

E-telligence

Email Marketing
Isn't Dead, The Way
You're Using It Is

Quick Reference Guide

eFOCUS
Marketing



INTRODUCTION

Inside this quick reference guide, you'll learn:

- The **4 key areas** to focus in on to improve the opens, clicks and conversions you're currently seeing
- The **#1 way you can take control of your email marketing** and start making a difference to your results TODAY
- The **1 strategy GUARANTEED** to increase your results
- The best way to **increase your revenue WITHOUT increasing the number of email campaigns** you send
- How to send the **right message, to the right person, at the right time** to maximise engagement and revenue



Email marketing underpins all your other marketing efforts by taking prospects from just becoming aware of your brand, as a result of other marketing channels (such as social media, print advertising or search engine marketing), through a journey, developing a relationship with them, and on to becoming customers and repeat customers at the other end of the cycle.

But it can be hard as a marketer – you're probably juggling lots of different marketing channels and email is just one (crucially important) part of that wider strategy.

INTRODUCTION

Wherever you are on the email marketing road to success (whether a beginner or slightly more advanced user) this quick reference guide offers a focus on the **4 main ways to maximise engagement with your email campaigns and increase your revenue.**

These four sections should form the basis of your ongoing email marketing strategy.

OPTIMISE IT

ADD TO IT

AUTOMATE IT

GROW IT



CLICK TO TWEET



I'm reading @efocus_marketin "E-telligence – Email marketing isn't dead, the way you're using it is" Get it for free: <https://goo.gl/rwt98p>

OPTIMISE IT

The #1 way you can take control of your email marketing and start making a difference to your results TODAY...

OPTIMISE IT



The first place to start when looking to increase your results, is to focus in on what you are already doing, and make it better!

If you're reading this guide, chances are you are already doing some email marketing; whether that's simply sending out a monthly email to keep your subscribers up-to-date or daily sales emails (at the opposite end of the scale). There is always room to improve what you're already doing; even for the most sophisticated of programmes!

The 4 key areas to focus in on to increase the opens, clicks and conversions of the campaigns you're already sending are:





1. Timing

WHEN you're sending your emails

Making sure that you're sending emails to subscribers at the right time, will give you the **best possible chance of maximising engagement** with your messages. Think about the following for different types of campaign:

Manually Scheduled Emails:

Finding your optimal send day/time for your regular, manually scheduled email campaigns, will depend on your brands audience. For example, if you're a retailer selling to consumers that are mainly in employment, perhaps test sending mailings during the evening or at the weekends when they are more likely to be at home and perhaps have more time to browse and make a purchase. Or at before or after work times, or at lunchtime during the week when they may be on a break and perusing the internet?

Automated Campaigns:

Changing the timing of an automated campaign trigger or adding additional emails to your series can be the **key to making the results you already see, even better.**

For example, an abandoned basket campaign: does the first email get the most engagement when triggered 1 hour, 2 hours, 3 hours or 4 hours after the action? Do you send one email, two, three, four or more emails in a series for maximum impact?





2. Audience WHO you're sending your emails to

Knowing who you are speaking to is **critical in order to create content that meets their needs and encourages engagement**. You need to know what interests or motivates them as well as what they need.

There are three main types of data by which to learn about these things:

1. **Known data** (collected directly from asking the subscriber such as date of birth or address)
2. **Behavioural data** (tracked behaviour on your website or with your email campaigns, for example)
3. **Purchased data** (including what, when and how many times they've purchase)

Segmentation

Who are you sending your emails to? Is that content relevant to that person?

By narrowing your focus and creating segments of your audience with different needs, your **campaigns will be more relevant** and have more of a feeling of 1-to-1 communication – **increased relevancy leads to increased engagement**.

*Speak directly to different groups of subscribers on your list
– they are not all the same*



OPTIMISE IT

Start segmenting an audience with basic information you may know about them such as; demographic information, website behaviour, insights etc.

For example, a clothing retailer may create a segment of users that are male and one including female subscribers – each of these segments will receive different products / offers based on that attribute.

