

9 Top Tips

Reduce Your
Email Marketing
Complaint Rate

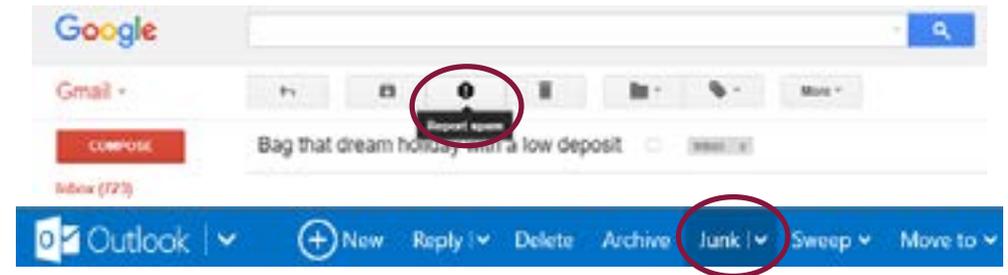
eFOCUS
Marketing

Introduction

Build recognition with subscribers early

The most common way subscribers choose to register a complaint against your email is to press the junk/spam button in their ISP.

Other than pressing the junk/spam button, subscribers can also register a complaint directly with the ISP.



Windows Live Sender Reputation Data (SRD)

In the case of Windows Live (Microsoft Hotmail/Outlook), subscribers could also be selected for inclusion in their exclusive Sender Reputation Data network.

Relying on a panel of users selected at random from over 275 million active Windows Live users worldwide (users can not volunteer to be on the panel and must have an account that is active and at least 6 months old), Negative SRD Feedback is generated when a user is given the option to vote on whether or not they feel a message they receive is junk/spam (panellists are only asked to vote on email that was addresses to them).

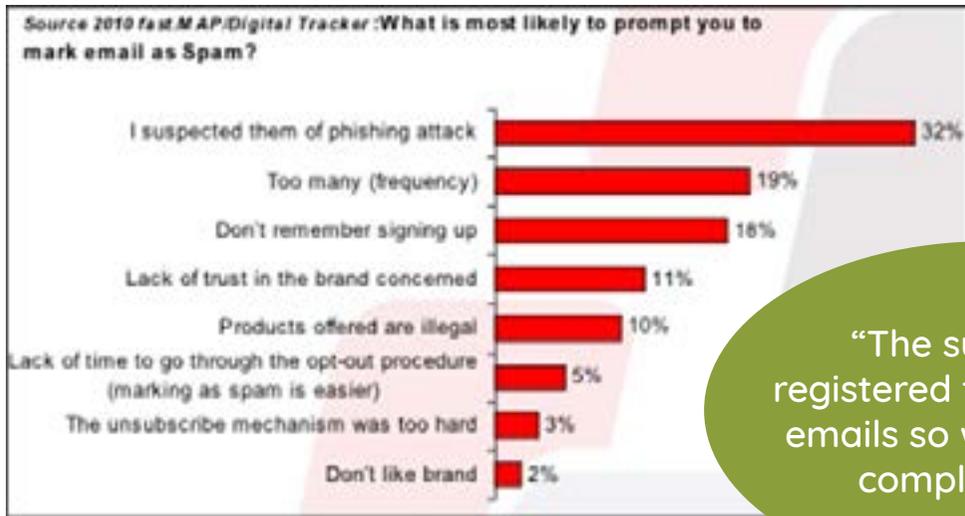
How it's done...

When a user presses the spam/junk button, this is relayed back to the sender by the ISP through Feedback Loops (FBLs).

Panellists are presented with two options that they can choose on mailings they receive "Not junk e-mail. This is a message I would expect to receive in my inbox. It's not junk e-mail" or "Junk e-mail. This is not a message I'd expect to receive. It's junk e-mail, and I'd like all similar messages to be blocked from my inbox."

Unfortunately, not all Mailbox Providers offer a feedback loop. Microsoft (hotmail/outlook), AOL and Yahoo! do in addition to many more, but Gmail, among other Mailbox Providers, does not offer a full feedback

Why do people complain?



“The subscriber registered to receive my emails so why are they complaining?!”

There are many reasons why people complain, some of which are shown in this graph on the left.

Some of the main reasons people complain about email they receive is because it's not relevant or of interest to them, you're sending them more email than they expected or they didn't sign up to receive your mail.

Overall, they are telling you and the ISP they are not happy with your mailings.

What is a high complaint rate?

Unfortunately, it doesn't take many junk/spam complaints for a sender to become blocked by an ISP. While it depends on the individual Mailbox Providers' filtering rules, the best practice is to **keep your complaint rate below .1% (1 in a 1000)**.

If you allow your complaint rate to reach **.3% (3 in a 1000)** you're at risk for **deliverability issues** if you aren't already experiencing problems, as Mailbox Providers will subsequently filter the email coming from the IP generating a high complaint rate into the bulk folder or may eventually block it completely.



Why does a high complaint rate matter?

The 2012 Return Path Email Intelligence Report showed that 70% of all complaints generated by subscriber emails that reach the inbox come from commercial senders, compared with 18% of total email volume.

That's a high volume of complaints and means that the ISPs are even more vigilantly looking out for mailings from bulk senders with marketing content.

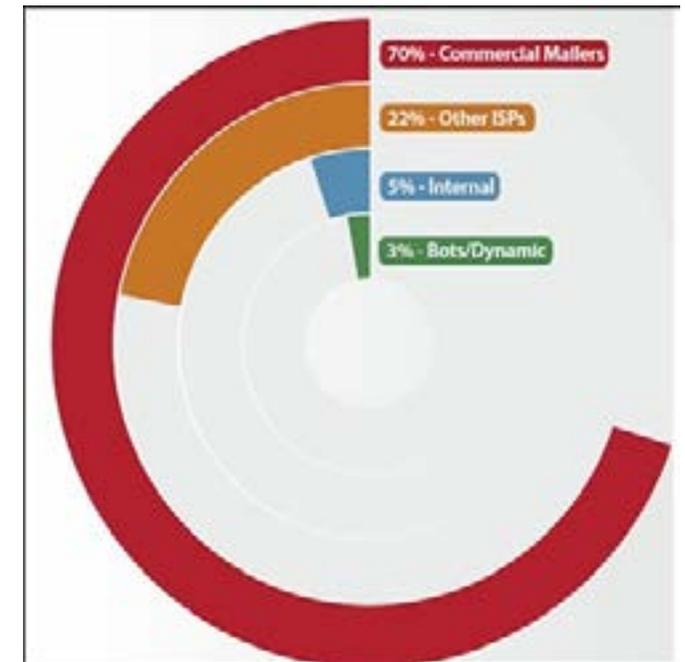
When a subscriber chooses to complain about your mailings they are telling you that something is hitting the mark with your mailings (as explored above) which can lead to:

Damage to your sending reputation

Complaints are one of the biggest factors that can affect your Sender Reputation.

