

10 Things To Do For Your Email Marketing Success

thecurlymarketer.com/10-things-to-do-for-your-email-marketing-success/

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Email Marketing, once the darling of the marketing world, is now seen as a pariah almost. The bringer of spam, and now looking so uncool when compared to Facebook, Twitter or Instagram. Yet, I would contest that when done right email marketing can be extremely effective at taking your business to the next level.

To support this view, [Campaign Monitor](#) did an excellent post listing 70 key facts related to email marketing that I believe will convince all the email doubters to reconsider their opinion of email as a marketing tool. Here is a couple of my favourites.

[Automated email messages average 70.5% higher open rates and 152% higher click-through rates than...](#)

[Click To Tweet](#)

[You are 6x more likely to get a click-through from an email campaign than you are from a tweet.](#)

[Click To Tweet](#)

Apart from these facts do also consider that based on the excellent report done by [The Radicati Group](#) it is estimated that by 2019 there will 2.9 billion worldwide users of email.

OK, so now that we know some serious facts that show that email is still a very relevant and potent tool in your marketing strategy how should you go about planning and implementing an email campaign that will give you the best open rates and responses?

The following are 10 tips for email marketing success that I believe will improve your email marketing if it is not currently rewarding your efforts.



1 Create A Plan

As the saying goes **“Fail To Plan, Plan To Fail”**. No matter what medium, action, or strategy you want to conduct, you have to create a plan and capture a number of key pieces of information to allow you formulate the best approach to achieve success.

First, who are you targeting? You must create buyer personas so that you can drill down and have a real picture as to who you want to target and communicate with.

The central core purpose of doing this is to ensure that the email communication you create will have the most interest and relevance for them which increases the chance that your email will be opened.

Secondly, you have to set yourself objectives and goals. What is the email campaign suppose to achieve? If you want to generate leads as opposed to raising awareness, the email strategy developed will be very different, so really identifying and agreeing this upfront will be vital.

Thirdly, how much money are you going to allocate to email so that you can budget your spend accordingly, and also ensure the budget allowed does not impede the ability to achieve the objectives set.

To finish off your plan you must detail how you are going to send out your emails, and then measure the effectiveness of your campaign. You may decide to use an internal system, or look at something like [Campaign Monitor](#), and utilise open rates and clicks on a call to action link to a specific landing page. Whatever route you decide, ensure you have it clearly defined and thought out before sending any emails.

2 Be Relevant

It is vital that you know your target audience and can identify the multiple segments contained within your database. There is absolutely no point sending out the same email offering and call to actions if they will only appeal to a certain section of your target audience. Develop tailored personalised messages, offers and call to actions to the different buyer personas you have identified in your planning stage. By doing this you will increase the chances of your email being opened.

3 A Great Subject Line Is The Key

Having a great subject line is what will get your email noticed but using words such as free will only trigger the dreaded spam filter. Headlines should be targeted, relevant and personalised to the individual and should include your company name. By doing this, it will help you present a more professional and authentic look to your communication. Check out this great post by [Hubspot](#) to help you craft an excellent email subject line.

4 Ensure You Use Good Design

There is no point having great content and a great offer if the design and presentation are not clear, enticing or easy to follow for the reader. Give your target audience options for both HTML and text-only versions. Use the top part of your email to give the reader the real value and offer of what you want to communicate. Keep your copy brief to avoid excessive scrolling and don't mix and match different fonts and sizes. Personally, I love white space as I feel it really helps a reader see messages more clearly and allows for quick scanning of your message.

Include your logo on the top of your email, and make sure that calls to action are clear and are of a point size to allow for easy clicking.

5 Have A Dedicated Landing Page

There is nothing worse than having warmed up your target prospect, they click the call to action link in your email and they are brought to your home page on your website. For your email campaigns, you must ensure you are designing bespoke landing pages that clearly direct the reader on what you want them to do when they get there. When your prospect clicks on the call to action link in your email, they should be brought to a specific landing page that mirrors exactly with the email content they have just been interacting with.

