

Key Components to Successful Email Strategies

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Email marketing is a mature and well-used approach for business promotion through emails. It is inexpensive, can be accomplished without difficulty and provides a first-rate impact to your promotional campaign. Knowledge and understanding of the successful email marketing strategies and their upshots can aid you in having a more targeted and unbeatable email marketing campaigns with an increased probability of success.

Benefits of email marketing include:

- Low cost
- Easily implemented; Not a major burden compared to other marketing avenues
- Offers viral networking support
- Brings viewers closer to purchasing
- Gives businesses a better understanding of how to improve

There are several key components of email marketing that require your serious consideration in order to assist you in achieving your objectives and generate leads for your business. These techniques may be used with

- 'regular' email systems such as Gmail, or
- Email Marketing tools such as Constant Contact or Hubspot. Some email tools enable tracking of your results to help you improve your communications with your potential customers. For example, Constant Contact lets you see which links were clicked on. Hubspot offers the same, with additional tools for keyword

analyses and search engine optimization of your content, to bring your business more success.

Contact us at dahlia@dahliawebdesigns.com for a free complimentary setup of your free trial of Constant Contact or Hubspot.

➤ **Adding Share Buttons:**

It's imperative to add social sharing buttons to your marketing emails. Brands that merge email marketing with social sharing can reach to more prospective audience and add to the efficiency of the campaigns. For example, if you send an email to 200 contacts, you have at least 200 potential ambassadors of your brand that will create awareness of your services or product, which consequently affects your overall revenue.

Recent statistics have shown that emails having social share buttons benefit from the Click-through Rate (CTR) up to the whopping level of 115 %.

Facebook is known to have been included in 91% of the emails, hence stands as the top acknowledged sharing option. **Twitter** follows the second place with the addition of 46% in the emails; **LinkedIn** is not all the rage and only included in 8% of the emails. This is an image of a newsletter with social sharing buttons:

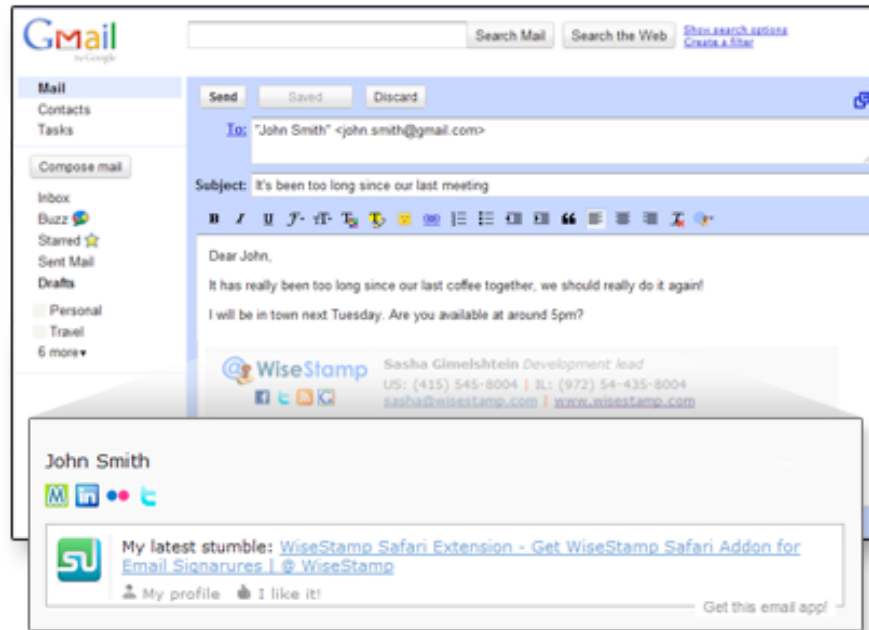


➤ **Email Opt-in / Opt-out**

- **Email Opt-in**- There is an email opt in list, the visitors on your website actively opt in and select to have updates from you via emails. This is mostly done through checking a box while they register or buy. You may also put up a special sign up bar on your website. The visitors will enter the email id, show consent upon getting emails from you and then submit the information. The *primary advantage* of this opt-in list is that customers keenly want to receive the information from you. So you create an active, receptive email list that you can further use for more targeted marketing.
- **Email Opt-out**- This is sometimes referred to as “Negative Consent”. While your visitors register or buy on your website, there is a tiny piece of information which states that by taking this action they have agreed to welcome emails from you. The visitors might opt-out later and leave the mailing list; this option must be offered in order to give current subscribers the choice to stop receiving your emails. You may ask them why they want to unsubscribe so that you can follow up on any issue they may have, and in turn improve your services.

