



## Email Marketing: Primer

connect | inform | engage

# Email Marketing 10 Step Campaign Planner

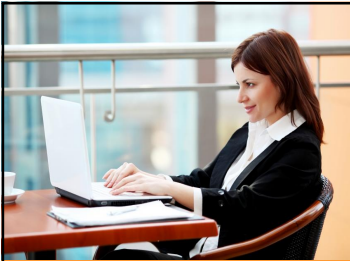
### what is in this guide...

- The Basics & Benefits
- 10 Step Campaign Planner
- 10 Step Summary
- Trends & Statistics
- About Heart New Media

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# E-Mail Marketing: Primer

## THE BASICS

**“The beauty of email marketing is the speed by which you get results so it should be treated as the eyes and ears of the organisation's marketing.”**

Today it is about staying in touch with your customers, communicating with them regularly, reminding them of your value and setting yourself ahead of your competitors. Organisations use email marketing because it has many benefits over other marketing channels - and it works.

Email marketing is a versatile channel that any business or organization, regardless of size, can use to send newsletters, promotions and offers, coupons, thank-you messages, event invites, e-cards, e-brochures and many other things.

It is perfect for generating repeat business, driving referrals and building loyalty. Here are just some of the benefits of email marketing – and key reasons why your organisation should be using it to generate new business:

- **It's personal:**  
Email offers you the opportunity to personalise your message to the recipient. Send them emails addressing them by name and give them offers targeted to their preferences.
- **It's quick:**  
It takes far less time to plan and execute an email campaign, than, for example a direct mail campaign, and you get your results back almost immediately. If you react quickly you'll see the benefits to your business almost straight away.
- **It's cheap:**  
In comparison with other marketing channels and direct mail campaigns, with their inherent postage costs, email campaigns are very cost effective and with response rates mostly higher than direct mail, email will give you a better return on your investment.
- **It's measurable:**  
Email campaigns are fully trackable giving you complete visibility of your results. Being able to see exactly how many emails were delivered, opened and clicked on, and in real-time, means you can test different campaigns and refine them to get the best response rates.
- **It helps build customer relationships:**  
Because email communications are cheaper and easier to send, companies often use email to keep in regular contact with existing customers and this enables them to build stronger relationships with them. Email marketing is the ideal medium to update customers with time sensitive offers and product news

If you haven't sent an email marketing campaign before, then the following 10-step planner should help you create a campaign and help you get a successful return on your investment:

**At Heart New Media, we create optimal, results-driven marketing campaigns that deliver real business benefits**

- Email Marketing Planning & Strategy
- List building, cleaning, acquisition & management
- Integrated cross-channel campaigns
- Engaging design for email templates, customized micro-sites and landing pages
- Copywriting and content
- Email management and delivery: Optimum deliverability (97%)
- Email campaign tracking and reporting, real-time analysis

**Email marketing grew by 24 per cent last year to £274m, as organisations reach out to consumers via their inboxes. The reason? Because it works!**

- 40% of marketers using email marketing do not know if their email messages are being successfully delivered, (Source: e-Consultancy 2009).
- The cost per lead using email marketing averages £0.27 compared with £5.37 using offline direct mail, (Source: Piper Jaffray & Co).
- Only 40% of retailers send a follow up marketing email within ten days of purchase, and very few of these are personalized, (Source: e-Consultancy 2009).
- The two main reasons customers unsubscribe from email marketing lists is because the emails contain no relevant products (69.79%) and too many emails are sent (62.5%), (Source: Emailcenter UK, April 2009)

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# Email Marketing: Primer

## THE PLAN

### The 10 Point Email Marketing Planning Guide

#### 1. Plan your email campaign strategy:

Like all marketing strategies, it is important to plan your email campaign properly and give yourself time to make sure your email campaign is as effective as it can be.

When planning your email campaign, consider the following;

- **Who is your target audience?**

To make your email relevant, you need to identify your target audience and understand their needs. This will allow you to design an email in terms of creative design and content that will engage with them and encourage them to respond. You may identify more than one target audience and they may have different requirements, so you may need to factor this in.

- **What are your objectives?**

Identify what the main aim of your email campaign is. Do you want to raise awareness of your products and services, promote an offer, invite people to an event, generate leads and sales or improve customer retention?

