

Guidelines for e-marketing

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The iNovaLive Way

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THE INOVALIVE WAY

There are many aspects that can affect the success of an email campaign. In these guidelines we aim to help get the best from your investment

The key advantages of email marketing, compared to other forms of marketing such as direct mail - Email marketing is:-

- ❖ Cheaper than traditional marketing
- ❖ Quicker
- ❖ Effective
- ❖ Flexible
- ❖ Interactive helps you build relationships
- ❖ Measurable

As with any marketing campaign, you have to agree your objectives and define your target market from the outset. Is the primary objective to create awareness, to build information or to directly sell? The added benefit of e-marketing is that you can collect data and behaviour in real time – you can measure and judge your ROI.

CREATIVE TIPS FOR EMAIL MARKETING

Creative is important in order to optimise response and retain brand values. Follow clear response rules – make the call to action clear otherwise click through will not be encouraged

KEEP IT SIMPLE

The single most important thing to bear in mind. What and where is the call to action? Can you incorporate it into the subject line without triggering spam filters?

EXPLAIN THE DEAL

You can ensure that customers are tempted by your offer before they even open the email. Don't overlook the 'From' field – establish the brand here. Incorporate the main hook into your proposition in the 'Subject' field (45 characters or less). Start to build your argument in the first three lines of the email – these will normally be displayed in the Auto-preview in Microsoft Outlook.

WHAT'S A GOOD OFFER?

In email marketing, subject lines which are concise, honest and unambiguous work best.

GIVE CLEAR DIRECTIONS - THE CALL TO ACTION

Don't leave the call to action until the end (as in direct mail). The primary link should be within the first three or four paragraphs so that it can be viewed in preview mode. Ensure you give hyperlinks prominence – don't hide them in the copy. Explain clearly what will happen next. Don't leave people guessing. Don't say "Click here for...". Use action verbs in hyperlinks ('Buy the AS34 widget', 'register now, 'See our great new product') You do not always have to drive customers to the web.

BE PERSONAL

Personalisation is one of the most valuable aspects of email and the web for marketers. The data you gather about your customers will be of most value to you in this respect, whether previously held information such as addresses and sales histories, or information obtained through an email marketing campaign that drives customers to online questionnaires, registration forms or online transactions. The data you obtain through these activities will help you to target customers with relevant offers and identify appropriate opportunities for cross-selling and up-selling.

In addition, don't underestimate the importance of the implicit data that you will also be able to gather. These include measurements such as open rates, click-through rates, number of clicks, and unsubscribe responses in email; and page views, session duration and number of visits on the web. Analysis of this information will help you to fine-tune your campaign, and to judge correctly the tone of your copy and the frequency of contact.

PICK YOUR TIMING

The time of day and the time of week are important to optimising results. It is generally best sent so that it arrives during the working day and typically avoid Mondays and Fridays – although some marketers get good results on Friday afternoon as office workers are winding down for the weekend.

LEARN AND APPLY

One of the advantages of direct email is that you can test the campaign on your first batch of customers, and adjust what you're doing according to the responses you get. So if it didn't produce the results you wanted:-

- ❖ Change the frequency
- ❖ Change the subject heading
- ❖ Was the email too large?
- ❖ Is the 'from' field meaningful?
- ❖ Low Click-Through Rate. Was the call to action prominent
- ❖ Incentivise the call to action to increase click through
- ❖ Was it sent at the right time of day?
- ❖ Was the product offering strong enough to buy online?
- ❖ Improve the offer – try cross-sell promotion, offer discounts on products previously abandoned, hold a competition etc.

MEASUREMENT

It is possible to measure responses to your campaign in close detail, but the key information that we record on a per user and per dealer basis is as follows:

- ❖ Number sent
- ❖ Bounces (hard and soft)
- ❖ Messages delivered
- ❖ emails opened
- ❖ Click-through by individual link
- ❖ Unsubscribe
- ❖ Referrals