

*market*location

Email Marketing Guide



Best practice

How your journey could look

Data review/health check

We'll analyse your data and provide an overview of who your customers are and the health of your data

01

Profiling

We can profile your customers and create a comprehensive report which tells you:

- Who your customers are in detail
- How a lookalike audience is structured
 - The size of the opportunity
- Bespoke insights, eg helping to plan delivery routes

02

03

Planning

Together we'll decide on the right audience for you to target and craft the campaign strategy – from your goals through to the practicalities (how will the leads be collected and what will their journey be?)

04

Marketing campaign

Your campaign will launch, and we'll continuously monitor and optimise. Fresh leads will enter your sales pipeline to be converted to new business.



How email lead generation usually works

01

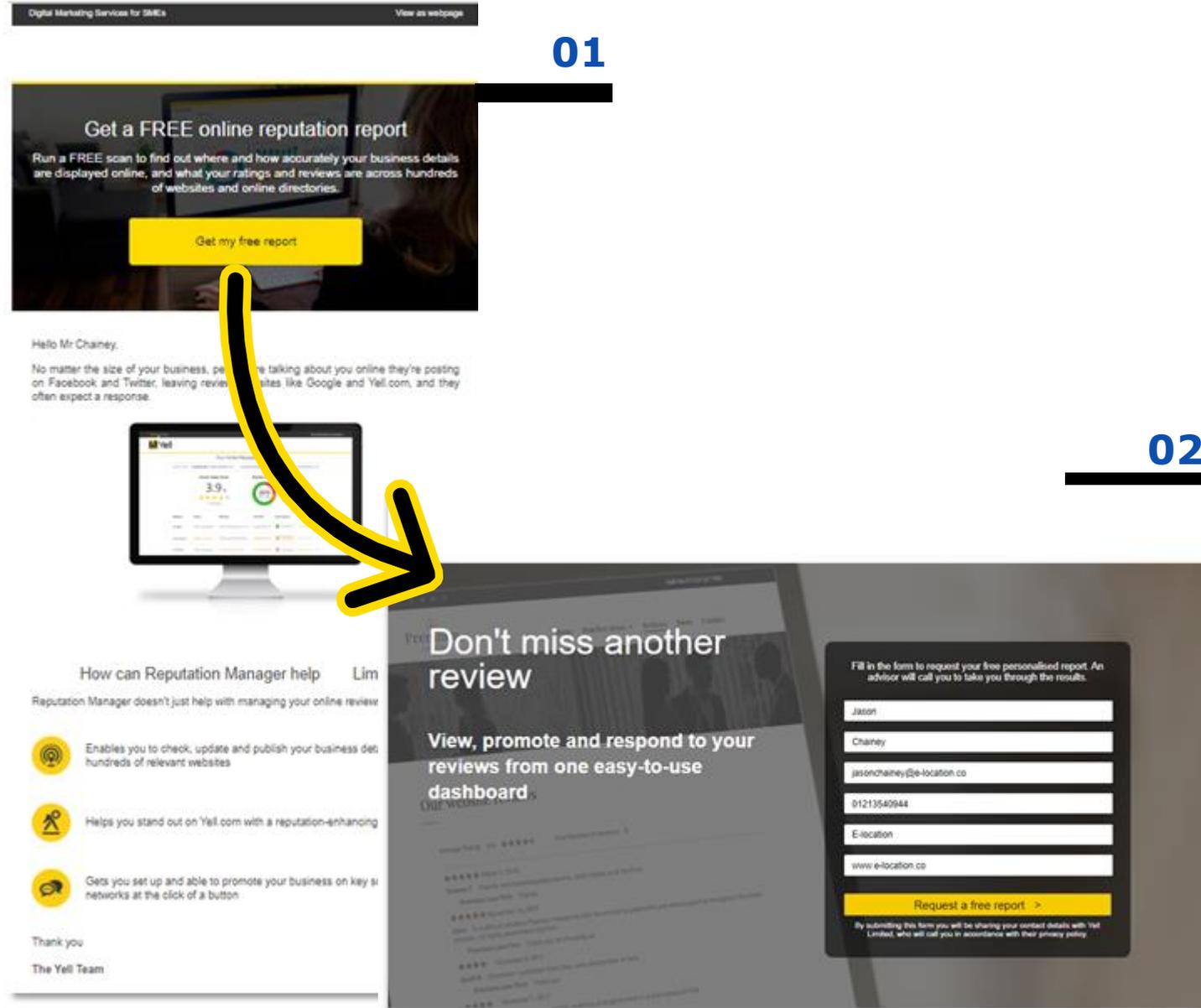
Your audience receives an email from you.

