



10 Quick Tips for Improving Your Email Marketing

Practical advice to increase the success of your email marketing

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Executive summary

There are many things you can start doing today to improve the success of your email campaigns not to mention starting the process of forging solid customer relationships that will pay dividends further down the road.

This white paper presents 10 practical tips to help define your email marketing strategy and improve your program.

1 Be clear about the problem you solve

In their rush to get content out many email marketers are unclear about what business problem their company solves so they make bland statements about the company such as “We’re committed to excellence” and finish with weak calls to action such as “Call to discuss your needs”.

Make sure you don’t fall in to this trap by having a clear understanding of the problem your company solves and creating good soft offers for people who suffer from that problem.

Combine this with a clear call to action and you’re well on the way to success.

2 Keep your lists clean

A dirty list can cause all sorts of problems, problems that go beyond just a few emails not getting through. The more you send to a dirty list the poorer your ISP relations are likely to be and the more likely your mails will get marked as spam. Add to this the fact that your reporting metrics will be dragged down and you can see there are conducive reasons to keep your lists clean.

Keep your lists clean by making sure you regularly remove all bounced email and un-subscribers. This can be automated if you use a system like eMailCampaignter. If you want your lists to be squeaky clean – clear out all addresses that haven’t opened an email in the last 12 months. This will help you increase both your reputation and deliverability.



3 Pay attention to the “from” name

As a rule of thumb the “from” name tells a recipient whether or not to delete and email and the “subject” line tells them whether or not to read it.

Make sure you keep the “from” line consistent and matched to a brand that the recipient will recognise and trust. If your company has multiple brands make sure the “from” line reflects the brand that your customer is doing business with.

4 Don’t neglect your subject line

Your subject line is key to the success of the whole campaign. Get it right and it could mean increased enquiries and sales. Get it wrong and it could mean no enquiries and sales. But how can you ensure the best results?

One simple idea to help you to understand how to write a better subject line - read a newspaper! The



subject line should reflect the emails' most important fact in a limited space.

Another simple way to plan your subject is to keep them consistent. For example "XYZ Company Monthly Bulletin". Research shows though if you do go for this recurring model don't be tempted to change it once it's established – it's the anticipation and recognition that keeps open rates high over time.

5 Slice and dice your list

Research also shows us that most people unsubscribe when content is not interesting or relevant to them.

Segmentation can help you improve the relevancy of your contents and guard against recipients ignoring your message or unsubscribing.

In the end though relevance is more about data than content. Marketing maven Ed Mayer explains this in his 40-40-20 concept which divides direct marketing success into three segments as follows. 40% to using the right mailing list; 40% percent to who the mailer is and their offer and 20% for everything else – send rate, format, colour, creative copy, graphics, etc."

6 Keep it legal

Keeping your email marketing legal isn't just about best practice, it is there to keep you out of trouble.

Grow your list organically over time rather than taking the easy option and adding in email addresses that haven't either bought from you in the past or opted in to receive further information. This short cut can land you in very hot water and really isn't worth the hassle.

To find out how the data protection act affects your organisation and the data you hold, call eMailCampaigner on 0870 770 4990 and speak with one of our experts about what you can and can't do.

7 Double check before you hit send

Don't be left with egg on your face! Testing your email internally before sending to your entire mailing list will ensure that you haven't made any embarrassing mistakes, be it broken web links, spelling errors or missing images.

Send a test to a GoogleMail, AOL or Yahoo personal account and make sure your email displays as you intended. Make sure that both you and your colleagues receive a test. Not only can colleagues check for any mistakes, but they can also offer constructive criticism on the content of the email itself.



8 Be consistent with your campaigns

As with other marketing channels, email marketing provides the best return when used consistently. If a recipient's expectation is set at receiving an email from you once per month, then that is exactly what should happen.

Being consistent will ensure that your recipients;

- Expect your email to arrive
- Are unlikely to forget about your company
- Have you at front of mind when it comes to buying



9 Integrate and save money
 Email is the cheapest form of direct marketing. Think of ways to integrate email marketing with your more expensive direct marketing campaigns to minimise cost and maximise the results.

For example, why not use email to alert your customers about the arrival of your new catalogues or brochures? Ask your customers to let you know if for whatever reason they don't want to receive a copy or are accidentally receiving multiple copies. If not, aren't you wasting money in sending them out?

Another example is event invitations. Send your first batch of invitations via email. Once you know how many recipients have decided to RSVP via email, you can save costs by removing these attendees from your postal invite. If the email invite produces the ultimate response, you may not have to send out a postal invite at all.

10 Review and improve
 One of the many benefits of email marketing is that it quickly and easily lets you test different tactics and measure their success.

For example, split your mailing list into three different mailing list groups. Have two small groups of equal size, and one large group. Test two different subject lines with the small groups and whichever subject generates the best open and click through rate should be used for the larger group.

Conclusion

The above tips are just some of the ways in which you can improve your email marketing results.

As ever, it is important to plan your email marketing in advance. Implement the above tips into your future campaigns to ensure that when you do press send you have ticked all the right boxes to make the email campaign a success.

eMailCampaigner - Helping you retain your customers and generate new business

eMailCampaigner™ is a practical solution to your permission based email requirements that helps you manage, create and monitor your e-marketing program.

Let us shown you how you can:

- **Dramatically reduce costs** through switching from direct mail to email marketing
- Use advanced reporting in real-time to **enjoy a faster sales process**
- **Increase profitability** with highly targeted campaigns
- **Reduce production time** spent creating projects with our friendly template system

Just some of the great brands that trust us to achieve their marketing objectives:



Call us on **0870 770 4990** to find out how we can help you meet your business objectives or visit www.eMailCampaigner.com to find out more today or contact

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