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10 STEPS TO EMAIL MARKETING SUCCESS

Expert Tips to Share with Your Clients that Utilize Acquisition Email Marketing

Email marketing provides a cost effective, quick-to-deploy marketing solution that can have an immediate impact on your client's business. Whether used as a stand-alone initiative or part of a multichannel campaign, follow these tried-and-true steps provided by email marketing industry experts to help them produce a successful campaign.

1 Establish Your Objective.

Each email you send needs to have a specific purpose and messaging to match so that it can be directed to the proper audience segment. You'll want to outline the primary objective of your campaign along with how you will ultimately measure your success. Are you seeking to acquire new customers, build brand awareness, or increase in-store or online traffic? While helping to set the tone of your campaign, this exercise will also allow you to communicate your expectations to stakeholders and partners.

2 Have a Compelling Subject Line.

More than a third of email recipients open email based on the subject line alone. While your subject line needs to be related to the content within, it also needs to make the recipient take notice. Ask a question, make an intriguing statement, use symbols or emojis, but be careful to avoid appearing spammy. You'll want to avoid using words that are known to trigger spam including: buy, cash, free, guaranteed, opportunity, and offer, among others.

3 Develop Your Offer and CTA.

Your offer needs to generate excitement while reinforcing the overall objective of your campaign. When writing your offer, remember that relevance to the audience and perceived value are key. The offer should be clearly worded, easy to understand, and most importantly, hard to resist. Next, add the CTA, or call to action. The call to action tells your readers exactly what you want them to do — be it call, click, download, or purchase. You'll want to reiterate your primary benefit and expiration date here; creating that sense of urgency to respond is essential.

4 Design Strong Creative.

When it comes to email marketing, design your creative to be clean, simple, and easy to navigate. The goal is to showcase your brand, offer, and benefits; but these crucial elements can be muddied if your design is over-complicated.

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Beyond the actual design, take into consideration the following:

Stay Above the Fold.

Placing the most critical content within the top 2 – 4 inches of your email, or "above the fold," is an excellent way to catch the attention of your reader.

Say Something Meaningful.

Your email communication needs to add value for the recipient, but above all, it needs to be relevant. Segment your messaging to meet the needs and the interests of the audience — this will promote engagement, while reducing the number of spam complaints and unsubscribes. When developing your copy, use small paragraphs with language that is easy to understand and headlines that are easy to skim.

Be Mobile Responsive.

Almost 50% of all emails are now opened on a mobile device. When you design responsively, you ensure that your email message looks its very best on screens of all sizes. Additionally, you will allow your recipients to engage with your communication via the method with which they are most comfortable.

Test Your Creative.

To ensure that your design displays correctly in all environments (including mobile and webmail), you will want to test the creative prior to deployment. A rendering report will show real-life examples of your email creative in numerous situations. This intelligence can help you to make any coding or design changes that are needed for your email to display as desired. Another benefit within the report is an indication of whether or not your email will hit SPAM filters.

TIP

Keep your subject line to around 40 characters so that it will be displayed in full on mobile devices.

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Be conversational — your readers will appreciate messages that are both personal and casual in nature.

5 Make it Social.

Social share buttons allow fans of your content to easily continue the conversation online by sharing your information through social media channels. These can be added to your email creative and should also be included on your landing page as well as individual content pieces.