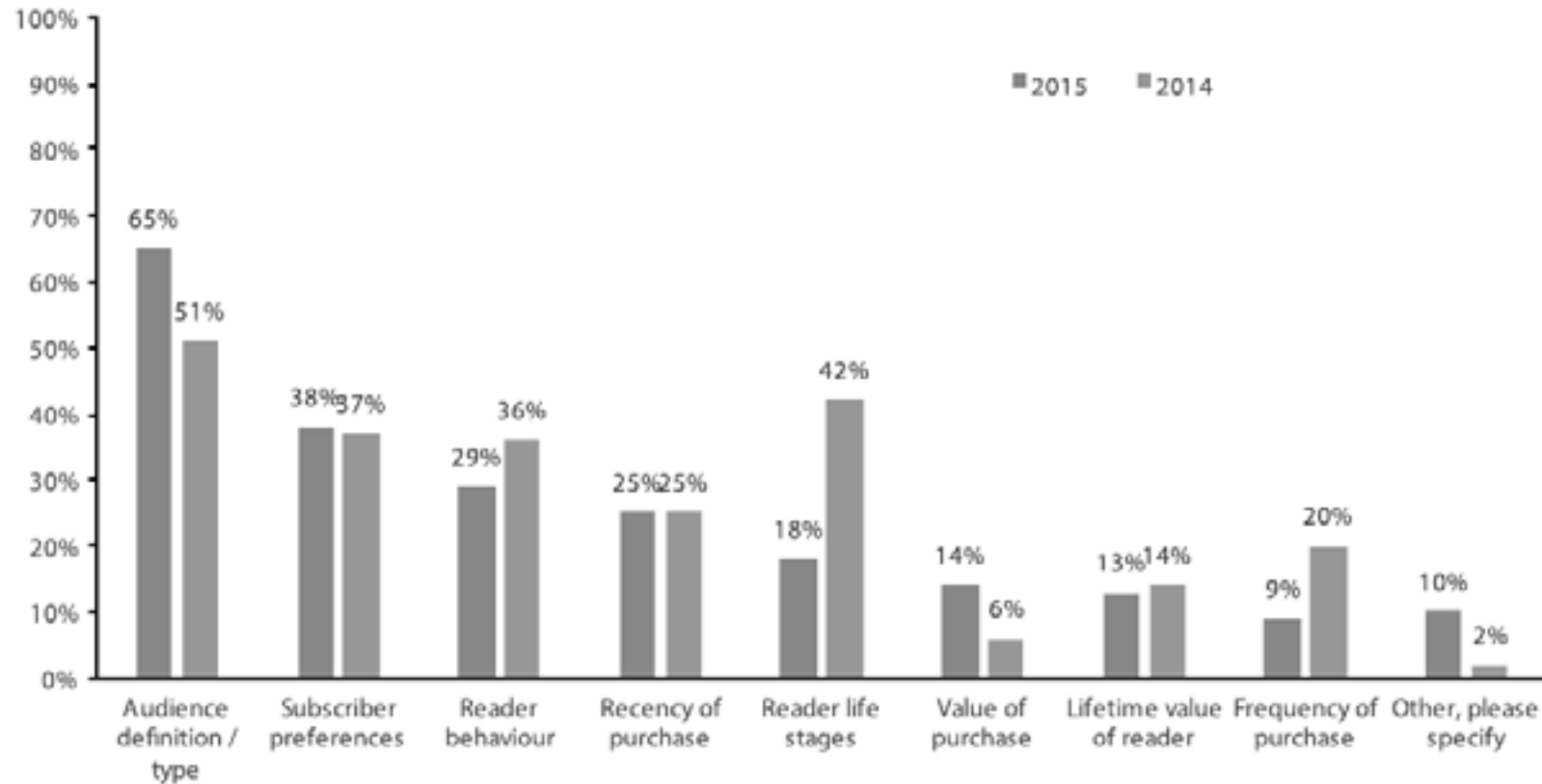
As you become more advanced, start to layer up multiple attributes to create more **complex and detailed segments**; allowing you to create a **better email strategy and content that aligns** with the subscriber's wants and needs.

*For example, sending a special offer for a new line of sandals to only female subscribers who have registered an interest through a preference centre to receive emails about casual shoe styles, have engaged with your email programme in the last 3 months and made a previous purchase of shoes; this way you know the segment is **more likely to engage** with the content as it is highly relevant to the subscribers, leading to a **higher conversion rate**.*



OPTIMISE IT

What are the key contact segments you use in your email marketing programmes? You can select up to three choices.



(Source: DMA Insight: Marketer Email Tracking Study 2016)





3. Content WHAT you're sending in your emails

You have just seconds to capture the attention of the subscriber and interest them enough to take action on your email content.

The best way to do that is to **ensure that the content you send is highly relevant and targeted** to them by **using the information you know about them to deliver emails**; either targeted to one specific segment of your audience, or by using dynamic content to automatically change content based on the recipient.

It's also about **knowing what will resonate with your audience**; ensuring you have a **clear idea of your client personas** and know who you are talking to.

The copy you use has a direct impact on the engagement with your email campaign. Along with the placement and presentation of the information within your emails, these elements are **vital** to capture the subscriber's attention and direct them towards the key messages in your email and the action you want them to take.



OPTIMISE IT

Focus on these 4 key areas:

Aa

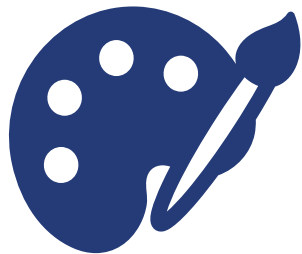
Typography

Your typography is a big part of directing the subscriber to the key pieces of information on your email: your headlines, sub-headings, body copy and call to action text. The size, font and colours you use should represent your brand, but also differentiate between this different type of information.

Call to Action Buttons

Your call to action button has an important role to play in your email design. It must be visible, eye catching, benefit driven, tell the subscriber what will happen next and be actionable.

**SEE YOUR HAND
SELECTED DEALS!**



Design Cues

Use your design to draw attention down to your main CTA and ensure you space out your content to make it easy to read.

