Plain Talk - Emojis

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SPEAKERS

Olivia Mooring, RP, Jordan Nicholson

RP 00:02
Welcome to Plain Talk, a podcast dedicated to bringing useful marketing advertising and public relations tips and information to small and micro businesses, nonprofits and beyond, hosted by the team at in plain sight marketing. We're excited you're here.

Olivia Mooring 00:21
Hey, it's Olivia and Jordan here from In Plain Sight Marketing. And today in Plain Talk, we're going to be talking about emojis in email marketing. So Jordan, can you give me the rundown on using emojis in email for marketing?

Jordan Nicholson 00:38
Yeah, so this is something that I'm not super familiar with yet. I don't have a lot of experience in email marketing. But I got curious one day because I love emojis in my own personal social media phone use. So I was just kind of wondering about the topic. So I found some research and it's basically using emojis in your email header or subject line for your company to encourage more opens and clicks on your emails when you send them out.

Olivia Mooring 01:16
That's awesome. So, in your research, on emojis for marketing with emails, did you find any, like pros and cons for using it?

Jordan Nicholson 01:29
Yeah, so it was really interesting and kind of surprising to me. So one of the pros was, the article said that 44% of users are more more likely to purchase products using emojis in the headers, and the open rate is 56% higher compared to people not using emojis. So it sounds pretty effective when you use it. And some other pros are, if it is the right thing to do for your audience, like if your target audience is someone that this would resonate well with, it can capture their attention when going through their emails, they can act as a modern day body language to your emails, adding expressions or playfulness to your email. So it's not just like plain text subject line. And in doing this too, you can slowly incorporate

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emojis become a part of your brand image so that people might resonate using those emojis like with your company.

Olivia Mooring 02:42
Oh, gotcha. Okay, that's crazy. Do you have, are there like any cons for using it?

Jordan Nicholson 02:49
Yeah, so the cons that I read were, sometimes it can be seen as too flashy, if you use I guess, more colorful emojis or emojis that are too many emojis in one subject line. People might see it as tacky or unprofessional. So that's why you should make sure that your target audience would actually like this, rather than them looking at and being like, oh, like, I don't like that, like emojis shouldn't be here. Yeah, and it actually can decrease the visibility of your emails. So if a ton of people are using them, and your target audience opens their inbox, and all of their emails have emojis, they can actually easily skip over your email because they all have emojis, so it doesn't stand out anymore. So I thought that was interesting.

Olivia Mooring 03:47
So with it decreasing visibility, since so many other people are using emojis, would it be like effective to send an email without emojis? And then another day someone with just to kind of mix it up?

Jordan Nicholson 04:08
Yeah, that's what I'm wondering, I want to say, probably implementing that would be a good idea. If you find that it isn't working as well as you thought it would. Or maybe using the emojis in a different place like first, last, maybe putting it in the subject line rather than like the main title of the email, or using less emojis, I would say probably playing around with it to see what tends to work with your emails.

Olivia Mooring 04:41
Gotcha. That makes sense. I'm going off that are there any like best practices when it comes to using emojis in email marketing?

Jordan Nicholson 04:51
Yeah. So in my research, these are things that I didn't really think of, so I'm really glad that I came across them. One of them that I didn't really think of because I am an avid Apple user, and you are an avid Samsung user. So I forgot that emojis are different across all platforms, right? So sometimes they'll look a little different for everybody. So, the article had a great example. So it said to check your emojis across all devices before you use it, to make sure that it still has the same meaning across Google, Samsung and Apple devices. And their example, which I thought was really cool was a few years ago, the cookie monster has an official Twitter. And the cookie monster tweeted on national cookie day a tweet and put a bunch of cookie emojis at the end, but Samsung users saw crackers like why crackers? And so there's a screenshot of it, because everyone was like, why is the Cookie Monster talking about crackers on national cookie day? So that's like a really good catch of the emojis not being the same across all phones.

Olivia Mooring 06:11

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I wonder if there's like a software that you can like use to make sure. It's like the same across all platforms? That's crazy. That's funny about that.

Jordan Nicholson 06:24
Yeah, that was a really cool one. I was like, oh, like you do have to check to make sure. And then another example they had too for just best practices, which I also didn't really think about was for diversity and inclusion. So now all the emojis have all these different shades of skin color, which is amazing, applause to Apple for doing that. But we're sending out a mass email to a huge population. You don't want to single out one group of people in one race with your emojis. So they actually suggest to use the yellow skin tone, because it's not actually a skin tone. Like it's the yellow color. So you don't single out one population. And that's something that I didn't think about either.

Olivia Mooring 07:18
Yeah, no, that's crazy. And it's funny because like, I feel like emojis are like, they're always adding new ones. And then also there's definitely emoji trends. It used to be everyone puts you the smiley face that was like laughing and now I feel like the younger generation uses like the skull.

Jordan Nicholson 07:42
Yeah, yeah, I saw that too. Its gonna come across the same message but it's different uses through the generations. Yeah.

Olivia Mooring 07:51
Right. It's funny. You have to definitely like, I feel like keep up with it to make sure you're using like, the correct emojis for the time, you know?

Jordan Nicholson 08:02
Yeah, exactly. And whenever there is a brand, I guess that does do that correctly, I always notice it. And I'm always like, oh, like hats off to them, because they're keeping up with what people are associating things with and what the generation is talking about. So I always think that's really cool.

