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YOUR GUIDE TO...

# EMAIL
# MARKETING

# INTRODUCTION

"Email marketing is one of the most effective methods of direct communication between a brand and its customers. It is the leading generator of ROI over any other type of direct marketing and can be used for multiple use cases, including promotions, informational content, social sharing, relationship management and more" – Managing Director at Campaigner.

Smart email marketing not only drives revenue but can greatly enhance the customer experience. When used correctly, email marketing is one of the most powerful and personal ways to connect with your current and future customers.

In this guide, discover the benefits of email marketing, gain insights into how to use it successfully, and find out the current email marketing trends of 2017.
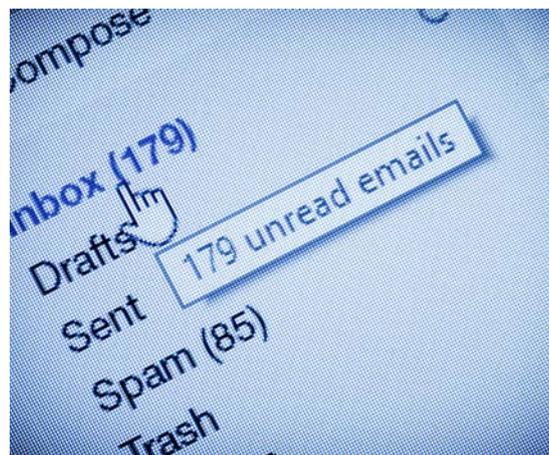
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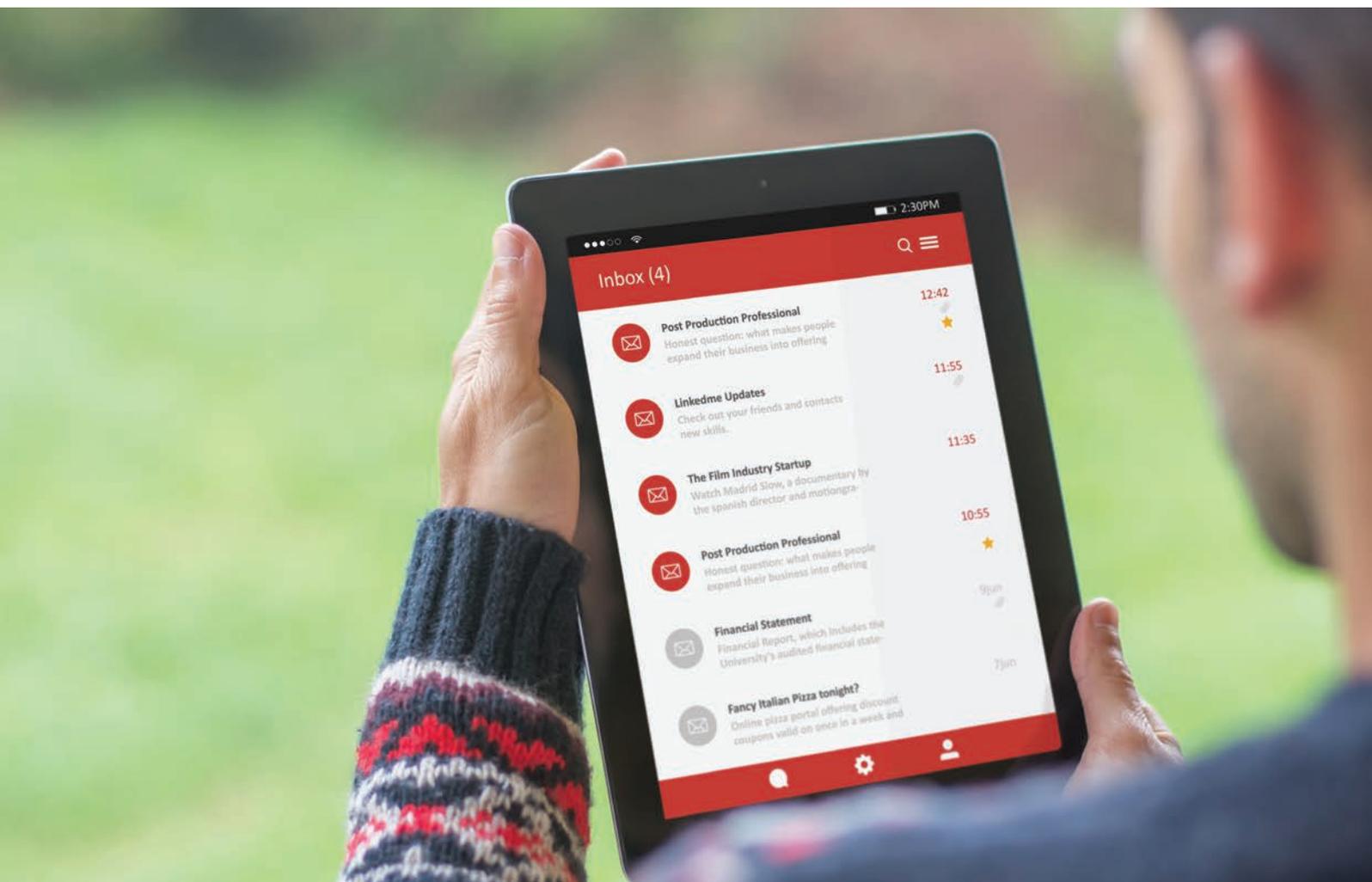
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# THE BENEFITS OF EMAIL MARKETING

