



MAKING EMAIL MARKETING FLY

Link processes with goals
to help your email marketing take off.

Winter 2019/20

Is your email marketing still effective? Is it getting harder to land in 'real' inboxes?

As email experts we know that more people are using techniques to filter their inboxes. Use of disposable email addresses, email tumbling and multiple email addresses are all on the up. So what do you need to do to get your messages through to subscribers?

This straightforward guide breaks email marketing processes into stages that match the goals of a marketing campaign. Making connections between processes and goals like this creates a tool to help marketers see differently and get ideas.

Standard marketing stages of goals in campaigns

ATTENTION
INTEREST
DESIRE
ACTION
SATISFACTION
RECALL

What you want your customers to feel at each stage!

WHOA!

I'M ON IT
CLICK!

SHARE

Simplified stages we've used in this guide

WHO
HOW
WHAT WITH?
AND AGAIN!





No flapping. Just flying.

Use this checklist to help you think again about your email marketing.

WHO

Finding your audience and managing the data



- A CRM / marketing system that delivers all you need
- List building - which sources will you use to gather contact data
- How will you collect opted-in data? Do you need to improve processes?
- Is your personal data storage compliant - are you vulnerable to data breaches?
- Data housekeeping - creating processes and using tools / APIs to ensure data is clean
- Managing subscriber preferences legally across all your collection sources
- Creating personas, profiling - know who you are emailing and why
- Creating and managing a segmented list, keeping track of tags, categories and journeys

HOW

How to get emails in inboxes



- Which email service provider (ESP) is best for you
- Email design, tone and messaging that's in-house or agency sourced
- Sender and domain reputation - yours and your ESP - you may need help with IT
- Data quality - you want low bounce rates and high deliverability
- Planning - creating a single page content plan to help you stay on track
- Timing - season, month, day, hour - when should your emails land?
- Test automation, links and landing pages
- Check accessibility across devices - do your links work on mobiles?

WHAT WITH?

What you need to send



- Relevant content that's engaging
- Subject lines that work - use A/B testing and avoid the firewall triggers
- Clear calls to action in all your copy and links
- Personalisation working all the way from your data to your content
- Clear navigation to help readers interact
- Processes to deal with problems effectively
- Campaigns that link across channels

AND AGAIN!

Building momentum



- Following up and reminding customers why they like you
- Consistency that builds trust, grows open rates and improves your sender reputation
- Brand positioning that works across all channels to support your email campaigns
- Incentives to encourage repeat purchase, recommend a friend and share good news
- Plan what to measure and how you will track the KPIs for your campaigns
- Getting the timing and frequency right
- Measuring what works and what doesn't - trying new ideas
- Keeping your data clean and managing preferences

