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Eight years of maverick  
best practices  
in email marketing

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# Generating leads

*Chronicle* is a showcase of my most successful email marketing campaigns over the past eight years. I hope to offer you a sense of the breadth and scope of my experience—email marketing in both the nonprofit and ecommerce contexts. Let's begin by highlighting email marketing that supported lead generation campaigns, namely webinars.

Lead generation, boosting web traffic, and expanding your reach through co-marketing partnerships—these are some of the benefits of a well managed webinar program.

Coupled with an effective digital marketing strategy, webinars can be a reliable platform for high-quality engagement with your core audiences.

**After eight months the webinar  
registration rate increased by:**

**133%**

**also after eight months the  
attendance rate increased by:**

**167%**

## Campaign facts

**Goal:**  
Conversion  
(1st of 3 emails)

**Target audience:**  
All segments

## KPI highlights

**Open rate:**  
25.7% (VS. industry benchmark of 15%)

**Conversion rate:**  
13.5% (VS. industry benchmark of 1%)



I've spoken to many mindfulness practitioners about your deep concern regarding the current US administration. Each day brings news of a disturbing new policy or a fresh allegation of misconduct.

Do you feel compelled to act, but are unsure where to best place your time and energy?

**Join us for Session 1 of Mindful Resistance on Tuesday, June 13 at 11:00 a.m. PST.**

**MINDFUL RESISTANCE: An Online Series**, consists of three live sessions of teachings and Dharma discussion. Each session is led by teachers from the Thich Nhat Hanh community and other spiritual traditions. You are invited to join:

- June 13, Tuesday, 11:00 a.m. PST, with James Baraz and Kaira Jewel Lingo
- July 13, Thursday, 11:00 a.m. PST, with Heather Lyn Mann and Thanissara Weinberg
- September 21, Thursday, 11:00 a.m. PST, with Patricia Mushim Ikeda and Kaira Jewel Lingo

Together we'll explore how to befriend our intense emotional responses to the current political climate and cultivate the resilience we need to support ourselves and the people we love in these challenging times.

I hope you will join us on **Tuesday, June 13 at 11:00 a.m. PST.**

Be well,

Steven D. Low  
Parallax Press

[Register here](#)



## Campaign facts

**Goal:**  
Conversion  
(3<sup>rd</sup> of 3 emails)

**Target audience:**  
Special segments  
(attended 1<sup>st</sup> session)

Dear Henry,

Your support and presence in the Mindful Resistance series has helped to create a refuge for resilience. Thank you.

I invite you to join us for the third session of Mindful Resistance on Thursday, September 21 from 11:00 a.m. – 12:30 p.m. PST (2:00 p.m. EST): **How to Resist without Burning Out.**

To be our most effective, we must engage in self-protection, self-preservation, and self-care.

Join Buddhist teachers Kaira Jewel Lingo and Mushim Patricia Ikeda for a free online discussion on cultivating self-care.

Learn to sustain yourself and your loved ones with these key take-aways:

- the special importance of self-care during these troubling times
- concrete practices for self-care
- how to mentor others, including children, on practicing self-care

[Register here](#)

Webinar content boosted traffic  
to Parallax.org by 31%



Generating **3**  
leads

## Campaign facts

**Goal:**  
Conversion and acquisition

**Target audience:**  
All segments

## KPI highlights

**Open rate**  
(A/B tested): 20.3%

**Conversion rate:**  
6.25%

## 4 Generating leads



**MINDFUL CLASS**

Empower children to relax  
in the present moment

**Free webcast 8/23 @ 11am**

**MINDFUL HOME**



ANDREW JORDAN NANCE

Mindfulness fosters engaged students and happier children. By learning to be fully present, young people are empowered to balance their emotions.

**Join Andrew Jordan Nance, author of *Mindful Arts in the Classroom*, on Thursday, August 23 at 11:00 a.m. PST**, when he will explore the concepts and practices that help stimulate the social and emotional learning of 4 to 15-year-olds. This 45-minute webinar is free and will be broadcast live.

### What you'll learn:

- mindfulness activities and games for the classroom or home
- techniques for children to self-regulate their emotions
- a deeper understanding of social and emotional learning (SEL)

[Sign me up](#)





## Campaign facts

**Goal:**  
Conversion

**Target audience:**  
Special segments  
(attended 1<sup>st</sup> session)

## KPI highlights

**Open rate:**  
24.2%

**Webinar attendance rate:**  
53%

Looking for ways to engage young students with mindfulness? Learn how to encourage children to be more aware and grounded.