### It's Measureable:

In a way that direct mail or other forms of marketing cannot, email marketing allows you to determine a tangible return on investment for all of your efforts. Through email marketing, you can track who has opened your message, what mail client they use, when they engaged with your message, and what link they've clicked on. These measurable statistics allow you to assess, test and optimise your email marketing campaigns in the future to drive engagement, revenue and return on investment.



### It's Interactive

Email marketing allows you to make your emails fun and interactive.  You can initiate campaigns using videos, graphics, music, quizzes, a game, or anything that will draw in your targeted client. It also lets you push a message to your clients, as opposed to a website that waits for customers to come to your page.



### It's Inexpensive

Marketing through email is inexpensive compared to other marketing channels such as direct mail, radio and TV. It is the best choice for small businesses with a low marketing budget. Intelligent email marketing platforms, like MailChimp have also eliminated the need for advanced design and other technical resources, allowing it to become extremely low cost to manage.

## You can personalise your messages

Email marketing is fantastic for delivering that personal touch and making customers feel valued, even if in reality your entire email list receives the same message. Using your name or a colleagues name alongside the 'from' email address makes it more personal and engaging.

Email marketing systems such as MailChimp enable you to customise your email campaigns in various different ways. This comes with no additional cost and you can use personalisation tools if targeting specific customers to include their name, location, order history and much more within your email.

## You can segment your audience

Email marketing solves all the inherent problems of non-targeted marketing. Gone are the days of placing an advert in the local newspaper with no control whether your target market will see it. With email marketing, you have the ability to control exactly who sees an email by segmenting your contacts based on their lead status, demographics, location or any other data. Targeting emails ensures that your audience receives content suited specifically to their needs.

