



# Getting it Right with Email Marketing



**An Australian Government Initiative**

**AusIndustry**<sup>TM</sup>

## **Small Business Field Officers**



# Getting it Right with Email Marketing

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# Introduction

- Interactive seminar & participation
  - Agenda
  - Switch off or Silent Mobiles
- Worksheets/Articles/Assignment
- Business cards for presentation copy
- 10 Value takeaways





# 10 Value Takeaways

- How is email marketing used in your business?
- What email marketing campaign was most effective in the last 6-months? Why?
- What email marketing campaign was disappointing in the last 6-months? Why?
- Information on a planned email campaign for discussion & to workshop in the session
- What would you like to takeaway from your attendance at the session?





# What is Email Marketing?

- Transactional & promotional
- Blast or bulk emails
- Attachments
- Text or HTML
- Image building versus Direct-Response
- Email application with distribution lists
- Email marketing systems





# Email Marketing Terminology

- 'Above the Fold'
- Conversion Rate
- Open Rate
- Click Thru Rate (CTR)
- Hard Bounce/Soft Bounce
- House List
- HTML Email
- Opt-In (Single & Double)
- Opt-out (unsubscribe)





# Why Email Marketing?

- Email marketing is one of the most powerful promotional & market intelligence tools available today
  - Two way communications with your market
  - Responses of 5-15% versus traditional direct marketing of 1-3%
- It is easy, affordable, direct, actionable and highly effective
  - Affordable = cost effective (lower cost per conversion)
- Add email to your marketing mix to spend less time, money and resources than with traditional marketing
  - 7 to 8 touch points needed for prospect to customer
  - Can generate 9 times more revenue than broadcast mailings
- Proactively communicate more quickly which means your time-sensitive information is disseminated in minutes, not days or weeks - and you can see the results of your efforts instantly
  - Allows you to test your message, offer, call to action...etc.





# Why an E-Newsletter for Your Company?

- Increases lead generation and cross selling
- Increases customer lifetime value
- Provides a low cost, instantaneous channel for sending messages
- Opens up a two-way dialogue with customers and prospects
- Hypercharges your existing marketing efforts
- Provides instant, measurable results
- Uniquely suited to accomplish the long-term goals of customer retention and loyalty, while it can still contain a call-to-action that provides a short-term benefit







# Why use Permission-based Email Marketing?

- Seek & send only permission based emails
  - Comply with anti-SPAM regulations
- Gain trust, attract interest, build desire for, & generate sales of your product/service
- Provide relevant and engaging content
  - Inform, educate & promote
  - Foster long-lasting relationships
- Done correctly an extremely powerful and effective marketing medium
- Extremely cost effective versus direct mail pieces





# 5-Step Process for Permission Email Marketing

1. Use permission based email marketing software
2. Decide on the type and frequency of email communications
  - Set objectives, determine criteria for measuring success, define audience & understand timing (B2B versus B2C)
3. Solicit email sign-up at every opportunity
  - Provide privacy policy
  - Be clear on what they will be receiving & frequency
4. Create a professional email template
5. Develop quality & relevant content
  - Value to reader
  - Attract, Interest, Desire & Action [AIDA]





# Effective Uses for Email Promotions

- Sales promotional offers
  - Coupons, vouchers & discounts
- Invitations to events
- Electronic fulfilment & build web traffic
  - Download white/discussion papers
  - Free demonstrations
  - Trial versions
- Staying in touch
  - E-newsletters
  - E-surveys





# Keeping Customers with Email Marketing

- 5% increase in retention yields profit increases of 25 to 100%
- Repeat customers spend, on average, 67% than new customers
- It takes 7 to 8 touch points to turn a prospect into a customer
- Nurture customers over time by learning and remembering individual preferences and interests
  - Acquire this customer information directly from customers through personal interaction