02

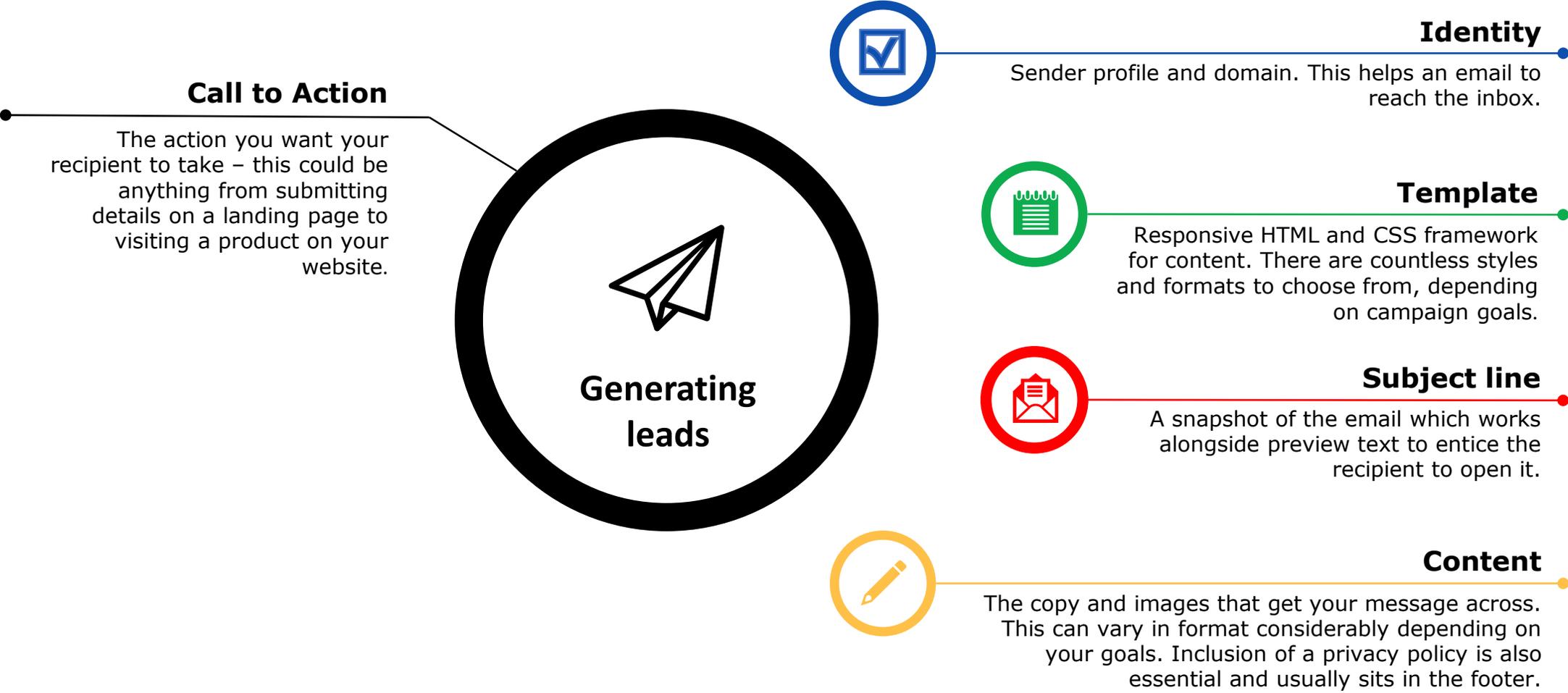
Engaged recipients complete a landing page and become leads.

03

Your sales team convert the leads into new business.

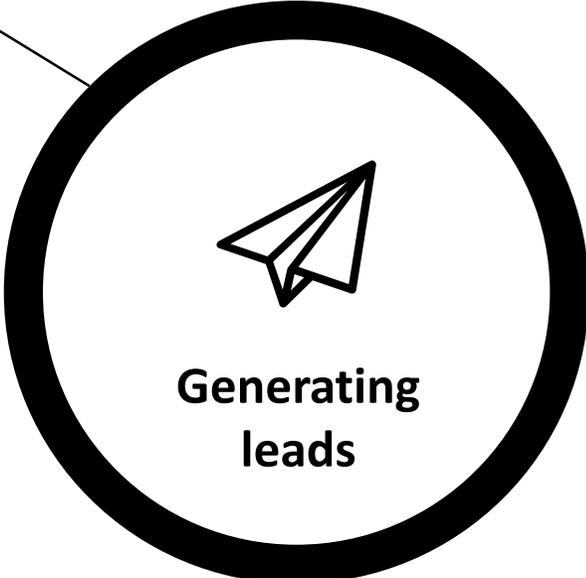


Anatomy of a marketing email



Call to Action

The action you want your recipient to take – this could be anything from submitting details on a landing page to visiting a product on your website.



