



# Designing an E-Mail Marketing Campaign

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# WHY EMAIL MARKETING IS IMPORTANT?

**Email Marketing** is an extremely cost-effective way to communicate with prospective and existing customers. The key objective of email marketing for most businesses is to create "**brand awareness**". Other major benefits of email marketing include new customer acquisition and customer retention.

www.ThunderMailer.com

<http://www.thundermailer.com/why-email-marketing-infographic/>

# AIMS OF EMAIL MARKETING



1

>> Increase Sales

2

Builds Brand Awareness <<



3



>> Lead Generation



Strengthen Customer << Relationships

4



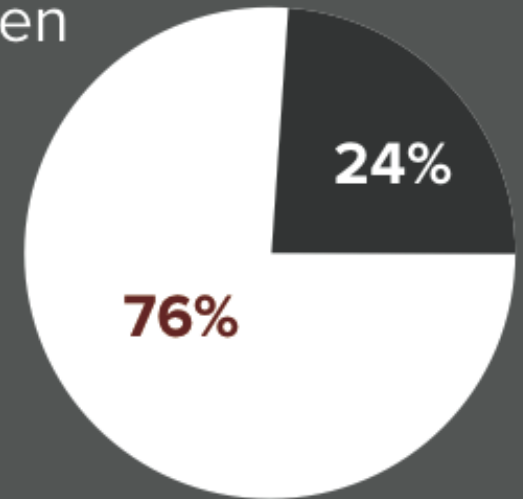
>> Remind Customers Who You Are

5

{ Email Marketing is currently the No.1 channel for B2B marketers. Because it's affordable, quick & simple, direct and most importantly, it's measurable! }

<http://www.thundermailer.com/why-email-marketing-infographic/>

The average open rate of an email is **24%**. Are you proud of what your recipients are seeing?



“35% of companies and 17% of agencies working for clients do not know how successful their email marketing is in generating social media activity.”

**2012 Email Marketing Industry Census**



# ADAPT MOBILE FRIENDLY EMAILS OR PROVIDE BAD EXPERIENCE TO MORE THAN **50% OF YOUR EMAIL SUBSCRIBERS!**

## The Challenge:

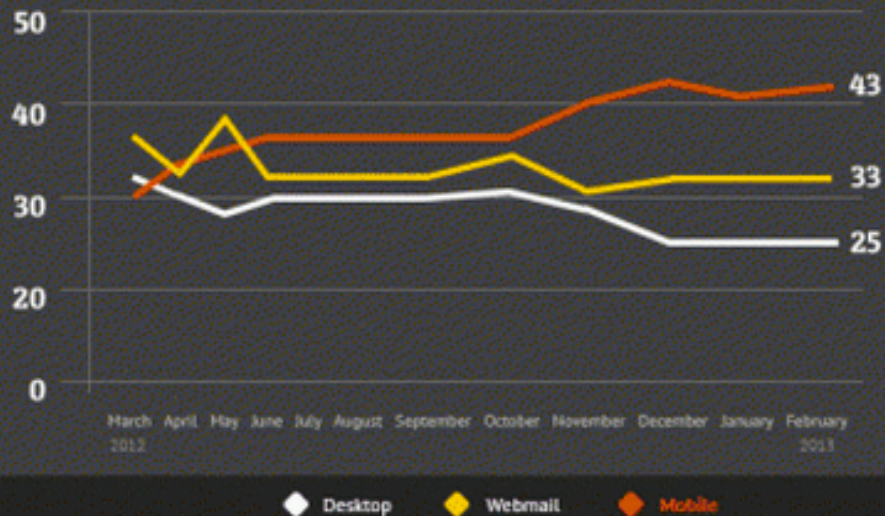
Marketers are battling out to create and launch successful mobile friendly email communications.

### Why it is critical?

Because the use of mobile phone to read and respond to emails is growing rapidly.

**43%** of emails are read over mobile devices and this is expected to rise to more than **50% by the end of 2013!**

% Of People Who Use Desktop, Webmail And Mobile To Read And Respond To Their Emails



# E-Mail Marketing

- “ Create a clear goal.
- “ Segment your audience.



## Define the Purpose of Your Email Campaign

To start your e-mail campaign on the right foot, be certain you define a clear goal or purpose.

## Develop & Prepare Your Email List

Build an email list by encouraging current, previous & prospective customers to provide you with their email address. Entice them to give you permission to send them email by providing a basic clipboard on your front counter or submit form on your website, that states "Sign up here to receive coupons & discounts by email!" or "Register here to get our free email Newsletter!". Targeted opt-in email lists of individuals interested in what you offer can also be purchased at reasonable prices.





