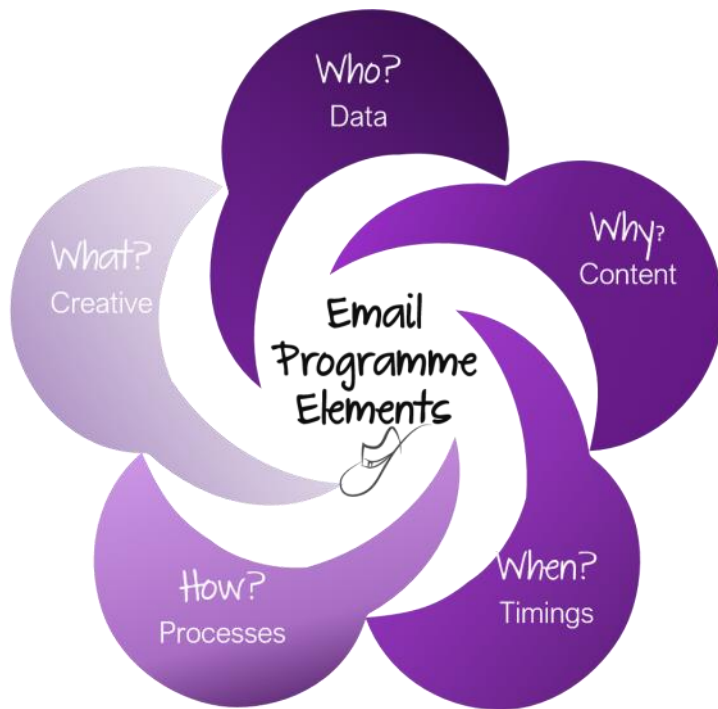




Getting Started with Email Marketing



Start with your email
marketing in a week
with this 5 step
worksheet



A central part of your marketing

Email marketing should be at the centre of your marketing strategy. It is as *relevant* as ever and *complements* other marketing activity including social media, networking and print.

A good quality email list will help you attract a steady stream of customers for your products and services as well as maintain relationships with those not yet ready to sign up.

It is also a data channel that you own, where you are not reliant on the rules of other businesses and networks who can change the rules when they like. They are there to make money for themselves and not you, so it's understandable that they want you to pay for the reach they can offer you.

If you are like many business owners and marketing managers, then you are probably not sure where to start and have put off implementing this very powerful strategy. The idea of putting together an email marketing strategy can be overwhelming and the fact that you will be competing in the inbox can make it seem even harder.

As an email enthusiast, I believe email marketing can be used effectively in almost any business. There are many ways to use it, and yes some of the more effective ways take time and money....but you need to start somewhere or you will go nowhere!

This 5 step worksheet will help you understand the 5 primary elements that make up an email marketing programme.

Spend at least half an hour each day thinking about each element of your programme, making notes and answering the questions asked. At the end of the week you will have a clear idea of what is needed to create an email programme to help you generate new business, improve existing relationships and increase revenue.

Useful statistics

Transactional emails have 8x more opens and clicks than any other type of email, and can generate 6x more revenue. – [Experian](#)

75% of Gmail's 900M users access their accounts via mobile devices. –

[TechCrunch](#)

The average order value of an email is at least three times higher than that of social media. – [McKinsey](#)

Mobile readers who open an email a second time from a computer are 65% more likely to click through.

– [Campaign Monitor](#)



WHO?

Data

What data do you have already? First step is usually a customer database that can be exported, also consider Outlook or LinkedIn contacts to export for smaller businesses. Check local law on opt in regulations. (Most data can be exported as a .csv file and imported into an email service provider)

How can you attract others? You will need a hook to attract new subscribers—something relevant and valuable in exchange for their email address. This may be valuable content or a special offer.

How can you segment? This increases relevance of your message. Different segments get a different message. Examples include customers and prospects, product groups or location.



WHY?

