



EMAIL MARKETING GUIDE

analytixmedia

MESSAGE RECEIVED:

E-mail Marketing Guide
For Small Businesses

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EMAIL MARKETING: AN OVERVIEW

Chapter 1

FUN FACT

Email marketing campaigns have as much as

95 TIMES HIGHER

RETURN ON INVESTMENT

than direct mail campaigns!

Since the earliest days of online marketing, businesses have used emails and news letters to appeal to their existing customer alerting them on specials and sales, new promotions, and business operation updates.

Just like EDDM that preceded email marketing, email campaigns assist businesses with delivering their message directly to the customer with a higher rate of success than standard EDDM marketing. All while cutting down the cost of exposure to a small fraction of old-school direct mail advertising options.

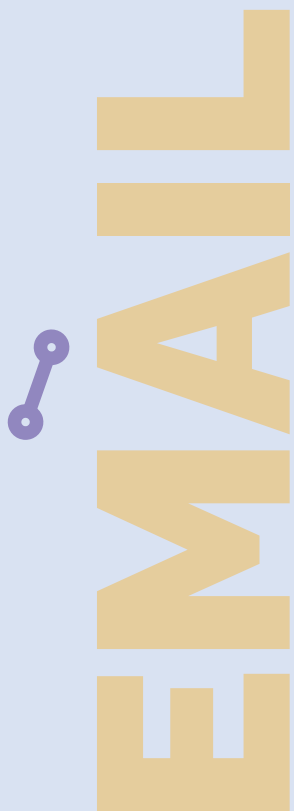
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WHY USE EMAIL MARKETING

Chapter 2

Email marketing gives consumer a unique opportunity for immediate action, direct contact, or call. Email marketing is an excellent way to deliver your brand directly to consumer's phone, computer, and other devices.



Immediate Action

Advertise special events, promotions, and short term sales.



Direct Contact

Unlike with the website update, you're guaranteed your emails will reach your consumers.



Generate Leads

Prompt recipients to contact your business regarding new product or service you are offering



Branding

Keep your company logo, name, and message at the forefront of your customer's minds.



Reach All Devices

Emails can be accessed across all devices - desktops, tablets, and mobile devices.

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IMPORTANT INFORMATION ABOUT LISTS

Chapter 3

WARNING: Please be aware that we cannot - and we highly recommend you do not - send emails to unverified lists.

There are several different laws that guide the use of email marketing for commercial activities. It's the CAN-SPAM Act in the US, and the CASL Laws in Canada. These laws govern a number of conditions must be followed with each email campaign to avoid weighty fines.



The CAN SPAM Act of 2003



What to look for:

What consumers can expect from legitimate e-mail marketing

The "From" line accurately and clearly reflects the sender or initiator of the e-mail.

The "Subject" line makes it clear that the e-mail is a commercial advertisement.

Message content is consistent with the text in the "Subject" line.

From: Customercare@goodretailer.com
 To: Your_email@emailaddress
 Subject: Post Holiday 50% Off Sale at Good Retailer!
 Message: **Post Holiday 50% off Sale!!**
 Good Retailer would like to take this opportunity to inform you of our Post Holiday 50% Off Sale! You can save 50% on any and all items in stock! Visit goodretailer.com for more information.

Men's apparel 50% Off | Accessories 50% Off | Women's apparel 50% Off

To contact Good Retailer, please write to:
 Good Retailer
 5555 Real Street
 Real City, Real State 55555

If you received this message in error or do not wish to receive any more e-mail from us, please send a reply message with "REMOVE" in the subject line to: remove@goodretailer.com

Message includes the sender's valid postal address as a means for the recipient to contact the sender. DMA requires an actual street address.

Message includes a working return e-mail address as a way for the consumer to decline to receive further commercial e-mail from the sender. A working link or other electronic way for consumers to request removal is also acceptable.

What to look OUT for:

On the other hand, what consumers get from illegal spam

The "From" line is ambiguous, does not clearly identify the sender of the e-mail and is most likely not a valid return e-mail address.

The "Subject" line is misleading and does not make it clear that the e-mail is a commercial advertisement.

Message text is not consistent with the "Subject" line of the message.

From: Hzyigile@1efjzyqiw.com
 To: Spamvictim@emailaddress
 Subject: I got your message!
 Message: **Get a free insurance quote now!**
 Our records show that you are in need of better insurance coverage. Click [here](#) to get a free quote now!
 Call us now at 1-555-insured

Message does not provide a valid postal address as a way for the recipient to contact the sender.