➤ **Quick Links:**

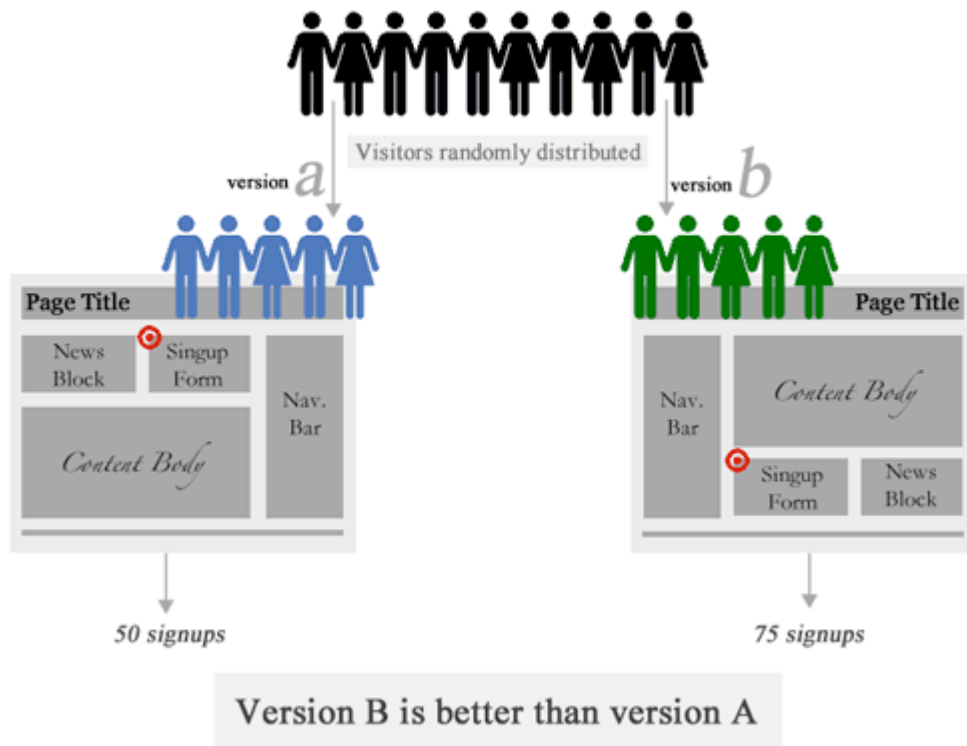
These are the links which will direct your contacts to the respective pages of your website that follows up with the call-to-action stated in the email. You can add in the links to articles related to your brand or testimonials posted on your website by previous patrons. The statistics generated by viewing these links will enable you to understand what your viewers are most interested in. These links may generate qualified leads for you that may be converted into sales later on. Quick links in an email can be presented as shown:



➤ **Enabling A/B Testing:**

This is an important part of the successful email marketing strategies that enable you to increase CTR, subscriptions and sales. By having 2 types of links, images, or titles, you will see which one your viewers may prefer. The links or titles could have different images or text. Which one resonates with your viewers? Your statistics will tell you.

For example, by just changing the headline from “Best pampers for your child” to “A comfortable sleep with Happy Nappy”, this brand increased their conversion rate by 95%. The email content deployed by A/B testing may contain minor or drastic changes; these changes will facilitate you to understand what will bring a more positive reaction from your potential customers. A typical A/B testing result looks like the image shown below.



➤ **Formatting the email:**

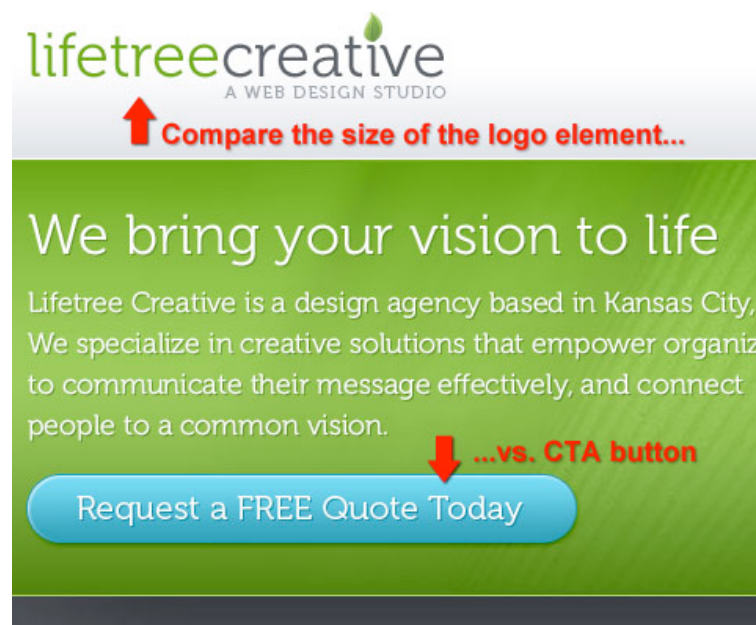
- **Be brief**- Length of the email is one of the things that is commonly overlooked by the marketers. Your readers are busy; their attention span is brief. If they cannot read your entire message, you may lose their click-through to your opportunity. Therefore, your email should be to the point, precise and focused on compelling them to buy your product or order your services.
- **Tell benefits, not features**- You need to convey the benefits associated with your service or product. Statistics revealed that 80% emails only explain the features they offer, instead of the benefits.
- **Clear and Eye-catching subject lines, titles**- The subject line of your email marketing copy should be very clear, self explanatory and striking. If you have produced a well comprehensible subject