**Join us on Wednesday, October 10 at 11:00 a.m. PST for an interactive webinar hosted by Parallax author and educator Andrew Jordan Nance.** He will guide you, step-by-step, through games and activities that have been developed through years of experience in Bay Area public schools. This one-hour intensive will equip you with practical tools to cultivate calm and focus in children grades K-5.

What teachers and parents will gain in this webinar:

- activities and lessons that require little preparation
- ways to talk about emotions that children will understand
- how to introduce gratitude, body awareness, and other mindfulness practices
- thoughtful games to easily apply in the classroom and home
- self-care practices for kids AND adults

Early registration is \$9. **Use discount code: EARLY**

After September 28 registration is \$15.

**Sign me up**

Registrants will receive a 50% discount coupon after the workshop, which can be applied to a special selection of education and parenting related books.

Generating **5**  
leads

# Special segments

Webinars, purchased lists, and co-marketing partnerships, among others strategies, can be effective methods to acquire quality email contacts. But after they've opted-in, how do you draw them further into the sales funnel and inspire a degree of loyalty?

Friends of Parallax was one answer I developed—a membership program that offered customers a free product, a member discount, and exclusive content.

Compared to the prior four years,  
program income increased by:

**677%**

and membership grew by:

**169%**



## Campaign facts

**Goal:**  
Membership acquisition

**Target audience:**  
All segments

## KPI highlights

**Open rate**  
(A/B tested): 23.6%

**Unsubscribe rate:**  
0.3%



“Our parents are not only outside of us. Whenever we are able to breathe mindfully and calm our body and mind, our parents in us are breathing mindfully and calming themselves at the same time.”

—Thich Nhat Hanh, *At Home in the World*

We like to think of spring as a time to celebrate our parents. They nurtured and protected us; their love molded us. Along with our biological or adopted parents, many of us have embraced spiritual parents, like Parallax Press founder Thich Nhat Hanh, to aid us on our life path.

One way to honor the legacy of Thich Nhat Hanh is to **become a Friend of Parallax**. Your Friendship helps ensure we continue publishing not only Thich Nhat Hanh’s writings, but the insightful works of many other Plum Village teachers as well. Works ranging from poignant memoirs and mindful curricula, to books that spark resilience in difficult times.

Whether for yourself or as a gift honoring your parents, we invite you to become a **Friend of Parallax today**.

For just \$49 you’ll receive:

- A free copy of *At Home in the World*, the definitive memoir of Thich Nhat Hanh
- 30% off all of your Parallax purchases for one year (no limit on the number of purchases)
- Special offers and promotions only for **Friends of Parallax**

This spring, let’s celebrate our teachers and caretakers. If the words of Thich Nhat Hanh have guided you well, **we hope you’ll join Friends of Parallax today**.

**Friends of Parallax comprises 15% of all D2C income at Parallax Press**



## 7 Special segments

## Campaign facts

**Goal:**  
Sales conversion

**Target audience:**  
Special segment

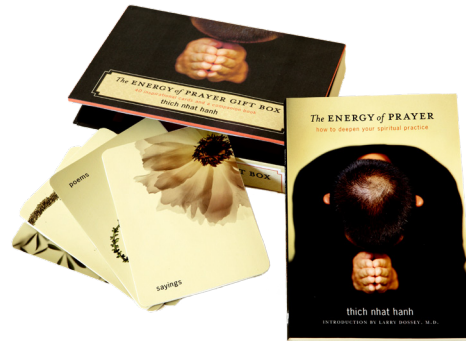
## KPI highlights

**Open rate:**  
58.6%

**Conversion rate:**  
53.3%

## 8 Special segments

“The act of praying is not just an empty wish, because behind each prayer there is a practice, the practice of mindfulness and maintaining concentration.”  
—Thich Nhat Hanh, from *The Energy of Prayer*



The holidays are an opportunity to reflect on the past year, to celebrate our close bonds, and to greet all that is possible in the year to come. Add inspiration to each day in December and beyond with Thich Nhat Hanh's *The Energy of Prayer* gift box.

This holiday season, we're offering our Friends of Parallax a special present: when you spend over \$25 on [parallax.org](http://parallax.org) before December 13, **we will send you a gift box set of *The Energy of Prayer*, for free.**

The hand-designed gift box includes 40 beautifully crafted prayer cards along with *The Energy of Prayer* (a value of \$18.95). In this bestselling book, Thich Nhat Hanh reveals how prayer and meditation reconnect us with our higher self. *The Energy of Prayer* gift box is Thich Nhat Hanh's invitation to renew your spiritual practice and to recommit to the wider sangha through prayer.