Message does not provide any way for the recipient to decline to receive further commercial e-mail from the sender.

REPORT ILLEGAL SPAM:

Federal Trade Commission: uce@ftc.gov
 State Attorneys General: http://www.naag.org/ag/full_ag_table.php
 US Department of Justice: <http://www.usdoj.gov/spam.htm>
 Food and Drug Administration (medical fraud spam): webcomplaints@ora.fda.gov

HOW TO GET EMAIL CONTACTS

Chapter 4

The success of your email campaign is conditional to one crucial factor: a quality email list. But where do you get these lists from? Do they magically materialize from thin air? Sadly, no. You will have to develop a tactic to collect email addresses to send to existing, prospective, and qualified recipients in order for your campaign to succeed.

"43% OF COMPANIES GET CUSTOMERS THROUGH THEIR BLOGGING EFFORTS"

6 TIPS TO BUILD EMAIL LIST



Prior Purchases

Existing clients are more likely to use your services again.



On-site Sign Up

Lead capture form that promises valuable sales & intensives.



Blog Posts

Lead capture form that notifies customers of new valuable blogs.



Social Media

Encourage your following to sign up to receive valuable insights.



Run a Contest

Offer a small reward to encourage customers to join email list.



Analog Methods

Put out a sign up sheet in the physical location of your business.

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GENERAL CAMPAIGN IDEAS

Chapter 5

First, you will have to brainstorm an idea that entices your customer to read your content and follow through with your Call To Action. It is crucial to devise a campaign that provides valuable information and insights to your customer, and does not just sell your product or service.

These are few basic campaign ideas to consider when planning our your next email marketing campaign:

PRODUCT REVIEWS

Encourage your customers to review their recent purchase or service. This action encourages customers to return to your site for additional purchases, as well as help you rank higher with review sites

RETARGETING

It's always a good idea to target customers who showed interest, made a purchase or visited your site in the past. You can encourage them to leave a review, show top-selling products, or offer additional services.

67% OF SHOPPERS

are influenced by social media reviews and comments

FOLLOW-UP CARE

Connect with your clients by sending follow-up offer, suggestions, additional accessories, maintenance or care tips, recommendations or related prod-cuts. Your customers will sure appreciate personalized attention.

SPECIAL SALES

Most consumers look for sales, specials and other incentives to make a purchase. Capitalize on all major and targeted holidays, that relate to your business and stand out with a unique and entertaining appeal.

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GREAT CONTENT FOR EMAILS

Chapter 6

5 CONCEPTS OF SUCCESSFUL EMAIL CAMPAIGN

01

IS MY CONTENT COMPELLING?

Your content should reflect the culture of your brand. It should interest, engage provide value.

02

HAVE I INCLUDED CALL-TO-ACTION?

Every email should include a clear CTA/next step your customers can take. (E.g. "shop now!")

03

IS MY CONTACT INFORMATION INCLUDED?

Don't forget to include your email, phone number, website, or address your customer can reach you!

04

DID I LINK MY SOCIAL MEDIA ACCOUNTS?

Be sure to add social media buttons so your customers can connect and follow your brand!

05

IS MY MESSAGE CLEAR?

Make sure your email is clear and to the point, to avoid confusing or frustrating your customer.

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EMAIL SUBJECT LINE BEST PRACTICES

Chapter 7

Fun fact! Email subjects are undeniably even more important than the content within the email itself. A dull, salesy or disappointing subject line can almost guarantee your email will go unread, no matter how engaging the content is.

So what makes an impressive subject line? You must come up with the ideal opening line to pursue the recipient to open the email and look through the content. It's helpful if the subject line is reflective of the content within the email. Whatever you use in this space should be fascinating, concise, and to the point.

SUBJECT LINE DO'S & DON'TS

Do's



Utilize preview text

To create more interest and persuade recipients to read further.



Optimize for mobile

Mobile devices show even less characters, make sure recipients will see the important parts.



Be true to your message

Recipients should know what they are getting before opening your email. If you're misleading, it will not be read.



Use emojis

Subject lines with emojis have higher open rate. Many ESPs support emojis in the subject lines.

Don'ts



Make long subject lines

It's always a good idea to keep subject lines under 50 characters.



Use "FREE" or "BUY"

Certain words like "free", "buy", or "last chance" in your subject line can flag your email as spam.



Use full caps

Subject lines in full caps are more likely to be sent to spam folder.



Include name in subject

You most likely won't have everyone's name in your contact list.