# TOP TIPS FOR SUCCESSFUL EMAIL MARKETING

**As the popularity of email marketing grows, so does the amount of email in every inbox. Are you doing everything you can to ensure your emails are opened, read and acted upon?**
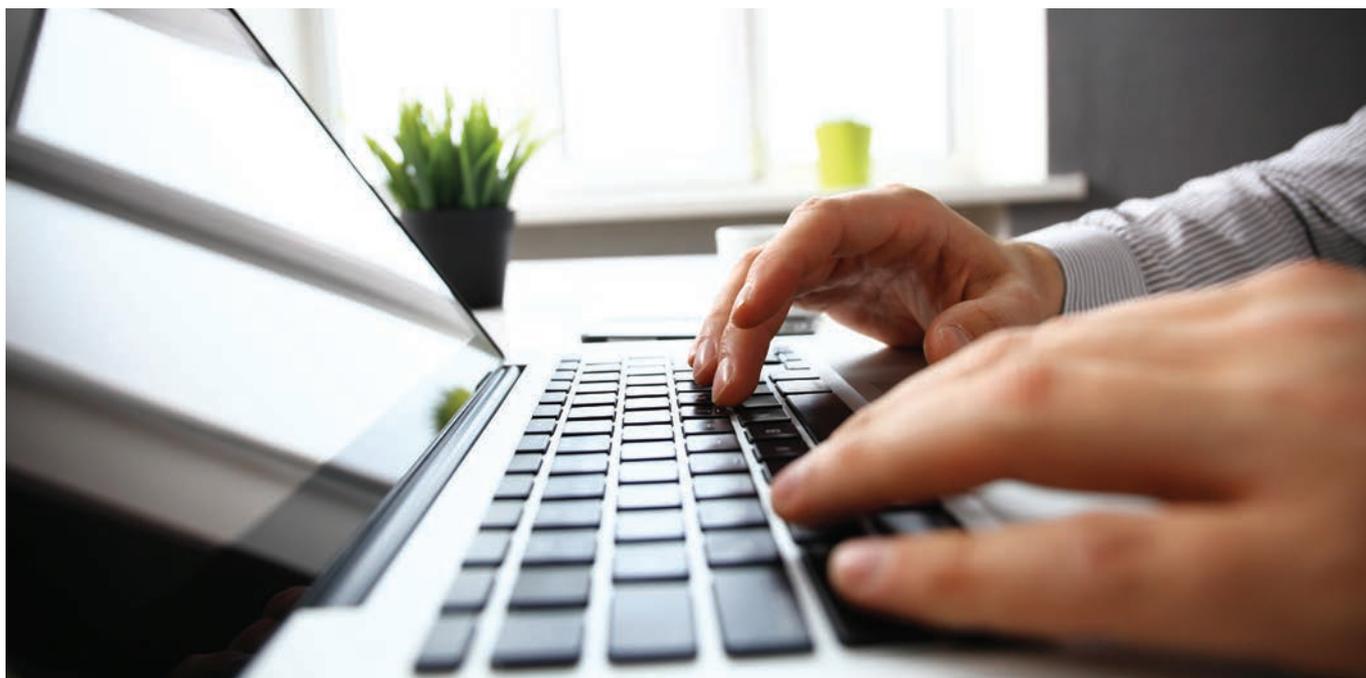


## Master the subject line

For each email campaign, write at least three different subject lines and then decide which one is the strongest to use. Make sure you keep them less than 10 words and put the key message at the front so it isn't cropped out on mobile devices.

With 33% of email recipients deciding whether or not to open an email based on subject line alone, it is crucial to spend time crafting subject lines that are compelling enough to get people to click through.   While they may seem like a small part of your message, they're one of the very first impressions you have on your email recipients.

Think of your subject lines as similar to calls-to-action, in that you want the language to inspire people to click open. Actionable subject lines will inspire people to click on your email by instilling urgency and a sense of excitement.

Asking a question in your subject line can also draw readers in - especially if you're asking a question you know is relevant to your recipients' current challenges. For example, you might try the following: "Are you making these web mistakes?" or "Does your website lack great user experience?".

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## Segment your contact list

In order to keep your emails targeted, segment your contact list into groups of people with similar needs and how you can offer a solution to that need. Then organise your groups by need priority to plan out which email campaigns should be sent out first.

## Establish your objectives and goals

Planning your email campaigns is essential to achieving ROI. Before rushing in to building the email, think about your goals and what you really want to achieve, as this will dictate the type of campaigns you send, who you target, the content you include, and how you measure success. Establishing your goals also prevents you sending an email just because you haven't sent one in a while.

### Test different sender names

Testing different 'From' names will help you to understand which 'From' name generates the most open rates. However, if you want to send as a person from a company, try using the name and the company. To increase open rate numbers also consider using a more descriptive 'From' name if they don't know you or your company. E.g. – Award winning packaging suppliers in Manchester.

To ensure your email gets through spam filters it is advisable to always use a real person email address rather than info@ or sales@ or any other generic name. Most people associate generic email addresses as unimportant sales emails which can be deleted, so including a name in the email address will help to increase your open rates too.

## Keep it short and snappy

Don't overload your contacts with information. It is more effective to send out a few emails with one key message than one email with lots of key messages. Focus on the benefits of your product/ service offerings for the customer and include a clear call to action.

As we take in less than 50% of the content on screen and often briefly skim read over the content in an email, have a short opening paragraph which explains the message you want to get across in no more than 15 words. Make sure you display this message in bold and a different colour at the top of the screen. Also, in this message make it clear what is in it for them and how you are offering a solution to their needs.



