

ICS - EBOOK SERIES

HOW TO BOOST YOUR EMAIL MARKETING



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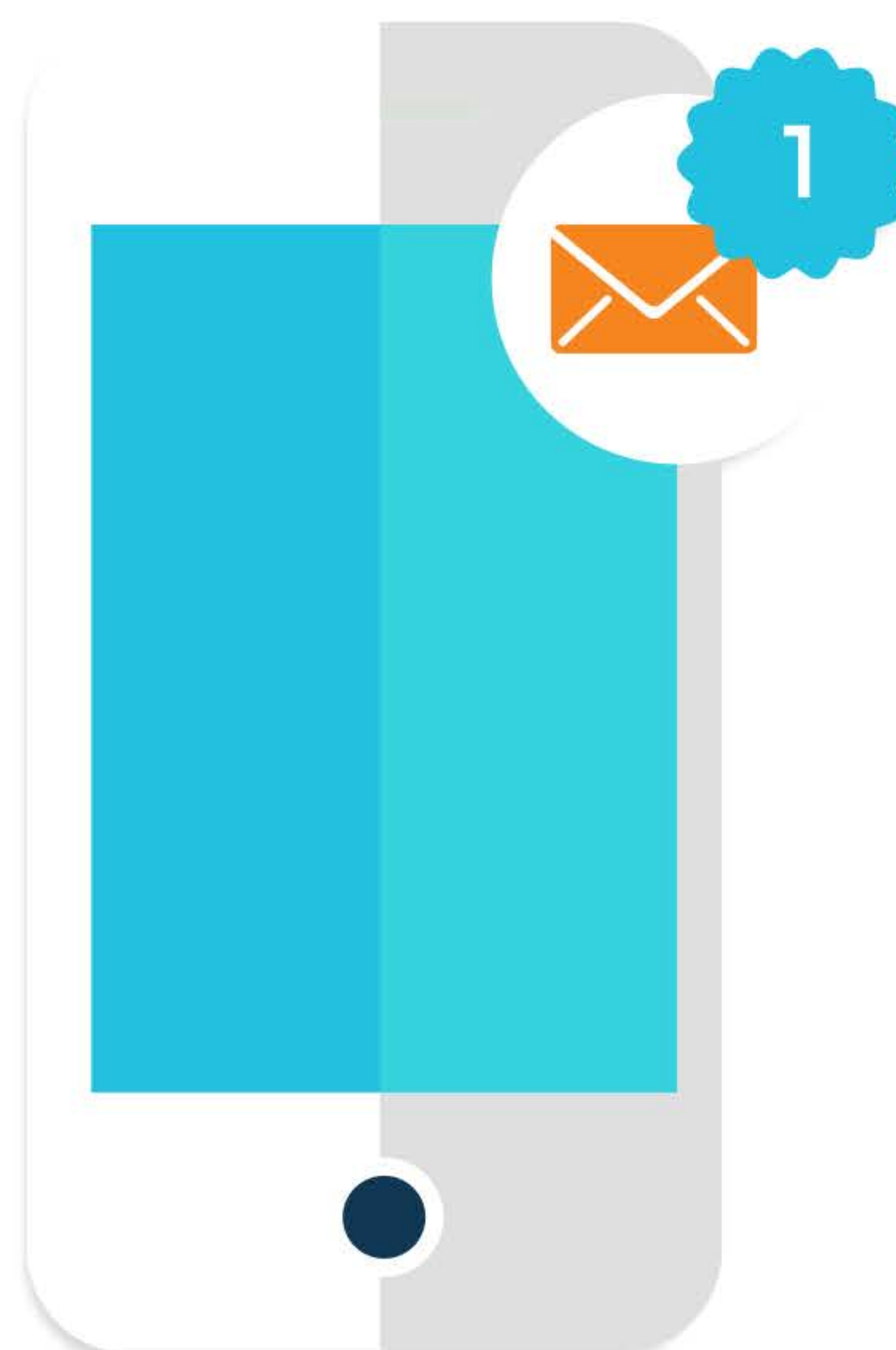
INTRODUCTION

We never stop. We're constantly being asked to do or take action on something and email is no different. On average people check their email 74 times a day. So why do people say email marketing is dead? It's a misconception because email marketing is still one of the top ways to influence your buyers decision.

