

a how-to guide to PLANNING YOUR EMAIL STRATEGY

Planning your email marketing program can be as easy as asking yourself the following questions.

The following areas will also need careful consideration as you put together your email marketing plan.

Who is your audience?



Moms



Teens



Seniors



Past Buyers



Conference-goers

Ensure you have permission from each person on your list to send them email!

How do you grow your list?



Website Sign-Up



Landing Pages



Social Media



Over the Phone



Text-2-Subscribe

What types of messages do you want to send?



Newsletters



Transactional



Offers/Specials



Announcements



Retention

Having a plan on why you are sending emails and how frequently you send them will help you keep your overall goals on track.

Subject Line

64% of people say they open an email because of the subject line. *Chadwick Martin Bailey*



Content

Links

From Address

Time of Send

To begin, determine if you feel comfortable creating awesome content for a weekly, monthly, or less frequent email send. Ultimately, you want to send emails based on your audience's wants and needs.

More than 40% of users said each of the following emails make for the most valuable newsletters.

- Emails regarding work-related news or company actions (mentioned by two-thirds of users)
- Emails reporting prices/sales
- Emails regarding personal interests or hobbies
- Emails regarding events, deadlines or important dates



Nielsen Norman Group "Email Newsletter Usability" (2011)

People who purchase after receiving cart abandonment emails spend 55% more than those who buy straightaway. See *Why Research (2011)*



Are you testing?



A/B or split testing



Multivariate testing

Have you reviewed and made adjustments? After 24 hours, go back and take a look at your email to check out the statistics. Working with an ESP can provide you with more detailed analytics.

Only a third of responding companies (32%) carry out a regular amount of testing for email marketing. One quarter of organizations say they infrequently carry out testing, while 13% don't test at all. *Econsultancy "Email Marketing Census 2011"*



Email open rates increased 7.8% in the third quarter compared with the year-earlier period, even as the average volume increased from the previous year by 14.9%, according to a new report from marketing company *Epsilon* and the *Direct Marketing Association*.



According to *Skyline Technologies*, welcome emails have an average open rate of 50-60%.

Open Rate as a Percentage

Total Number of Tracked Opens / Non-Bounce Total = Opens per Email Assumed Delivered x 100

Total Unique Clicks

Total Number of Clicks in the Email - Multiple Clicks Attributed to a Single Subscriber

Click Through Rate

Total Number of Tracked Opens / Total Number of Unique Clicks = Clicks Per Open x 100

Conversion Rate

Total Number of Actions Considered Conversion / Total Number of Visits x 100

Return on Investment (ROI)

Total Earned on the Campaign - Total Spent on the Campaign / Total Spent on the Campaign

The average clickthrough rate for triggered emails is more than double the rate for mass emails. *Epsilon*



Planning

Are you integrating email into your strategy effectively?

Controlled and consistent messaging and branding

Complementary reinforcement through secondary channels

Ads

Email

Video

Direct Mail

Website

Social Media

Webinar

Blogs

Mobile

How will you integrate your email marketing program into your other marketing efforts? Use email as the hub of your multichannel strategy and use it to support the other channels. Sending an email once a week? Preface it with an advertisement or mention on social media.

For over 13 years, Delivra has been helping businesses and organizations execute email marketing campaigns by providing dynamic software and professional services—from email marketing strategy to help when you need it in areas such as design, production, deliverability, and testing.

Call us today at 866.915.9465 or visit us at www.delivra.com to learn more about how we can help you.

Businesses that use three or more channels achieved 48% better year-over-year results in terms of unique website visitors. *Aberdeen's "July 2012 Customer Experience Management: Using the Power of Analytics to Optimize Customer Delight"*