Your Sender Reputation is used by ISPs as a metric similar to your credit score (for example) and is made up of how trustworthy you are as a sender including factors such as:

- Volume (Is your sending pattern and volume consistent?)
- Bounce Rate (Do you have a low bounce rate?)
- Spam traps (Is your list free of pristine/recycled spam traps?)
- Authentication (Can the ISPs easily identify you are through your technical sending infrastructure?)
- And most importantly, your **complaint rate**

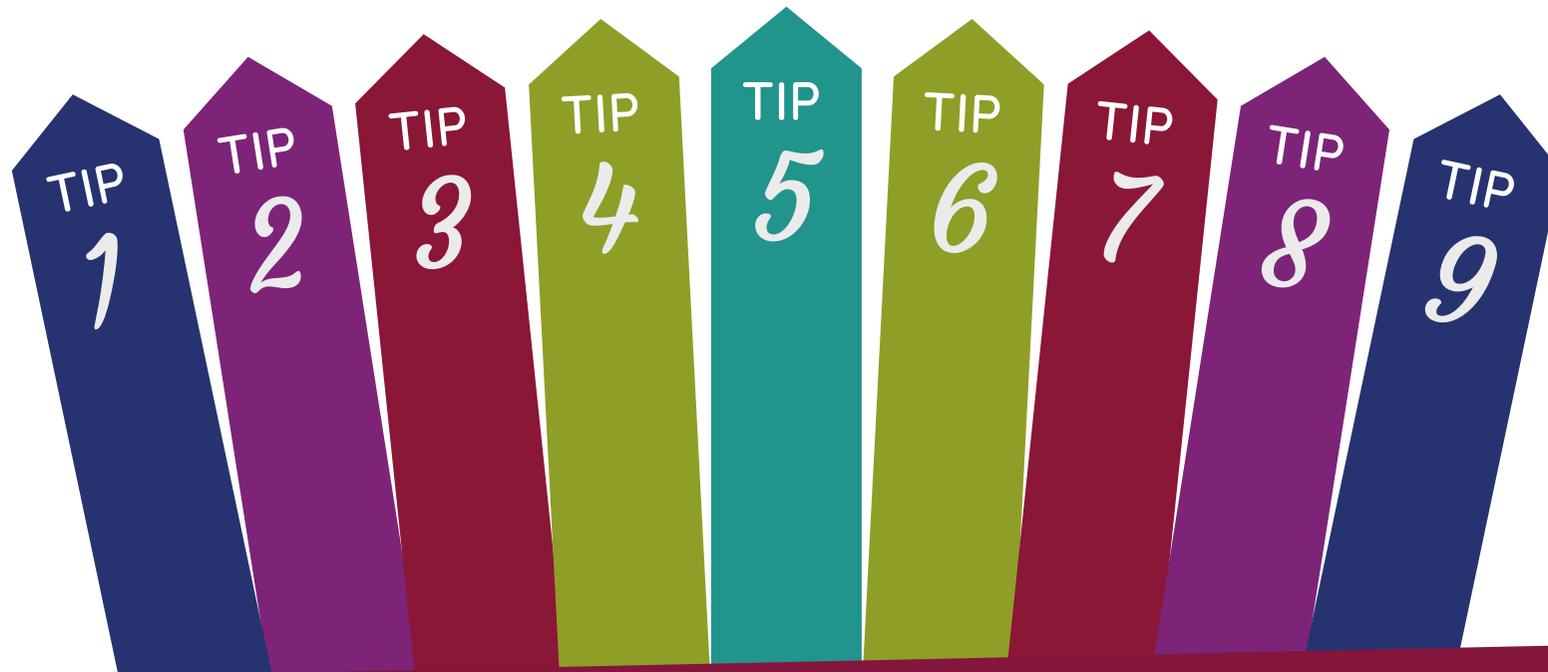


Decreasing engagement, deliverability & Inbox Placement

When mailings are not hitting the mark with your subscribers, engagement rates can drop which, alongside a drop in Sender Reputation can lead to declining deliverability and Inbox Placement Rates. This in itself can in turn lead to a further decrease in engagement as less people see the message, through filtering to junk/spam folder or the email not being delivered at all.

What can I do about it?

The following 9 tips, give you actionable areas to focus on, implement, test and optimise, to ensure you're well on your way to reducing/keeping your complaint rates low.





Set Expectations at Point of Sign Up

In order to build a successful email programme you need to start the relationship off well and ensure that you are fully setting the subscribers expectations at the point of sign up.

Disclose everything during the sign up process

In the interests of being open and transparent on your sign up form, it is important to tell subscribers everything they need to know about your programme straight away, so that they know exactly what to expect. If subscribers are surprised (in a negative way) their propensity to complain could increase.

- **Privacy Policy**
By linking to your organisations Privacy Policy on the sign up form and in subsequent emails, the subscriber can fully find out about the use of their data and the email programme, and see exactly what they'll receive from you.
- **Email Types**
If you have multiple email types that you plan to send (such as a monthly newsletter, special offer emails etc.), why not give the subscriber the choice as to which they would like to receive rather than a generic subscription to all. You can even go one step further and offer users a short description of each email type available to sign up to as well as linking to a previous example of each mailing type to allow subscribers to clearly understand what they will be receiving from you.





Set Expectations at Point of Sign Up

- **Other Mailings**
If you have sister companies that will also be using the database or are planning to send 3rd party content, give the subscriber a choice of whether or not they receive these mailings separately from your main opt in.
- **Frequency**
You should also let people know how often you would like to send them emails, or if possible, allow the subscriber to choose how often they receive your emails. Don't surprise them with this and don't hide it. If you are planning to send them an email every day, tell them, because as soon as you begin mailing they will find out and if they weren't expecting that number of emails this could cause 'spam' complaints.
- **Data Collected**
If you're collecting data outside of the subscribers name and email address, consider adding a message to tell them why you are collecting it and how it will be used. Additional data collected should be used to benefit the relevancy and personalisation of the email programme. For example:
 - o **Birthday.**
Used to send a special birthday gift or offer.
 - o **Gender.**
Used to make your email marketing more relevant by gender.
 - o **Address/Postcode.**
Used to deliver local offers or event information.