## Write a Compelling Email Message

The text body of your email is critical. Ensure your message gets right to the point with captivating content, exciting news or special offers. Be certain to include a sense of urgency with any promotional material - (i.e. Offer expires Friday). Place the most important portions of your message in the first paragraph. Use bullet points to make it easy to read. Well laid out content will help convert an opened email into a click to your web site or a phone call to your business.

## Use a Powerful Subject Line

First impressions are everything! Capture the recipients' attention with a short and captivating subject line. Studies have shown a well written subject line can produce open rates 10-20 times greater than subject lines that are not.



**Sub:** \_\_\_\_\_





# Headline & Hook

- “ 28 to 39 characters for headlines.
- “ Draw your customer in from the very beginning.

The 6 Steps to Effective

# EMAIL MARKETING

## 1 CREATE COMPELLING CONTENT

### CONTENT CHECKLIST

BEFORE YOU SEND YOUR EMAIL,  
MAKE SURE IT HAS THE FOLLOWING:

#### MY EMAIL HAS:

- a compelling subject line
- one central idea
- a clear call to action
- relevance to the audience

### VARIABLE SUBSTITUTION

GIVE YOUR EMAILS A  
PERSONAL TOUCH:



Modern message templates contain fields which represent values or recipient attributes that can be tailored to fit specific marketing goals. These fields can be used for personal greetings, references to purchasing history, and additional prospect information.

## Use a Strong Call to Action

Use words that urge the reader of a promotional message to take immediate action such as "Call Now," or "Click Here". A retail advertisement without a call-to-action is considered incomplete and does not convert well.



Click Here

## Be Personable

Let's face it: Getting one-on-one personal attention is better than dealing with a faceless corporation any day of the week. Refrain from trying to sound professional and tone down the corporate speak. Your customers and prospects are your friends. Speak to them like real people. Your response and click-thru rates depend on it.



## WELCOME EMAIL CONTENT



Welcome emails offered an explanation of **website features** and tools.



Most welcome emails provided **information** regarding the store's services.



Promotional **welcome offer**, which tended to be a percentage-off or free shipping offer.



Later emails often included a **reminder** of soon-to-expire welcome offers.



Some emails included a prompt to follow the brand on **social media** channels.



Welcome emails also often included a prompt to download a **mobile app**.

# CALL TO ACTION

## Tip 1

Keep your call to action above the fold – ie, the reader shouldn't have to scroll to reach it

**“Web users spend 80% of time above the fold”**

NEILSON

## Tip 2

Create a path to your call to action. The design should naturally lead the user towards to the call to action.

## Tip 3

Use colour to grab attention. Highlighting your call to action and using contrasting colours are effective ways of drawing the users attention.

## Tip 6

Create a sense of urgency - Invoke a time limit to encourage users to take action.

Be careful not to overuse this tactic!

## Tip 5

Make it persuasive. Use action words to tell the readers what you want them to do.

## Tip 4

Don't be afraid of whitespace. Don't clutter you email by trying to squeeze too much content in. Give your conversion point room to breathe.

# »»»» TIPS: THE DO'S & DON'TS ««««

1

Keep the subject line under



**50**  
Characters

2

Include

**1 CALL**  
to Action



3



Try and stick to  
**3 Fonts and**  
**4 Colors**

4

**NO** Larger than  
**600 pixel width**



## Include an Unsubscribe Link

Refrain from holding the recipients of your message hostage and provide your readers with an easy and convenient method to unsubscribe from your list. It is mandated by law that you must honor all unsubscribe requests within 10 days. In addition, avoid the use of deceptive headers, from-names, reply-to email addresses and subject lines. All unsubscribe links in your outbound messages must be functional for at least 30 days after your campaign has been sent. Lastly, always include your physical mailing address in the footer of your message to identify yourself (PO Boxes are not sufficient).

# 2 USE THE RIGHT TOOLS

## DRAG-AND-DROP BUILDER



Well designed emails no longer require complex coding. The best email services include easy to use builders that allow you to drag and drop elements and easily change colors and themes.

## WYSIWYG INTERFACE



You should never be left wondering how your email will display. Your email service should allow you to preview the final product as you are creating your email to ensure that the design is just right.



# Brand optimization

“ Use your brand name in “from” field.

“ Use domain-based email address.

“ Display your logo”

“ Use your brand colors.”

“ Be consistent with your site design.”

# DESIGN YOUR EMAIL



**Personalized emails** improve clickthrough rates by 14%, and conversion rates by 10%.

**Dear, You**

**Clickthrough rates** are higher when using the recipient's first name in the subject line.



Your most **recent subscribers** are the most likely to click through.

Create an effective landing page.