All the information should be absolutely relevant based on the content that the reader was sent in the email, and all the key information should be presented in the top. Make it very easy and clear to your target audience to know what they have to do next now that they have landed. This can be done by ensuring the call to action buttons and links are prominent and clickable.

Duct Tape Marketing did a great piece on why landing pages are so important so click [here](#) to get some more ideas.

6 Test

It is very important to do a few trial runs first with your email campaign before sending to prospects. Use internal teams and a group of trusted sources to pre-critique your email. Look at how your email is displayed on various

browsers from laptop, tablet and mobile. Is your content activating spam filters or not displaying correctly on certain browsers.

Check that your images are downloading and that all your links, both call to action links to landing pages and unsubscribe links are working. I would also advise using a free spam checker to run your email through to check to see if any sections of your copy could potentially trigger a filter and commit your email to quarantine.

7 Measure

It will be important to know and monitor how your email campaign is performing to ascertain whether you need to iterate and change. Pay attention to metrics such as delivery rate, open rates and click through from call to action links to a landing page. It is also worth noting that Outlook offers no tracking metrics, so I would recommend not using this for your marketing emails. Using a specialist email marketing provider such as [Campaign Monitor](#) who have very good email marketing tools with excellent metrics will allow you track how your emails are doing.

8 Keep Testing and Iterating

The beauty about email is that by using metrics you can see what is not working and improve it. AB Test different headlines, email designs, use of imagery over text-only emails, times of the day and different days of the week. All these data parameters will offer you invaluable insights to hone your email campaign to be as responsive and as engaging as possible.

9 Keep Your Data Clean

This is a must to ensure your long term email marketing success. If people are unsubscribing it may indicate the information you are sending is not relevant, so it makes practical sense to ensure you are capturing this data. If you have a high bounce rate it means that those emails are no longer valid so it is a waste of time and effort to keep sending your emails to these addresses.

10 Integrate

Email when used on its own can be very effective, but don't forget to consider an integrated approach with other targeted and relevant media that are communicating the same focussed material to your target audience. Doing this can have an extremely positive effect on your response rates.

To further help you in your quest for email success see below an excellent infographic from [Online Course Report](#) that details some excellent information and insights that you can use to hone your emailing skills.





ANATOMY OF EMAIL OUTREACH

Outreach marketing centers around creating and nurturing ongoing relationships by bringing other parties into your brand. Even with the recent rise of social media and in-app engagement, email remains one of the most potent ways to engage parties for your brand (if it's done right!).



Step one DEFINE A GOAL

- Building brand awareness
- Generating a sale
- Obtaining a backlink
- Surveying
- Engaging community
- Making an introduction



Step two IDENTIFY TARGET AUDIENCE

- Bloggers
- Webmasters/site owners
- Journalists and contributors
- Academic, government, or non-profit members

Steps three-five



New Message

To: Seth Rogan
From: Jimmy McJimmy
Subject: Regarding your 101 SEO Tips Article

Dear Seth Rogan,

I stumbled upon your [101 SEO Tips \(link\)](#) article and have to say that it's the most comprehensive I've seen in the subject! I particularly liked the section on meta tags. Getting insight from someone who tweaks and tests this form of seo daily is invaluable to us readers.

My name is Jimmy McJimmy, and I'm the community manager at [Conversion INC. \(link\)](#)

CONVERSION INC.

We used your article for the creation of an infographic on the same topic. We would love for you to take a look and let us know if you have

Site managers are more likely to be interested in comments about their content, even if you transition to your own pitch afterwards!

Whenever possible use full names. Many emails that start with generic introductions are never read.

Be nice! Proof that you follow the site in question makes your inquiry more legitimate.

What is your name and why should you matter to your contact? Keep it short!

Using buttons or linked images is a proven way to increase engagement. It let's readers immediately know the core component of the email.

Topic: We would love for you to take a look and let us know if you have any feedback. Feel free to share the graphic with your site's viewers, on social media, or so forth.