View Example





Set Expectations at Point of Sign Up

Give the subscriber a good reason to subscribe

With so many email programmes around, you need to give the subscriber compelling reasons as to why they should sign up to your programme and what the benefits of receiving your emails are. Tell people why your email programme is so good!

Most importantly though, remember to tell the subscriber what's in it for them.

View Example



Prompt the subscriber to add you to their address book (personal white-listing)

Asking subscribers to add your sending domain to their address book (personal white-listing) at point of sign up (usually on your confirmation page) and in every future email you send, is a good way to start generating positive engagement with your programme. Similar to the way it works with complaints, it doesn't take many actions to make an impact – in this case a positive contribution that can help to reduce the impact of complaints on your deliverability.

Not only is it a good idea to give the prompt, but we would also suggest creating a page on your site that gives individual ISP instructions of how to do this (can be found easily on Google) and linking to this information as well, alongside the prompt.

View Example





Set Expectations at Point of Sign Up

Test and optimise

We highly recommend testing different elements of your sign up process to ensure optimum results in terms of number of sign ups as well as data quality. Consider testing elements such as:

- Sign up form placement (different pages and placement on pages).
- Sign up form wording.
- Amount of data collected on sign up.
- Imagery used.
- Call to Action (CTA) wording, colour and placement.

Get an explicit opt in

There is a definite relationship between the strength of the opt in gained on sign up and the quality of data and engagement with the programme going forward.

If you don't have an explicit opt in and people don't realise they have subscribed to your programme it's a sure-fire way to start generating complaints quickly!

In order to be legally compliant and build a really responsive organic internal list, it is important to have a strong opt in process.





Set Expectations at Point of Sign Up

There are two main types you can use:

Type of Opt In	Description
Double Opt In	<p>The firmest type of opt in, double opt in follows on from the sign up form with an immediate email delivered to the subscriber asking them to click to confirm their subscription. This allows email senders to:</p> <ul style="list-style-type: none">A. Check that the email address entered belongs to a real subscriber by immediately seeking an action.B. Ensure that the recipient has a genuine interest in your product or service and wants to hear from your organisation.
Non-checked Single Opt In	<p>The strongest type of on-form sign up consisting of an explicit sentence that asks users to tick a box to confirm they want to receive communications from the brand</p>



2

Back Up Those Expectations



It is important to back up the expectations you set on sign up and impart key information to build the relationship with the subscriber from the beginning and throughout your email marketing strategy.

You can do this by:

Sending only what you said you would send when they signed up!

If you told the subscriber when they signed up that you would only email them twice a month, then stick to that. Don't increase the number of mailings you send without first asking if this is something the subscriber wants and giving them the option. If subscribers start to receive more emails (also true if they receive less emails as they may forget signing up to your brand) than they were expecting to get, this could cause them to reach for the spam/junk button and complain.

Send a welcome email immediately after sign up.

Sending a welcome email immediately after sign up gives you the chance to start the relationship off on the right foot and:

- Welcome and thank the subscriber.
- Reiterate the key benefits of the programme that the recipient will now benefit from.
- Tell them how to access the preference centre.
- Encourage personal white-listing.

View Example



2

Back Up Those Expectations

Follow the welcome email up with an on-boarding strategy.

Following the welcome email with a clearly planned on-boarding strategy that makes the most of the critical first 30 days of the relationship allows you to:

- Further build the relationship with the subscriber.
- Impart key information about the brand and your products/services.
- Prompt conversion.
- Offer help and assistance.

Offer a preference centre.

By offering a preference centre you give the subscriber more control over what they receive from you and how often. You could also offer the ability to amend their interests and personal details (such as their email address) which can be used to inform your strategies going forward and to personalise the content delivered.

Make sure the preference centre is clear and easily accessible so that subscribers can easily take advantage of this functionality.

View Example



View Example



3

Keep Your List Clean

Just like a car, your database needs to be cleaned and maintained in order to keep it in tip top condition. We recommend considering the following elements:

- Ensure you are signed up for Feedback Loops (FBLs) and use this data to suppress subscribers that complain.
- Ensure your data sources are reliable – backed up by your permission practices.
- If you're sourcing data from 3rd party sources (such as co-registration) ensure you check out the partner thoroughly and regularly audit the data, performing quality checks.
- Use an active, recent list. Subscribers who are more active in engaging with your mailings and brand are less likely to complain.
 - You may want to consider using IP segmentation to move inactive data away from your main sending IPs and devise a range of targeted messaging that aims to reactivate these subscribers.
- Confirm your data at the point of sign up using a double opt in process or data validation services on the sign up form.
- Promptly remove recipients who unsubscribe.
- Ensure bounce processing is in place to remove Hard Bounces (permanent delivery failures) and Soft Bounces (temporary delivery failures) to reduce instances of unknown users which can damage your Sender Reputation.

We recommend removing Hard Bounces after one instance and Soft Bounces after 3 consecutive instances; your ESP should manage this process for you.



4

Analyse For Specific Sources of Complaints

If you see your complaint rates rising, it is important to analyse if there is a specific source of these complaints. Start by asking yourself these three key questions:

1. **Where can people sign up for your list?**
For example on-site, in-store, 3rd party etc.
2. **How did they sign up?**
Was it through a competition, free download or dedicated sign up form etc.?
3. **Are the majority of the complaints coming from the same data source?**

Once you have the answer to these questions, you can implement IP segmentation to move any data from sources that could be causing the problem, away from your main broadcasts until the issue has been further investigated and resolved.



4

Analyse For Specific Sources of Complaints

You can also analyse if there are certain types of email that cause an increase in complaints when looking at your campaign results. If you find that specific broadcasts have higher complaint rates than normal for your list, start to delve deeper by asking questions such as:

1. **Who did you send this email to?**
What segment of your database was it to?
2. **Where and how did they sign up to receive emails from you?**
Was it an internal source and dedicated sign up 3rd party source? What wording was used and expectations were set on sign up or this source?
3. **Was it relevant to them in their lifecycle, & their interests?**
What stage were they at in the lifecycle, was it relevant to their interests?
4. **What was the content of the email?**
Was it the same for everyone or was the content personalised?