Content

Why do people want to hear from you? What value will you offer in your emails—general news may not be relevant to everyone. Communications triggered by an act on a website or request for information tend to be more engaging. Make it about them not you!

What are the objectives of your comms? Look beyond 'sales' for other objectives that are right for both your business and the customer — reducing call centre time, answering questions typical in the sales process or being a trusted advisor in between purchase times.

Have you got a content plan? You only need a [simple marketing plan](#) to get started so try mine here!



WHEN?

Timing

What can you trigger emails on? Comms are triggered by an act (such as visiting a webpage or requesting content) or an event (for example, a birthday or anniversary) tend to be more relevant and timely. They may take a little longer to set up, but then you can forget as they run.

When are your newsletter audience engaged? With mobile access the rules around the best time to send emails have changed but you need to think about *your* subscribers. If you send content heavy emails, avoid times when people are using mobile and think about conversions not just opens.

What can you automate? Automated messages are often some of the most timely and most relevant



How?

Processes

What features do you want in your Email Service Provider? There are several free options available and you will be able to send good blast communications with them but think about list size, the kinds of emails that will really engage recipients and what price the functionality you want costs.

Have you documented workflows and plans? These make the process so much easier and minimise errors—use a content plan for newsletters and for automations a workflow that meets their needs.

In-house or outsourcing? Make sure someone internal is responsible for getting emails out the door and consider bringing in external support for copy, creative, management and reporting as needed.



WHAT?

Creative

Is your email scannable? We seldom read emails, rather we scan them before deciding whether to read on. Consider whether the primary message and call to action are immediately obvious, but also that the from name, tone and creative reflect your brand with and without images turned on.

Is your email responsive? Test your email on different devices including desktop, mobile and tablet to maximize it's impact with your audience and bear in mind many may open on multiple devices.

Have you a series of templates? These are a great way to ensure your campaigns are easy and quick to put together as well as ensure brand consistency.

Metrics

Monitor your metrics and do benchmark, but remember benchmarks are generic.

A guide to your metrics:

Open Rate: a good indicator of from names & subject line success as well as ongoing engagement. Somewhat unreliable since image blocking* means not all read emails are counted.

Click rate: assesses activity on your email. Due to a combination of factors including content, relevance & design.

Click-to-open rate (CTOR) or effective rate: better for understanding engagement. Measures activity as a percentage of messages opened rather than delivered.

Unsubscribe rate: some list churn is natural and it's better than a spam complaint but if your unsubscribe rate is very high or has a spike, look at the content of that email.

Looking to benchmark? Consider [Silverpop's Email Benchmarking Study](#) now in its 6th Year!

* Open rates are determined by a tiny image embedded in emails

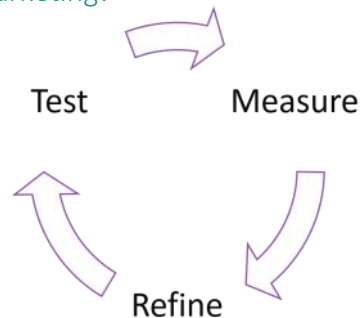
Testing

Testing is vital for any campaign, and will allow you to continually improve.

Test anything you can change!

Split A/B testing on subject lines, offers (e.g. 15% off or £15), time of day and day of week can all give valuable insights to consistently improve results.

Even better sometimes the insights you get can inform other, more expensive areas of marketing!



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If you would like assistance developing your email marketing strategy, Julie can help you. Whether you are looking for a one off interactive session to put together an email strategy, someone to get you up and running with a provider and templates or ongoing deployment support, Julie is able to assist.

Julie Joseph is The Virtual Marketeer, a specialist in Email & Relationship Marketing. She has over 20 years sales and marketing experience and is a member of the Institute of Direct Marketing. Julie is independent and will work with your chosen Email Service Provider.

Whether you are after an inspiration injection or ongoing practical support, Julie will empower you with knowledge and motivate you to start or optimise your email marketing right away.

Contact Julie on 01707 258 959 or joolz@thevirtualmarketeer.co.uk