



How Can Marketing Wastage Be Reduced?

Ensure that you are getting the most out of your marketing spend

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Executive summary

Too often marketers send out an advertising campaign without testing the efficiency of the last one they sent. Without knowing where they might have gone wrong in the past, they soon find they've spent thousands of pounds on a full-page advert and no one is ringing them about it: that's a big chunk of the marketing budget gone already.

Email marketing has several advantages over traditional forms of advertising. In this white paper we will summarise how advertising wastage can be reduced simply by testing, tracking and analysing your email campaigns. This will ensure you're targeting the right people with the right message.



The Instant Payoff

Advertising is a crucial part of the marketing process, so why aren't more marketers paying attention to the returns their adverts bring them?

The current culture in marketing is geared towards getting fast results: no investment in long-term marketing strategies, no analysis into campaign effectiveness – even basic planning is being dispensed with in favor of the instant payoff. But that 'payoff' has less value if you find you've wasted 50% or more of the marketing budget because the campaign wasn't targeted correctly.

Left in the Dark

This ignorance over advertising wastage is having a knock-on effect for the rest of marketing. Recent reports tell us that 65% of marketers believe their yearly spend made no discernible impact upon sales in 2007.

This is a worrying statistic, implying a reduced effectiveness in traditional methods of selling. The truth is consumers haven't stopped paying attention to adverts at all: **adverts have stopped paying attention to consumers.**

Opening Communication Channels

The most recent figures have marketing wastage at:

- 45% in the business to business market
- 65% in the business to consumer market

One of the biggest reasons marketers believe their strategies are ineffective is because of a lack of feedback. Once the campaigns go out, that's the last they hear of them.

Analysing your sales figures only goes so far towards indicating the effectiveness of an advertising campaign. If sales have risen, it could be for a completely different reason.

If you want your customers to respond, you have to give them a way of doing it.

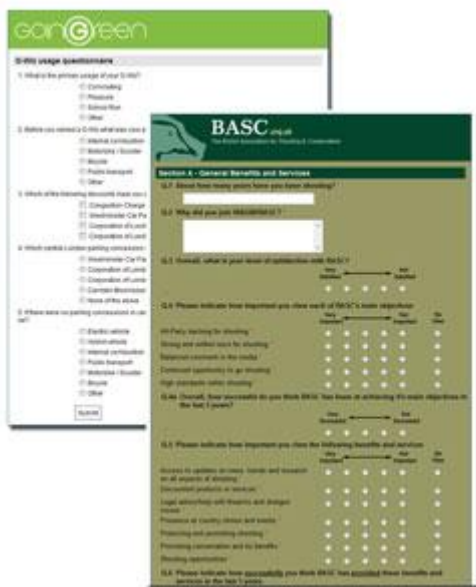
√ Quick Tip!

Create a company blog as a useful means of communicating with your customers: encourage them to comment and reply when they do.



Keep track of leads using a customer relationship program. If prospects are clicking through the link in your email campaigns, you can tell your message is getting across. Be sure to ask anyone who enquires by telephone if they've seen your campaign too – it might be they were impressed enough to want to get in touch with you directly.

Follow this process up by inviting your existing customers to complete a short email questionnaire. Ask them what they think of your current email campaign and why they continue to use your services. This will clarify what your strengths and weaknesses are.



√ Quick Tip!

Read our white paper, *Email Marketing Strategy & Planning* for some extra tips on writing questionnaires.

Why Should You Switch to Email Marketing?

Testing your campaign could potentially save it from falling flat on its face and save you a lot of money.

Email marketing is well suited to testing because there are so few expenses (like material and production costs) and you don't have to assemble a focus group to do it either.

√ Quick Tip!

Let a colleague read the campaign before you send it to anyone on your contact list to check the messaging is right for your target market.

If your email campaign is ready to go - wait! Send it to a small cross-section of your contact list first. Keep track of who opens the message and what they click on once inside it: both are very useful pieces of information when it comes to checking your email's effectiveness.

Hours Wasted on Analysis?

Analysis of an advert's success is rarely wasted but one of the biggest drawbacks of traditional direct mail surveys and focus groups is that it can take a long time to gather information and examine it. 80% of marketers who track the results on their spending said they did it manually.

On the other hand, email marketing often offers an executive summary of who's opened the message and what links they've clicked on. These are created automatically, saving you valuable time.

With no more need for a dedicated team to collect and analyse data, you could streamline your operations for efficiency and have your people doing something else - such as helping you plan your next campaign.

How Does This Information Help?

Look at the figures for your test email: what percentage of recipients opened it? If it was less than 5% then there could be something wrong with your subject line.

√ Quick Tip!

Subject lines should avoid sounding like an obvious sales pitch – most of these emails get deleted as SPAM. Be informative but use neutral, non-sales orientated language.

If you have a soft offer included in the email, how many people took you up on it? If nobody clicked, your offer isn't as exciting as you thought and it's time to go back to the drawing board.



By testing your email in this manner, you will learn what works and what doesn't, improving until you get great results every time.

Analysing Results Makes Planning Easier

When it comes to writing the next campaign's brief, take a look at the success of your previous campaigns. Are there any glaring errors that compromised a campaign's effectiveness? Spotting things to avoid beforehand will save you a lot of time when it comes to testing your campaign.

For instance, did you send the right offer to your target market? The success of a marketing campaign is traditionally weighted as:

- List - 40%
- Offer - 40%
- Copy - 20%

...so if you offered a discount on seasonal products - Christmas decorations for example - to retailers three months too early then the success of your campaign will be severely compromised. It's a simple example - but it illustrates the point.

√ Quick Tip!

Ensure that the test audience do not receive the same email twice. Also, make sure your test audience is not so big that you get fewer results when you send it out to your actual list.

Conclusion

We have shown some of the ways you can reduce advertising wastage based on a simple process of experimentation and analysis. A test audience will help you gauge people's reactions to ideas both old and new, minimising the risk you'll encounter when sending the email out to your entire contact list.

Once the results of your campaign's effectiveness are in, you can use that to demonstrate the Return on Investment and build a strong platform for the success of future campaigns.

eMailCampaigner – get the most out of your marketing

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

Let us show 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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