

MintCopy's Mini eBook Series 2017

Effective Email Marketing

Engage Prospects and Customers in a Digital World



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TABLE OF CONTENTS

Introduction1
 A Tale of Two Businesses1
Email for Audience Engagement.....3
 How to Become a Welcome Presence in Your subscriber’s Inbox3
Email Marketing by the Numbers..... 4
Email Marketing Quick Tips 4
 How to Get the Best Results from Email Marketing 4
 Deliverability 4
 How to Get Subscribers to Read Your Emails5
 How to Get Subscribers to Take Action5
 How to Optimize Your Email for Mobile 6
Get Started 6
 New to Email Marketing? Try this Quick Exercise..... 6
Moving Forward with Email Marketing 8



EFFECTIVE EMAIL MARKETING FOR YOUR BUSINESS

INTRODUCTION

A TALE OF TWO BUSINESSES

Acme and DartX are both business located in Metro City. They both have business websites, and they rely on organic search traffic to bring them a steady stream of customers.

One day, Google reset its search algorithm, and both Acme and DartX fell off the first page of the search engine results for their top keywords. Their website traffic came to a halt. Sales slowed down to a mere trickle overnight.

Acme's General Manager panicked and yelled at his Marketing Manager, who also panicked. If things didn't change fast, they would have to start firing people. At her wit's end, the Marketing Manager hired an SEO agency who promised to bring ACME back to the top of search pages. Cost of the contract: \$5,000. Acme paid willingly; it was worth spending that much to save the business.

The scene was vastly different in DartX. The General Manager also noticed the drastic drop in website traffic and sales. She called her Marketing Manager and together, they brainstormed a special offer for their email subscribers: 1200 business executives who had opted in to receive information from DartX. Among them, 250 were already customers.

Within two days, DartX's email campaign was live and sales were coming in again. As the campaign progressed, the Marketing Manager studied Google's new "dance" and came up with a strategy to bring back organic search traffic.

Both Acme and DartX relied on search engine traffic to attract customers. Both saw a massive decline in traffic when the latest Google algorithm change occurred. But why did this bring Acme to its knees, while DartX was able to dance to Google's music?

It's not that DartX had a better product than Acme. Or that DartX had more loyal customers than Acme. What made the difference was that DartX had a mailing list, while Acme didn't.



Ask any salesperson what their biggest asset is. They are unlikely to say it is their charisma. Or smooth conversational skills. Or their persuasive sales pitch. All of those help, of course. But their biggest asset is their list of contacts.

When it comes to online business, your email list is your most valuable list of contacts. And your email list is your most valuable business asset.

“Email is still the quickest and most direct way to reach customers with critical information.” (Marketo)

Even if you have 10,000 followers on Facebook, you could lose it all overnight if Facebook decides to suspend your account. Face it. Your social media followers are not yours; they belong to the social media platforms.

And besides, people who are on social media are typically not in the “buying” frame of mind when they are being social. Maybe they just want to reconnect with Aunt Susie and post selfies. They are not there to see your disruptive sales pitch.

It’s different with your mailing list.

When people sign up for your mailing list, they are giving you permission to contact them. And because you are a business they are interested in, they will not be surprised or offended when you do pitch a product or service to them. They expect it.

Here are just a few reasons why a mailing list is indispensable to any business today:

- **More people use email than social media in the world of business.** They also check their emails more often than they do their social accounts. This is especially true for business executives and other professionals.
- **Email is a personal means of communication.** Even if you send a broadcast email, the reader perceives it as one-to-one communication (assuming you craft your email properly. More on that later...).
- **Your email list is yours and yours alone.** Even though you will use an email service provider, the database is still yours. And as long as you have an email list, you will have a group of people you can reach out to for market research, product development, and promotional offers. Even if the search engines, paid advertising, and social media all go away, you will still have your precious email list.

Are you ready to get started with email marketing? Eager to see better results from your email marketing? Then read on!



EMAIL FOR AUDIENCE ENGAGEMENT

HOW TO BECOME A WELCOME PRESENCE IN YOUR SUBSCRIBER'S INBOX

As great as email marketing is, it is not a miracle worker.

Today's consumers are much more savvy, distracted, and empowered than ever before. They know when you view them only as dollar signs. Their inboxes are overflowing and they have tools to quickly get rid of your emails or block them out.

