



Cheat Sheet

EMAIL MARKETING: The Inside Story



Email Marketing: The Inside Story

What is Email Marketing?

Email marketing is the term used for emails sent for marketing communication. It is the fastest, simplest and most cost effective marketing tool in use today. With email marketing you can build trust and stay connected with your prospects/customers.

Benefits of Email Marketing:

- 1** Educating prospects about your products and services, through promotional emails helps you build trust and increase sales.
- 2** Email marketing works effectively in the case of customer retention and generates repeat business. Infact it's cheaper than spending resources on acquiring new customers each time a campaigns rolls out.
- 3** Unlike tele-calling and direct marketing, which take months of effort to complete tasks, time taken for email marketing is very little. Email campaigns can be accomplished in less than two hours.
- 4** You can send recipients automated and real-time and personalized messages on special occasions like birthdays, anniversaries, etc.
- 5** Instead of sending product or service catalogs once a month, you can send messages for weekly offers and special schemes more frequently.
- 6** You can start a campaign with a minimal budget. A creative designer, a writer and an IT expert are all the resources you will ever need for sending messages.
- 7** You can get instant valuable feedback from recipients and even make changes in your campaign based on their inputs
- 8** Go Green! Save Trees by engaging in email marketing.



What is permission-based email marketing?

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Email Marketing Step-by-step

1

Plan your marketing campaign:

Why do you want to run this campaign? Is it for customer acquisition or customer retention? Do you want to build stronger relationships or do you want to get repeat business?

2

Segment your lists:

To make your email campaigns relevant- segment your customers according to various criteria. This helps you to write relevant content based on their requirements or interests.

3

Valuable content:

Provide compelling content with valuable offers. The subject line of your email is very important and should be appealing

4

Email design:

Effective email design plays a crucial role in the building the brand name and also has a direct correlation with the clickthrough and conversion rates.

5

Testing:

Before sending email, conduct tests for major ISPs, email providers and browsers to ensure that the text and images translate successfully across different providers.

6

Track your results:

Follow the effectiveness of your campaign by tracking delivery rate, open rate, click through rate, unsubscribe rate.

The CAN SPAM Act (Controlling the Assault of Non Solicited Pornography And Marketing Act)

The CAN SPAM Act provides acceptable standards for commercial emails. According to this act, marketers can send unsolicited emails as long as the email adheres to the unsubscribe compliance, content compliance and sending behavior compliance.

Unsubscribe Compliance The email should have a visible and operable link to unsubscribe. If the recipients choose to opt-out, marketers should make sure that the email address is removed in 10 business days.

Content Compliance: The email should not have deceptive subject lines and a legitimate physical address should be mentioned. Further, the email should be labeled if it has adult content.

Sending Behavior Compliance: Email messages cannot be sent through open relays and they shouldn't have false headers.

Facts about Email Marketing



According to a survey conducted by in 2012, internet users will increase by 3% i.e. to 235 million, which means 75% of the world's population will be online.



Based on a survey undertaken in 2011, 71% of marketers say that ROI of email marketing campaigns is excellent.



More than 85% of email marketers plan to integrate email with mobile marketing and social media marketing to get better results.



According to a report in 2011, 64% of the marketers would like to investment more on email marketing.



According to a survey by Direct Marketing Association (DMA), email marketing generated \$43.63 for \$1 spent on it in 2009.