If you can identify specific email types causing complaints you can begin testing and optimisation around it to reduce complaints and increase subscriber engagement.



5

Implement an IP Segmentation Strategy

You can employ IP segmentation to ensure that campaigns broadcast to high risk data that could generate a large number of complaints, are sent from a different set of IPs (or IP) than your main campaigns to your engaged subscribers to eliminate the impact that may occur from this negative engagement.

An increased number of complaints could be generated from a specific email types or high risk data sources such as:

- New subscribers
- 3rd party data
- Inactive users

IP segmentation could also be utilised for separating different types of mailings such as transactional and marketing communications.



6

Consistency Not Repetition

Sending irregular emails can make your subscribers forget that they had signed up for your messages and more likely to push the junk/spam button because they do not identify the sender.

If your emails are most relevant and frequent during particular seasons or times of the year for example, it's easy for a subscriber to forget they subscribed to your mailings months ago. If mailings are not usually consistent throughout the year as well as at these times, send messages at intervals to keep your name and content in your subscribers mind.

Additionally, one element of building a strong Sender Reputation is to send a consistent and regular volume from your IP(s).



7

Provide Value in Your Mailings

You don't want people to get bored of your emails, to forget you or to over/underwhelm them! It's a tough balancing act for an email marketer!

You can provide value in your mailings by using the information in your database and planning triggered emails, using segmentation to find similar groups of data, and employing dynamic content to personalise your email content and design with information relevant to the individual recipient. This could be based on information they have given you such as:

- **Their name.**
Including their name in communications or your subject line helps to generate recognition.
- **Their location**
Sending them relevant offers or information about events based on their location for example.
- **How and when did they subscribe to receive your emails**
Adding a sentence to this end serves as a reminder to your recipients why they are receiving your emails.

Personalisation delivered through dynamic content functionality could also be based around:

- **Behavioural data**
For example, when the recipient last logged in or a page they have viewed.
- **Purchase data**

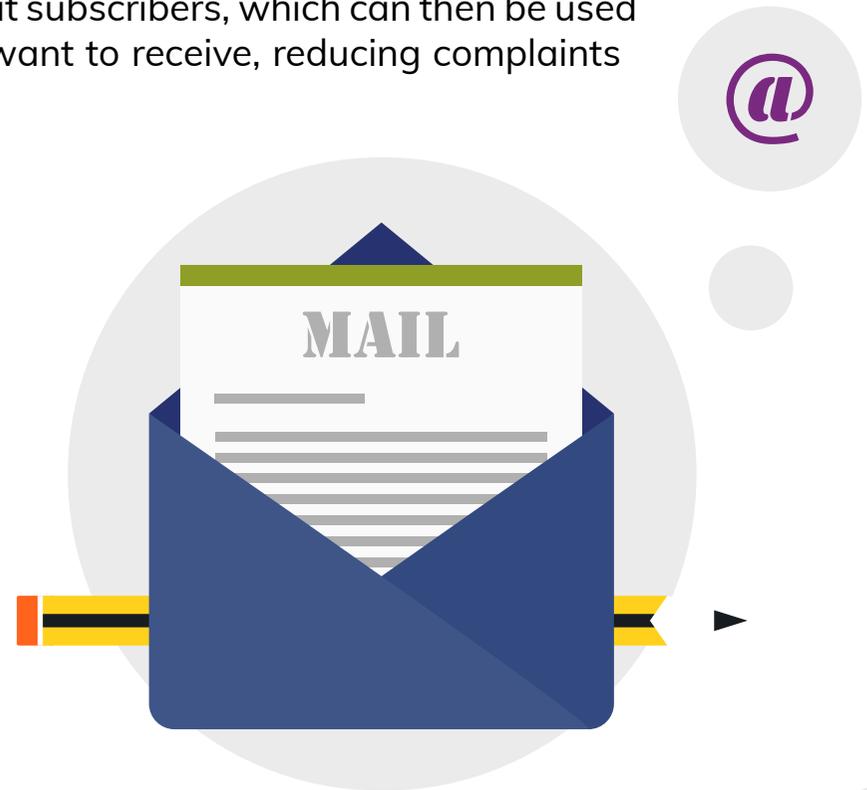
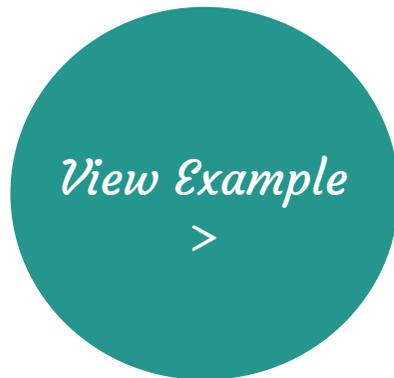


7

Provide Value in Your Mailings

You could also consider personalising your images either directly in the graphic or by changing the image shown depending on the recipient (by gender for example).

Preference centres and progressive profiling (gaining information after the initial sign up as the relationship progresses) can also be used to garner additional information about subscribers, which can then be used to provide targeted, relevant, valuable mailings that subscribers want to receive, reducing complaints that may be generated because of irrelevant content.





Make It Easier To Unsubscribe Than To Complain

It is important not only from a legal point of view, but also for subscriber experience and usability not to hide your unsubscribe (opt-out) link and make it very prominent.

People who no longer wish to receive your emails are going to click your unsubscribe link, or their spam/junk button. When people receive what they think is spam, it's really easy to just click a button in their email program and label it as such. Lots of users don't even know a complaint is being generated behind the scenes and think of the junk/spam button as just a convenient way to unsubscribe from your list.

Some key points to keep in mind when it comes to your unsubscribe link and process include:

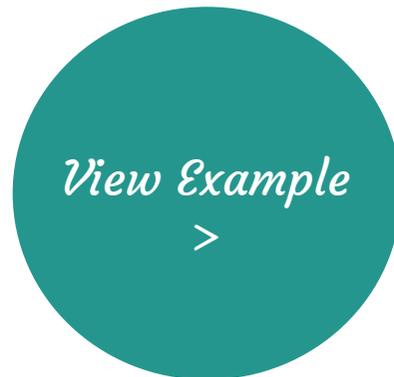
- **Make the process clear and accessible.**
- **Don't hide your opt-out link.**
 - o Some marketers place an unsubscribe link at the top of their email creatives, so that they are easy to find and to discourage subscribers from reaching for the spam/junk button and generating a complaint.
- **Have a working unsubscribe link**





Make It Easier To Unsubscribe Than To Complain

- **Deal with requests in a timely and proper manner.**
 - o If a subscriber doesn't want to be on your list anymore and are willing to give you the benefit of the doubt, they will click your unsubscribe link. If however, they then get another email from you, they may choose to use the spam button.
 - o You could also consider adding an optional question after users have unsubscribed to gather valuable data as to why they chose to do so; this can help to inform and improve your campaigns in the future.