6 Be SPAM Compliant.

Reviewing both critical and creative aspects of your campaign for CAN-SPAM compliance is a priority. Doing so will promote your position as a reputable email marketer while helping you avoid costly fines. As an added benefit, compliant campaigns have a better chance of increased engagement with recipients. The following guidelines will help:
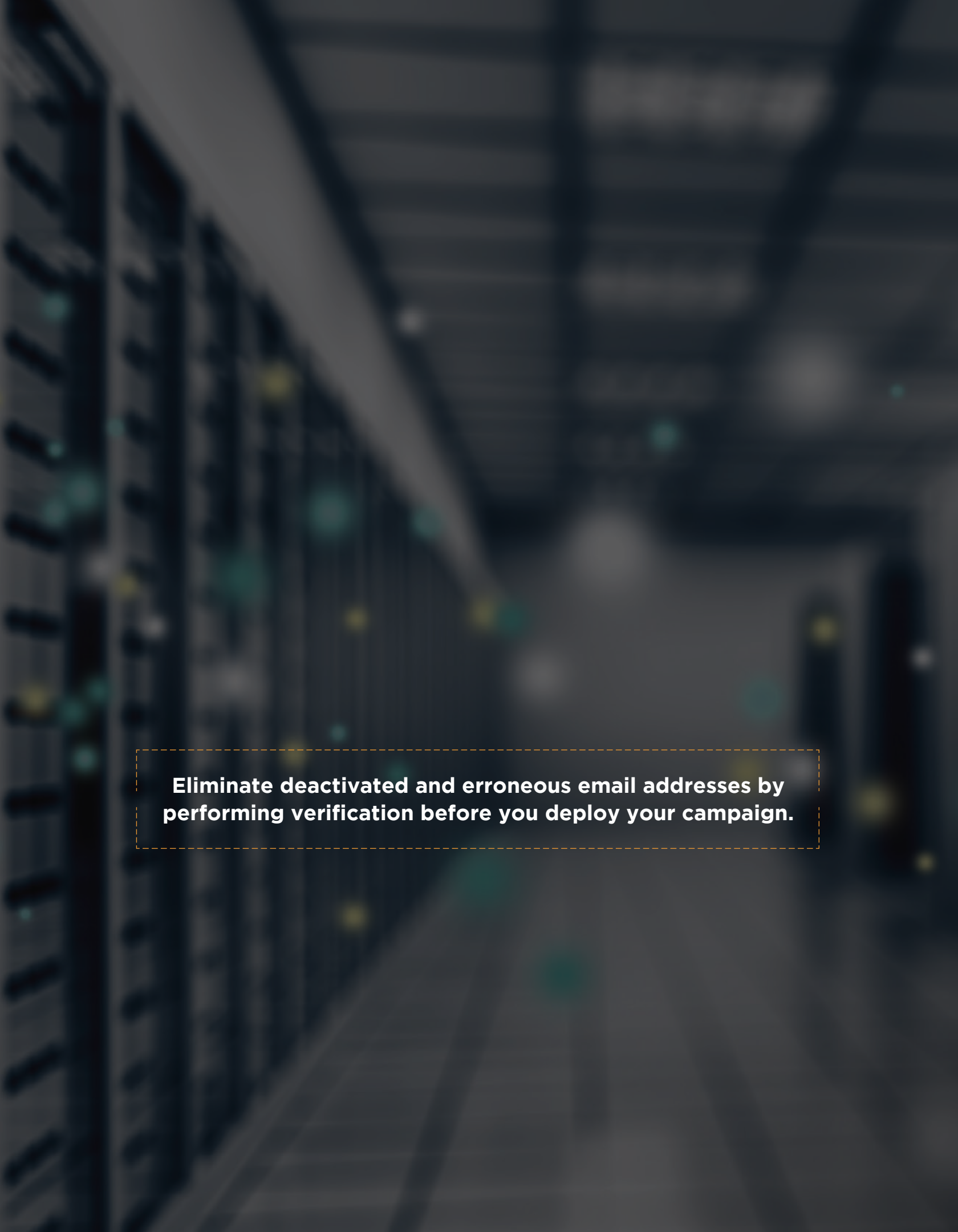
• Avoid the use of false or misleading header information

• Avoid the use of deceptive or unrelated subject lines

• Identify the message as an advertisement

• Provide a physical address and telephone number

• Include an opt-out mechanism

• Honor all opt-out requests promptly

• Monitor what others are doing on your behalf and on behalf of your company

7 Provide a Landing Page.

Landing pages lead to conversion; it's that simple. A landing page is a website page that serves as an extension of your email communication. The goal of your landing page should be a quick re-introduction to the offer and call to action along with a mechanism to capture contact information. You could also include relevant content like a case study, newsletter, or white paper. Just don't get too carried away; you'll want to keep both the copy and functionality simple. From a design perspective, have the landing page mimic that of the email.

8 Track Your Responses.

Email service providers and self-service platforms offer tracking reports that highlight campaign metrics including open, click-through, and unsubscribe rates. Each of these measurements is essential for you to consider as you work to optimize your campaigns, but you don't want to stop there. Understanding response and conversion rates as well as the prospect or customers's engagement with your website will go a long way to helping you communicate with them more effectively.

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Eliminate deactivated and erroneous email addresses by performing verification before you deploy your campaign.

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Deploy in Multiples.

Your email campaign should not be "one and done" — having a follow-up plan is essential. Multiple impressions are often needed to get a prospect to take notice, so be willing to commit to a strategic sequence of additional deployments. With these, you'll want to maintain your brand (consistency in look and feel is essential to building familiarity), but consider making small changes to your email creative and copy.

TIP

When testing, consider an A/B split test. This will allow you to test the component of your choice (subject line, creative, offer, etc.) between two equal groups to see which version performs better. Based on the results, you can further refine your campaign.

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Optimize Through Testing.

When it comes to email marketing, each component of the process can directly impact the results you experience. Creating a testing strategy is the best way to ensure that you are sending the right creative with the right message to the right audience. Testing does not have to be complicated; you can begin by changing one component at a time to see how your response rates are impacted. This is a great way to optimize your marketing efforts and increase your overall success rate.

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How AccuData Can Help

Integrated, email marketing campaigns that connect your clients with their customers and prospects online.

With the ability to select from hundreds of consumer attributes and access the highest-quality, opt-in email lists, our targeted data is the foundation for high-performing email campaigns. Couple that with our sharp creative team, and you've got a recipe for superior acquisition email marketing. AccuData utilizes a rigorous email data vetting and approval process, maintains 100% CAN-SPAM compliance, and follows all ANA guidelines.

Whether used separately or in conjunction with direct mail, email marketing delivers your client's message directly into the hands of their current and prospective customers. They'll receive immediate responses and see participation with detailed tracking reports.

For additional information on the topics discussed here, please contact a member of the AccuData team for assistance by calling 800-732-3440.

About AccuData

AccuData Integrated Marketing serves as an embedded data, insights and performance team to agencies and brands across the U.S. Backed by the power of more than 400 data providers and 30 years of real-world marketing expertise, AccuData's dedicated team helps businesses acquire, retain and grow a profitable customer base by driving direct marketing success.

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