Warm Regards, Jimmy McJimmy
 @jimmyHandle
 (xxx) (xxx)-(xxxx)
 Skype: JJimmy

Jump right into what you want and provide a definitive course of action for the reader to take. Bold important steps. This is your value proposition.

Don't let the absence of the readers preferred method of contact keep them from getting back in touch.

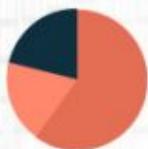
BREAKING IT DOWN

TIMING IS EVERYTHING

Percentage of emails opened by time of day



Percentage of emails opened by day of the week



SUBJECT LINES THAT GRIP

Over 1/3 emails are opened based on only the subject line.



Best Open Rates (60-87%)

- [COMPANYNAME] Sales & Marketing Newsletter
- Eye on the [COMPANYNAME] Update (Oct 31 - Nov 4)

Worst Open Rates (<15%)

- Last Minute Gift - We Have The Answer
- Valentines - Shop Early & Save 10%

- 3. [COMPANYNAME] Staff Shirts & Photos
- 4. [COMPANYNAME] May 2005 News Bulletin!
- 5. [COMPANYNAME] Newsletter - February 2006
- 6. [COMPANYNAME] Newsletter - January 2006
[*|FNAME|* *|LNAME|*]
- 7. [COMPANYNAME] and [COMPANYNAME] Invites You!
- 8. Happy Holidays from [COMPANYNAME]
- 9. ATTENTION [COMPANYNAME] Staff!
- 10. ATTENTION [COMPANYNAME] West Staff!!

- 3. Give a Gift Certificate this Holiday
- 4. Valentine's Day Salon and Spa Specials!
- 5. Gift Certificates - Easy & Elegant Giving - Let Them Choose
- 6. Need More Advertising Value From Your Marketing Partner?
- 7. [COMPANYNAME] Pioneers in Banana Technology
- 8. [COMPANYNAME] Moves You Home for the Holidays
- 9. Renewal
- 10. Technology Company Works with [COMPANYNAME] on Bananas Efforts



TIPS

Simply describe email contents.
Nothing spammy in the least.



B2B TIPS

WORDS THAT WORK:

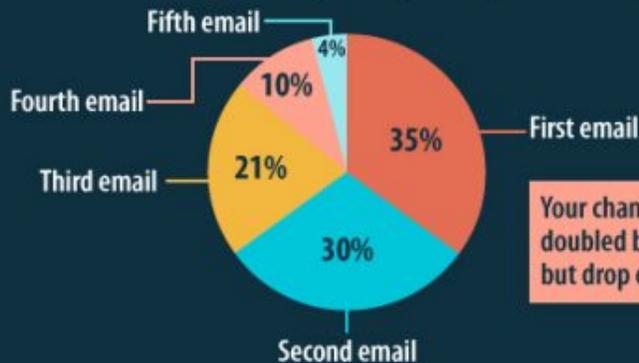
"Breaking" and "Alert"

WORDS THAT DON'T:

"Reports" "Forecast" and "Intelligence"

NUMBER OF ATTEMPTS

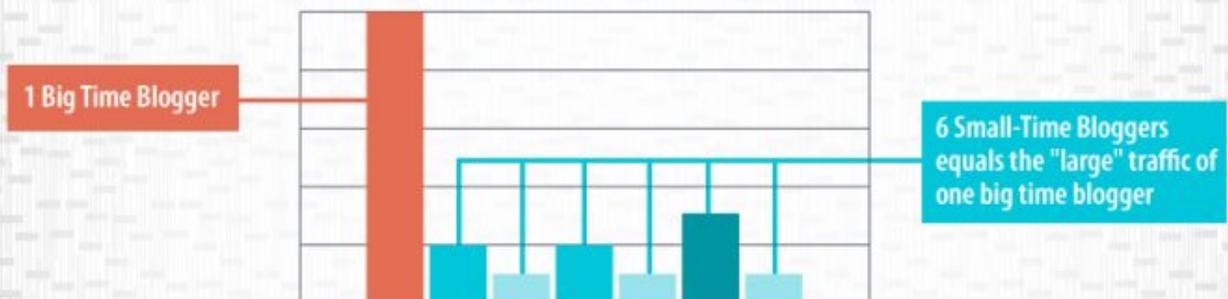
Percentage of responses by email attempt:



Your chances of a response are doubled by the third email, but drop off rapidly after that.