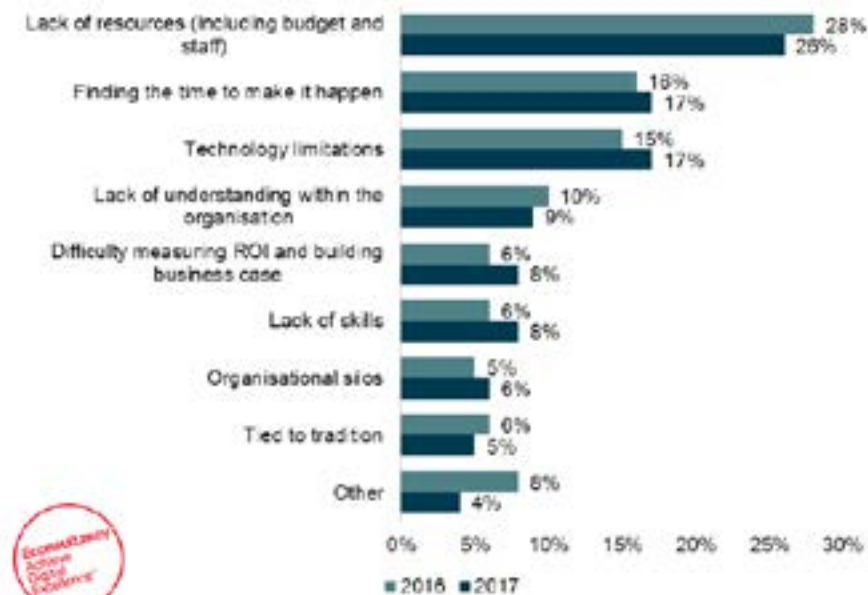


OPTIMISE IT

Optimising for engagement on mobile devices

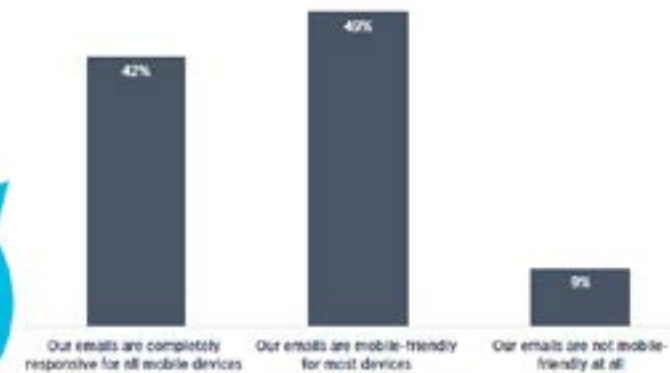
With over 50% of subscribers opening email marketing campaigns on a mobile device (in many cases), ensuring that your design is optimised to encourage engagement across the different ways that subscribers may view your emails is important to consider when creating your campaigns.

Figure 24: What is the main barrier to success when it comes to effectively optimising your email campaigns for different devices?



(Source: Econsultancy Email Marketing Industry Census 2017)

Figure 15: How mobile-friendly are your emails?



Only 9% say their emails are not mobile-friendly at all.

(Source: Digital Doughnut & Dotmailer Email Benchmarking Report 2017)





4. Deliverability

HOW you are making sure your emails get in front of your subscribers

Anyone currently running an email marketing strategy will know that getting your emails delivered to the inbox is not always easy.

With obstacles not only blocking your path into the inbox but also how your email is viewed and treated when it gets there, our job as email marketers has become even tougher.

Making sure your emails actually reach your subscribers is an ongoing task.

Your delivery rate is the **number of people you send an email to, minus those that bounced** (hard and soft bounces). It shows the number who received the email, but not the number that went through to the inbox (referred to as the Inbox Placement Rate). The latter cannot be seen in most ESPs without third-party technology also being used.

The **key to good deliverability** is having a high **'sender reputation'**.

Your sender reputation is similar to an online credit score, and is made up of various different elements including **your sending infrastructure, data quality, engagement with your campaigns, the content you send**.

In order to maximise your delivery rate and Inbox Placement Rate you need to ensure each of these areas are optimised.



Test, Test and Test Again!

The #1 strategy to increase your results

Testing is critical to allow you to continuously learn and inform the overall strategy, content development, image selection, and design of your campaigns, in order to improve and maximise your results.

Even a small uplift in open or click-through rates can often make a big impact on your conversions, and overall revenue

The key is to test one element at a time to always know what change has instigated a difference in results, and apply the metric that is appropriate to each element under consideration.

The most common way to perform tests is through A/B Split Testing (most Email Service Providers, ESPs, have this functionality built into their platforms) which involves testing **two (+) versions of one element to see what produces the highest results** e.g. testing two subject lines to determine which generates the highest open / click-to-open rate.

This testing could be performed on a portion of your database, with the winning version being rolled out to the remainder of the list, or, for testing on smaller lists, simply sent 50/50 to generate learnings for future campaigns.

Read more on
the blog...

Testing: Who, What Where,
When, Why How >

Testing? Forget it at
your peril! >



OPTIMISE IT

The key here is to create a testing strategy in each of the first 3 areas (Timing, Audience and Content) listed above and systematically working through these to find out what works best for your audience.

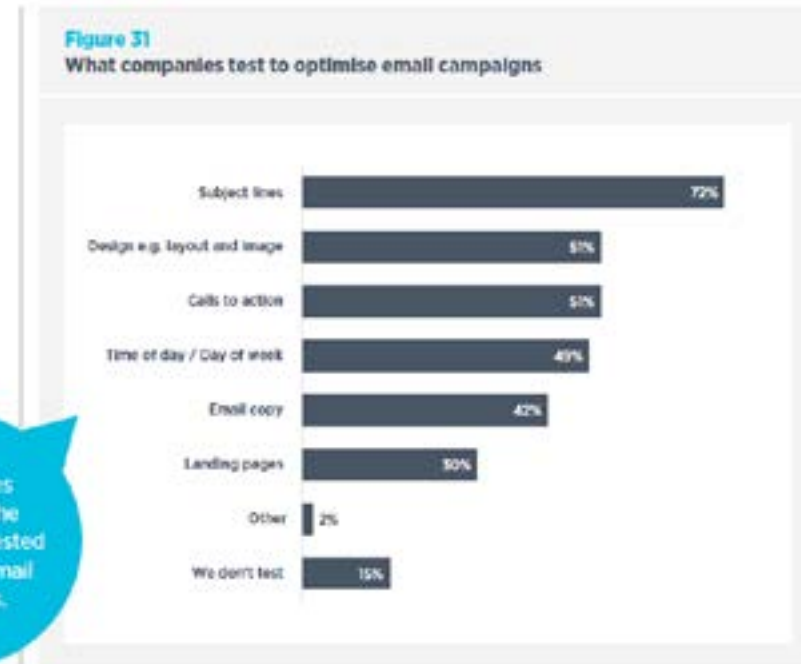
What can you test?

