

6 simple steps to email **success**

6 SIMPLE STEPS TO EMAIL SUCCESS

AN EMAIL MARKETING WORKBOOK

EMAIL WORKS

Often abused and overused, email has gotten a bad reputation. But if done well, email can still deliver extraordinary and cost-effective returns.

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1. GETTING STARTED: GOALS AND OBJECTIVES

All great marketing starts with an end result in mind. That clear objective will help you make good choices about what should and should not be included in each email. Email can help you increase sales of existing projects, launch new products or drive people to your website. It can be used to nurture leads, request referrals, encourage prospects to call you, download a form, or sign up for a class. *It cannot do all of those things at once.*

WHAT IS THE GOAL OF YOUR EMAIL CAMPAIGN?

Remember that good marketing is measurable. The more specific you are on the front end, the easier it will be to determine if the campaign actually worked after it is run. You might measure success in open rate, click through rate, sales rate, inquiry rate or web traffic.

BE SPECIFIC: HOW WILL YOU MEASURE SUCCESS?

2. BUILD YOUR LIST

The first thing you need to do is start collecting email addresses TODAY. Even if you think you may not be ready to start your email campaign for a few months or even a year, don't let another day go by. Every time the phone rings, every interaction with clients and prospects, ask for their email. Add a sign-up box to your website, add a download landing page where you trade email addresses for unique content and collect, collect, collect.

WHAT NOT TO DO:

Do not upload membership lists from every organization you have ever belonged to, buy lists, or add everyone you meet at a networking event to your email lists. Permission-based email marketing works because the people on your list really want to hear from you. When you randomly add people, not only do you risk alienating them, you are in violation of Federal CAN-SPAM laws.

3. CONTENT - WHAT WILL YOU WRITE ABOUT?

The simple answer is to write about things you know about that your readers don't. This is a great way to demonstrate your expertise as a subject matter expert or go to resource. When your customers need something, you want them to think of you.

WHERE DOES CONTENT COME FROM:

Email answers to customers and prospects, blog posts, frequently asked questions, industry journals and wherever you get your information. Make a list of sources of information:

TYPES OF CALLS TO ACTION

The purpose of a CTA is to motivate the reader to do something. Any interaction, click, watch, download or buy will give you positive feedback that you are on target with your content. Here are some examples of calls to action and offers:

- ☐ Discounts and email-only offers. This can be a link to a printable coupon or a PayPal button to make the purchase on the spot.
- ☐ Downloadable content like eBooks, white papers and checklists. In other words, what you're reading right now!
- ☐ Register for events.
- ☐ Watch a video.

RELATIONSHIP EMAILS

Email is a great way to thank customers, ask for testimonials, referrals and feedback. It can also be used to remind customer of upcoming services and events or actions they need to take on a regular basis like changing their contacts or watering their plants.

4. GETTING READERS TO OPEN YOUR EMAIL

The most creative email campaign is worthless if you can't get people to open the email. We get so much email every day, we mentally sort email in to three buckets: now, later or never. Your objective is to get people to open the email NOW. Here are a few tips to increasing the chances your email will be opened:

SUBJECT LINES

Keep it brief. Remember that many email services will truncate your message so be sure to lead with the most attention-grabbing part of your email.

SET A SCHEDULE

While surprises are good in some types of marketing, building a habit so your customers expect to hear from you on a specific day and time will improve your open rate.

SEND WHEN THEY ARE LIKELY TO READ IT

When is the best time to send an email? Every list is different. To figure out what works for you, test, test, test. Divide your list in to equal parts and study your open rates for clues as to when you have the best results.

5. MEASURE RESULTS

The best thing about email marketing is the ability to easily measure the results. While open rates are a good starting point, dig deeper.

WHERE CAN YOU FIND THIS INFORMATION?

Some of it will be included in the analytics of your email tool, but don't stop there. Check your website analytics. Look for traffic to specific pages promoted in your email, video views or downloads of white papers. Monitor email and phone requests for more information.

MODIFY EMAILS BASED ON GOOD AND BAD FEEDBACK

In addition to all the positive actions listed above, be sure to also pay attention to the unsubscribe and spam reports. If these numbers begin to rise, it's a clear indication you are disappointing your readers. Try adjusting the length or frequency of your emails.

6. LIST HYGIENE

This may seem counterintuitive, but a smaller, cleaner list is much more valuable than a large list of questionable quality. Why?

SMALL LISTS ARE LESS EXPENSIVE

Most email service providers charge based on the size of your list. Eliminating people who aren't interested may reduce your monthly fees. It will also probably reduce your spam complaints. This is important because if you receive too many complaints, your email list may be blocked by certain ISPs, preventing you from reaching even interested readers.

CLEAN UP YOUR LIST AFTER EACH EMAIL

It only takes a few minutes to clean up your list. Here is what you should be looking for:

Bad email addresses. People change service providers and companies, resulting in a bounced or undeliverable email. Bounces alert you to changes, which might be worth following up with a phone call to find new contact information.

Undeliverable errors. This may be a momentary glitch or a signal that there is something wrong. If you suddenly see dramatic increases in undeliverable responses, try resending to that group. If the problem persists, contact your email provider.

Blocked emails. Remind subscribers to add you to their address book to avoid being arbitrarily blocked by their service provider.

7. LET'S GET STARTED!

Want to put some of these tactics into practice? Sign up for a free trial of [ConstantContact](#) or give us a call. 317-569-1396.