- **What is your budget?**

It is important to set a realistic budget and stick to it so you can prevent costs escalating. Work out your campaign budget by considering the return you expect to get from it by undertaking return on investment (ROI) analysis. This may be difficult if you have no historic data, but there is sector performance data and your email partner should be able to help.

- **How are you going to implement and track your campaign?**

You might need to engage a third party to help with your campaign strategy, design and build your email for you, or to send and track your campaign. We can conduct any or all aspects of your email campaign for you – from list building, email address selection, to building the creative, writing the copy, sending the emails and tracking responses.

**“The beauty of email marketing is the speed by which you get results so it should be treated as the eyes and ears of the organisation's marketing.”**

#### 2. Personalise and be relevant

Use the information you have identified about your customers to send them targeted, relevant messages that are interesting and worth reading. Segment your customer list and if possible develop specific offers for each target audience. The better your relevance and targeting the more successful your campaign will be - **80% of an email campaign's success is down to the email being relevant** – getting the right message to the right people at the right time; 20% the creative and content. Put yourself in your customers' shoes and ask yourself what is relevant to them? What type of information would attract their attention and get them to open, read and act on your email campaign? Do you need to include special offers, coupons or promotions? Would they respond better to valuable information and practical tips they can use? Often the best e-newsletters include a mix of opinions, advice and sales messages, promotions or offers.

#### 3. The subject line

An email inbox is a busy place and you won't get much attention so subject lines are very important and keep your mail relatively short. In order to get the optimum email open rate you need to write a good, compelling subject line for your email – it's the first thing your customer will see when they are deciding which emails to read and which to delete. Keep your subject line simple, to the point and tell the reader what to expect inside. Don't use words like "free" which might trigger spam filters, so that your email doesn't even arrive in the Inbox. Personalising the subject line to the recipient and including your company name works well to encourage high open rates. Remember, your audience will be 'time-poor' and you need to grab their instant 'Attention'.

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# Email Marketing: Primer

## THE PLAN

### The 10 Point Email Marketing Planning Guide (continued)

#### 4. Campaign design

It is very important when designing your email campaign creative that you design a strong wire-frame template and consider these tips. You also need to be aware of issues with some email clients such as Outlook 7 which now ignores some accepted HTML coding like CSS. If you need help with your email design, we can design bespoke email creatives and templates for you or we have a variety of different email packages with hundreds of existing templates available to suit businesses who wish to manage their own campaigns.

- Give readers the choice of both HTML and text versions of your email. Also include a web version.
- Logo in the upper left corner is always a strong placement and make good use of the top 2 to 4 inches of your email design which is prime reading space.
- Keep your message short – keep scrolling to a minimum; and don't use lots of different fonts and colours. Maintain a good balance between imagery and text.
- Properly closed HTML tags. Poorly formed HTML often results in email messages being rendered in surprising and undesirable ways. Consider using an HTML validator such as <http://validator.w3.org>.
- Make your call to action prominent and clear so that your audience knows what to do.
- Make both images and text clickable and make sure you use Alt tags for your images as image blocking is common and many mail clients and mobiles will not display images as default.
- Don't use one big giant image as this may be mistaken for spam – always include some text.
- Make sure copy is easily scannable – readers won't read every word.
- Don't try to make your emails too fancy with Flash as it can be removed by anti-virus programs trying to protect email programs getting infected.
- Include an unsubscribe or opt-out link in the footer of every email campaign you design.

**"The low cost of email marketing means that anyone can do it. The secret is to stand out by being relevant and targeting the right people"**

#### 5. Channel customers through to an Action

The first hurdle is to get your customers to open and read your email – and this is the first important metric you get in your campaign reporting. Now you need to keep their interest and drive them to an action such as sending them to your home page or a basic product listing page, or whatever action you wish them to take. Tips for designing your email landing page include:

- Usually, every email campaign should have its own specific landing page or micro-site designed to convert 'click-thrus' into leads and sales.
- Only use content on the landing page which is relevant to your email campaign – try not to expand to other services or include too much generic company information – you would include a link on your landing page for people to access that if they wish.
- Mirror the landing page headline copy to your email campaign so that customers can quickly see the page is relevant and make the mental connection between the email and landing page.
- Make sure the most important information is displayed where it is likely to be read (at the top and/or to the left).
- Make your call to action prominent and clear so that your audience knows what to do next and are directed to the end goal.
- Make your call to action clickable. Clickable calls to action is a very important metric in your campaign reporting, and you can drill down to see which individual clicks on which call to action link allowing you to follow up.