Every part of your email marketing campaigns can be tested to increase performance, including (but not limited to):

- Subject Line
- From Address
- Send day/time
- Design
- Call to action; placement, colour, wording
- Type of content served
- Imagery used

And don't forget, you should also be testing your sign up forms and landing pages too!

Subject lines (72%) are the most widely tested element of email campaigns.



(Source: Digital Doughnut & Dotmailer Email Benchmarking Report 2017)

**“A goal without a plan is just a wish.”
— Antoine de Saint-Exupéry**

The second way to generate more revenue from your email programme is to add additional campaigns to your strategy.



1. Create a solid sending plan

The first step to adding new campaigns is to ensure you have a **clear and effective email marketing strategy**. Having a clear plan of where you want to go and how you're going to get there is essential and can offer a multitude of benefits. A well thought out and documented email marketing strategy will allow you to:

- **Identify your best customers** and help you to better understand their needs
- **Implement the most relevant and targeted campaigns** allowing you to gain the best possible results
- **Assist in identifying prospects/ customers at different stages of the customer lifecycle**, giving you insights into how best to serve their needs with the aim of moving them further towards making an initial or repeat purchase.



ADD TO IT

A strong strategy is one what can be turned into actions. You therefore need to have a **clear idea of the following elements** to develop and action email marketing activities successfully:

- **Strategy and goals** – what do you want to achieve with your email marketing? How does it tie into the overall business strategy and goals? What is the purpose of email marketing for your company?
- **Tactics** – what resources will you need? How are you going to achieve your goals and implement your strategy? What type of campaigns will you send? What kind of tests will you run? At what stages during the customer lifecycle will these campaigns be sent? How will you use personalisation within your strategy to really connect with your audience? Will you use mobile responsive designs? How will you bring value to your subscribers?
- **Specific actions** – when will you send individual campaigns? What will the key elements of campaigns include? What offers will you include? What subject lines will you use? Who will be responsible for running your campaigns? What will the content of each email be? When will you run your tests?
- **Results** – how will you measure success? How will you calculate Return on Investment (ROI)? What other metrics will you record and analyse to demonstrate success?





1. Increase Frequency

A quick way to increase the revenue you generate from your campaigns is by adding in new emails to your strategy. There are 3 key ways to do this:

Using Segmentation

As discussed in the last section, you can use segmentation to identify sections of your database with specific attributes/interests/behaviour to who you can send specific, highly relevant campaigns.

Remails

Follow up key campaigns and resend to those who didn't open or click on the first email. E.g. special offers or key messaging emails. Change the subject line to capture attention.

Weekly Roundup Email

For your engaged audience, consider sending a weekly roundup email to summarise the weeks top offers / content in one place.

Worried about 'bombarding' your subscribers? Don't be! Only worry if you see an increase in complaints or unsubscribes. If your content is well timed, relevant and interesting subscribers will welcome your communications.

Don't forget to ask for permission!

If you're adding additional recurring emails, ask subscribers to opt into receive these additional emails (this could be done through a preference centre for example).



Take a strategy first approach to your email marketing efforts to ensure your ongoing success

A key part of your strategy is knowing what you are going to send, when and why. The best way to do this is to **create a clear plan for your content**. Follow these 5 steps to create your content schedule:

1. **Get a calendar** for the next 6-12 months and start by adding your regular updates (e.g. regular informational newsletters and promotional emails) as well as sales email during key company sales periods (e.g. January sales) onto the calendar
2. **Plot public holidays and key events** for your organisation onto the calendar (e.g. Christmas, Easter, Mother's/Father's Day etc as well as company events such as anniversary's or scheduled events you're attending)
3. **Plan backwards around these events**. For example, Christmas is one of the most important times of the year for retailers. Mark key dates on your calendar around this event such as your last postage date, Black Friday and Cyber Monday etc. and plan sends around these dates.



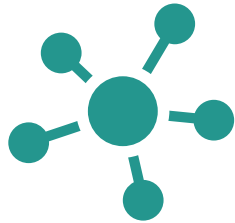
ADD TO IT

4. Doing the previous 3 steps allows you to have a high-level overview of what campaigns are sending and when - check for campaign clashes /too many emails within a time frame and amend your schedule as necessary
5. Then, against each campaign you have added to the calendar, list out
 - Main content outline ideas
 - Call to action
 - Any images you may require

Having a strategy and content calendar in place helps map out every piece of communication over individual campaigns of multiple messages, and over time.

This ensures that **each email works together to provide cohesive value and content**, as well as supporting your wider marketing strategy and achievement of business objectives.





2. Multi-channel Marketing

How email integrates with social media, direct mail, telesales, offline adverts and other channels your organisation may use, are all important to getting your message across, further building the relationship and increasing conversions.

