

5

Tips to
**Master
Email Marketing**



E-mail Marketing

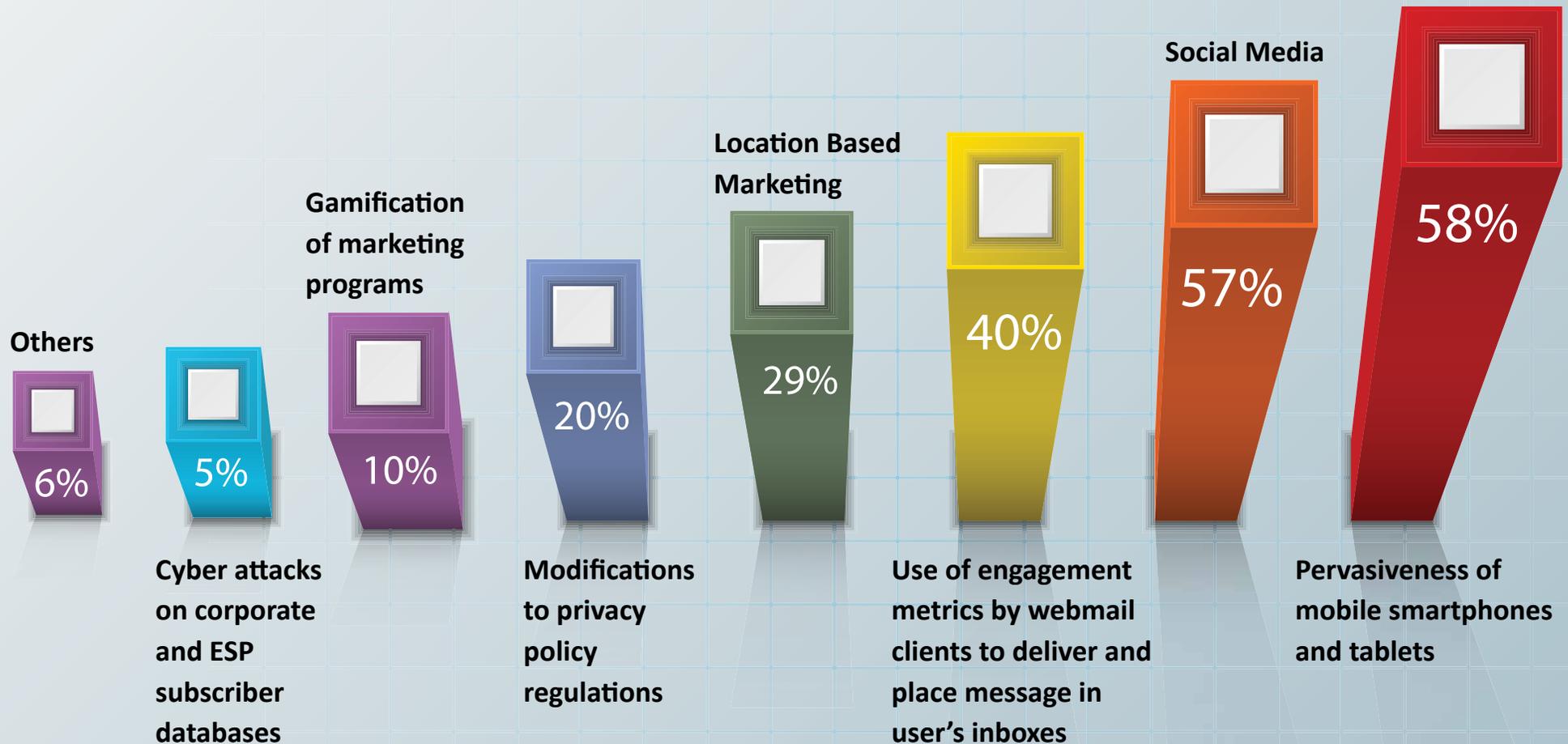
5 Strategies for Mastering Your Email Marketing

Today, email marketing is one of the major catalysts of generating more leads. When done correctly, ROI from the email marketing can yield the highest as compared to other marketing channels online. [The ROI of email marketing campaigns](#) is good and, it is around 119% on average. Besides that, it does not burden businesses with high implementation costs.

According to MarketingSherpa 2013 [Email Marketing Benchmark Report](#), email continues to endure, and even thrive, under such scrutiny, continually proving its worth through better delivery practices, more advanced design, and strategic integration with other channels.