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# Email Marketing: Primer

## THE PLAN

### Email Marketing Planning Guide (continued)

#### 6. Test before you send

It is vital that you test your email campaign before you send it out to customers or prospects. First impressions count and your credibility is at risk if anything goes wrong. You should send at least 5 test emails to yourself, and to various test email accounts, before you send your email campaign out to your customer list. Consider creating a formal QA test plan that tests:

- What the email will look like in the most popular email readers (Outlook 2003 AND Outlook 7, Hotmail, Google Mail, Yahoo Mail and Apple Mail) - set up as many test accounts with free email providers as possible and leave them in their default settings.
- That your images aren't broken.
- That you are not using words in the subject line that would be considered spam.
- That your unsubscribe link works.
- A way to ensure that your email doesn't have any of the obvious words or phrases that mean it is likely to get automatically sent to the junk mail folder is to use a free spam checker – there are lots available to choose from.

#### 7. Measure campaign success

Industry research shows that 42% of organisations do not know what their return on investment (ROI) was from their email campaigns. But for those that did, 61% said that email delivers ROI of 300% or more, while 30% reported that their ROI was more than 500%, an increase on last year's figure of 24%. So you can see, it is very important to make sure that you are monitoring key email marketing metrics such as;

- The number of emails delivered (delivery rate).
- Spam complaint and unsubscribe rates.
- The number of emails opened (open rate).
- The number of 'click-thrus' generated (click-through rate).
- Where possible integrate with your web analytics to assess conversion rates.

**"The beauty of email marketing is the speed by which you get results so it should be treated as the eyes and ears of the organisation's marketing."**

Ideally, each time you send an email, you want to increase the number of people who open and act on it. Analysing your campaign results will help you do this. Email clients such as Outlook won't help you track email results, manage unsubscriptions, or process and remove bounce-backs from your list so you shouldn't send your emails out using these. We can provide a sophisticated, fully featured yet simple platform to send and track all your email campaigns for you.

#### 8. Keep testing and improving

There is no such thing as a one-size fits all step-by-step solution for optimal success, so it's important to use your campaign results to modify and re-test your campaign – perhaps your subject line could be stronger or your landing page could be improved. Remember to only change one part of your campaign at a time so you can clearly see the effect that change has had on your results the next time you send your email. Other techniques include using A/B testing, where you run pilots with 2 different creative/content emails and assess the response rates for both of them.

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# Email Marketing: Primer

## THE PLAN

### Email Marketing Planning Guide (continued)

#### 9. Keep your email data lists accurate and up to date

However targeted your message and attractive and interesting your creative, your email can only be successful if you have an up to date, accurate opt-in data list to send your campaign to. A high bounce-back rate indicates your data list is out of date and a high unsubscribe rate means you aren't sending relevant emails to customers who want to hear from you. We can help build and manage your email lists for optimum results.

#### 10. Transaction and Integrate cross-channel and media

Transaction email is the basis of using automation in your online marketing. After the click, you start a dialogue with your client or prospect for after-sales or up-sell activities. This is a highly effective form of email marketing because it truly is one-to-one based on the relationship between you and the subscriber. To be successful, you need to define your business rules, set frequency limits, and remember the importance of response times. When developing the business rules, create a positive experience that reinforces your brand by looking at the process through the eyes of the customer. This technique can be used for the following:

- **Welcome Programs**  
Create an automated, (and personalized) welcome message when someone performs an action such as a download, purchase, sales enquiry, or registration.
- **Cross-Sell/Up-Sell Programs**  
*"Only 40% of retailers send a follow up marketing email within ten days of purchase, and very few of these are personalised"*  
You can create effective cross-sell and up-sell email campaigns using trigger-based actions based on your customers purchase or behavioural profiles.
- **Lead Nurture Programs**  
Create action-based automated triggers for your prospects that sends mail messages about their interests based upon their website behaviour.
- **Customer Satisfaction Programs**  
Create an automated message that is sent when a customer makes a purchase to elicit their satisfaction with the process or their experience.
- **Abandonment Programs**  
*"66% of companies in the UK fail to send emails to customers who have abandoned their shopping baskets."*  
Send an automated email when a customer abandons their shopping transaction, to establish why and offer an incentive to complete the purchase.
- **Win-Back Programs**  
If you haven't had a customer return to your site or make a purchase in six months or more, integrate a win-back email that entices the customer