Generating leads



Identity

Sender profile and domain. This helps an email to reach the inbox.



Template

Responsive HTML and CSS framework for content. There are countless styles and formats to choose from, depending on campaign goals.



Subject line

A snapshot of the email which works alongside preview text to entice the recipient to open it.



Content

The copy and images that get your message across. This can vary in format considerably depending on your goals. Inclusion of a privacy policy is also essential and usually sits in the footer.

Deliverability



Domain set up

Sending your email

We will set up a domain for you, eg 'bryansbakery-email.co.uk'. Our technical experts will warm the domain up over the course of two weeks using low volumes of email recipients. This builds a reputation score so email clients can let it through to your recipients inbox.



Mailbox placement

Helping you to reach the inbox

We will check your content for possible problem words. Excessive use of words like 'free' or phrases like 'act now for your discount' raise alarm bells and increase the risk of your email ending up in spam.



Monitoring

Monitoring hard and soft bounces

We keep a close eye on the recorded reasons for hard and soft bounces, providing essential information about what is influence deliverability. We will then make appropriate recommendations.

Your template



Content

Your content will largely dictate the template we use. The main decision is between a text only template or a combination of images and text.



Style

Sometimes it's necessary to test between letter style and fancier templates to see which works best with your audience.



Brand Guidelines

Consistent brand identity is essential. It is also important for the landing page, which should match your email. We are used to working within brand guidelines.



Call to Action

The call to action is the most important component of an email. It is the vehicle that takes the recipient from record to prospect.



Testing

We test emails across a variety of browsers/devices. As B2B emails are mostly viewed on a browser/desktop app templates are optimised as such and mobile responsive.

Content: 6 things to think about

01

Key messages

Your message should be consistent and clear, with the key messages in the **top 25% of the template** (this is where recipients are most likely to read).

02

Call to Action format

Your call to action should be **easily accessible** and could take various forms, eg text with a link as well as a button.

03

Optimise

Campaigns are best optimised by **testing different elements** (eg subject line, style) then using high performing templates and content as a blueprint.

04

Time

It can take at least **3 months** to get a true picture of how effective a campaign is. Some clients see results in the first week and others in week 10 or 11.

05

Personalisation

Campaigns containing personalisation in the body and/or subject line perform better than those without. **Company name, first name or city** are common fields used.

06

Spam words

There are hundreds of trigger words which can alert spam filters. We will read your copy and advise if it's likely to set off any alarm bells. This also applies to your subject line and preview text.

Content: subject lines

01

Length

Subject lines can be up to 78 characters in length. Often shorter subject lines work best. Research suggests 41 characters is optimum for a subject line.

02

Personalisation

Adding first name, company name or location to a subject line often has a marked improvement on open rates.

03

Preview text

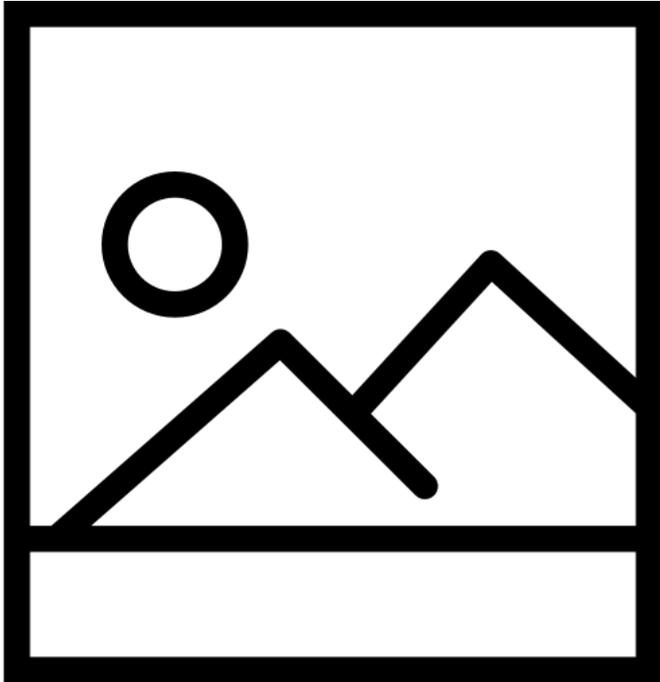
This can be found just underneath the subject line. Not all mail clients will display preview text, but for those that do it is an additional opportunity to entice the recipient to open your email.

