



# GUIDE TO EMAIL MARKETING

- Plan in advance
- Decide on your budget
- Choose an email service provider
- Think about what your campaign objectives are
- Keep it relevant
- Carefully consider your subject line
- Creative design
- Setup tracking and measure success
- Test and Refine
- Know the law

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## PLAN IN ADVANCE

Planning in advance is essential; give yourself enough time to get it right. Email marketing campaigns can take a lot longer to complete than you might think. There are a lot of things to consider - as detailed in this guide.

Email marketing should be one part of your overall marketing mix to generate new clients for the long term, it's not just about getting something out the door quickly to generate new revenue.

## DECIDE ON YOUR BUDGET

Agree what your budget is and try to stick to it, think about what you want to achieve out of the campaign and work out what you think the likely return on investment will be.

Don't just think of it in the short term, think about the next two or three years and what the total lifetime value of a new client might be to your business.

## CHOOSE AN EMAIL SERVICE PROVIDER

Choosing an Email Service Provider (ESP) is one of the first things you need to do. It is not advisable to try and send out bulk email through Gmail, Hotmail, Outlook or similar platforms.

We can send your email campaign for you, we have over a decade of experience in how to optimise the results of your campaign and get the highest response rates and ROI. ***Talk to one of our advisors today and ask about our low cost no commitment service.***

Alternatively, there are many email marketing delivery providers available, however do check with your planned broadcaster to ensure that they allow you to send to prospect data - as some providers prohibit this through their systems.

## THINK ABOUT WHAT YOUR CAMPAIGN OBJECTIVES ARE

Identify what the overall objective of your email campaign is. Here are some questions you should ask yourself before sending, do you want to:

- Raise awareness of your products and services?
- Generate leads and sales?
- Improve customer retention?
- Educate users?
- Announce an event?
- Promote a special offer?

Defining clear objectives and how you are going to measure the success of a campaign will help drive your campaign and make it more effective.

## KEEP IT RELEVANT

Who is your target audience? At Data HQ we have circa 750,000 personalised B2B email addresses, from owners of small businesses to CEO's of FTSE companies - and everything in between. Our B2C data also includes opted in email addresses for around 14 million consumers.

To make your email relevant, you need to identify who your target audience is, you must try to match your product or service to their needs. Once you've identified this you need to design an email creative that will engage them and encourage them to respond. If you have more than one target audience you should consider a different creative for each group.

Targeting is key to success - from our experience we believe that 80% of an email's success is due to the targeting and the offer, 20% is the creative.

## CAREFULLY CONSIDER YOUR SUBJECT LINE

We all receive a lot of emails every day, how many do you actually read before hitting the delete button? This is why the subject line is key. Think about it from your users perspective, what is it that's relevant to them and what's going to make them read on.

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Keep your subject line simple and to the point, let the reader know what to expect inside. If you use our email-broadcasting platform we can personalise the subject line to the recipient or include their company name, this is proven to work well for encouraging the recipient to open the email.

## CREATIVE DESIGN

Our advice here is to keep it simple, have a clear message and a strong Call to Action, if you try to cram too much in, the reader will switch off. The aim of the design is to engage the reader and get them to respond.

We've created a questionnaire that asks the questions a designer will need answers to, to develop a concept. *Ask us about this today.*

We can produce the creative design for you; our design team have a great deal of experience in maximising response rates. If you do choose to go it alone, you should consider:

- What kind of message or creative will best engage your selected target audience?
- What do you want your reader to do?
- What is your Call to Action?
- Why should a reader take the action you are asking them to?

When designing your creative it is important to design a strong wire-frame template and include the following;

- Both HTML and Text versions of your email.
- Keep your logo at the top of the creative.
- Position your key message in prime reading space - the top three or four inches of your design.
- Keep it short and to the point, use mainly bullet points not paragraphs – keep the need for scrolling to a minimum.
- Use consistent fonts and colours.
- Include a clear and easy to see Call to Action - you must make it easy for the recipient to take the action you want them to.
- Incorporate text within your creative - never use one big image, it won't get through spam filters.
- Highlight copy that you want the reader to see, they won't read the email word for word - they will scan it to get the general idea.
- Keep it simple, over complicated creative is normally a waste of money and less effective.
- Your design should be responsive, to ensure it displays accurately on tablets and smart phones as well as PCs.
- Ensure you include an unsubscribe link in the footer of your email campaign.

Don't forget, we can take care of all of this for you and help you to achieve maximum results.



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## SETUP TRACKING AND MEASURE SUCCESS

You need to consider how are you going to track your campaign? Does the email-broadcasting platform you're going to use report on who clicked on what, when and how many times, this is a massive key benefit of using email marketing so don't overlook it.

Also ensure you can export this information into a format your team can use to follow-up the contacts that opened or clicked.

## TEST AND REFINE

We have a saying in the world of database marketing, it is 'test, test and test again.' The beauty of email marketing is that you get stats for all customer / prospect interactions and you get them instantly.

Report on and use this information to learn what works and what doesn't, to inform your future campaigns.

## KNOW THE LAW

There are many laws governing the use of personal information that you have to abide by when sending promotional email messages. When you use Data HQ email address data, you have the peace of mind that we only provide data that is compliant with the data protection act.

You yourself need to be aware of the rules around all promotional emails including:

- Your marketing emails must include clear details of who you are, a physical address and a method of contacting you.
- Include an unsubscribe link in all emails.
- Unsubscribe a user immediately when they ask to be unsubscribed.

**If you're unsure about any of these elements or could just use a hassle free service to support your campaigns then let us take care of it for you with the Data HQ email broadcasting service.**



### **FOR FURTHER INFORMATION CALL US NOW**

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