**Many companies in the UK are failing to adhere to email best practices that would help them build strong relationships. Don't be one of them.**

Finally, numerous studies have shown that an integrated multi-channel approach, combining email with other marketing channels, such as social media or direct mail, increases overall campaign response rates and generates higher return on investment.

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# Email Marketing: Primer

## THE PLAN

### Email Marketing Planning Guide (continued)

#### SUMMARY – 10 POINT EMAIL MARKETING CAMPAIGN PLAN

- 1. Plan your email campaign strategy:**  
Determine your target audience, identify your objectives, set your budget and decide how to implement, track and measure your campaign.
- 2. Personalise and be relevant:**  
Ensure you send the right message to the right person to really see effective results.
- 3. Pay close attention to the subject line:**  
Your audience is 'time-poor', you only have a second to grab their attention; do not use words that identify your email as spam.
- 4. Campaign design:**  
Ensure your email can be viewed in all email clients and that you follow best practice to give alternatives to view by web or text only version.
- 5. Channel customers through to an Action:**  
An action signals interest, ensure that the action is aligned with the email message, make calls to action prominent and clickable – this allows you to identify which action an individual took.
- 6. Test before you send:**  
Do not risk your reputation without formal and thorough testing; test across various mail clients, remember Outlook 7 now renders mail differently and what used to work in Outlook 2003 may now look different.
- 7. Measure campaign success:**  
Continually measure results, strive to increase the number of people who open your emails and act upon them. Know what your return on investment is.
- 8. Keep testing and improving:**  
Use A/B testing and modify subject lines to get optimal results.
- 9. Keep your email data list accurate and up to date:**  
This allows you to ensure that you send relevant emails to the right audience.
- 10. Automate and Integrate your email campaign with other marketing channels:**  
Create welcome, win-back, cross-sell/up-sell, lead nurture, abandonment and customer satisfaction programmes; generate maximum return on investment.

**Two main reasons customers unsubscribe from email marketing lists is if the emails are not relevant or too many emails are sent**

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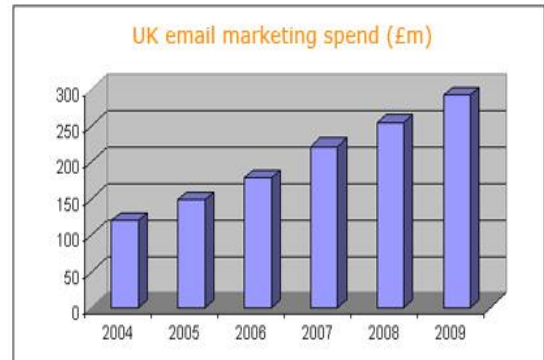
# Email Marketing: Primer