9

Optimise Your Creatives

When building your email creative, it is important to initially consider two main areas to help reduce complaints:

The Preview Pane Area

The preview pane area is the very top section of your email that can be seen in the preview pane provided by certain ISPs without scrolling down.

The key elements to include here are:

Pre-Header Text

This is the very first line of text that appears in your creative and is pulled in by some ISPs to display in the inbox underneath the subject line. You should make sure that this text is compelling, backs up the subject line and could even include your main call to action link to allow for quick conversion even with images disabled.

Link to Online / Mobile Versions

If subscribers cannot view your email correctly, these links direct them to online versions depending on whether they are viewing the email on a computer or mobile device. In this way, subscribers are less likely to complain if they have an alternative way of viewing the creative fully.



9

Optimise Your Creatives

Unsubscribe Link

Adding an unsubscribe link at the top of your creative can persuade subscribers to use this mechanism rather than click the junk/spam button.

Personal White-Listing Prompt

By prompting users to add you to their email client address book, you can bypass spam filters for delivery into the inbox as well as creating positive engagement with your emails.

View Example



Navigation Menu

By providing a navigation menu to main areas of your site, subscribers can easily access your range of products / services even if the main email content is not of interest to them at that time.

Social Media Links

It is prudent to include social media links at the top of your email to prompt users to join your networks and integrating your email marketing and social media channels.

Clear Branding

Subscribers should be able to easily identify who their emails are from and that communications belong to the same family of messages, to generate recognition and reduce the likelihood of complaints through not knowing the brand.

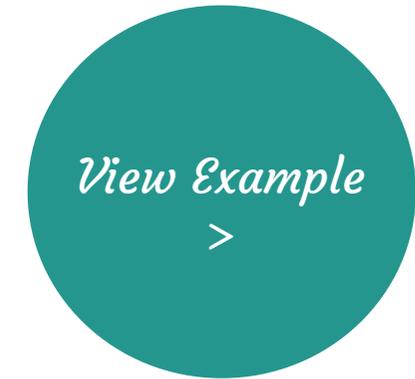


9

Optimise Your Creatives

The Footer Area

In the footer area of your email, we recommend adding the following elements:



Sign Up Reminder

A reminder of how the subscriber signed up to receive your emails

Postal Address (Legal Requirement)

To allow subscribers to contact you by post to unsubscribe from future communications or for any enquiries they may have.

Privacy Policy Link

In order to be open, honest and transparent with your subscribers, adding a link to your Privacy Policy in all email communications you send allows them to view information about how their email address will be used, what you will send them and how often, along with other important information.

Unsubscribe Link

To allow the subscriber to quickly and easily unsubscribe from receiving future communications from you.



Conclusion

To ensure a low complaint rate or to reduce one that is increasing, you need to be open, honest and transparent as well as ensuring you provide valuable, relevant, targeted communications throughout your relationship with the subscriber.

By using the functionality available in most ESPs such as segmentation, triggered emails and dynamic content, you can plan a strategy to achieve this as well as increasing your subscriber engagement and conversions; increasing your email marketing ROI.



Appendix 1 - The Sign Up Form

Brand: M&S

The screenshot shows the M&S website's sign-up form. At the top, there's a navigation bar with links for 'sign in', 'register', 'help', 'store finder', 'my account', and 'United Kingdom'. A search bar is also present. Below the navigation, there are promotional banners for 'THE HOME EVENT - 20% OFF', '20% OFF SCHOOL UNIFORM', and '20% OFF SELECTED CLOTHING'. The main form area is titled 'About You' and includes a consent statement: 'By registering with us you are providing your consent to receive marketing communications by email (and text message if you provide your mobile phone number). Please see our Privacy Policy for information on how your personal data will be used by Marks & Spencer.' The form fields include: 'EMAIL ADDRESS' (text input), 'COUNTRY' (dropdown), 'First Name' (text input), 'Surname' (text input), 'Your GENDER' (dropdown with 'Select gender'), 'Date of birth' (dropdowns for day, month, year), and 'Your Postcode' (text input with a help icon). Below these is a section for 'Our Newsletters' with a checkbox for 'I would like to receive all the M&S emails listed below' and a 'Select all' checkbox. There are four newsletter options, each with a checkbox and a thumbnail image: 'M&S NEWSLETTER' (checked), 'DEF M&S', 'FOOD & WINE', and 'FISH & FARM'. A 'SUBMIT' button is at the bottom of the form.

Link to Privacy Policy

Data Collected is minimal but enough for them to start targeting their communications

Allows the subscriber to choose between different email types with a thumbnail and short description of each email is given to encourage subscription.



Appendix 2 - The Sign Up Form

Brand: H&M

The image shows a screenshot of an H&M newsletter sign-up form. At the top, it says "NEWSLETTER SIGNUP" with a breadcrumb trail "H&M.COM / CUSTOMER SERVICE / NEWSLETTER SIGNUP". Below this is a black bar with "FASHION NEWS" in white. The main heading is "H&M FASHION NEWS SIGN UP AND GET 25% OFF". Below that, it says "Be first to know about the latest fashion news and get exclusive offers." To the right of this text, a purple line points to the text "Compelling Reason to Subscribe".

Underneath, it says "Sign up now and get:" followed by a bulleted list:

- 25% off one item of your choice with your next online purchase
- Exclusive offers
- Inspiration and style tips
- The latest fashion news

Below the list, it says "Required fields are marked *:" followed by an "Email:" label and an input field. To the right of the input field, a purple line points to the text "Explicit opt-in".

Below the input field, there is a checkbox with the text "Yes, I would like to receive 'FASHION NEWS' and I am 16 years old or older." and a link for "Privacy Policy". At the bottom, there is a "SUBSCRIBE" button.