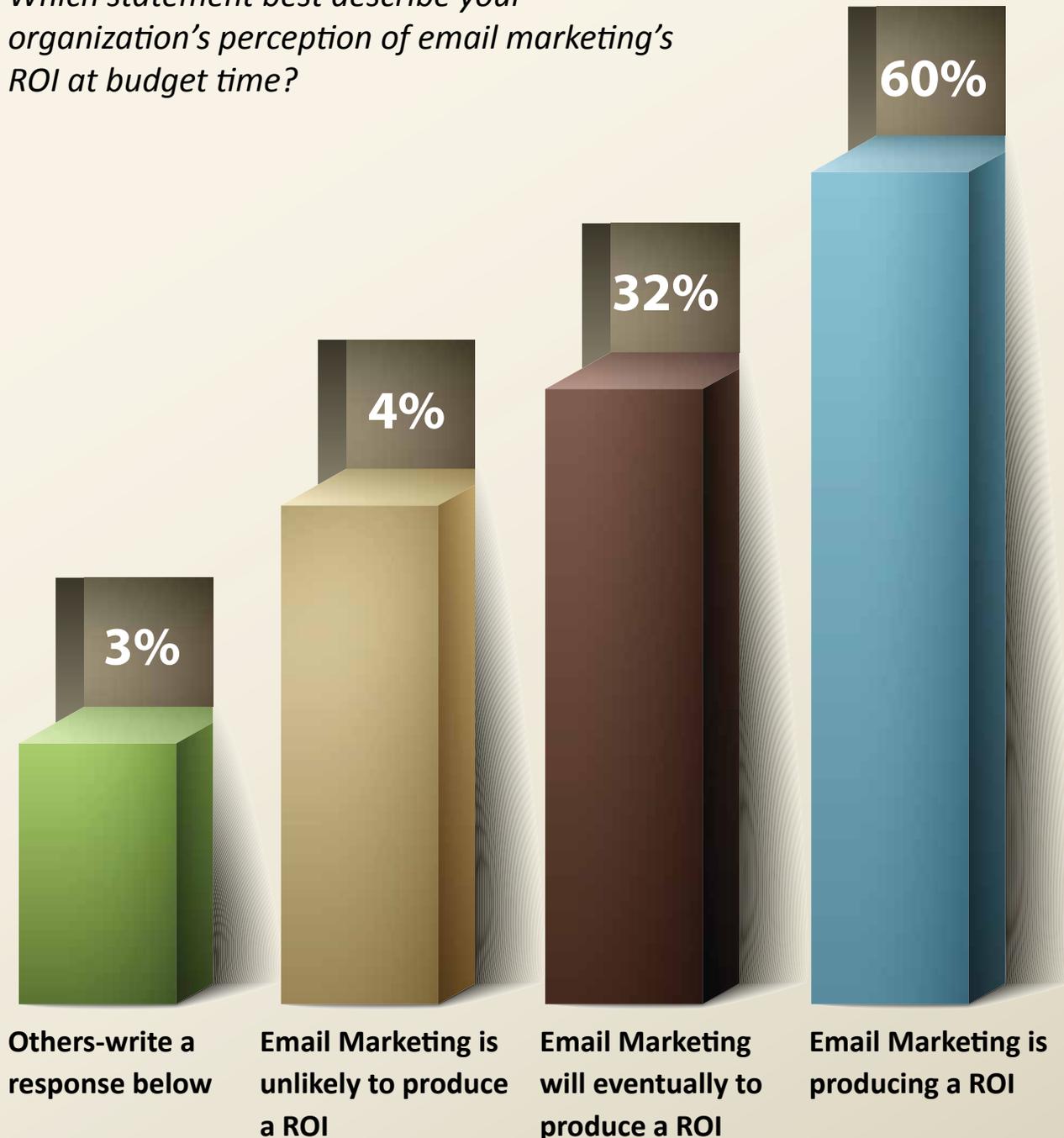
Email is no longer limited to computers and workstations

What new development will affect your email marketing program in the next 12 months? Please select all that apply.



Email producing ROI, which is affecting Budgets

Which statement best describe your organization's perception of email marketing's ROI at budget time?



But, as the cost of doing business is too high, planning your email campaign without understanding your customers, competitors, and the marketplace in which you operate can break your campaign. Whether you are releasing a new product, launching a new campaign, or exploring new market opportunities for more sales volume, you need to make informed decisions about your email strategy to gain better results and ROI. With an organized approach of email marketing, you can achieve better emails open rates, reach your customers timely, and increase business revenue. There are certain factors that can help you get the most from your campaign. In this paper, we are sharing 5 strategies to help you master in your email marketing campaign.

1. Know what do you want Email Marketing to do for you

Determine what you want to achieve from your email marketing campaigns. Accomplishing softer marketing goals? Attract new customers for new leads and inquiries? Generate more traffic to your website? Or, influence purchase decisions?

So, it is important to Analyze the impact of the message. How it is going to influence your customers and prospects for more buyings.