## TRENDS

### Email Marketing Trends and Statistics

#### Interesting UK Trends and Statistics (from various sources in 2009)

- Email marketing grew by 24 per cent last year to £274m, (Source: e-Consultancy).
- 40% of marketers using email marketing do not know if their email messages are being successfully delivered, (Source: Return Path, July 2009).
- 85% of companies that collect personal data from subscribers do not use it to personalize their email marketing, (Source: Return Path, May 2009).
- 79% of online consumers use email as their primary mode of communication, only 10% use social networks, (Source: e-Consultancy).
- 66% of companies in the UK fail to send emails to customers who have abandoned their shopping baskets, (Source: e-Consultancy/Adestra)
- The two main reasons customers unsubscribe from email marketing lists is if the emails are not relevant (69.79%) or if too many emails are sent (62.5%), (Source: Emailcenter UK, April 2009).
- Only 40% of retailers send a follow up marketing email within ten days of purchase, and very few of these are personalized (Source: dotCommerce via Econsultancy Blog, July 2009).
- 30% of UK email marketers required subscribers to double opt-in by clicking on an activation link in a confirmation email sent following sign-up, (Source: ReturnPath, October 2009)
- There is a huge disparity in open rates across industry sectors; The most opened are in Legal services at 57%, mid-table is Non-profit, Technology, Travel at 25%-28% and least opened are at estate agents at 10%, (Source: e-Consultancy).
- There is also a huge disparity in click-thru rates across industry sectors; The most 'click-thrus' are with Entertainment at 17%, mid-table is Non-profit, Education, Publishing and Legal Services between 4.5%-6.5% and least 'click-thrus' are Estate Agents/Property, Technology, Consulting and Travel at 3%-4%.
- Around 30% of survey respondents believed they had not subscribed to the marketing emails they received, (Source: Emailcenter UK, April 2009).
- 14% of recipients who wish to unsubscribe opt to report the email as spam rather than unsubscribe from the email list, (Source: Emailcenter UK, April 2009).
- 45% of companies that successfully delivered welcome emails to their new email list subscribers failed to include a special offer in the welcome email. (Source: Return Path, May 2009).
- 63.54% of respondents say that less than a quarter of the emails they receive are relevant, (Source: Emailcenter UK, April 2009).
- "Offers not attractive enough" was cited 46% as reason to not interact with an email. Followed by —security at 43% and Emails too long at 26%, (Source: Epsilon International via Econsultancy Blog, June 2009).
- Only 18% of companies know what percentage of their email budget is lost through non-delivery, (Source: e-Consultancy Email Marketing Industry Census, April 2009).



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## Email Marketing: Primer

### ABOUT US

#### About Heart New Media

##### ABOUT HEART NEW MEDIA:

Heart New Media work with companies from leading consumer brands to SMEs across many sectors including Retail, Travel, Finance, Professional Services and Local Government to ensure that their digital channels and marketing campaigns are seen, heard and engaged with.

The team collectively, have **decades of experience** having created solutions and managed projects on hundreds of strategy, marketing and website design projects in over 30 countries.

With Heart New Media as your partner, email marketing is the **easy, effective, and highly affordable way to get the right message, to the right people at the right time.** We will create high-impact, professional-looking emails—that get through spam filters and render correctly in email clients. And, most importantly, you'll build strong connections with your customers or members that lead to referrals, repeat business and enhanced loyalty.

Whether **you require a full-service solution or ad hoc support**, we can offer you that level of experience, innovation, creativity, tools and advice to get your campaigns up and running in no time at all.

- We can create highly visual, professional-looking email newsletters and promotions that **drive more traffic to your website**, landing pages or other calls to action with focused, targeted email communications
- We can help **build and manage your email lists**: create segmentation models, import existing customer lists, add names individually, capture contact information from website visitors or social networks, and source genuine opt-in prospects.
- With deliverability rates of 97%, we use our experience to get **your message in your customer's in-box** and not in the junk-mail or spam folder.
- We use analytics to **measure your email campaign results** such as open-rates, click-through rates, review new subscribers, opt-out subscribers and see who opened and clicked on each link so you can tailor your follow-up communications.
- Your own **dashboard to track campaigns**. See how effective the campaign is with your own real-time tracking dashboard.
- Send **automated or triggered personalized communications** to new sign-ups or people who acted upon your campaign, via auto-responder tools.
- We help you **stay connected with your customers** with confidence, knowing that Heart New Media will take care of getting your email delivered and keep you CAN-SPAM compliant

Discover how the power of Email Marketing with Heart New Media as a partner can help you better connect with your customers and strengthen your relationships with them. Call us now on 0207 193 1353.

#### Heart New Media's service offering includes:

- Email Marketing
- Online PR & Social Media
- Mobile Marketing
- Online Advertising
- Search Marketing
- SEO & CPC
- Interactive Media Design
- Blogs & Communities
- Website Design & Development
- Content Management
- eCommerce Solutions
- Hosting & Domains

- **We will value and respect you as a customer**
- **We will deliver when promised**
- **We have the experience of over 400 projects**

#### Great talent, focused project management and superior customer service.

You will work with an experienced and professional team backed by the experience of hundreds of projects in over 30 countries.

We understand how to design and develop the optimum creative and marketing solutions to get the right message, to the right people, at the right time.

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