Compelling Reason to Subscribe

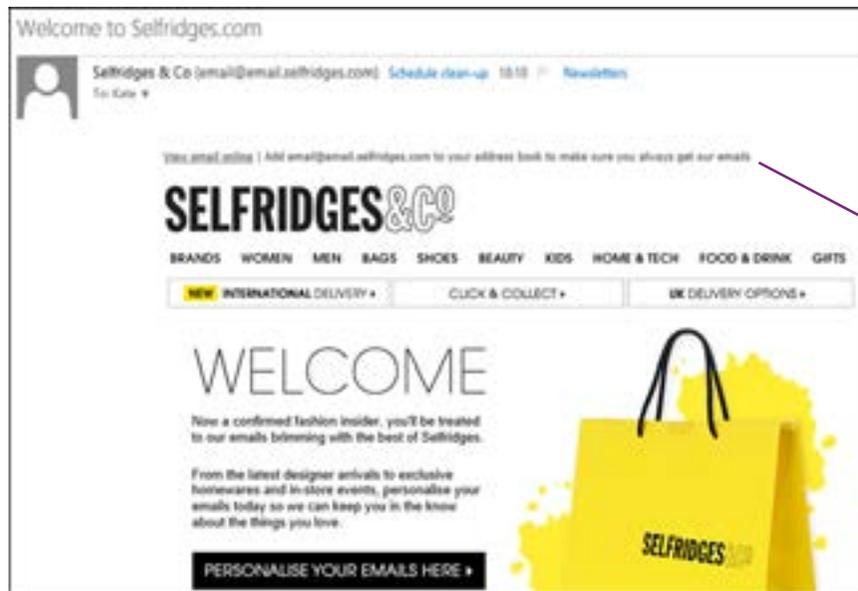
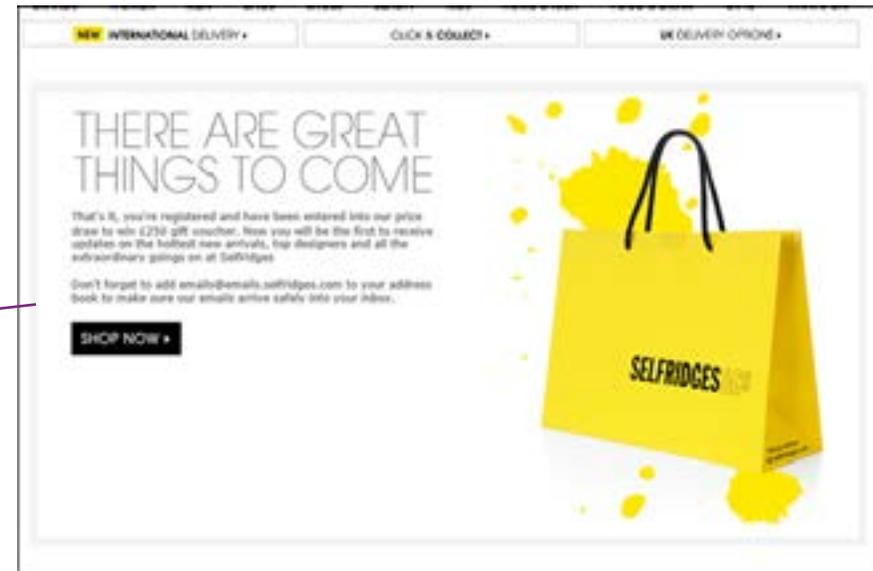
Explicit opt-in



Appendix 3 - Personal White Listing

Brand: Selfridges

Whitelisting prompt on sign up confirmation page



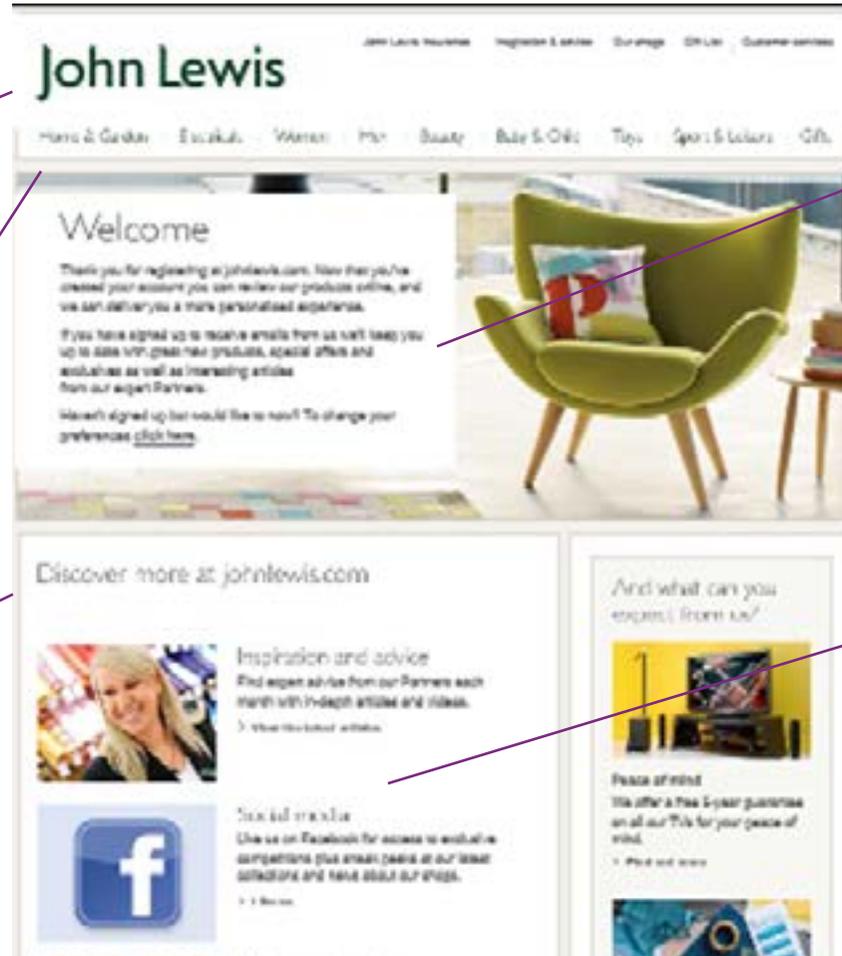
Whitelisting prompt in preview pane section of the welcome email received immediately after sign up



Appendix 4 - The Welcome Email

Brand: John Lewis

Clearly welcomes the subscriber. Reiterates what the subscriber will receive from them via email



Clear branding throughout email to match website and imagery. Clear display of logo at top.