Olivia Mooring 08:19
They're keeping up with the times. Do you have any other best practices or like tips or do's and don'ts for using emojis when email marketing?

Jordan Nicholson 08:35
Yeah, so there was some really good What Not To Do's which I found interesting. And one of them was do not replace words with emojis in your subject line. Like, you should always use the emojis to represent what you just wrote, rather than trying to replace words with them because the meaning could come across different than you intend or sometimes it's harder for someone to read the subject line and associate those emojis with the word instead. So I've seen it done a bunch, which I don't know if it is a best practice anymore, because I think it might have used to be and now it's not. But personally, I've always found that difficult. So I thought that was cool that that was a standout of what not to do, because it is something that I've seen done.

Olivia Mooring 09:25
Gotcha. No, that makes sense. Do you have any other tips for us?

Jordan Nicholson 09:32
Yeah, basically, the others were, as I said earlier, don't overuse them. Because if you have a subject line with at least five, six emojis tacked on to the end, like, that might not look the best over yeah, overwhelming, a little bit like okay, like, why did they do that?

Olivia Mooring 09:53
And I feel like it could sometimes, if you just looked at your inbox and you're just scrolling through really quick in your emails. I feel like if you saw like a million emojis, you would almost think it's like spam. So there's definitely, moderation is important. I feel like when it comes to that.

Jordan Nicholson 10:15
Yeah, definitely moderation and placement on where you put them I think. I have seen in my personal inbox, there was one that it was a 50% off sale, I think. So what they did was they started the email with 50% off and before and after they put the huge red circle emoji, so that it like just highlighted that 50% off. So that's what you looked at first, when you open the email. So I think it's strategic placement, you could really guide attention to exactly what you want them to see.

Olivia Mooring 10:49
Yeah, and then also like taking in account, your target audience, right? Is there a best practice when it comes to keeping your target audience in mind?

Jordan Nicholson 11:01
Um, yeah, it basically what I found was just make sure that it is a target, it's an audience that would like it, I would definitely say younger generations, probably still millennials, or even older generations might think that it's fun, because emojis are fun and new to them. But I would definitely do what resonates with your audience and with your brand. If you're a fun, playful brand, selling fun products, doing fun things like you're just advertise yourself as colorful, inviting, I would definitely think that emojis would be good to start implementing. But if you are a brand that is serious, and not really like that, I don't know if that would be the best thing for your company to do. So it's definitely who you think would resonate well with it. And if you yourself resonate, well with it to implement for you.

Olivia Mooring 12:09
Definitely. Now that makes sense. Do you have any examples you've seen in emails? Like any brands that you've seen using emojis?

Jordan Nicholson 12:22
Yeah, so I just started scrolling through my inbox because I got interested to see oh, well, like, who does do this right now? These are emails that I all got this morning, or last night and a few brands was Walmart was actually pretty impressed by, they used an emoji to highlight a summer sale. Um, Dick's Sporting Goods. was one that I was kind of surprised with. They were sending an email for back to school supplies, so they use a little red backpack and a crayon emoji for back to school ike together at

the end of their sentence. So I thought that was fun and a good way to use that. Um, who else I saw Old Navy used it to highlight a sale. They used the sparkle emoji at the beginning and the end to highlight the sale line. So I thought that was fun.

Olivia Mooring 13:22
Yeah, that looks like kind of like catches your eye.

Jordan Nicholson 13:25
Yeah, it makes the words pop a little bit with a little sparkle in between each word. Like we're having a sale. So I was like, that's kind of how I read it. So I was like, Oh, that was cool. And then Nike was another one that used an emoji. So this was just scrolling through my email this morning. So people are obviously just implementing them and these are all big brand names.

Olivia Mooring 13:50
Yeah, for sure. Now, it's like catching your attention when you check your email.

Jordan Nicholson 13:54
Yeah, now I'm constantly be looking to see who's using them, how they're using them, how we could use them. So it's definitely opened my eyes a little bit to discover this whole different side to email marketing, because when I started this research, I didn't think that it was considered professional to use emojis, but I was like, oh, well, is it or is it not? Because emojis are a great resource for social media and just media in general.

Olivia Mooring 14:25
Yeah, no, I definitely agree. Well, awesome. Thank you so much, Jordan. That was super interesting. I didn't really look into how effective it can be in email marketing. Do you have any final words on using emojis and emails for us?

Jordan Nicholson 14:50
Yeah, I would definitely say if this is something that you're even like remotely interested in maybe just like, even like a tiny bit interested in to definitely do some research because there's some really, really good recent articles out there, like 2022 articles that still justify what articles from 2018 to 2019 are saying, which is what I found while looking. In the beginning. Yeah, I thought it was old news. But as I researched, I was like, Oh, this is still super relevant. So I will definitely say if you're interested, do some research and see if it works for you because I found it fascinating and it'll be interesting to see if it'll work for us.

Olivia Mooring 15:36
Right, definiely. Well, awesome. Thank you so much, Jordan. That was very insightful. We're gonna have to look into using emojis in our emails now. But thank you for joining us on Plain Talk, and we will talk again soon.

Jordan Nicholson 15:53
Thank you.

RP 15:57

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