Email is a direct connection between you and your target audience so it's important to keep that in mind when creating a strategy for your next email campaign. If a person trusts you by asking to receive your emails, don't abuse it and spam. (NEVER SPAM!)

What's Spam? Spam refers to unsolicited commercial email, these emails are not only very annoying and sometimes offensive, but they also clog up your inbox.

When people see your email pop up on their mobile device or in their inbox they should be happy! In this e-book we will cover how to strategize, execute and get the best out of your campaign.



HAVE A STRATEGY

What's the point? That's what you should ask yourself before starting to strategize for your campaign. Think of what needs to happen in order for it to be successful and worth your time and work your way backward on what needs to be done in order to make that a reality.

“ *I want 1000 people to open and 900 people to click to my offer!* ”

Okay, so that's not a goal. Clicks are worthless if they don't effect the bottom line to reach your goal. With that being said, don't disregard them. Clicks and opens are metrics you should be aware of to get the most successful email campaign possible but it's not your goal. Or at least, it shouldn't be.

It's important to know your list that you're marketing to so you can picture yourself in their position. What would make me want to open this email? What information do I care about and what is going to turn me off. If you don't have a strong sense of your buyer personas you're in trouble.



Things To Think About

- Your email should provide value.
 - Don't just ask for something.
 - Download E-Book/Info-Sheet
 - Start A Free Trial
 - View A Case Study
- Newsletters can have multiple goals.
- Study your metrics to improve your strategy going forward.

Understand List Segmentation

Generally an email sign up is just that, you collect someone's email maybe their first and last name but you don't have much else to go on from there. This is the tricky part. Your strategy should include ways to gather more information from that person who once showed interest in your product or service.



**SEGMENTED EMAILS GET
62% MORE CLICKS THAN
NON-SEGMENTED EMAILS.
- HUBSPOT**

Start easy. Learn what company the person works for, the industry that company is in, the size and then what role they play in that company. (marketer, executive, etc.) Once you have this, the personalization can begin! Start referencing personal information that you've collected in your emails through tokens to get better results.

UNDERSTANDING YOUR CONTENT

To touch more on personalized tokens, these are the key to email marketing success. Remember you are emailing people. Would you not address someone by their first name when talking to them in person? Would you talk to them about their company without mentioning the name of the company? Probably not. These personalization tokens serve a bigger purpose by creating a one on one connection while being able to send to mass audience.

Not only does it create a connection, it creates higher conversion rates. The idea here is that a conversion is someone taking action, and when that action is taken your recipients should know who they are going to be taking action with.

Have your name, contact information and maybe even a picture in your email campaigns. If you want to get real friendly have your cell phone so people can contact you and the communication is wide open.