# Develop Customers with Email





# Email Deliverability the Challenge

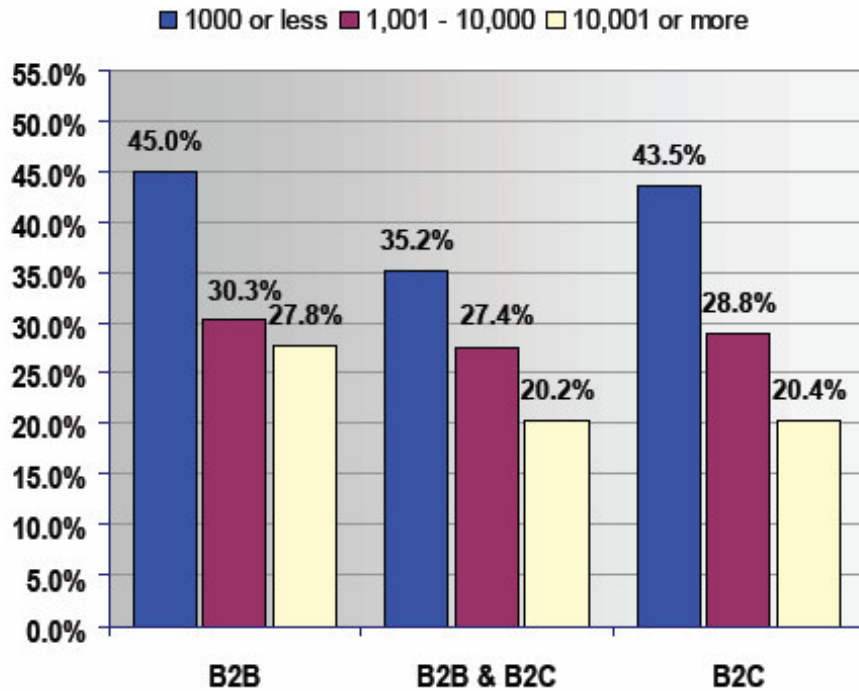
- Lack of knowledge
- “Deliverability” means more than just getting an email through a filter
  - Email functions properly for people to take the desired actions
- Filtering is the thorniest deliverability issue
  - Image blocking technology
- Use SPAM Checkers for Content and Coding Errors
  - content and coding have the greatest impact on deliverability
- Modify email templates to boost delivery rates
- Hard bounces or permanent errors
- Comply with permission based marketing practices



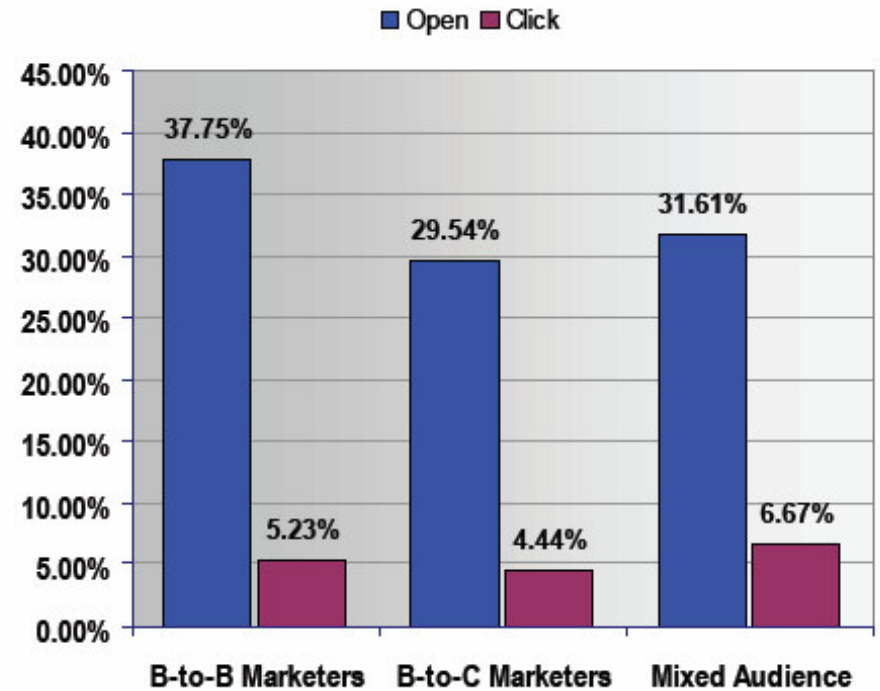


# B2B & B2C Open & CTR Rates

Open Rates by Audience Type & List Size  
January through December 2005



Open and Click-Through Rates by Audience Type  
January through December 2005



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# Improve Overall Response Rates