How to do

- Discover the component of your email marketing that will truly deliver better returns
- Build a compelling copy with user friendly template addressing this objective
- Provide valuable information, incentives to improve response from occasional users, and customers.
- Analyze how demographic or geographic differences can affect your campaign

This will not only enhance the control and credibility of your email marketing strategy, but can also prevent your company from making the right strategic investments to improve results over time.



2. Segment your market

Take into account the current marketplace, such as competitors, potential clients, and the segment where your potential customers are most active.

Classify primary targets and secondary targets for your marketing strategy, considering company goals, needs, past use of email marketing techniques, and key issues facing management.

Decide key winning goals of your email marketing efforts. And then develop tactics and craft them into a strategic, coordinated marketing mix to achieve greater collective results than any one tactic alone.

How to do

- Start by picking the most valuable and relevant contacts
- Consider about customers' location, age and interests
- Segment your customers who have recently purchased something from you
- Keep your contacts clean and update it from time-to-time

Include the information you get from your customers through their feedback so make your segmentation more relevant. Focus on what makes your customers happy and satisfied.



3. Focus on Lead Generation

The real value of email marketing comes from lead generation. Instead of focusing on just the content copy, attract prospects with those scenarios that are relevant to their interests, and have the capability to generate more leads for sales volume.

According to MarketingSherpa, the most used lead generation tactic is email marketing, with 81% of respondents citing it as the most effective channel.

A totally disoriented and different email marketing strategy which has nothing to do lead generation would be totally a waste of time. Your email communication should serve the lead generation techniques not just traffic surge.

How to do

- Give value to each email subscriber
- Build your message in the right context and easy-to-understand way
- Provide clear call-to-actions to effectively and quickly drive your subscribers to fill up the contact forms
- Keep your forms simple to help your prospects quickly fill them up
- Place your forms at suitable place such as near customer testimonials and recent press stories



4. Multi Platforms Capability

Today, we have more choices in devices and platforms than ever before. Your customers may open your email from anywhere and any device. Thus, you should keep it in your mind in order to be truly relevant in the current scenario. From lead nurturing to email campaign, you need to take into account customers' experiences across multiple channels and platforms. For example, if any buyer has just checked your offer through email, but what about if he wants to share his experience on social channels. Your exclusive set of marketing strategy should facilitate the users the way they interact with your company. This type of question should be brought into picture while building the strategy.

How to do

- Optimize your message for mobile devices and tablets
- Build or test different frequency to diverse segments
- Re-consider your metrics to effectively optimize your strategies

With deep understanding the growing new channels and platforms, your business can reach and engage with more audiences, acquire and retain customers, and drive more revenue in the new multi-platforms world.



5. Analyzing Campaign Success Metrics

A flexible, realistic email marketing strategy is one thing but effectively integrating it into future marketing campaigns is also equally important. Your current marketing plan should enable you to evaluate the effectiveness of existing email campaigns against the goals established in the plan phase and then use that information to improve future campaigns.

How to do

- How your customers are responding to your current email campaigns?
- What is open rate and click through rate?
- Form conversions, and revenue.?
- Did you achieve your set goals?

These all questions are important which need to be covered in your strategy. An effective way to analyze the bottom line impact of your email campaigns is through analytics and metrics. With deep examination and analysis of the reports and metrics, you can refine the components, and improve the existing campaigns, and execute the new campaign more successful.



Conclusion

When you gain an ever more accurate picture of customers' wants and needs, it leads to more effective campaigns over time. Thus, define your email marketing plan in such a way so that it can be deployed in stages and can also be improved over time for better outcomes. If your brand is managed for quarterly results, bring the flexibility in your campaign that will help increase sales volume. You should give deep consideration to the long term objectives but keep your current email campaign tuned according to consumers' current needs and wants.

Many people think of email marketing, and the Inbox, as an effective part of online lead generation and nurturing, and it is. And when you add marketing automation to it, it becomes even more complete solution.

Marketing Automation enables you to build automated lead nurturing campaigns bringing into practice multi-step email functionality and analytics, the lead scoring engine, and prioritize your message for more sales productivity. So, use these tips to streamline your campaign according to your consumers' needs, so that a one-time email can instantly influence a purchase.



About ShowMeLeads Inc.

ShowMeLeads Inc. is a Global CRM and Marketing Automation Consulting firm that helps companies to build predictable pipelines and improve revenue faster by implementing best practices. We combine in-depth marketing knowledge and experience with visionary technological expertise to help companies deploy CRM systems and Marketing Automation systems like Eloqua, Pardot, ActOn, Marketo, Exact Target and Salesforce.

www.ShowMeLeads.com



info@ShowMeLeads.com