For example:

- Consider adding in SMS as part of your series to **drive people back to your email content** (this could work well if the subscriber has not interacted with any emails in the series)
- Add a targeted piece of direct mail to the series or use retarget campaigns (using custom lists) on social media (e.g. Facebook) or search (e.g. Google) to **reinforce welcome series messaging**

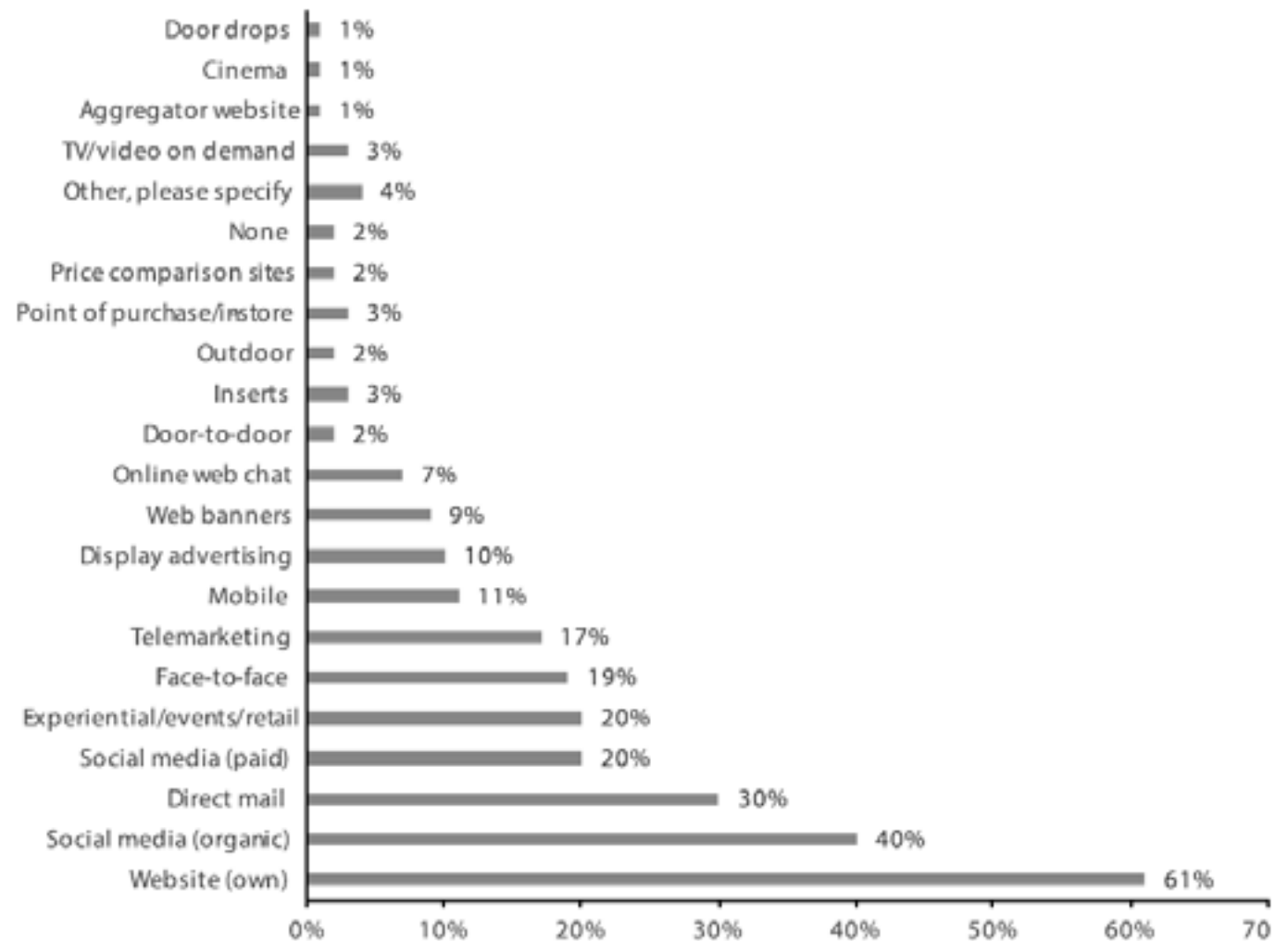


ADD TO IT

Don't Forget:

When using channels such as SMS and Direct Mail, ensure you have the correct opt in permission in place.

Considering your contact strategy, which channel(s) integrate with email most effectively to realise your campaign objectives? You can select up to three choices.



(Source: DMA Insight: Marketer Email Tracking Study 2016)



AUTOMATE IT

Automated campaigns, also known as triggered emails / auto-responders, fulfil the three main needs of a successful email campaign:

Right Message

Right Person

Right Time

Automated email campaigns bring an **opportunity to develop a consistent relationship with the subscriber.**

There are three main types of automated campaigns to include in your email marketing strategy:



Transactional emails

These are messages **triggered by a purchase**. For example, confirming order details and delivery date, or order shipped notifications. These types of campaign deliver specific information about a purchase and are generally not used for marketing purposes.



AUTOMATE IT

Lead Nurturing Emails

This is the practice of **building relationships with prospects** even when they are not currently looking to buy a product/ service. The aim of lead nurturing is to place your business front-of-mind for the prospect, so that they will be **more likely to place an order with you** when they are ready to do so.



Behaviour Based Emails

When a subscriber takes an action (or doesn't), an email / series of emails is triggered. An action could include engagement with email campaigns, purchase history, or even actions taken on a website. For example, if a subscriber adds items to their online shopping basket and does not go onto complete the purchase, a series of emails could be triggered at two, 24 and 72 hours after this has happened to encourage them back to complete the order.