However, if you use email marketing correctly, you will become a welcome presence in your subscribers' inboxes. You can accomplish this by using what Marketo calls "engaging" email marketing, or one that builds direct, trusted relationships with your audience.¹

Engaging email marketing has the following characteristics:

1. **Trustworthy.** Only add people to your email list when they have given you express permission to do so. Then, earn your subscribers' trust by over-delivering value in exchange for their email address and attention. Don't email unless you have something valuable to share with your subscribers.
2. **Relevant.** Send emails that are in line with your subscribers' interests and behavior. Don't send a blanket email to *everyone* on your email list. Get to know your subscribers (by tracking their responses and behaviors vis-à-vis your email campaigns) and use your email provider's segmentation feature to send them what they are interested in. For example, if you are a women's apparel retailer, you can send different emails to customers who have purchased petite, regular, and plus sizes.
3. **Conversational.** Encourage subscribers to respond to your emails, and really listen to what they are telling you. Remember, you are building relationships—sales will follow! A good way to do this is by asking them questions and responding to everyone who writes to you. Do this before your competitor beats you to it.
4. **Coordinated.** Deliver a consistent message across all the channels you use to reach out to customers and prospects. This includes your website, social media accounts, call center, and office receptionist.
5. **Strategic.** At the end of the day, email marketing needs to contribute to your company's bottom line. The only way you will know is by tracking metrics such as open and click-through rates, unsubscribes, and marked-as-spam rates. But tracking is not enough. You must use these metrics to optimize your email marketing and guide your decisions so you can get better over time.



EMAIL MARKETING BY THE NUMBERS

Here's proof that you need to take email marketing seriously.

- "58% of adults check their email first thing in the morning."² ([Source](#))
- "You are 6x more likely to get a click-through from an email campaign than you are from a tweet."³ ([Source](#))
- "61% of shoppers and consumers enjoy getting weekly promotional emails, and 28% wish they received them more frequently."⁴ ([Source](#))
- "Email marketing technology is used by 82% of B2B and B2C companies."⁵ ([Source](#))
- "59% of B2B marketers cite email as the most effective channel for generating revenue."⁶ ([Source](#))
- "About 53% of emails are opened on mobile devices."⁷ ([Source](#))
- "64% of people surveyed by Chadwick Martin Bailey reported that they open an email because of the subject line."⁸ ([Source](#))
- "Subject lines that contained 'money,' 'revenue,' and 'profit' performed best for B2B companies."⁹ ([Source](#))
- "Email marketing has an ROI of 3800%."¹⁰ ([Source](#))
- "Emails from brands with special offers in their subject lines tend to underperform those without special offers in their subject lines."¹¹ ([Source](#))

EMAIL MARKETING QUICK TIPS

HOW TO GET THE BEST RESULTS FROM EMAIL MARKETING

DELIVERABILITY

Some of your subscribers may never even receive your emails due to spam filters.

Here are some tips to improve your email deliverability:

- Check your sender reputation through a service like [Sender Score](#) (it is free).
- Instruct your subscribers to add your sender email address to their email address book.
- Send emails on a consistent schedule. Erratic schedules send red flags to spam filters.¹²



- Regularly purge inactive subscribers (those who have not opened your recent emails, for example) from your list to improve your reputation.
- Use double opt-in rather than single opt-in subscription. Double opt-in requires subscribers to confirm their subscription before being added to your list. Consult your email service provider about setting this up (or it may be your provider's default setting).
- Use a person's name as the sender's name, instead of just a company name (unless you are a big brand like Nike or Apple).

HOW TO GET SUBSCRIBERS TO READ YOUR EMAILS

So your email has successfully reached your subscriber's inbox. That does not mean they will read your email, though. Encourage them to do so by writing effective subject lines.

Here are some tips:

- Tell them what benefit they will get by reading your email: *"Here's \$30 Bucks!"* (Children's Place)
- Hint at sharing personal results: *"How I look 10 years younger than my REAL age (takes only 5 minutes)"* (Karen Hadsall)
- Personalize the subject line with your subscriber's name: *"[Personal for Alice] Retreat Invitation"* (Dr. Alan Christianson)
- Never trick your subscriber into opening your email: *"Your account has been suspended."* (JVZoo) (Note: The email did not have anything to do with the subscriber's account. JVZoo later apologized for using this subject line.)
- Point out the urgency of your message: *"Last chance! Your lifetime discount expires in 6 hours"* (Jon Morrow)
- Tell them what to expect inside the email: *"VIDEO: How we make books-in-blinks"* (Blinkist)
- Do not sacrifice clarity just to be clever: *"Gotta be honest"* (Marisa Murgatroyd)
- Arouse curiosity without being sensational or gimmicky: *"Shocking statistic: Asking for feedback provides better user experience!"* (Thrive Themes)

HOW TO GET SUBSCRIPTIONS TO TAKE ACTION

After subscribers open your email, your next job is to get them to take action on it, usually by clicking on a link in the email.

Here are some ways to optimize your call to action (CTA) and increase your email click-through rates:

- Ask for a low-commitment action. For example, more people will click on "Learn More" than "Shop Now."¹³
- CTAs located at the bottom of emails perform better than those placed on the right or left.¹⁴ So if you are going to have only one CTA in your email, put it at the bottom.



- Call attention to your CTA by using arrows and other graphical elements.¹⁵
- Color makes a difference. CTA buttons in warm colors (yellow, orange, red) perform better than cool colors, assuming they stand out from the background of the email.¹⁶
- In a long email, it is advisable to have a few calls to action. Use both text and graphical CTAs to see which ones get more clicks from your subscribers.