THINK ABOUT THE SIZE OF YOUR MESSAGE (and site)

Traffic Generated from Successful Outreach

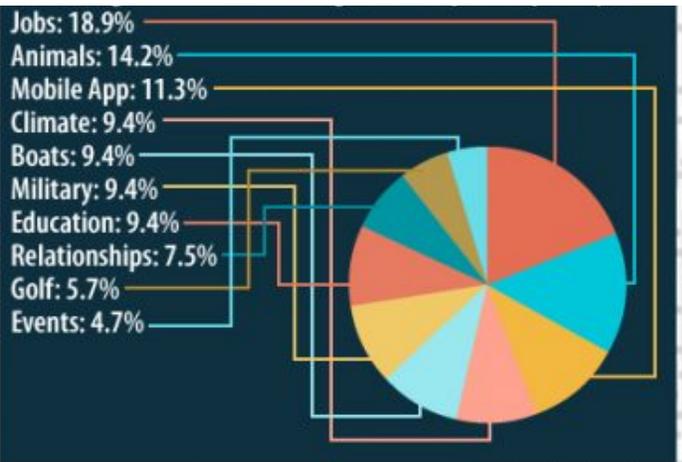
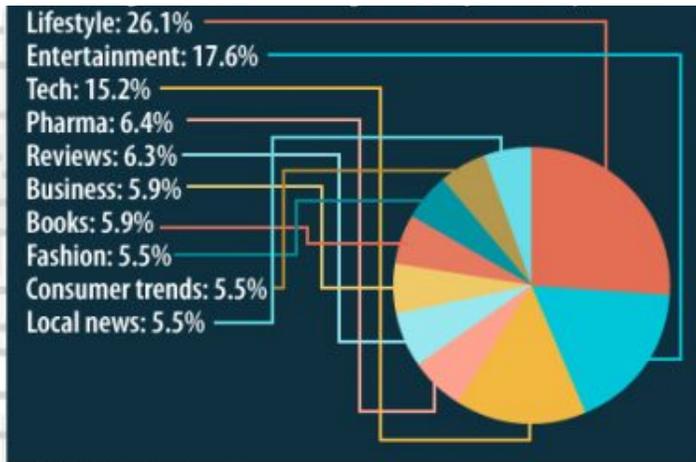


MOST PITCHED VERTICALS

(Percentage of vertical receiving Over 300 pitches/day)

LEAST PITCHED VERTICALS

(Percentage of vertical receiving Under 10 pitches per day)



finally,

PLEASE JUST PLEASE AVOID THE FOLLOWING

- Reaching out to media outlets or journalists not interested in your service.
- Sending requests from generic email addresses.
- Sending copy/paste messages.
- Using poor grammar.
- Never mention anything about a "link".
- Forgetting to get familiar with your audience, or what your contacted site offers.

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CITATIONS:

www.zenspill.com/outreach-emails/
blog.wishpond.com/post/113876194838/9-email-hacks-guaranteed-to-increase-engagement
mailchimp.com/resources/research/?_ga=1.29799871.1890848815.1441490352
www.convinceandconvert.com/convince-convert/15-email-statistics-that-are-shaping-the-future/
www.ringlead.com/blog/sales-stats-facts/
www.aestra.com/keywords-for-killer-subject-lines/
www.byreputation.com/Link-Building-Outreach-SEO_a/423.htm
www.terakeet.com/insights/top-5-outreach-email-tips-for-your-2015-digital-marketing-strategy/research.frac.tl/subject-line-open-rates-thank-you?submissionGuid=549f149c-5802-46b2-82a9-b401f0076add

Thanks for reading and please do share with your community.

Phillip (The Curly Marketer)