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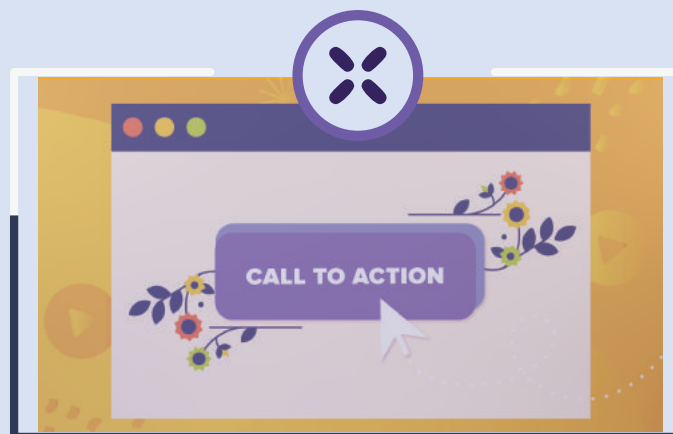
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INCLUDING A CLEAR CTA

Chapter 8

CTA stands for "Call-To-Action", which means that a part of your content encourages the recipient to take next action. It could be as simple as a line of text asking your customer to read more or call/email you back for a to receive additional information on new product or service, or as complex as promotional button that takes readers to the landing page to purchase new product, download free guide or watch a video. The point is for CTA to be clear and enlightening, telling your audience what to do next.

Appealing to your audience and getting them to click on links in your email, is the point of any successful email marketing campaign. A clear CTA will be the determining factor of your campaign, and allow you to measure the success through conversion rate.



Think of CTAs as the worms for fishing. Your degree of successful fishing venture (email campaign) will depend whether or not it is baited with worms (clear CTA). It is a common knowledge, that baited hooks catch more fish than unbaited ones.

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HOW TO APPEAL TO YOUR RECIPIENTS

Chapter 9

CTA's won't always achieve desired results if prospective recipients are not encouraged to open your email and follow through with the campaign objectives. One part of that is to ensure that you generate an attractive subject line that encourages your readers to open your email. Another part, is offering discounts and sales incentives. This is especially effective if you offer them with a sense of exclusivity or urgency (e.g. limited time offer, coupon valid for a set number of days).

Slow selling items

Entice clients to have more items per transaction by offering a discount on additional items if they purchase last season's or slow selling items.



Abandoned Cart

Offer a special discount for items users added to their cart, but did not purchase to help overcome initial reason for abandoning.



Cross-Promotion

Use your email to promote social-media or on-site promos, driving customers to landing pages for more details about special deal & discounts.



Add Value

Plan an email that promotes related products or services and offer a special discount in order to encourage customers to make another sale.



Location Targeting

If your database contains your customer's location, adjust your email headline to use their location for personalized content.



Personalization

A customer is much more likely to open an email addressed to them by name than just a "Dear Valued Customer".



Resupply Notification

If you offer replenishable products that customers buy regularly, automate your emails to go out regularly to remind customers to restock.



Out-Of-Stock

Send customers a quick alert anytime you refill your hot selling items to entice customers make additional purchases.



Short Inventory

If you have items that are in limited supply or being discontinued, email your customers a reminder to make the purchase before inventory is gone.



Seasonal Awareness

Seasonal campaigns are excellent way to attract customers. Planning a late fall campaign can hit your customers just as they think of winter months.

ANALYTICS: HOW TO USE THEM

Chapter 10

In order to view your campaign performance and improve future campaigns, you can utilize many marketing and analytics tools. Google Analytics is one of most common tools that provides advanced analytics data points which assist you in determining what went right, and where you need to make improvements for your future campaigns.

Below are few examples of the data you can acquire from these statistics:



OPEN RATE

The open rate will provide you with indication of how many recipients received and opened given campaign. If your rate is low, it may be an indicator that your list is of low quality or your email is getting flags as spam.

CLICK RATE

Click rate keeps a track of how many recipients clicked CTA links. Click rate is usually significantly lower than open rate, running between 2% and 4% on average.



BOUNCED

This metric keeps a track of people who provided you with invalid email address or are no longer working with their organizations.



UNSUBSCRIBED

This indicates persons who no longer want to receive your emails. It is important to respect customer's wishes and refrain from sending emails to them in the future.