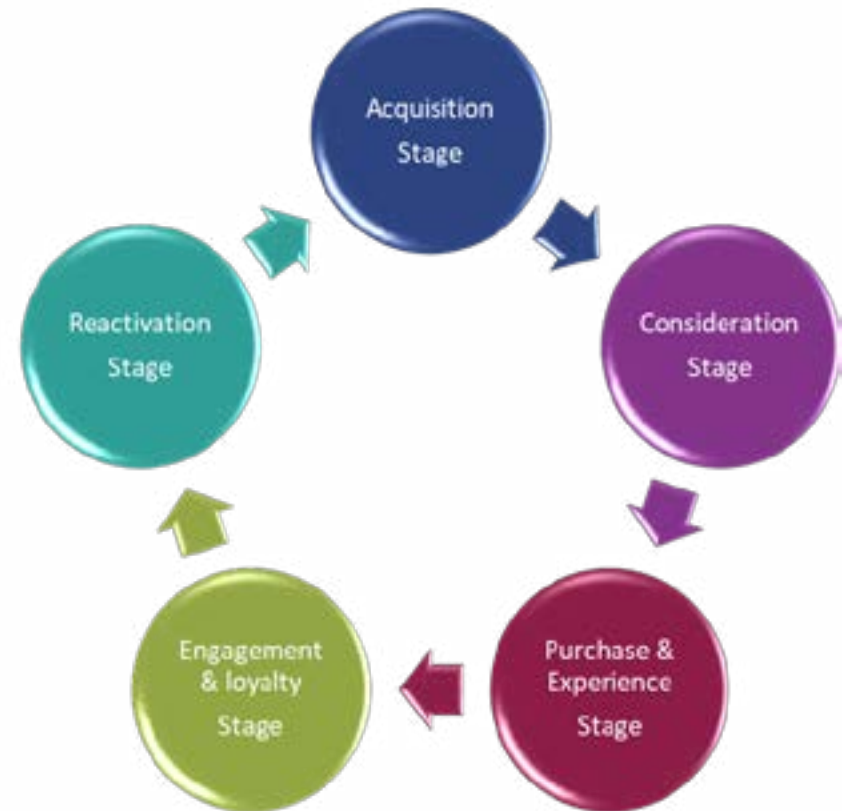


The Email Marketing Lifecycle

When **identifying triggers for campaigns**, consider when the emails are being sent in relation to the customer lifecycle/ email marketing lifecycle.

The email lifecycle is made up of five key stages as shown in the diagram.

It is important to plan campaigns at each stage to **target subscribers effectively** with relevant communications.



AUTOMATE IT



Aim

To welcome and start building the relationship with new subscribers



Example

Implement a welcome and on-boarding email programme – a targeted series of emails to introduce the new subscriber to your brand and offerings and set expectations

Acquisition
Stage



AUTOMATE IT



Aim

To help the new subscriber make the decision as to which product to buy, and why they would benefit from purchasing from your company



Example

A campaign sent when a subscriber has not purchased after a specific number of days, regular sales emails and newsletters, or a lead nurture campaign

Consideration
Stage

AUTOMATE IT



Aim

To make the purchase experience as easy as possible and give customers the best experience after purchasing from you



Example

This could include, transactional emails and a post-purchase follow up series (e.g. review request / helpful content to make the most of their purchase / upsell or cross sell messaging)

Purchase &
Experience
Stage



AUTOMATE IT



Aim

To keep the subscriber engaged and encourage them to repeat purchase



Example

Specific emails based on data you have about your subscriber you could send include a birthday email or an anniversary of purchase email

Engagement
& Loyalty
Stage



AUTOMATE IT



Aim

To identify and reengage subscribers and purchasers who have become or are becoming inactive with your brand



Example

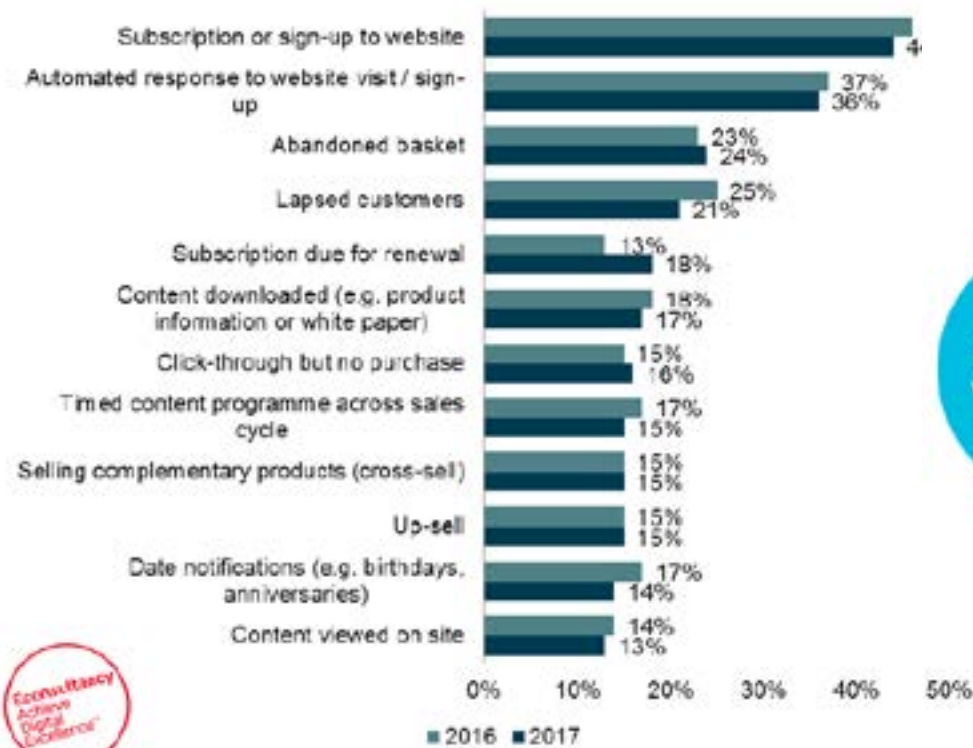
Inactive subscriber reactivation series – a series of emails designed to re-engage a user who has not engaged with your email programme within a certain amount of time

