



B2C and B2B
Email Marketing Solutions

Essential Guide to Using Email to Increase Loyalty and Acquire New Customers



Introduction

Email continues to dominate the digital marketing space as an inexpensive, ubiquitous way to reach customers and prospects. Email marketing provides you with one of the most direct lines of communication about your brand, which is why savvy content marketers continue to integrate email into their multi-channel campaigns.

This guide is designed to share the tools and resources that the AccuData Integrated Marketing team of experts uses to maximize the effectiveness and ROI of email marketing campaigns.

Instant Engagement

Maximize reach and response by creating a multi-channel campaign that includes email marketing. Whether coupled with a direct mail effort or digital display campaign, or used as a sole communications vehicle, email marketing offers a cost-efficient way to reach both current and prospective customers. With AccuData's B2C and B2B Email Marketing Solutions, campaigns are executed quickly and results are immediately visible.

Prospect with Greater Accuracy

See within minutes who is opening and responding to your message and employ testing strategies to ensure all aspects of your campaign are optimized. Utilize AccuData's extensive collection of B2C and B2B data to access a broad spectrum of highly responsive target audiences for prospect email campaigns. Select from hundreds of attributes including demographics, lifestyle attributes, behavioral data, transactional data, and B2B firmographics on more than 150 million consumers and 17 million businesses.

Build Awareness and Increase Loyalty with Email Appends

Use this engagement channel to reinvigorate client communications, build brand awareness, and reinforce your value proposition. You can further enhance the opportunity by providing personalized, relevant communications that leverage offline data, such as purchase history, offer interests, and more.

Ensure CAN-SPAM Compliance and Industry Best Practices

Be assured that your email campaign will be handled with care by the industry's leading email and digital marketing experts. We assist you in understanding industry best practices in design, copy, and deployment while working with only confirmed opt-in email addresses from a very select list of partner companies.

Enhance Your Campaign

A variety of additional services may be available to enhance the appearance and/or performance of your email campaign. Please inquire for availability.

- Creative Design Services
- Image Hosting
- HTML Conversion
- Personalization
- Compliance Check
- SPAM Check
- Rendering Reports
- Customer File Suppression
- Opt-Out Suppression
- Real-Time Tracking
- A/B Splits and Testing

Email Product Options



Email Prospecting

Reach a new B2C or B2B audience that has been exclusively targeted for your message using detailed demographic, lifestyle, or firmographic attributes. The effectiveness of delivery will be measured via detailed tracking reports.



Email Append with Welcome Message

Identify email addresses for your current customers using a specialized matching process and confirm their desire to receive email communications with an opt-in permission email.



Email Validation with AccuValid

Ensure the best opportunity for inbox deliverability, while helping to protect your brand reputation. AccuValid determines which addresses are best to email based on a list of validation and deliverability checks.



Concierge Email Sends with AimConnect

Utilize AccuData's proprietary deployment technology, AimConnect, to deliver your message/offer into the hands of your current and prospective customers. Complete reporting provides intelligence for future testing and optimization.



Reverse Email Append

Optimize your email marketing file for multi-channel campaigns with the addition of contact names and postal addresses; demographic, lifestyle, and firmographic data can be added for an additional fee.



Email Reactivate

Refresh older or undeliverable email addresses with new, more recent addresses matched to the consumer or business. Email Reactivate can also be used to suppress new emails against your existing opt-out database.

Email Best Practices

A number of factors can affect not only the deliverability of an email campaign, but also its effectiveness and conversion rates. AccuData Integrated Marketing's team of experts understands how to optimize your email campaign to maximize its overall success.

Here are a few best practices to consider when getting ready to add email campaigns to your marketing mix.

1. Time and Date of Email Deployment

When considering the best time to send your email, always take into account your target audience. For a national deployment, your ESP (Email Service Provider) should be able to send at a specific time in each time zone, ensuring your email is sent at the same time across the entire country.

Our AccuData experts understand email trends based on billions of email transmissions, and can help you select the best day of the week to arrive in the most inboxes at the time of day when your target audience is most likely to open the email.

2. Sender Reputation

This piece is critical when sending marketing emails. If the sender doesn't have an average sending reputation of more than 90%, an email marketer can assume that the emails will get deferred (in a waiting/looping pattern) by the Internet Service Provider (ISP) as it decides if the email is legitimate or if it is spam.

When an ISP defers or loops the email more than once, chances are that it will be delivered to the SPAM folder, therefore not receiving any engagement or conversions.

3. Landing Pages

A unique landing page with a strong Call to Action (CTA) can increase your email's conversion rates. The CTA should be a strong offer specific for your intended audience with copy written for that targeted group. The best landing pages have only one goal and your copy needs to engage visitors to convince them to take that action. Visitors don't need to know everything about your company or your products to download a white paper, for example.

The page length depends on the awareness level of your prospects, with additional detail added for audiences that are not familiar with your company or products. Make sure your forms are simple and easy to fill out and that buttons are clear as to where they will lead.

4. Email Copy and Subject Lines

Certain words in the copy and subject line can trigger email filters that will prevent your email message from arriving in its intended inbox. Frequently scanned words and phrases include: as seen on TV, buy, disclaimer, financial, financial aid, free, income, order, investment, paying, qualify, and tuition.

Here's a great copy hint—bulleted lists are a great way to break up your copy, but try to limit them to fewer than 5 bullets.

5. Mobile Responsiveness

With emails being opened on mobile devices 60% of the time, mobile responsiveness is critical. When emails are made mobile responsive, they automatically size to the recipient's device and the phone number is coded to become clickable to initiate the phone call on their device.

6. Email Creative

Trigger words should be used sporadically or be included in images, such as the header. Consider your target audience and use images that reflect them in age and ethnicity to create a personal look and feel. Strong Calls to Action should be placed high up in the email creative, or directly below the header image.

Here's a statistic from the **Direct Marketing Association's 2016 Email Evolution Conference** that speaks to impressions and conversions: on average, it takes 7 touches for conversion on B2C campaigns and 24 touches for conversion on B2B campaigns. So, consider your emails part of an overall campaign and make sure your branding and messaging are continued throughout to get the most effectiveness from your email marketing initiatives.

7. Cadence of Email Deployments

Consider your target audience and the action you would like them to take in response to your email marketing message in order to determine how frequently you should send an email. Acquisition campaigns to prospects, sent around a specific event such as a sale, registration date, or anything with a specific deadline, can be sent using this calendar:

- **Deployment 1:** Four weeks prior to the event
- **Deployment 2:** Two weeks prior to the event
- **Deployment 3:** Four days before the event
- **Deployment 4:** The day before the event (or the day before event registration cut-off)

For retention deployments to your own loyalty list of current and prospective customers (that are already familiar with your company), you should send emails closer to the event:

- **Deployment 1:** Two weeks prior to the event
- **Deployment 2:** Three days prior to the event
- **Deployment 3:** The day before the event

Remember to A/B test everything listed in this guide to determine what works best for your audience. From the length of subject line to the colors of the buttons on your landing pages, everything is worth testing and tweaking to get the best results.

About AccuData

AccuData Integrated Marketing helps our clients to acquire, retain and grow a profitable customer base using strategic marketing intelligence and data solutions. For more than 25 years, AccuData has remained dedicated to addressing our partners challenges through innovation and service. We are a leading data solutions provider helping our clients succeed with a full suite of data-driven marketing solutions. AccuData propels marketing success for thousands of companies through our strategic data partnerships, powerful technologies and scalable data solutions to meet the needs of small to mid-size businesses and large national brands.

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