5 Ways to Leverage the Weather in Email Marketing

Email targeting based on the weather has been extremely underutilized. From easy to implement, out-of-the-box solutions to more sophisticated methods, here are five great ways to take advantage of this tactic and leverage the weather in your email marketing.

1. Seasonally Target.

Seasons, and the unpredictable weather that comes with them, influence purchase behavior and are perhaps the easiest way to use weather for targeting. Not only are people more likely to open an email that mentions a season when it's relevant to them, but it also allows for easy contextual marketing. Using familiar vocabulary, such as "Fall Colors," "Spring Cleaning," "Winterizing," and "Summer Fun," can strike a chord with your audience, and you can select from a massive amount of quotes, stock photos, and content to assist you in promoting the changing seasons.

2. Ride the Wave.

With social media spreading news and information across the globe like wildfire, weather patterns have become some of the most captivating pieces of content on those platforms. Words and phrases such as "Stormageddon," "Polar Vortex," "Weather Bomb," and "Arctic Blast" have catapulted themselves into the American lexicon faster than ever before.

When a weather event starts trending, the easiest way to become a part of the conversation is to ride the wave by participating in the conversation with your subscribers in a relevant way. If the event is catastrophic in nature, be sure to use discretion. Goodwill messaging, discounts for those in true peril, and sending relevant weather-related messaging when a weather event is top of mind have proven to earn mindshare and can easily generate some inbox opens when done at the right time.

3. Regionally Segment.

Weather is local, region to region. The United States is segmented into silos where different weather conditions are prevalent. By segmenting email sends by region (i.e.- South, Northeast, Midwest), savvy marketers can deliver more relevant content to their subscribers and play off regional context to deliver a much more personalized experience.

4. Research First, Segment Second.

Relevance is relative. Beyond segmentation by region, marketers can apply daily research to make sure the weather meets the desired criteria for a send. On days when your brand wants to deploy a weather-related email, research the daily weather in the top 50-100 metros in the morning, then segment by cities with similar weather conditions. For example, if Los Angeles, Chicago, and Austin are all between 70-80 degrees, sunny and clear, then you can combine all subscribers in those cities into one segment and schedule the deployment for later that afternoon. Simultaneously, if Atlanta, Miami, Denver, and Seattle all have thunderstorms forecasted for the afternoon, you can create and deploy a message tailored to meet the weather specifications you have set. The beauty of conducting the "research first and segment second" model is the precision, relevance and granularity you achieve while sending the right email to the right subscribers at the right time.

5. Automate.

The most personalized way to target according to weather is to automate your messages using technology such as EA Rainmaker. With this type of program, marketers can deploy messaging based on the immediate or forecasted weather conditions of their subscribers. Brands can create, quality check, and save emails based on sound strategy, then set up automation to deploy each message to subscribers once their location meets a certain weather condition. For example, a retailer can deploy emails to all of their subscribers in locations where it's currently raining or snowing, or to subscribers where the next day forecast is over 100 degrees, allowing for extreme personalization and the best relevance in weather targeting technology.

There are a number of ways to incorporate weather in your email marketing to better communicate with your subscribers, and with each level of sophistication comes greater focus for your message and a greater opportunity for opens, clicks, and conversions.

About Skymosity

Skymosity is the leading Weather Targeting™ Platform, powering advanced weather-based technology for some of the world's biggest brands. With patent-pending solutions for SMS and Weather-Based Email Trigger™ automation, plus website personalization and analytics based on weather, the Skymosity Weather Marketing Cloud™ helps businesses seamlessly leverage big weather data.

For more information, visit www.skymosity.com.