Navigation menu

Gives the subscriber more information about the brand and highlights key sections such as reviews, inspiration, their 5 year guarantee and more

Text also caters for those who have signed up for an account but not yet registered to receive marketing emails to change their preferences

Integrating Social Media



Appendix 5 - Onboarding Process

Brand: Hungry House

hungryhouse.co.uk	▶ Don't forget your 20% discount!	Inbox	13/09/2012
hungryhouse.co.uk	▶ BR5 2LX 20% discount	Inbox	06/09/2012
Sophie - hungryhouse.co.uk	▶ Get the most out of hungryhouse	Inbox	10/08/2012
Sophie - hungryhouse.co.uk	▶ Welcome to hungryhouse	Inbox	04/08/2012

View online link.

To improve this area of their email creatives, Hungryhouse could also add pre-header text, their call to action, mobile link, unsubscribe link and a Whitelisting prompt.

Email #1

Welcome to hungryhouse

Email #2

Get the most out of hungryhouse

Email #3

BR5 2LX 20% discount

Email #2

Don't forget your 20% discount!



Appendix 5 - Onboarding Process

Brand: Hungry House

Clear branding throughout the series of emails and prominently displayed logo

To improve this area of their email creatives, Hungry-House could add a section setting expectations of their email programme as well.

Conversion call to action



Navigation menu

Clear headline image

Important information about getting the most from the website and different features.



Appendix 6 - Preference Centre

Brand: My Voucher Codes

The screenshot shows the 'Email Subscriptions' section of the MyVoucherCodes preference center. It features a navigation bar with 'Your Details', 'Subscriptions', 'My Interests', 'My Alerts', and 'My Rewards'. Below this, there are three subscription options, each with a logo and a list of email types:

- MyVoucherCodes:** Includes 'Newsletters', 'Restaurants', 'Weekend deals', 'Facebook exclusives', and 'Weekly digest'.
- HUSH HUSH:** Includes 'Daily Sale Alerts' and 'Special themed alerts'.
- LST LAST SECOND TICKETS:** Includes 'Newsletters' and 'Special Offers and Events'.

At the bottom, there is a 'Save Changes' button, a 'My Subscription Options' section with a search bar and a 'Submit' button, and a 'Unsubscribe from all emails' button.

Gives the option to 'snooze' the email subscription for 30/90 days.

Allows the subscriber to choose between different email types & brands to sign up to.

A description of each email type offered is given to encourage subscription.

Allows the user to unsubscribe from all receiving all emails easily and quickly.



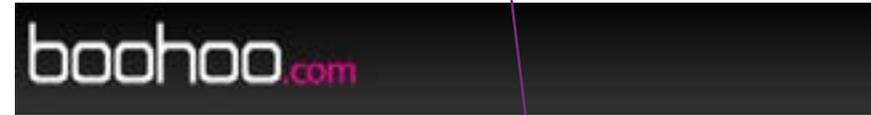
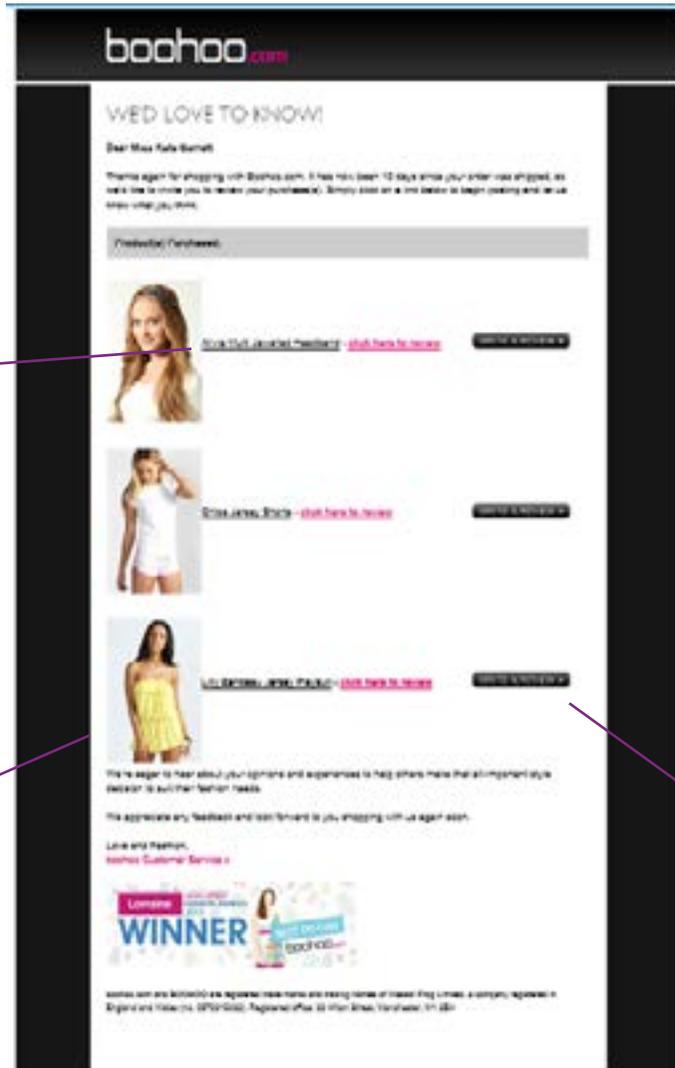
Appendix 7 - Triggered Emails

Brand: Boohoo

Thank you and personalised message stating number of days since order shipped

Short product description

Product image



WED LOVE TO KNOW!

Dear Miss Kate Barrett

Thanks again for shopping with Boohoo.com. It has now been 10 days since your order was shipped, so we'd like to invite you to review your purchase(s). Simply click on a link below to begin posting and let us know what you think.