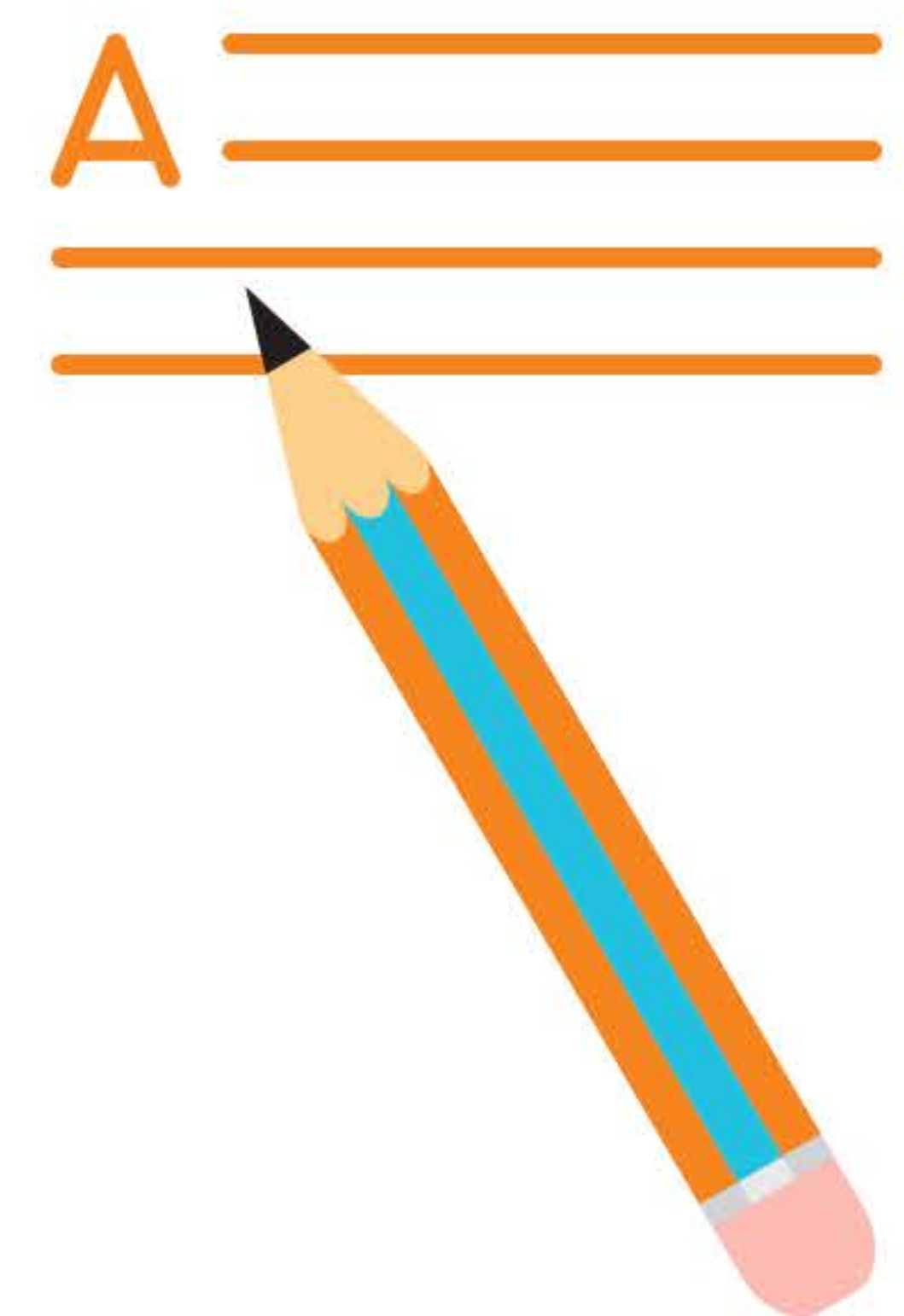
When writing your content you need to write it from the sense that anyone can understand. If you are going to get highly technical, make sure you're targeting a technical answer. Don't come off like you are above your prospects, appear like you want to help. This will build trust and elevate you as the expert.

I like to think of it like having a conversation with a child. You wouldn't talk to a child well over their knowledge. They would just get frustrated with you. Instead, nurture them with language they understand. When you talk to a child that way, they treat you how expect to be treated.

Well, most times! Don't be confused with belittling your contact by talking down to them, that's not the goal here!



Hi! You may
contact us at...