- Brand your 'From To' line
- Test your 'Subject Line'
- Maximise your 'Above the Fold' space
- Cycle your mailings to prevent list fatigue
- Re-engagement & list cleansing strategies
- Measure CTR to open ratios
- Day of the week and time of day
- Size of the mailing list (targeting)
- Relevance and maintain trusting relationship







# Email Relevance

- Personalisation
- Relevant and interesting content
- Segmentation & profile targeting
  - Geo-targeting
  - Demographic targeting
  - Purchase history or click thru activity
  - Shopping cart abandonment
  - Preferences





# Email Response Statistics

- **Untargeted broadcast emails**
  - Open 20%, CTR 9.5%, average conversion 1.1%
- **Campaigns based on user activity**
  - Open 27%, CTR 9.3%, average conversion 2.3%
  - Revenue 171%
- **Lifecycle & product replenishment**
  - Open 26%, CTR 14%, average conversion 2.8%
  - Revenue 389%
- **Email/website integration**
  - Open 33%, CTR 14%, average conversion 3.9%
  - Revenue 781%





# Planning Your Email Marketing Campaign

- Develop your campaign brief
  - Identify objectives and KPI's to measure
  - Business & marketing justification for the email
  - Outline creative approach to meet those objectives
- What is the purpose of your email campaign?
- What are your goals?
- What is the call to action?
  - What do you want the recipient to do?
    - Buy, download, share with others, register for an event, etc.)
- If you are distributing a newsletter
  - What information do you want to give your customers?
  - What information do your customers or prospects want to receive from you?





# Email Campaign Preparation

- Know your audience
- Determine your value proposition
- Establish objectives & KPI's
- Compelling subject line
- Include a great headline
- Avoid uncertain words
- Don't use passive voice – write in the present
  - Speak to the person
- Include a customer quote
- Keep copy clean & concise





# Creative & Content Preparation

- From Line: sender's name and email address
- Subject Line & Headline
- Salutation
- Preview Pane: first three lines of body text on some applications
- Body Copy (copywriter)
- Graphical Elements: HTML only
- Promotional Offer
- Call to Action: hyperlinks, buttons





# What are the Metrics to Measure?

- CTR/Open rate ratios and Click-Through (Driving traffic to your site)
- Conversion rates (What works?)
- Read Rates: (building awareness/brand recognition)
- What % of your audience is interested in what you have to share?
  - How many of them are reading it more than once?
  - How often to they refer back to a prior email after the initial read?
- What is driving your subscriber to learn more?
  - Where are they clicking on the creative?
- Sent to Friend: (Word-of-mouth or viral marketing)
  - What are your customers saying to friends or colleagues about your emails?
  - What drives them to take this step?
- Unsubscribe rate: (Relevance to your customers)
  - What causes people to stop the conversation with you or your company?
  - Was the offer or content not compelling?
- Are you not measuring or listening to the wants and needs of your subscribers?
  - Have you surveyed your audience on what they want to hear?





# Campaign Management

- ASP or in-house email marketing platform?
- How will you measure the campaigns KPIs, track results, analyse and improve
- Testing Plan
  - Random sampling of your list(s)
  - A/B split testing two different offers, creative's, subject lines or calls to action, limit it to one variance per test
  - Send a portion of your emails every day of the week at different times of day and measure your results to other days and times





# Email Checklist for Testing

- Poor HTML email code
- Avoiding tables
- Care with background images
- Top 3 to 4 inches with text/html for offer
- Host images on website not embedded in email
- Keep HTML email to 500-600 pixels wide
- Use image alt tags
- Send to a friend forms on a web page
- Host rich media functions on web site
- Avoid scripting and dynamic components
- Test, Test & Test again







# Calls to action - What works?

- What offers work for each targeted audience?
- Where are you contacting your customers (home or work)?
- Consumers: price-related discounts, contests and free giveaways often generate higher response rates.
- Businesses: selling complex products, background information like white papers, research and articles are valued, as are free demonstrations, seminars and product trials
- Utilise a landing page to support your email's call to action





# Seven Tips for Effective Landing Pages

- Don't send them to your home page
- Don't be redundant
- Match your landing page to your call to action
- Use a look and feel that is consistent with the email
- Define a clear path
- Minimise distractions
- Use daughter windows for ancillary information