Alvia Multi Jewelled Headband - [click here to review](#)

WRITE A REVIEW

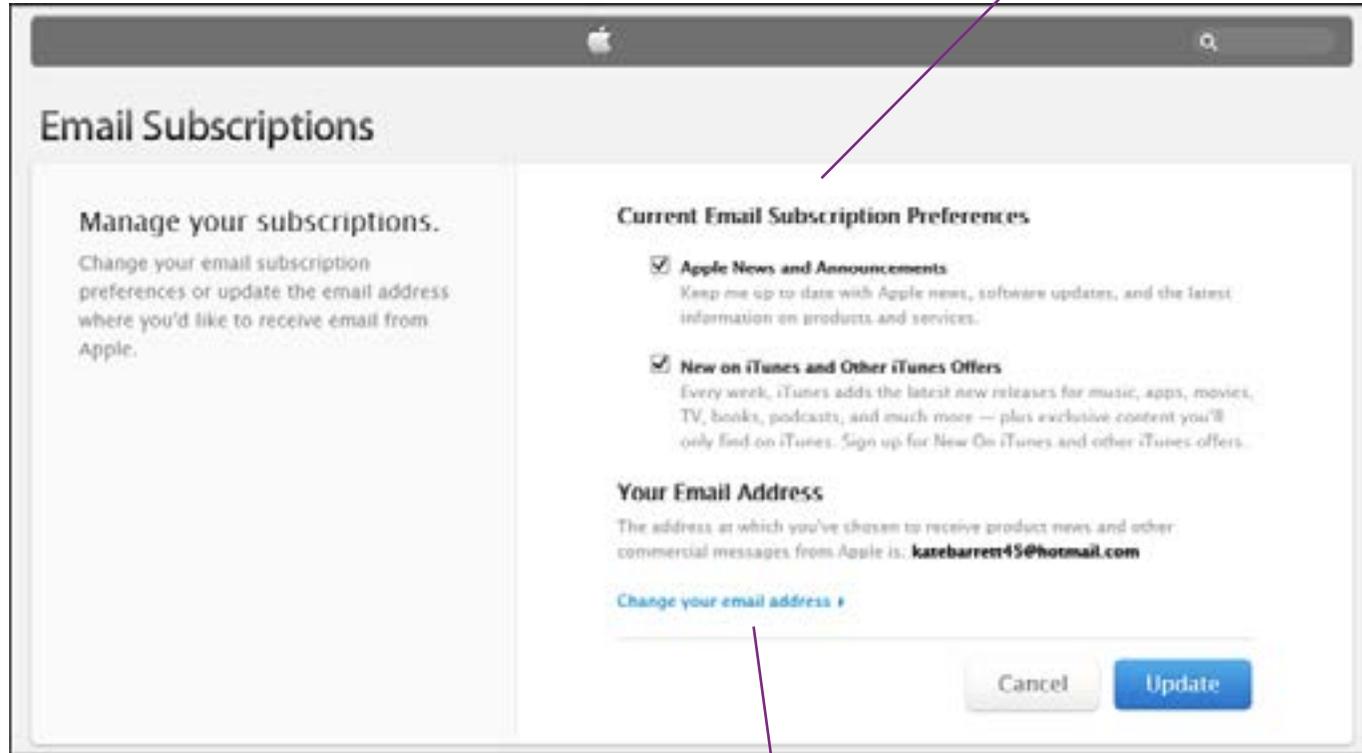
Clear call to action text and image based



Appendix 8 - Optimised unsubscribe page

Brand: Apple

Choose which communications you want to unsubscribe from.



Allows you to change your email address rather than unsubscribing



Appendix 9 - Optimised Preview Pane Creative Elements

Brand: JustFab

Personal Whitelisting Prompt

Pre-header text featuring call to action link

Unsubscribe and view online links



Clear Branding

Site navigation menu

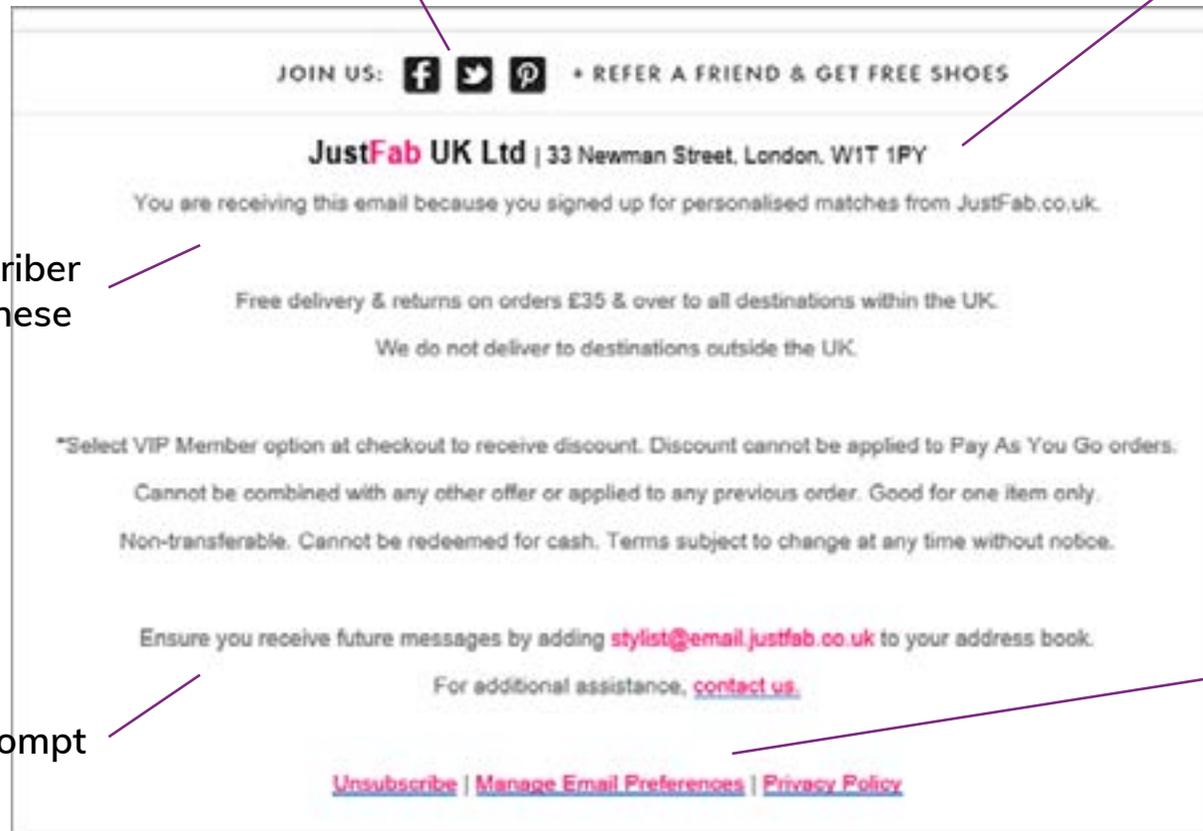


Appendix 10 - Optimised Footer Creative Elements

Brand: JustFab

Social Media and referral links.

Postal Address



Text to remind the subscriber why they are receiving these emails.

Personal Whitelisting Prompt

Unsubscribe and privacy policy links as well as allowing quick and easy access to the preference centre.



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**

eFOCUS
Marketing



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Convert.
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