Reactivation
Stage



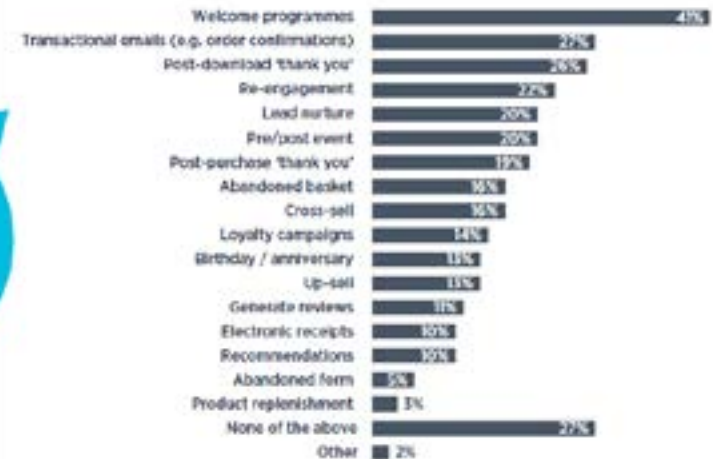
AUTOMATE IT

Figure 32: Do you send out automated emails based on the following triggers or behaviour?



(Source: Econsultancy Email Marketing Industry Census 2017)

Figure 34: Use of automated email marketing campaigns



(Source: Digital Doughnut & Dotmailer Email Benchmarking Report 2017)



GROW IT

The fourth way to **increase your results and revenue** is to **ensure your campaigns reach more people**; increasing your opportunities to build relationships and to make a sale.

When growing your email list, it is **important to gain a positive opt in**. This involves a user giving absolute permission for you to maintain contact with them – it is a positive action to say ‘yes! I want to receive emails from you’.

Opt-in is a **legal requirement for marketing communications** in many countries. It is usually achieved through a tick box or a standalone form dedicated to one purpose; getting the opt-in.

A checkbox should be unchecked when first seen by the customer, so that a positive and definite action takes place when the box is clicked, and they agree to receive communications from you.

This can happen through registration on a sign-up form on your website or squeeze page, an opt in as part of an account sign up or purchase process, for example. An opt in as part of a purchase/account sign up process needs to be considered and tested in terms of its placement in this process and how its presented to ensure it doesn't negatively impact the main reason for the form; to complete the purchase.

Optimise your sign-up form

Make sure your chances of converting a browser into a subscriber by ensuring these 4 key areas of your sign-up form are optimised to maximise sign-ups:



GROW IT



Data Fields

It is important to strike a balance between asking too many questions (which will help you understand your customer well, but may put-off subscribers), and too few questions (which will increase the size of your email list, but not allow you to qualify interest and determine characteristics) on your sign-up form.

Aim to collect at a minimum, the subscribers' email address and their full name (first and surname), so as to help to personalise and target your emails immediately and build trust.



Strong Headline

Make headlines succinct, specific, and compelling, following with copy delivering more information.

When subscribers are opening your emails they are likely to skim read your content, making a stand-out headline important to capture their attention immediately.



GROW IT

GET INVOLVED

Benefit Driven Call To Action (CTA)

The text on your button is critical to encouraging the sign up. Standard wording such as 'Sign up', 'Submit', or 'Register', doesn't tell the user what will happen next. For the best results, it is important to be specific and benefit driven.

Focus on what the subscriber will gain by submitting the form (e.g. 'Get involved', 'Join us', 'Get 10% off your first purchase now', 'Subscribe me to the blog', 'Sign up today for access to free webinars and events' etc.).



Clear Copy

The copy used on sign up forms has a direct and measurable effect on conversion rates; therefore, it is important to spend time crafting and testing the wording you use.

Make sure you are being open, honest and transparent; offering clarity on what they will receive, when and the key benefits to them.



GROW IT

Add an extra incentive

To make their sign-up form extra appealing, many companies use an **additional incentive to secure the opt in**; commonly referred to as an *'opt in offer'* or *'lead magnet'*.

An email address is a valuable asset and you need to give people a good reason to give it to you. When they do you, in turn, need to engage reciprocity: that is, create a “value exchange” that provides something of value to your prospect in exchange for use of their data.

The most common opt in offers for retailers include free postage, a %/£ off the subscribers first order, or a free sample offer.

Advertise it!