# Distribution & Tracking

- Sent: the number of emails successfully sent
- Reads: the number of people that opened your email
- Clicks: the number of recipients that opened the email and clicked on one of the links
- Bounced: emails that returned for a variety of reasons (email address does not exist, bad domain, connection problems with mail host, filtered, etc.)
- Statistics drill-down to email recipients who have read, clicked, unsubscribed or who have sent the email to a friend.
- Detailed graphs break out email recipients who have read or clicked on the email once, twice, three+ times





# Six Elements of Effective Email Marketing

1. Make your emails worth reading
  - Profile the target & avoid mass broadcasting
  - Important, useful & engaging to the reader
  - Informative, educational and promotional
  - Reader feels special, important & privileged
  - Know audience

Send to the **right people**, the **right message**, with the **right offer**, at the **right time** and you will get the **right response**





# Six Elements of Effective Email Marketing

2. Write effective copy - to be a must read
  - Pick one idea (easier to hear the message)
  - Boil it down to the heart of the matter
    - Not more than 800 words
    - Used landing pages for more details
  - Speak like a human being
    - One to one
  - Proof read and read it aloud to yourself

**Make it the one they wait for and you will never again fear the delete key.**





# Six Elements of Effective Email Marketing

## 3. Getting your email opened & read

- Ensure your readers can identify your email
- From Line: Two Parts – From Name & From Address
  - Be consistent (Up to 63.3% use the From Line as the most important factor to decide to open an email)
- Subject Line:
  - Keep it short & spell out the benefit (compelling to open)
  - Make it urgent
  - Never mislead
  - Do not personalise
  - Easy on the punctuation and don't use all capital letters





# Six Elements of Effective Email Marketing

4. Give the readers what they want
  - Target profile (segmentation)
  - Capture interest & preference at sign-up
  - Survey to ask feedback and opinion
    - Use information to adjust and become more relevant





# Six Elements of Effective Email Marketing

## 5. Get responses with 'Call to Actions'

What do you want the reader to do?

Why should they do it?

How can they take the next step?

□ Six winning characteristics for call to actions:

- Visible – place at beginning, middle and end
- Clear – use simple words or short phrases
- Compelling – action oriented (i.e. save now!)
- Rewarding – incentive to take action
- Urgent - specify a limited time period or quantity
- Direct – how they can take the action (use hotlinks and other dynamic elements to facilitate action)







## Six Elements of Effective Email Marketing

6. Measure, track, analyse and adjust
  - Measure results against objectives
  - Track the trend and analyse the results
  - Test A/B copy for responses (with 48-hours)
  - Learn as you measure and track trends
  - Adjust as appropriate to achieve better responses

**Marketing without measuring your results is not marketing but wishful thinking!**





# Evaluating your Email Campaign

- Measure versus campaign objectives
- Define the problem
  - Overlooking the power of the 'From Line'
  - Asking too much commitment in the 'Subject Line'
  - Poor utilisation your prime real estate
  - Relevance between offer and target
  - Unclear 'Call to Action'
  - Ineffective copy





# Email Marketing – Measure & Analyse

## Reports

Z Mail provides comprehensive 3D pie chart reporting on all aspects of sent campaigns. Understand your customer's actions provides insight in order to improve your marketing effectiveness.

## Statistical Results

Reports provide detailed information on the following from each email sent:

1. Number of emails received
2. Number of email opened
3. Percentage of HTML to Plain text
4. Links clicked (Unique vs. Total)
5. Who actually clicked links
6. Click through rate as %
7. Forward to Friend Activity
8. Un-subscribers and bounced emails
9. Number of profile updates
10. All statistical data can be downloaded into usable reports.
11. Reports also detail total number of emails sent, number of databases, total number of new subscribers since last period and total number of un-subscribers.