Wine Gift for Ivan: A Special Thank You From Dine&Wine 11/26/2012

**Dine&Wine** Restaurants Wines Destinations



**Thanks for downloading our Dine&Wine guide.**

**\$25 for YOU when you sign up today.**

*We are excited to offer you a gift for becoming a free member of Dine&Wine. Our services keep you engaged with your local foody and wine community, provide amazing local offers, and connect you with wine experience trips and packages. Join today and use your credit to receive a bottle from our online store. Thank you for your support!*

**USE YOUR CREDITS**

*^ Make sure to include a call-to-action.*

HOME JOIN UNSUBSCRIBE GETAWAYS

*Unsubscription should be available. ^      Include multiple forms of engagement. ^*

<http://www.bitrebels.com/design/email-marketing-design-guide-for-2013/>



**65% prefer emails** that contain mostly images vs. 35% who prefer mostly text.



**Triggered email** messages get 119% higher clickthrough rates than "business as usual" messages.



**88%** prefer to receive HTML emails vs. plain text emails.

# The Email

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# Landing Page

Amazing audio, amazing Android, amazingly worth it.

Artfully Android™

Small, sleek, and ready-to-go

See more, share it all

Less energy, more performance

Accidents happen - HP can help

HP.com | Privacy Statement | SiteMap | © 2012 HP Development Company, L.P. All rights reserved. \*MSRP. Tax and shipping charges extra. See hp.com for details. †Actual performance may vary. See hp.com for details. ‡See hp.com for details. ††Actual performance may vary. See hp.com for details. ‡‡Actual performance may vary. See hp.com for details. †††Actual performance may vary. See hp.com for details. ‡‡‡Actual performance may vary. See hp.com for details.

# Specs

Operating system: **Android 4.1 (Jelly Bean)**

Performance: **ARM A9 Dual Core 1.6GHz**

Colors & Finish: **Red, Silver**

Take it anywhere to stay connected.

Dimensions & Weight: **13.05mm (0.517in)**

Battery Life: **Get more done and have more fun, no power outlet required.**

Display: **IPS LCD 7.31" (187mm) wide view angle LED**

Camera: **VGA 3MP**

Connectivity: **Wi-Fi 802.11 b/g/n, Bluetooth 2.1 EDR**

Memory: **1GB RAM, 8GB eMMC**

Audio: **Beats Audio**

Ports: **Micro SD expandable (up to 32GB), Micro USB Transfer photos, files, and more in a snap.**

Screen: **Capacitive touchscreen Supports multi-touch gestures for rich interactions.**

Sensors: **Accelerometer**

Accessories: **USB cable, AC/Adapter, Quick Start Guide**

Pre-installed software

<http://blog.kissmetrics.com/seductive-campaign-like-hp/>

HP.com

"Can't wait for Slate 7i Finally something to look forward to... Good work HP!"

I like this

HP.com

HP.com

"Can't wait for Slate 7i Finally something to look forward to... Good work HP!"

I like this

HP.com

# 3 TEST YOUR DELIVERABILITY

EVEN THE BEST EMAIL IN THE WORLD WON'T BE EFFECTIVE IF IT NEVER REACHES YOUR AUDIENCE. YOU NEED TO TEST THE DELIVERABILITY OF YOUR EMAILS IN THREE KEY AREAS TO GIVE YOUR EMAIL THE BEST CHANCE OF BEING READ.

1



## COMPATIBILITY

Make sure your email displays correctly on all devices, including desktop, mobile, and tablet platforms.

2



## FORMAT

Your email should have both HTML and TEXT formats to ensure readability in all email clients and platforms.

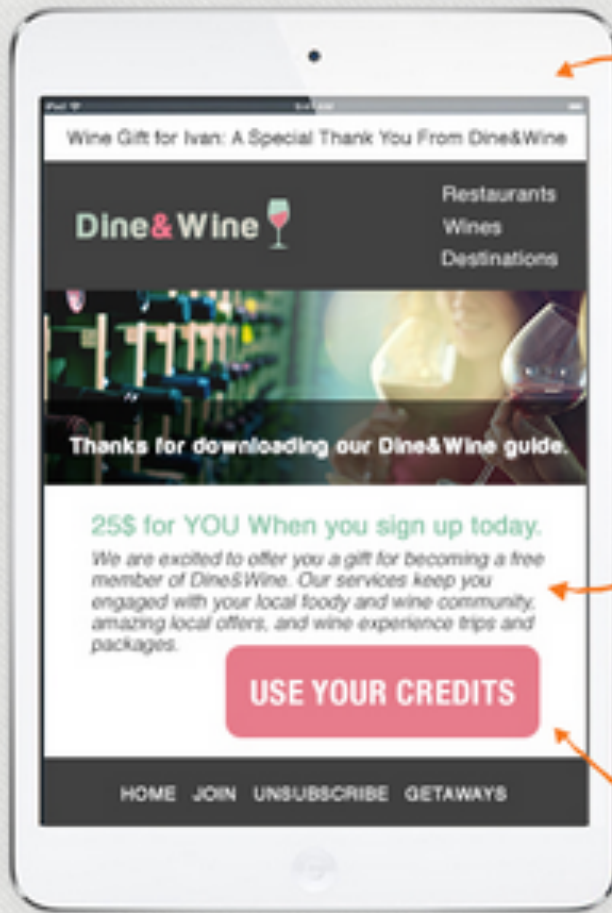
3



## SPAM ANALYSIS

Run your email through a spam analysis tool to ensure your hard work won't wind up in a spam filter.