Add inspiration to your holiday season and set "right intention" for 2020—get your free gift box set of *The Energy of Prayer*.

[Shop Parallax](#)

PS. Our holiday offer ends on December 13. Don't forget that you can use your Friends of Parallax discount code, **FOPMAR2020**, to receive 30% off your entire purchase.

# Event conversion

The breadth of my email marketing and copywriting experience also extends to event promotion. In this context, leveraging the reach of your existing contacts is especially important in order to realize your conversion goals. The digital marketing strategies I use to promote new products are similarly employed to publicize live events.

**Number of local and regional  
earned media pieces secured:**

**13**

**number of successful email  
marketing campaigns over  
eight years:**

**146**

## Campaign facts

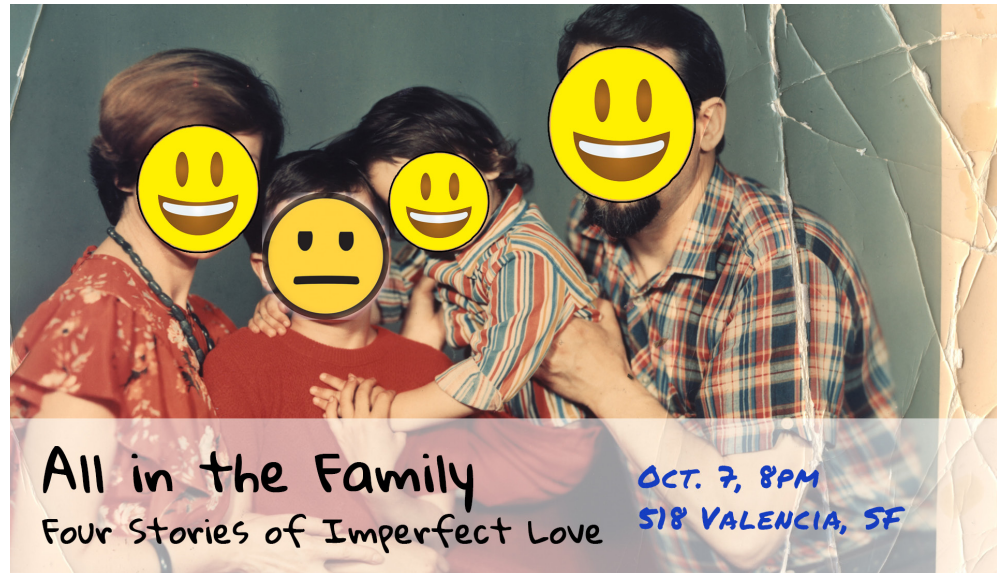
**Goal:**  
Conversion

**Target audience:**  
All segments

## KPI Highlights

**Click-thru rate:**  
7.9%

**Conversion rate:**  
59.1%



They embarrass us, they're infuriating, and we certainly didn't choose them... but we love them anyway.

Join us for a special night of solo theater, when four gifted solo performers offer their stories of family—stories intimate and absurd.

### All in the Family: Four stories of imperfect love

- **When:** Sat. Oct. 7 from 8:00 p.m.–9:30 p.m.
- **Where:** 518 Valencia @ 16th St. in San Francisco
- **How much:** \$10–\$30 suggested donation (no one turned away if they're unable to contribute)

[Get tickets](#)

Performances by Steven D. Low, Marcus Duskin, The T, and Barbara Saunders.

## Campaign facts

**Goal:**  
Conversion

**Target audience:**  
All segments

## KPI Highlights

**Open rate:**  
61.6%

**Conversion rate:**  
67.4%



The fateful moments—the minutes or days where life careens out of our control. Do we face what's around the corner?

Join us for a special night of solo theater when Steven and three other talented performers share the moment when their lives were inalterably recast—times epiphanal and bizarre.

- **When?** Sun. August 19 from 7:00 p.m.–8:30 p.m.
- **Where?** The Monkey House, 1638 University Ave. @ California (15 min. walk from N. Berkeley BART. Find parking within 2 blocks)
- **How much?** \$9

[Buy tickets](#)

11 Event conversion

# About

# Steven D. Low



Since 2007, I've developed an expertise in strategic and online communications. I've helped nonprofits and small businesses plan and execute a wide variety of digital marketing campaigns.

My professional communications experience is supported by a firm academic foundation. I received a master's degree in communication from San Francisco State University and was also a lecturer at the same institution. I taught small group communication, public relations, and public speaking.