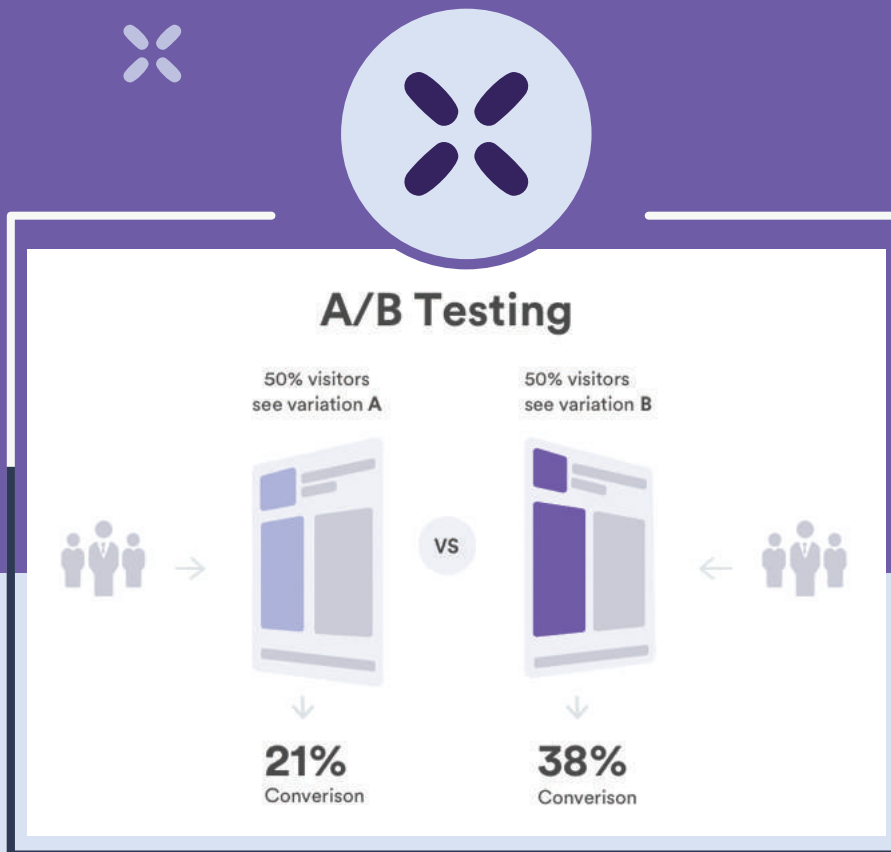


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A/B TESTING: HOW TO USE IT

Chapter 11



A/B testing is an act experiment with two or more variants of a page, email, or display ads, shown users at random, and comprehensive analysis used to discover variation that performs better for a specific goal.

It's very much like a visit to an optometrist, where he will present you with a variety of lenses, while you look at the eye chart and ask which lens provides the

When you use A/B testing, you are testing two different approaches to a pool of prospective buyers. In order to efficiently perform A/B testing, you compose two emails with different content, formatting, or subject lines. During the initial set up of your campaign, your list will be split into two segments, each of which will be receiving email A or email B.