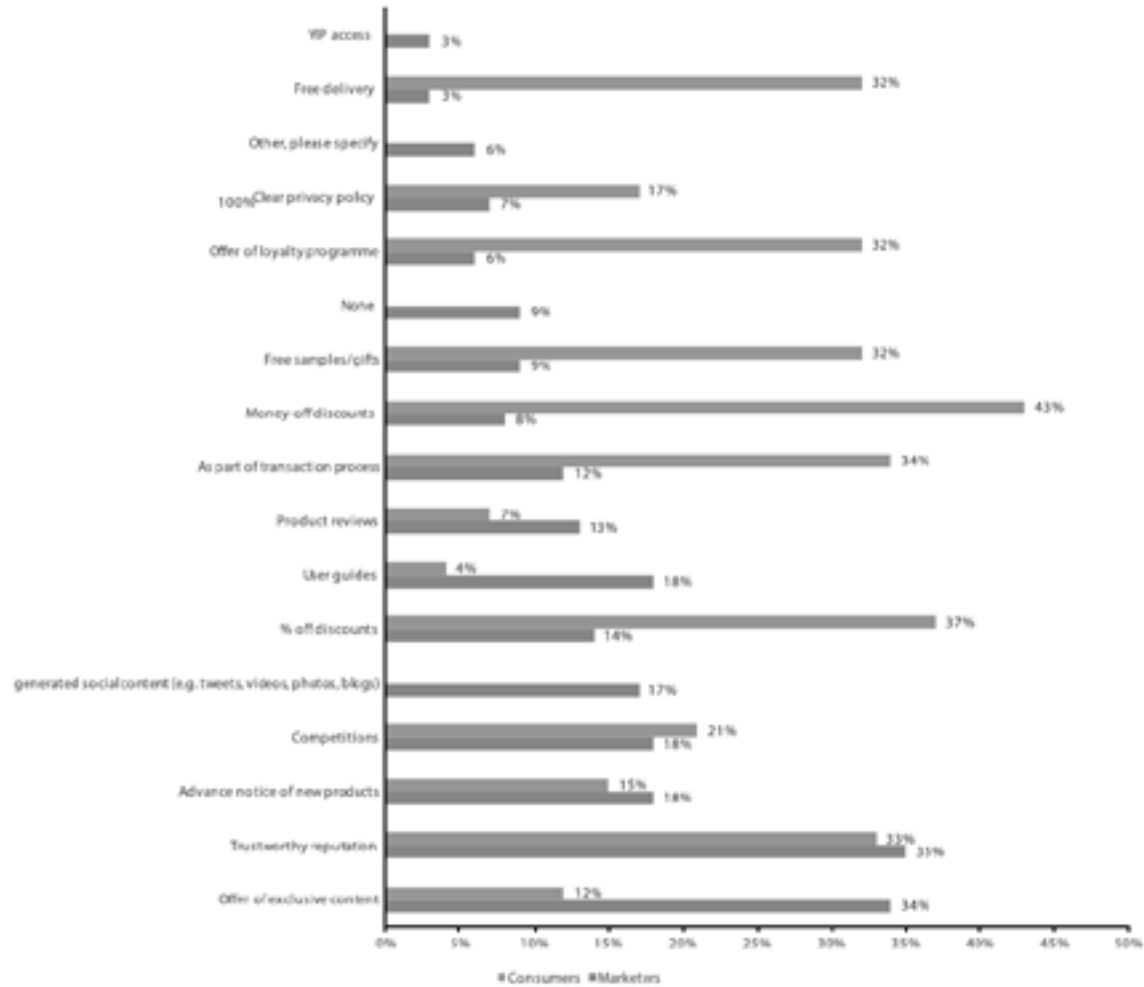
You should **look to promote your sign-up anywhere a touch point with prospects exists**. The first question to ask is: “Where are the people I want to attract hanging out?” In online terms, this means looking at your web traffic (i.e. people visiting your website/ landing page etc.).

Once you know where the people you want to attract are, you can then target them with opportunities to interact with your brand including signing up to your email programme.



GROW IT

Considering your email marketing programme, which are most effective in encouraging consumers to sign up for your emails? You can select up to three choices.



(Source: DMA Insight: Marketer Email Tracking Study 2016)



Give your new subscriber a warm welcome

Once a new subscriber is on your email list it is **important to send an automated welcome series to lead prospects through the initial stages of the customer lifecycle** from acquisition, through to consideration and purchase.

A welcome email series is your first chance to communicate with a subscriber and welcome to not only your email programme, but most importantly, your brand. It allows you an opportunity to start the relationship off on the right foot and start to build a positive connection with them in the right way.

The welcome email is the first communication they will receive from you (unless you are using double opt-in to confirm the subscription, in which case this will technically be the second email they receive from you) follow registration on your opt in form (this could be a standalone form or opt in as part of an account registration process for example).

The **on-boarding series** follows the welcome email and extends your opportunity to talk to the subscriber during the critical time period following this action when they are most likely to be engaged with your brand.

Read more on
the blog...

Double opt in
Vs. Single opt in >

6 steps to create a top
notch opt in form >

DOWNLOAD

Creating a High Converting Ecommerce
Welcome Email Series >



About eFocus Marketing

eFocus Marketing is a leading specialist email marketing agency.

The eFocus Marketing team provides a dedicated email marketing resource to ecommerce companies looking to optimise, automate and grow their email marketing programme.

From strategic consulting, to full service management and training, we address every aspect of an email programme to produce successful email marketing campaigns. If you want to boost your conversions, fix deliverability problems or increase response rates, you need to ensure you are communicating with subscribers at every stage of the email marketing lifecycle.

Our team of experts will work out the best options for your business and offer solutions in bite-size pieces so that you can focus on quick wins that will increase your success as well as longer term changes to become a better sender and increase your results.

eFocus Marketing can assist you in making the most of your campaigns through the following services:

- **Email Marketing Consultancy**
- **Implementation & Management**
- **Bespoke In-house Training**
- **Online Training Courses**



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Attract.
Convert.
Grow.