**Detailed Statistics - Lewin St, Bardon**

[< Back](#)   
 [ROI Calculator](#)   
 [Print Page](#)   
 [Manage Bounced](#)

<b>Email Sent:</b>	Lewin St, Bardon [ <a href="#">preview</a> ]
<b>Databases:</b>	Buyers Rego
<b>Send Date &amp; Time :</b>	Thu, 1st Apr 2004 (12:49pm)
<b>Number Sent To :</b>	563 <a href="#">View</a>
<b>Number Opened :</b>	208 Total ( 36.94 % ) <a href="#">View</a>
	207 HTML ( 411 gross )
	1 Plain ( 1 gross )
<b>Number not Opened:</b>	227 ( 40.32 % ) <a href="#">View</a>
<b>Number Bounced:</b>	128 ( 22.74 % ) <a href="#">View</a>
<b>Number Unsubscribed:</b>	1 ( 0.18 % ) <a href="#">View</a>
<b>Updated Profiles</b>	0 ( 0 % ) <a href="#">View</a>

**Click Throughs - (Total 8 URLs)**

Link Clicked	Total Clicks	Unique Clicks
...	48 ( <a href="#">View</a> )	25 ( <a href="#">View</a> )
...	21 ( <a href="#">View</a> )	21 ( <a href="#">View</a> )
...	5 ( <a href="#">View</a> )	5 ( <a href="#">View</a> )
...	5 ( <a href="#">View</a> )	4 ( <a href="#">View</a> )
...	4 ( <a href="#">View</a> )	4 ( <a href="#">View</a> )
...	2 ( <a href="#">View</a> )	2 ( <a href="#">View</a> )
...	1 ( <a href="#">View</a> )	1 ( <a href="#">View</a> )
<b>Total 88</b>		

**Users who clicked on - http://www.visiorb.com.au... (Total: 35 Links)**

#	Email	Link	Time	Count
1	...	http://www.visiorb.com.au...	Thu, 1st Apr 2004 (6:06pm)	1
2	...	http://www.visiorb.com.au...	Thu, 1st Apr 2004 (12:50pm)	1
3	...	http://www.visiorb.com.au...	Thu, 1st Apr 2004 (1:13pm)	1
4	...	http://www.visiorb.com.au...	Mon, 5th Apr 2004 (1:20pm)	1
5	...	http://www.visiorb.com.au...	Thu, 1st Apr 2004 (1:37pm)	1
6	...	http://www.visiorb.com.au...	Sat, 17th Apr 2004 (9:20pm)	1
7	...	http://www.visiorb.com.au...	Mon, 5th Apr 2004 (7:35am)	1
8	...	http://www.visiorb.com.au...	Tue, 6th Apr 2004 (8:51am)	1
9	...	http://www.visiorb.com.au...	Thu, 1st Apr 2004 (1:06pm)	1
10	...	http://www.visiorb.com.au...	Thu, 1st Apr 2004 (2:19pm)	1
11	...	http://www.visiorb.com.au...	Fri, 2nd Apr 2004 (2:07pm)	1
12	...	http://www.visiorb.com.au...	Mon, 5th Apr 2004 (1:46pm)	1
13	...	http://www.visiorb.com.au...	Thu, 1st Apr 2004 (5:30pm)	1





# Email Marketing Results & ROI

- Example 1: A company determined that **1 in every 10** free trial registrations resulted in a **\$1,500 sale** (or a **10 % conversion rate**), and was worth **\$1,000 in profit**. In order to break even on a campaign that **cost \$2,000**, they would have to generate **2 new customers on 20 registrations**.
  - If their industry standard click-through rate was **5 percent**, that would require them to have a list of at least **400 emails** in order to achieve a break even. **Any increase in list size, response or conversion would be pure profit.**
- Example 2: A company spent **\$1,000 on an email campaign** and realized **\$10,000 worth of revenue** from that very campaign, you could decidedly say the campaign was a success—your **cost per conversion is 10 cents**.





# 10 Reasons You Need an Email Mktg Service

1. **Are Approved as Bulk Mailers**
2. **Follow Professional Mailing Practices & Comply With Email Laws**
3. **Provide List Hosting and Management**
4. **Require No Technical Skill or Support Staff**
5. **Handle Formatting**
6. **Create Great Looking Emails**
7. **Get Higher Email Deliverability**
8. **Deliver Measurable Results**
9. **Include Frequent Updates and Enhancements**
10. **Added Bonus - They cost less!**





# Presentation Copy Request & Subscription

- Request a copy of the presentation slides
  - *Provide your business card or contact details (include your email address)*
- Subscription to the marketing articles, advise, hints & tips e-newsletter (zine)
  - *Write the word 'YES' on your business card or contact note*





# Contact Details

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