## Display your credibility

To build customer trust and enhance your credibility, try adding any awards your company has recently been accredited with in your email. Don't overpower them with all your awards, but highlighting your most recent ones will help to build an element of trust for the customer.

If your email campaign is highlighting a new product or service being offered, short reviews are also a great way to reassure new customers they are investing in the right company.

## Use split testing

When used strategically and consistently, A/B testing will ultimately drive traffic to your website, increase your email signups and make your business more profitable through targeted conversions.
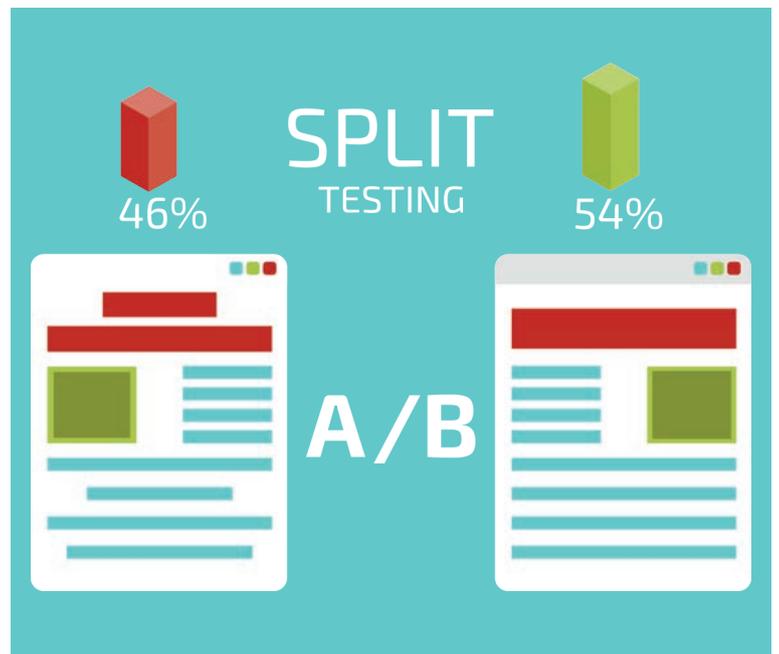
Before you send out a large email campaign, try it out first. Take two concepts you think will be successful and send it out to small groups of 50-100. After a few days, look at the metrics to see which one performs better, and then you will know which subject line and call to action are your clear, definitive winners.

# EMAIL MARKETING TRENDS OF 2017

**Email marketing is a mainstay in the marketing toolbox, but marketers need to continuously evolve their email tactics to cater to a changing audience.**

So what are the most interesting trends that we believe could play a bigger part in your email marketing strategy in 2017?

## Chatbots to run email marketing

Customer behaviour can already trigger automated emails and here at FIG we expect chatbots to start doing the same. They'll run automated workflows, send confirmation emails, abandoned cart emails, create newsletter sign ups; all personalised with data from the chat session.
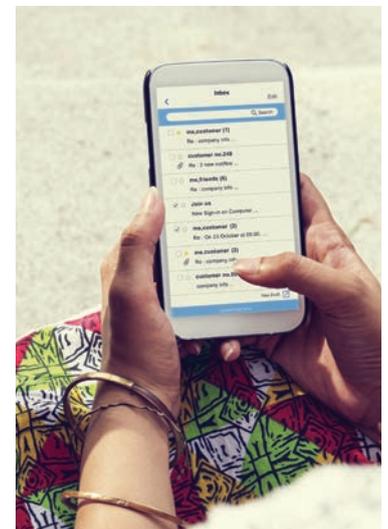




## Machines will match subscribers with content

It's no lie that segmentation and personalisation produces better-targeted emails but we all know that is an extremely time-consuming task. We crave a way for content to be matched with our customers automatically. With so much data and content, it will come as no surprise if marketers start to look to machines for content matching.

## Interactive emails

Interactivity in emails has already made a grand entry and it is the future of email marketing, for sure. The interactive elements make today's emails truly engaging.

It not only adds creativity to the email but interactivity also helps to offer more content in a compressed and user-friendly format, which in turn enhances user experience.