line then you can *also* make it funny or catchy. But NEVER compromise the clarity for entertaining titles. Statistics have shown that a title such as “10 great things to do this week in Main Street USA” succeeds much better than “Things to do in Main Street”

➤ **Call to Action:**

Successful email marketing strategies cannot be reckoned as such without a persuasive Call to Action. It is a crucial part of email marketing.

- **Ensure what you want** - You have to decide what action you want your email subscribers to take, whether they should download a whitepaper, buy your product or service; your message has to be easy and straight-forward for your audience. If your call-to-action drives a complex impression, you will not receive fruitful results. Remember to position your call-to-action clearly for your viewers to see the value of your email. A convincing call-to-action can be like:



- **Use actionable vocabulary-** You can add in different verbs to make it trouble-free for your subscriber to grasp what they have to do, for example, Take, Download, Follow, Purchase, etc.

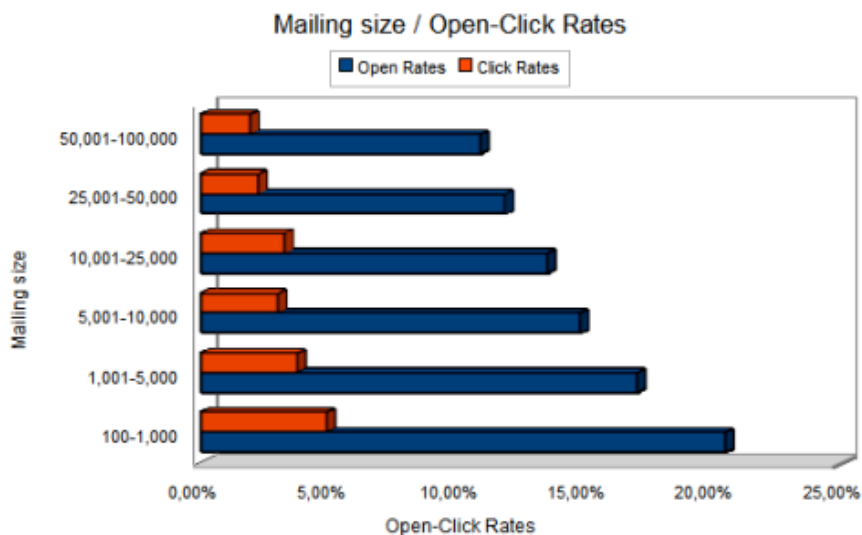


➤ **Segmenting your audience:**

It is a well-adopted strategy by email marketers. Your product or service caters to different people with different needs, so in order to establish your brand at a strong position, you have to identify the difference and segment them. By following this strategy your email reputation will improve and you will be able to target the selected audience with the right marketing email.

➤ **Analyzing your results:**

As soon as you are done with the campaign, you have to take a look at the overall results i.e. the CTR and the open rates. Though any exact number cannot be given for CTR as it depends on how well you power your subscribers to take an action. However you can expect the open rate to be between 20%-60%. If the open rate falls into the category of below 20% then it calls for the proper planning of your strategy.



❖ Email marketing may increase your sales and builds your loyal customer base while reducing the costs for you. Samples that you can include in your email marketing messages are the following, which combines to form a valuable strategy to succeed in email marketing strategies.

- ✓ Relevant information
- ✓ Feedback from satisfied clients
- ✓ Free trial period
- ✓ Discounts/ Buy one get one free offers
- ✓ Credible reporting to your area of specialization
- ✓ Updates of new products/ services
- ✓ Flexible payment options.