrative and can help guard against sponsorship churn, but we have many partners who do very well with single sponsorships. If you choose a single sponsorship, make absolutely sure your content can stand on its own without a sponsor, in case you have gaps in your schedule.

What type of sponsors are good for Birthday Clubs?

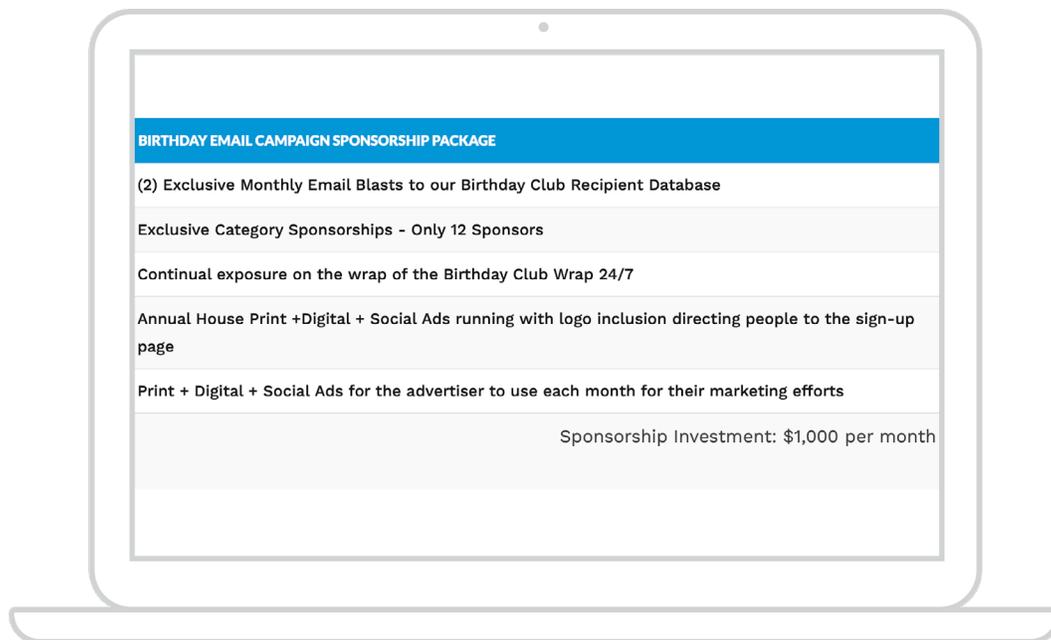
Retail, retail, retail. Sponsors with existing birthday offers may be a good fit, but try to get something above and beyond existing offers. Restaurants, personal services, and local attractions are great targets.



What should I ask a sponsor to provide?

A sponsor should provide something they can fulfill throughout the year, and possibly a prize for a kick-off contest. Remember, promotions are a great way to drive sign-ups at launch and throughout the year, and a tie-in to the actual email sponsorship is ideal.

What are the benefits of birthday emails to a sponsor?



Birthday emails are a unique product that pairs well with a traditional media plan, building a package that contains value up and down the customer funnel. They allow sponsors to have personalized, highly engaging experiences with your large audience and a chance to create a very positive brand experience.

Pricing & Packaging

Birthday Club Sponsorship (Limit 1)

Single Sponsor of an Annual Birthday Club Newsletter

- Advertiser's logo and message displayed prominently in email
- Sponsor offer or coupon included in email
- Email delivered to average X list with a consistent X% open rate

Investment for a mid-size market: \$2,000-\$3,000/month

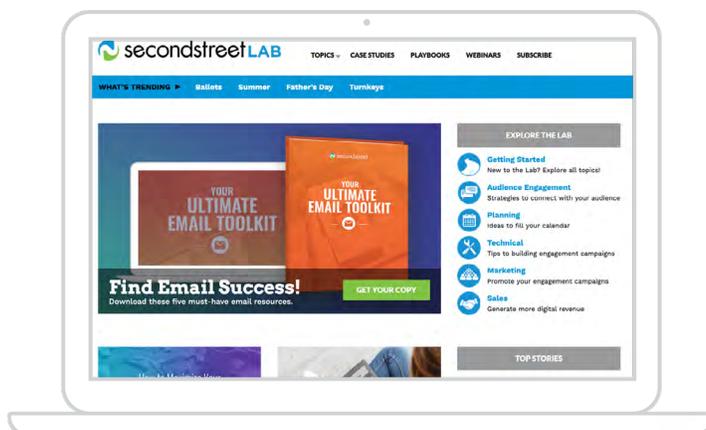
Birthday Club Sponsorship (2+)

Multiple Sponsors of an Annual Birthday Club Newsletter

- Advertiser's logo and message displayed prominently in email
- Sponsor offer or coupon included in email
- Email delivered to average X list with a consistent X% open rate

Investment for a mid-size market: \$250-\$750/month

Additional Resources



[GO TO THE SECOND STREET LAB](#)



[DOWNLOAD EMAIL PRICING GUIDES](#)