**Awesome interactive elements we have already seen in 2017 are:**
- GIFs and videos
- Live shopping cart
- Countdown Timers
- Menus, Accordions, Flips used to display all the information in the email
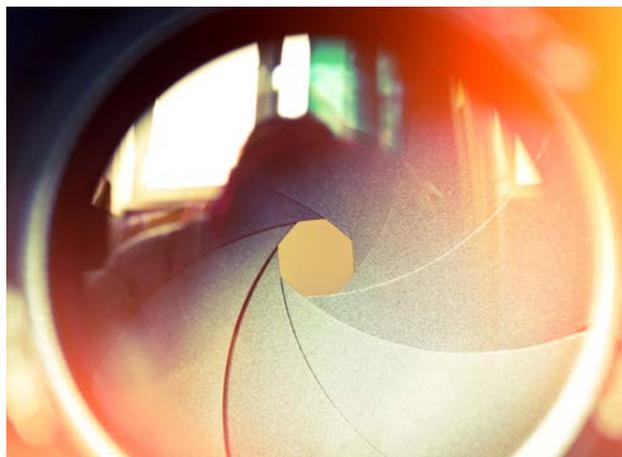


## Video emails

From Facebook Live to the introduction of Instagram stories, we all know video marketing has played a large part already in 2017. A Skyword study found that video is the favoured communication method among most Internet users and people are 10 times more likely to engage, embed, share, and comment on video content than other types of content. Furthermore, using the word "video" in your email subject line can boost open rates by 19% and click-through rates by 65%.

If you don't already, try sending a video email newsletter, instead of one that's strictly text. Remember to use an email platform that allows you to make videos and images mobile-responsive so they don't appear stretched out or pixelated on different devices.

## Think mobile first

A Litmus study states that 56% of email users prefer opening their emails on mobile devices. And 42% of them delete an email if it doesn't display correctly, according to a BlueHornet study.

So in the age of the tech-savvy, it is essential for email marketers to think mobile first. Here at FIG we believe there is no option but to create mobile responsive emails. The content of the email should also be written with mobile users in mind. The subject line, the main copy, and the call-to-action all need to be short, crisp and to the point. Call to actions also must be prominent and easy to click from a mobile device.
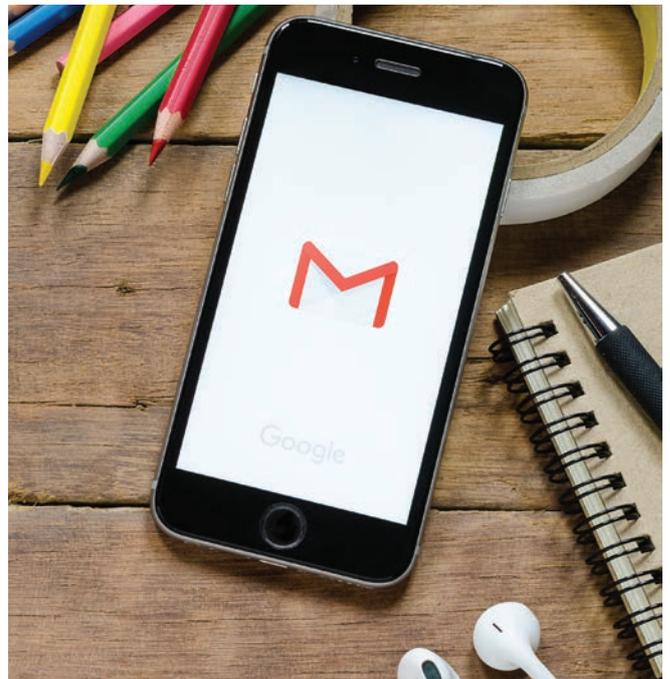


## The decrease of spam emails

Over the past few years, spam filters have certainly improved and since 2010 spam has been on the decline. Just three years ago, 89 per cent of all global mail was spam and by 2011, the BBC stated that this had dropped to 75 per cent and, by 2012 it had fallen to 68 per cent.

Cleaning up the world of spam is nothing but good news for email marketers. With it constantly on the decrease, people will know that the information in their inbox is high quality, tailored and relevant information. This will rebuild the relationship of trust between business and consumer and hopefully lead to higher conversion rates.

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