Content - images

Images can be an effective component of your template, from your logo through to a picture alongside a testimonial.

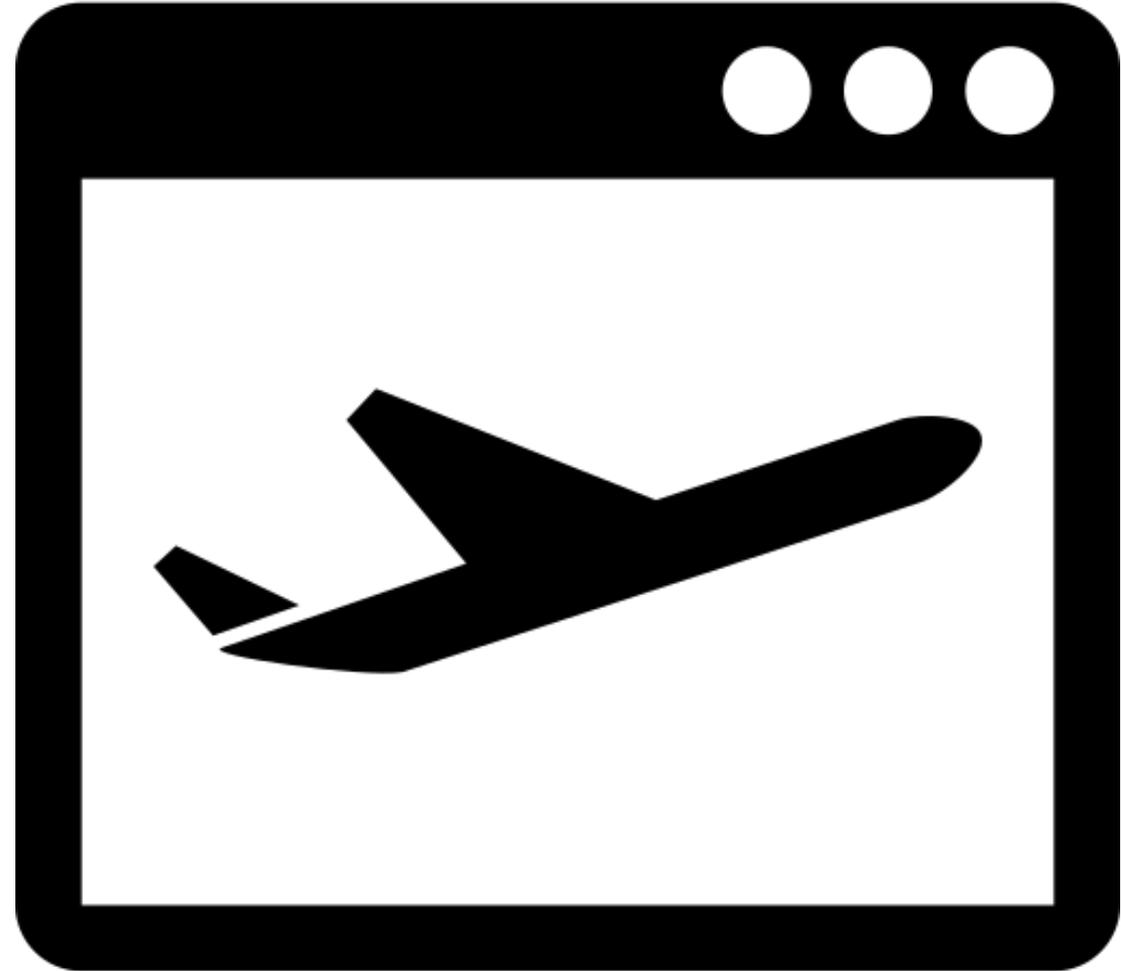
Things to remember:

- Images can be a trigger for spam filters, as well as making emails load slowly which can compromise deliverability and engagement. The risk can be minimised by using high resolution images which don't exceed a total of around 800k.
- It's worth considering that some of your recipients will have a two stage process to enable images, or have images turned off. Therefore images shouldn't be relied upon as the main way of getting your message across.