HOW TO OPTIMIZE YOUR EMAIL FOR MOBILE

More and more consumers are reading emails on their mobile devices. As you implement email marketing, find out what devices your subscribers are using. Your email service provider should be able to provide you this information.

Here are some tips to make your emails mobile-friendly:¹⁷

- Use a consistent “from” name so it becomes familiar (and trusted) to subscribers.
- Keep subject lines short. Sometimes 15 characters are all that’s visible on mobile devices.
- Make sure your email service provider creates *dynamic* emails. This means your email display will adjust automatically depending on what device a reader is using.
- Stick to simple formatting that looks good on mobile. Just to be sure, preview your email on different devices.
- Keep your emails as clear and concise as possible and use formatting (e.g., H1 and H2 paragraph styles) to make them easier to skim through and read.

GET STARTED

NEW TO EMAIL MARKETING? TRY THIS QUICK EXERCISE

To start building your email list, you need to entice people to give you their email address. They are not going to give you their contact information just because you asked for it. You must offer them something of value in return.

Here are examples from real businesses:

“First to Know. First to Save. \$10 off \$100” (Staples Canada)

“Get expert sales tips straight to your inbox, and become a better seller.” (Hubspot)



“Get instant access to proven marketing training — for free.” (Copyblogger)

“Free Course: ‘Double Your Traffic in 30 Days’ + Secret Bonus (Valued at \$300)” (Quicksprout)

“Sign up for our newsletter and get the latest environmental news and green-living tips in your inbox.” (David Suzuki)

“Sign up Below to get our FREE Mini Email Course on getting started with transactional email the *right* way.” (SuccessMeasured.com)

“Get the Daily Positive. A positive thought in the morning could change your whole day.” (The Daily Positive)

“Ready to take better photos? Receive FREE weekly tips and tutorials.” (Digital Photography School)

Now it’s your turn.

Take the next 30 minutes or so to brainstorm enticements or “ethical bribes” to get people to sign up for your email list. Thinking of your target customer and the products/services you offer, consider the following questions:

1. What is your target customer’s goal? What is the end state or final outcome they are trying to achieve?
2. Where are they right now?
3. What is the first step they need to take to get closer to their goal?
4. What can you give them to help them take that first step?

List your ideas here:



MOVING FORWARD WITH EMAIL MARKETING

With social media, blogging, SMS, and traditional media, you may think that building and nurturing an email list is unnecessary. On the contrary, a healthy email list of engaged subscribers is key to a sustainable business that can withstand the ups and downs of the market. Not to mention the whims of search engines and the ever-changing policies of social platforms!

As with other forms of marketing, email marketing requires you to earn the trust of your subscribers. You can achieve this, first, by offering them something valuable in exchange for their contact information. Continue to nurture that relationship by over-delivering on value, entering conversations with your subscribers, and always presenting relevant content and offers.

Do you need help getting started or running your email marketing campaign? MintCopy can help. We provide email marketing pieces and newsletters, as well as SEO copywriting, web content, articles, blog posts, and news releases that are easy to read and wonderful to share. [Contact us](#) to explore how we can make content marketing easier for you.

¹ *The Definitive Guide to Engaging Email Marketing*. Marketo.

² <https://www.webpagefx.com/blog/general/26-noteworthy-email-marketing-statistics/>

³ <https://www.campaignmonitor.com/blog/email-marketing/2016/01/70-email-marketing-stats-you-need-to-know/>

⁴ <https://www.webpagefx.com/blog/general/26-noteworthy-email-marketing-statistics/>

⁵ <https://www.campaignmonitor.com/blog/email-marketing/2016/01/70-email-marketing-stats-you-need-to-know/>

⁶ <http://redbaseinteractive.com/blog/20-incredibly-powerful-b2b-email-marketing-statistics/>

⁷ <https://www.campaignmonitor.com/blog/email-marketing/2016/01/70-email-marketing-stats-you-need-to-know/>

⁸ <http://redbaseinteractive.com/blog/20-incredibly-powerful-b2b-email-marketing-statistics/>

⁹ Ibid.

¹⁰ <https://www.campaignmonitor.com/blog/email-marketing/2016/01/70-email-marketing-stats-you-need-to-know/>

¹¹ <https://m.marketingprofs.com/charts/2017/31847/how-special-offers-in-email-subject-lines-impact-performance>

¹² <https://blog.kissmetrics.com/improve-email-deliverability/>

¹³ <https://www.getvero.com/resources/email-marketing-calls-to-action/>

¹⁴ <http://insights.canopylabs.com/?p=504>

¹⁵ <https://litmus.com/blog/designing-the-perfect-call-to-action/litmus-creating-calls-to-action>

¹⁶ <https://conversionxl.com/which-color-converts-the-best/>

¹⁷ 2012. *B2B Mobile Email Marketing*. Marketo.