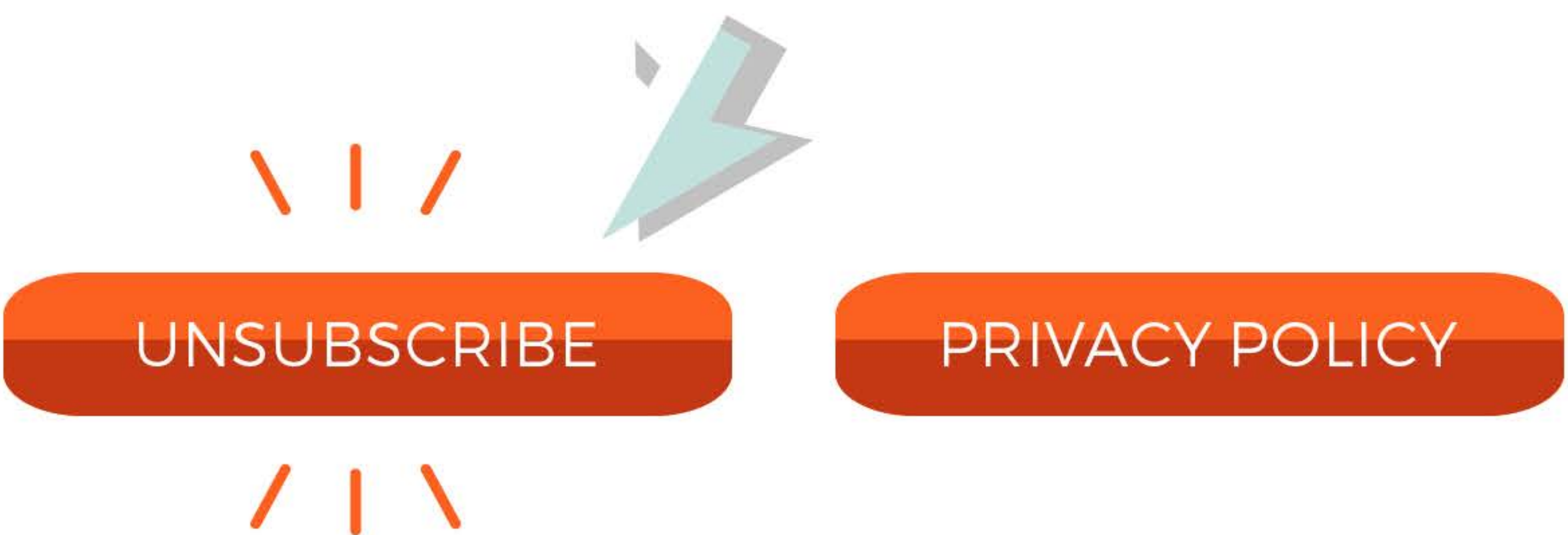


UNDERSTANDING YOUR CONTENT

A proven structure for email campaigns.

- 1 A subject that explains the purpose of the email.
- 2 Personalization addressing who you are speaking with.
- 3 A short explanation of why you are emailing them.
(Expanding on the subject line.)
- 4 Why this email is a benefit to them based on the knowledge you know from the buyer persona you have created.
- 5 Your name, contact information and picture.
- 6 Outline the unsubscribe option available at the bottom.
- 7 Have social sharing icons to give more people the opportunity to view your content.
- 8 Use lists to your advantage! Numbered lists or bulleted list can get your message across and highlight key points of your message.
- 9 Use bold and italicized text throughout the email. This will put focus on some elements of the campaign to get your point across further.

Number 6 is crucial, not because that’s legally what you have to do so you are abiding by CANSPAM laws, but because this builds trust that between you and your list so you are never holding them captive to receive your content. It’s up to the recipient.



SELL WITH YOUR DESIGN



People can process images faster than they can written word. And soon, they will be digesting video faster than image. But that's a different eBook on its own. :) In most cases images are always going to be visible on desktop/mobile devices where the email is being read, so your image should be able to tell the story your content is trying to get across. Images are key success to your email.

With that being said, test your email to see how it looks without images for those 5% not viewing the images to make sure the email still makes sense.

For the images that you do upload, take advantage of the "Alt text". This isn't visible unless your images aren't appearing. So if you have a picture of yourself and it isn't visible but sure to name it your full name so people understand what was supposed to be there.

Another good practice is to make sure the spacing between content and image is easily noticeable so you it is easy on your eyes.

Stand Out

Our attention span is just awful. With that being said, you need to be impactful and stand out from the crowd. If I am checking my email 75 times a day, a lot of messages are getting overlooked so it's the unique ones that get my attention.

Don't be too wordy. It's an email not an e-book. So trust your strategy and have your content laid out that you know will work. Short confined sentence with keywords bolded or underlined will have more value than long text descriptions.

More than half of the emails you send are viewed on mobile, be sure to keep that in mind when you are creating your design. Most email providers provide a preview option on mobile, tablet and desktop so you know what your email will look like before you send it.

This means it is important that your font is no smaller than 14pt. Your call-to-action should be large and prominent for people to click on easily.

UNDERSTANDING STATISTICS

Reporting is something that gets overlooked far too often. If you don't review and evaluate your reporting, how will you grow and be better?

BOUNCE RATES

These are emails that never made it to your recipient. This could be for a number of reasons. If you dive deeper into the type of bounce, soft or hard you can learn more. Soft bounces are bounced emails that are temporary. If you have more than five to the same person. They will end up on a suppressed list meaning they won't receive your content anymore. A hard bounce is more permanent and usually because of a non-existent email address.



Tip - Remove hard bounces so they don't affect your domain sending reputation.

