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Email Marketers

Don't

EARN

DOLLARS

The Direct Marketing Association (DMA) states that commercial email brings \$40.56 for every dollar spent on it. However, the astonishing fact is that 33% of the email marketers are not making the best of email marketing.

One would wonder **Why this is Happening?**

With a continuously changing market, email marketers are sweating out to cope with changing trends. Catching up with this vicious race, marketers overlook their marketing strategies resulting in meager results. To help you head on, we have compiled these essential five aspects which will help you in a gigantic way to improve your email marketing.



Tune your Campaign Frequency:

01

Frequency is one of the most important aspects influencing the performance of your email marketing campaign. If tuned in accordance with the recipients, would do wonders, else your unsubscribe rate may shoot up. Two aspects to be considered in this case are:

Case 1: Do not leave your customers without communicating for more than one month. There is always a chance that your competitors might creep in and grab your customers.

Case 2: Do not send too many emails as your recipients might report you as a spammer.

The optimum frequency to send emails is once a month. You can customize it based on your email campaign strategy.

Write Enticing Content

02

Content is the keystone of email, it keeps recipients engaged and coming back for more.

Subject Line:

You have three seconds to entice a recipient to open email. Subject line is the most critical attribute responsible for this. If the subject line does not answer the question 'What is in it for me?' your message is not about to reach your audience. So, the subject line should be clear, crisp (not more than 50 characters), attention grabbing and self-explanatory.

Personalize Message:

Personalization can be as simple as including the first name in the salutation for example, Dear Dr. John. Write content that is based on your audience's work and interests; it content should be specific and valuable to the recipient. Personalized message always pay off by winning loyal customers and getting repeat sales. To start off add a signature to your email.

Have a Voice:

Instead of sending generic emails, give a specific tone and voice to your brand. By giving a voice to your emails, you can build stronger relationships with your customers and gain their trust.

CAN SPAM Act:

The CAN SPAM Act is about three basic compliances – unsubscribe compliance, content compliance and sending behavior compliance. You should frame their emails in accordance with these rules.

From Line:

The 'from line' represents the brand; include company name or brand name that recipients can recognize. A consistent from address helps in building trust and brand recall.

Design Email Meticulously

03

With great content, you just are half done; design contributes the remaining zing to your campaign.

Preview Pane:

The best real estate in an email is the first top two inches of the email. Utilize this area to the fullest. Do not clutter it with a lot of content and images that can make it look like spam, instead give most critical info.

Templates:

Newbie or a pro, you need to have plethora of email templates. This eliminates the probability of designer's block while designing an email. All you will have to do is pick a template and craft content accordingly.

Text-image Ratio:

Optimum text-image ratio is 60:40. So strike a balance to avoid being flagged as spam. Integrate your images and text and check the email to ensure readability.

Check Email Deliverability

04

Even though email has enticing content and striking design, it won't be able to serve its purpose unless it reaches the recipients' inbox. The question is how to sidestep these email deliverability pitfalls and make your email reach inbox?

Check Spam Score:

Every email you send should be verified by a certified spam checker; lower the spam score, better the email deliverability. So keep trying new your email message and subject line till you get a low score. If your spam score is less than five, you can be sure that there will be no problems with email deliverability.

Avoid Bounces:

Email bounces are observed only when the email addresses are invalid or obsolete. You shouldn't face this issue if you have an accurate database in hand.

Spam Complaints:

When a recipient reports you as a spam, a spam complaint is raised. In most of the cases, recipients mark you as spam as they do not find a way out to unsubscribe from your service. These complaints might lead to blocking your emails for 72 hours or even

permanently, depending on your number of complaints. Spam complaints are considered to be less effective than spam traps.

Spam Traps:

Most Internet Service Providers (ISPs) have spam traps incorporated so that their clients don't receive emails from dishonest senders. If you fall in more spam traps, you might be blacklisted by ISPs. When blacklisted, you need to contact and request the ISPs and to remove you from their blacklist.

Track Campaign Results

05

You need to measure the effectiveness of your campaign, basically get to know whether your efforts are paying off. Cognize the results to know what went wrong, and the areas you can improve your campaign in. Metrics that portray your campaign performance are:

Open Rate:

It is the percentage of emails opened by recipients in a campaign. The average open rate falls between 20% and 40%. To increase your open rate, you can vary things like changing the subject line, sending campaign on a different day, shuffling placement of content like calls-to-action, etc.

Click through Rate:

Refers to the number of unique clicks on the links in the email and is calculated with respect to the open rate. The average click through rate ranges between 5% and 15%. You can increase your click through rates by experimenting with subject lines, shrinking content, including irrefutable offers, having not more than three calls-to-action, etc.

Opt-out Rate:

Despite offers, segmented lists and targeted content, you might still have unsubscribes. The average opt-out ranges between .2% and .75%. This happens for many reasons. However, keep your opt-out rate as low as possible, to avoid rise in the opt-out rate, write viral and valuable content so that recipients look forward to receiving emails from you.

The Takeaway

Agreed, Email marketing is getting tougher but paying attention to minute details and following these tips every time you launch a campaign, can get you amazing results. Email Marketing can be as easy as shooting fish in the barrels.