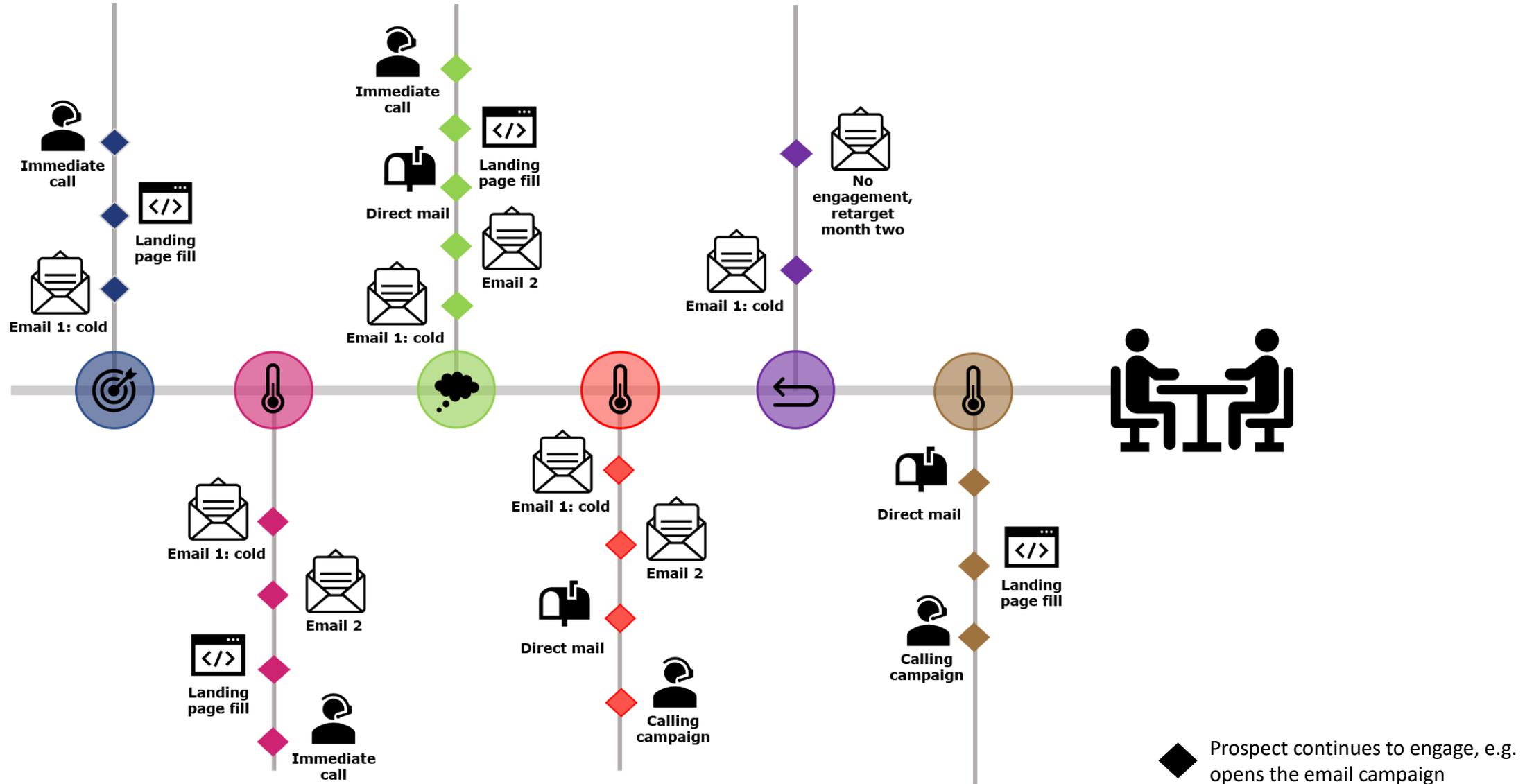


Call to action

- This is completely dependent on your goals.
- Careful consideration of the user journey is essential. A simple journey will maximise the likelihood of a completed transaction.
- Landing pages are the best way to capture leads quickly. We can create a landing page with pre-filled fields, leaving very little for your potential customers to complete.
- A plan for acting on the leads is essential. Calling within a couple of hours can be highly effective in many cases. Others could be organised for different salespeople and distributed to be called within the week.



Customer journey examples



Setting up your campaign

- ✔ Send us your brand guidelines (if available), along with a high resolution version of your logo.
- ✔ Create your content – keeping copy succinct with a consistent message that always points to the call to action.
- ✔ Consider your customer journey following the email; what happens after they've filled out your landing page and become a lead?
- ✔ Let us know about any other Marketing activity, eg out of home advertising or other live campaigns. We can then endeavour to schedule your campaigns to complement them.