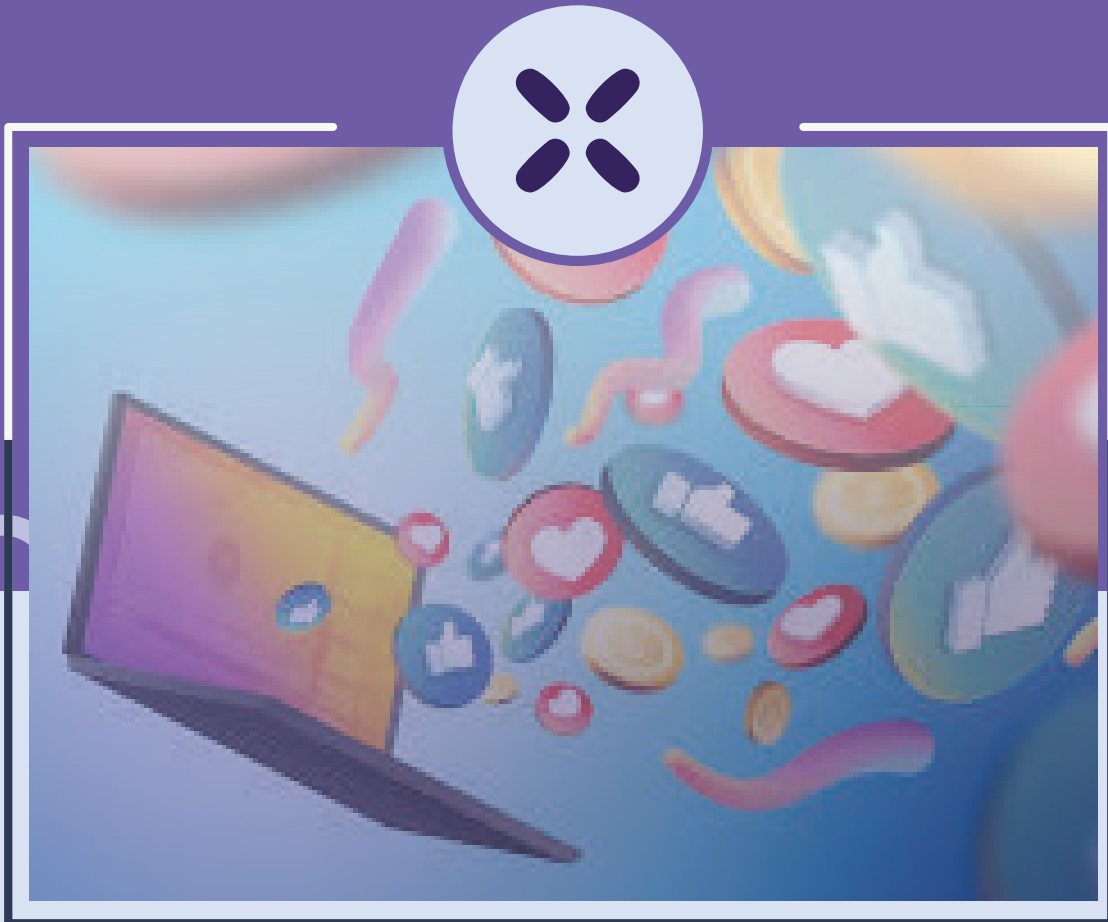
It is crucial to pay close attention to the differences between these emails, making only one change at a time. Once the email is sent, you may use the analytics to discover which email performed better. Comparing open rates, click rates, and in some cases conversion rate are necessary metrics to determine which elements of your email performed better. Use these insights to optimize your future campaigns.

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DON'T FORGET TO BE SOCIAL

Chapter 12



Social media is a crucial part of promoting your brand, or services, not just in email marketing campaigns, but overall for your company. Make sure your emails include social media buttons which are linked to your social accounts in order to encourage prospective customers to like, follow and engage with your content.

In social media, organic growth implies to any engagement and audience-growth that is earned without the use of paid advertisement. Persons who follow your page will see your content and/or like, comment or share it. In return, their friends and followers will see the content on your page. This gives your content an opportunity to further expand its exposure to more and more potential audience, and grow your business through engagement efforts of your existing followers.

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ADVANCED AUTOMATIONS

Chapter 13

One of the greatest benefits of using email marketing, is that you can configure automated email campaigns to go out based on variety of criteria.

Your ability to do this, will largely depend on your ESP (email service provider). With the use of right tools, you have the ability to plan these automated campaigns for some of scenarios below, and many more!

GEO-TARGETING



If your data base includes a physical location of subscribers, it is a good idea to send a memo that informs recipients about your business' hours, amenities, current sales, or travel directions.



WELCOME EMAILS

Say thank you to your new subscribers for joining your email list. You can even offer a sign-up incentive, or link to a landing pages with additional services and products.

BIRTHDAY OR ANNIVERSARY

If your email data base includes your customer's birth dates or anniversary dates, you can plan an automated email to go out ahead of their special day. This makes it a great marketing tactic for restaurant industry.



INCENTIVIZE LARGE BUYERS

Customers who make larger purchases are more likely to return to your site in the future for additional sales. You can set a price point, for example of \$100 to automatically send out discounts for future purchases.



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CLOSING NOTES & TIPS

Chapter 14

CONGRATULATIONS!

You now have all the knowledge and recourses needed to successfully get started on creating and sending your very own one-of-a-kind email marketing campaigns.

Keep in mind these few closing points, when you start your email marketing venture!

01

GROW YOUR LIST

Don't forget to add email list sign up form to your website in order to get new subscribers. More subscribers - more success



02

BLOGGING HELP

Blogging is a great way not only to connect with your subscribers, but also to get new sign ups. Add a subscription fields to your blog in order to collect more email addresses.



03

CONNECT

It is a good idea to advertise your emails on your website as an exclusive way for consumers to qualify for promotions and discounts.



04

KEEP GOING

Don't get discouraged if you are not seeing immediate results. Developing a relationship with your customers takes time. Keep going, and you will succeed.



Happy Emailing!

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