# DESIGN FOR MOBILE



Unlike your desktop version, mobile devices have a much more **vertical view of the screen**. Therefore it is preferable to optimize your mobile version to have a one column layout.



**People's attention span** on mobile is even shorter than normal. Make sure your copy is succinct, and the layout's progression is an obvious and logical flow.



**Calls-to-action** should employ complementary colors, or other bold methods to emphasize them, to make the CTA stand out from the rest of the design.

# 4 SEGMENT YOUR AUDIENCE

## TYPES OF SEGMENTATION

SEGMENTING ALLOWS YOU TO MATCH CONTENT TO RECIPIENTS' INTERESTS, CREATING A LEVEL OF PERSONALIZATION THAT CAN ACHIEVE FAR GREATER RESULTS.



### GEOGRAPHIC

Adding a little local flavor to your emails can help give prospects the feeling that you know and understand their situation.



### BEHAVIORAL

Segmenting based on behavior is another easy way to provide relevant and timely information to prospects.



### PURCHASING POWER

Position within a company is another valuable way to segment your audience. It ensures that you are providing the right content to drive decisions.



## Establish a Time Table

Decide on how frequently you will be sending your broadcasts. There is a fine line between over doing it and not reaching out enough in order to build and maintain long-term relationships. Using a mixture of useful content and promotional messages and sending it at varying time intervals is an acceptable practice. Avoid sending too many promotional related emails.

## Send Emails When Readers are Most Receptive

Independent studies have shown the best response rates are generated from email campaigns sent on Tuesdays and Wednesdays from 2-3 o'clock in the afternoon.



5



**Send Out**  
**Tuesday 10AM-1PM**

6

Put your **Logo** in the  
**Upper Left** corner

**Words to Include**

- + Connect
- + Payments
- + Conference
- + Apply
- + Opportunity
- + Demo

**Words Not to Include**

- Confirm
- Join
- Assistance
- Speaker
- Press
- Social



Designed by: [www.ThunderMailer.com](http://www.ThunderMailer.com)



Source: Pardot survey, 2012

# 6 TRACK, ANALYZE, AND ADJUST

Tracking produces actionable metrics that can be used to determine the effectiveness of an entire campaign or any of its elements (such as the timing of particular email offers) and to compare the success of each campaign.

## WHAT TO TRACK:



**OPEN RATES:**

How many people opened your email.



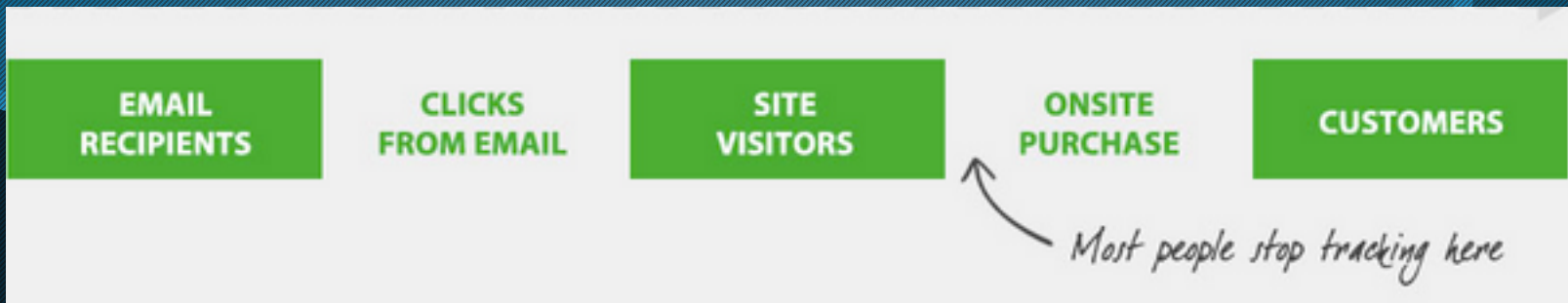
**CLICK-THROUGHS:**

How many people clicked on your links.



**BOUNCES:**

How many emails are returned undeliverable.



<http://www.pardot.com/infographic/6-steps-effective-email-marketing-infographic/>

<http://www.bitrebels.com/business-2/10-steps-successful-email-marketing/>

# 7 triggers to write fascinating email

## HOW DOES YOUR PERSONALITY ADD VALUE?



“ See you in the next  
webinar!

@digitalfilipino