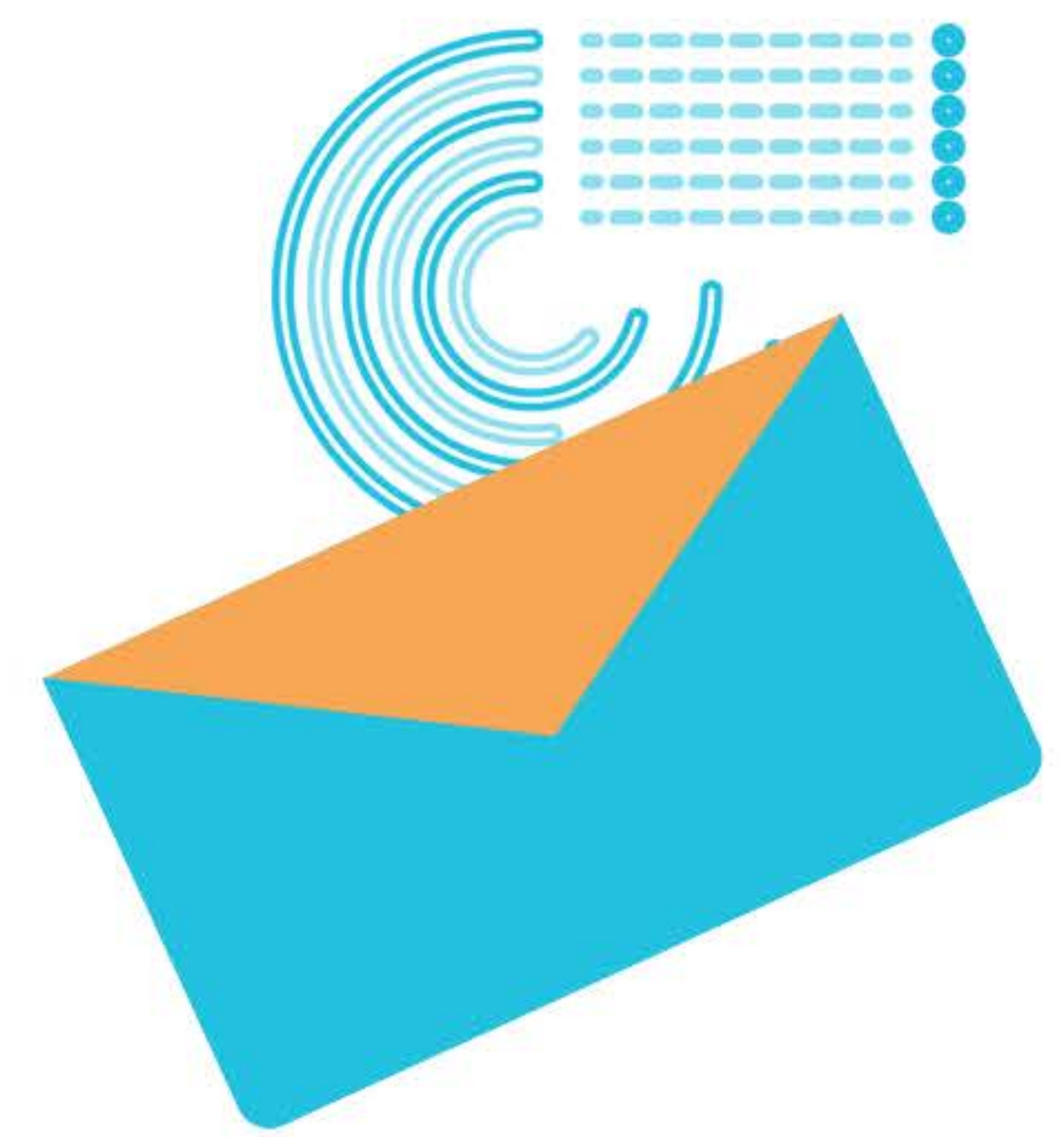
CONVERSION RATES

Everyone's favorite metric! This is what % of people took action on your email by clicking a link, downloaded something or completed some sort of action. These are tied to step one of knowing your strategy and goals.

When you have this number you should be able to tell if the email campaign has provided a solid return on investment or is doing its purpose. If not, then you know you need to go back to the second stage of reviewing your content and purpose and tweak it to get those conversion rates where they need to be.



Tip - If you have click rates, but low conversion rates you need to review the content and what you promised to deliver. Something is wrong with your messaging.



THE TAKEAWAY

Building a strong and loyal email marketing list is a guaranteed sales win for your company. With its direct targeting and high response rate, its puzzling why email marketing has been left labeled as a bad marketing option. You are speaking to people who have agreed to hear from you. Continue to elevate yourself as the expert in your industry by sharing free information that they value until they are in the buying stage.

