



Email Marketing Helpful Hints

As your email marketing partner, all of us at Dynamic Messaging would like to welcome you to the world of engaging your customers in a new and effective way...**Permission Based Email Marketing!**

This application will allow you to create and maintain your list of email addresses, create and deploy your email campaigns as planned, and taking further action with your customers based on results.

Permission Based Email Marketing

Many times the first thing people think of when you mention email marketing is “spam” or “spammers”. The reason for this is that we all experience spam every day and at the least it is annoying. A simple definition of spam is an email sent without the permission of the party receiving it.

The CAN-SPAN Act lays a clear foundation for a clear differentiation of “spammers” from permission-based email marketers, the main point is you must have permission to engage or contact a customer with email.

Email List Development & Ongoing Management

We have established that receiving permission from your customer to send them email is the first step towards a successful, law abiding email marketing campaign. How do you go about building your list and getting permission?

In summary, however you communicate today with your customers is an opportunity to build your list. If you are on the phone with them, ask for their email address and get permission to start sending them emails. You can gather email addresses from a signup form on your website, at trade shows, customer events, at the point of a sale or through a direct customer mailing or phone campaign.

The main goal is to build a list of subscribers that want to get your email. Even if someone is your customer it doesn't necessarily mean they want you to send them email. You must ask them and act accordingly.

It is important to include as many customer attributes as possible when you build your list. Customer name, type of customer, address, state, etc. are a few attributes that make sense. Our email marketing application allows you to deploy personalized email to customers based on their attributes. For example, each email could be personalized by their name “Dear Bob Jones” if that information is in the list. Additionally, if you have one type of customer that buys a specific product from you and another that buys something else, you can segment them in your list and send them different email content. As in any marketing effort, the more specific you can get to the need of the customer, the better your results will be.

Deliverability is the Key

After permission and list development; the next key factor is deliverability. The main goal is to make sure your customer receives your email in their inbox. It sounds simple but; it is not. Every time a company sends out a large quantity of email, it is evaluated by the ISP list quality filters, like aol.com, yahoo.com, etc. These filters are used to identify companies that are sending out too many emails to addresses that are invalid. These messages “bounce” back to the original server, which is why they are called hard bounces. Filtering can start at the bounce rate of just 10% at many ISPs, when this happens, the ISPs start to question if the sender is a spammer or not. This is a situation all legitimate companies want to avoid.

Be sure to maintain a clean list:

-This means to make sure to remove bad email addresses from future campaigns and to promptly remove people who unsubscribe from your internal lists. If your list is stored on the Exact Target server, unsubscriptions will automatically be taken off. If it is a hard bounce, those will stay on your list for 15 days, and you should actually, manually remove them. Keep in mind to update the lists on your company database, also.

-No matter how hard you work at sending quality relevant email, some people simply will not want to receive your email any longer. An average email list will lose 30% of its names each year due to subscribers changing email addresses. To stay clean, monitor your bounces on a regular basis and remove bad addresses from your list after every campaign.

In the age of CAN-SPAM, it must be easy for users to manage their subscriptions and unsubscriptions. Our email application meets this requirement through the profile management form. This enables you to stay compliant with the 10 day unsubscribe removal period mandated by CAN-SPAM, while still offering another option besides unsubscribing from all your publications. The profile management feature allows them to pick and choose what emails they prefer to receive, for example: monthly newsletters, product updates, etc.

Getting the Customer to Open Your Email

Even the best planned email campaigns rarely achieve an open rate of over 30-35%. This means the majority of people simply will not open email every time and fighting for inbox appeal is very important. You must do things that will make your email look more appealing to your customer to open, versus the dozens of other email they have in their inbox.

Here are some helpful tips for getting your emails opened:

Send Highly Valuable and Highly Relevant Emails. If your email contains an offer or information that your customers feels is valuable or relevant, the chances of them opening your email greatly increases. If they receive from you what they were expecting you to send them, they will be more inclined to open and read your email. If for a product example, they expected you to send them information regarding heavy trucks and you send them information about light trucks, they will lose interest in your emails and open them less often.

Earlier we covered list attributes and segmentation. By utilizing these features you can improve the relevance and therefore open rates by your customers.

Set Content & Frequency Expectations:

Nothing can trigger a subscriber's dissatisfaction like continued emails that do not meet the expectations in terms of content and frequency. Don't promise one thing and do another. Don't promise a monthly newsletter and send a weekly product promotion. That is a real turn off! In a recent survey, 65% of men and 56% of women define spam as "email from a company that I have done business with that comes too often."

Use a Recognizable and Consistent "From Address.":

Before even opening your email a customer has to recognize you, your company name and your publication; remember that they requested your email. If they don't recognize you, they may mistakenly report you as a spammer or simply not open your email. The email "from address" is the first thing email recipients look at when deciding if they should open a message. Make sure they can easily tell it is coming from your company.

Experiment with Subject Lines

You should keep your subject lines under or around 30 characters. Within our application you can also personalize the subject line; *John, Your ABC Newsletter has Arrived!* Experiment with different subject lines to see which entices recipients to open your email. Another marketing tactic is to send an email out, anyone who has not opened your email in the first 4 days, take that list of un-opens, change the subject line and resend it. It will appear to the recipient to be a new email and it may entice them to then open it. You will in most cases double your open rate by using this tactic.

Timing of Email Deployments

Each market is different, but think about who you are sending your email to, if they have office hours, you might want to consider a 6 am deployment so that the email is listed first in their in box for that day. If you are going to a consumer, a Friday or Saturday works out well, because they can open it at home when they have free time. So think about the market you are going after and when you think they might be at their computer to open your emails.

Ask to be Placed in the Address Book or Safe Senders List:

Companies have many kinds of email filtering techniques in addition to what AOL, Yahoo, G-mail, Hotmail and Outlook do on their own. Once a sender's email address is placed in the recipient's address book, all of the filtering is stopped and your emails will continue to reach the inbox with images and links intact.

Avoid Spam Words:

Systematically scanning email subject lines and body content is the most widely used filtering methods among ISPs to determine spam. Avoid overly promotional words and phrases, (like "free") multiple exclamation points (!!!), ALL CAPITAL LETTERS and very large text. Our email application has an option to test each email you are about send for possible spam words. Be sure you take advantage of this feature. It is located right before you deploy your email called, "content detective". It will instruct you as to what you need to correct.

Teamwork Will Lead to Your Success

Dynamic Messaging will further assist you to learn how to effectively use the email application, monitor your progress, provide strategy consultation and be there on an ongoing basis to help. You are not alone!

Thank you and we look forward to working with you!
Dynamic Messaging, Inc.