



Digital Marketing Whitepaper

Effective Email Marketing

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Email Marketing

Email marketing is one of the most popular forms of internet advertising. There are many distinct advantages to the concept of email marketing; perhaps one of the most significant is the ability to reach an international audience with minimal cost and effort.

The primary premise is that an email campaign should be created to achieve only 1 or 2 things. Usually the first and most important is to create a sale, yet companies fill their email campaigns with excessive waffle and images that simply detract away from the core purpose of generating a sale.

There are certain steps you need to follow in order to create an effective email marketing campaign. You can't expect to send out a handful of emails and make huge sales. This whitepaper discusses 12 simple approaches that can help you plan and execute an effective email marketing campaign.

12 simple and effective email marketing tips

Follow these rules for effective email marketing and to increase the response rate when sending out your email campaign.

1. The subject is key

The email subject must be concise and meaningful; you generally have about half a second to catch your recipient's attention with the subject line of your email. After this, they will either delete your email or ignore it.

2. Personalisation

By simply starting your email with "Hi [firstname_surname]" instead of the impersonal "Hi consumer", you can increase both your reading and click-thru rates. Why? Put simply, it's because your subscribers feel like they already have a relationship with you as you've addressed them by their first name.

3. Avoid Spam

The majority of ISP's now use rigorous spam protection mechanisms to trap unsolicited email before it gets into their customer's inboxes. To make sure your emails don't get flagged as spam - and deleted before they even get to your subscribers - avoid using words such as 'Free', '£££', 'Save', 'Discount', etc., in both the subject line and the content of your email.

4. Include a call to action

Tell people what you want them to do. Don't leave them wondering what to do next. Point them to your 'most desired action'. Otherwise they may just surf around and forget what they're trying to accomplish.

5. Drive traffic to your website

Don't try to close the sale in the email, use the email campaign as an opportunity to drive people to your website, create a landing page which contains further details and related offers.

6. Maximising Click-Thru Rates

As email campaigns are designed to be eye catching they often include lots of text and graphics which can make it harder for the recipients to perform a certain task, such as clicking a link. So, if you're going to include links in your emails, make sure they are bold and underlined. This will mean that more subscribers click through, meaning more conversions/sales for you.

7. Give an incentive to act NOW

Provide a reason to buy or act NOW. Most people are busy and have the mindset 'I'll do it later', they're in a hurry. Give them a reason to visit your website with a limited-time offer, free trial, discount, free shipping etc.

8. Easy Unsubscription

It's the old age saying of quality not quantity. It's much more beneficial to send your campaign to a small number of recipients who will click through than a large list who will simply delete the mail. That's why it's important to include a quick way to unsubscribe. In some countries, it's actually mandatory by law that every email has an unsubscribe link in it. The unsubscribe link should take the recipient directly to a page where they are then removed from your mailing list.

9. Distribute mid week.

Studies conducted by online research analysts have shown that the best days to perform a mail-out to your list are Tuesday and Wednesday, as this is when people are more receptive to communication. This means that they are more likely to read your content and click on links, meaning more sales.

The theory behind this is that on Mondays, everyone is still recovering from a hectic weekend. On Thursday and Friday, people are already too busy looking forward to the weekend.

10.Consistency

If you're running a frequent email publication such as a monthly newsletter, make sure you keep the look and feel consistent from issue to issue. By doing so you help to maintain and strengthen your brand and your image to your subscribers, which again will make it easier to close sales when you need to.

11.The Preview Pane

Popular email clients such as MS Outlook show a preview of an email when it's selected in your inbox. Always have some interesting content at the very top of your email, as this is the part that will show in the preview window of your subscribers email program. If it's interesting enough, then your subscriber will open your email and continue on reading.

12. Email Signature

Always include a signature at the bottom of your emails, as it's one of the easiest ways to attract more traffic to your website. This signature should include your personal details, your company details, and an unsubscribe link. You can use your signature to link back to your website, and even to other products.

Next Steps

We hope that this whitepaper has provided you with some new information, or even a new perspective on the essentials of effective email marketing.

If you'd like to talk about your current email marketing strategy, and see what Blue Box can do for you then feel free to contact us. One of our consultants will be happy to spend some time reviewing your market, and providing various options for an efficient and cost effective email marketing campaign.

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