eMail isn't Dead Yet!

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All These New Communication Platforms
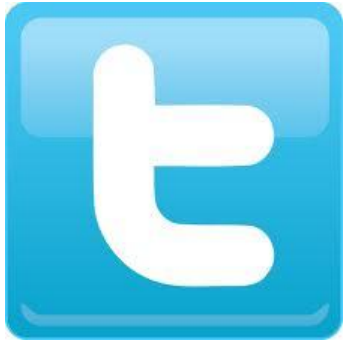
Is email dead then?

Perhaps Not …..

	twitter	facebook	eMail
Number of Accounts	300,000,000	750,000,000	2,900,000,000
Number of Messages/Updates Sent Each Day	140,000,000	60,000,000	180,000,000,000
Avg # of Updates per Day per User	0.47	0.08	64.8

Jan 6, 2012 by Marketing Land Infographics

In 2010, the number of emails sent was:
107 Trillion
That's up 19% from 2009

Every second of 2010,
3,392,948
Emails were being sent

89.1%
Of email is SPAM

Parallels®

Better Together

Integrate social media with your email communications because your Social Intelligence can improve the performance of your email campaigns

"49% of Twitter users said they made an online purchase because of an email"

MarketingSherpa 2011

- Increase content relevance by listening to what they are talking about

  - Ask them what they want to hear about

- Improve email creative, including reviews, ratings, facebook posts, photos, or videos shared about you or your subject matter

- Find new criteria for segmentation and targeting based on conversations and customer self-segments

- Collect social IDs in as many places as possible

How to Use Social With Your eMail

In order to …	Collect these ….	Using these sources …
Increase content relevance	Social topics	- Listening tools (HootSuite, Radian6, GoogleAlerts)
	Responses to polls or questions	- Discussion on social platforms (Facebook, Twitter)
Improve eMail creative	Ratings and reviews	- Community platforms (Lithium, Jive) - Listening tools
	Images and video	- Community platforms
Find new crtieria for segmentation and targeting	Demographic data	- Social append vendor (Fliptop)
	Geographic data	- Social append vendor
	User interest or behavioral data	- Community platforms - Listening tools

How Not to Get Caught in SPAM Filters

Check your deliverability rate, and your open rate. One cause of poor open rates can be hitting SPAM filters.

"In 2010, the average global spam rate for the year was 89.1%"

Symantec MessageLabs Intelligence 2010 Annual Security Report.

- When purchasing or renting lists, choose wisely. Many list resellers are not reputable and could provide risky email address.

- Avoid SPAM trigger words like "FREE", "100% Satisfaction", "Guaranteed" or "!!!!" marks in your subject line or body

- Email only to those who have opted-in to receive communication

- Don't forget to spell check!

- Keep your customer lists fresh

- Check to make sure you are not on blacklists (tools such as **senderscore.org** and **DNSstuff.com**).

Maintaining Your eMail Lists

You have to clean your lists every single time you deploy.

"You will only be as successful as your knowledge of your customer."

- Verifying email addresses are active

- Remove hard-bounces immediately and consider removing soft-bounces on 3rd attempt

- Keep you suppression list up to date if you have multiple-mailing lists

- Consider your 'inactive' users, or those who haven't clicked through in a long time, as a separate segment to communicate differently

Get People to Open Your eMail

If the eMail subject line, or even the 'sender' email address, is not important to the receiver (or they don't recognize it), your eMail will most likely not be opened.

"Open Rates Range from 20-40% on average depending upon industry/topic. Technology-related emails avg 25%."

- Use a nice email domain and sender name that is friendly and clear and more 'business' focused than kitschy

- Use a subject line that calls attention, but is also matching the content of the email

  - If opened but the content is different than the subject, it will be deleted or report it as spam

Get People to Read Your eMail

Fulfill your customers expectations. If the content is not clear or is confusing, it will be deleted.

And work at Closing the deal. If the receiver has to keep clicking to get to a final call to action, you will lose them along the way

- Use email text that inviting, compelling and CLOSES the deal (click through)

- Send them directly to your call to action, avoid clicks to your website. Either create a landing page, or go straight to a form, download, or buy action

Deliver Relevant eMails!

When you do not know ....

- What your subscriber is thinking when they receive your emails
- What other news or messages they have received
- How the emails changed your subscriber's mood or mindset
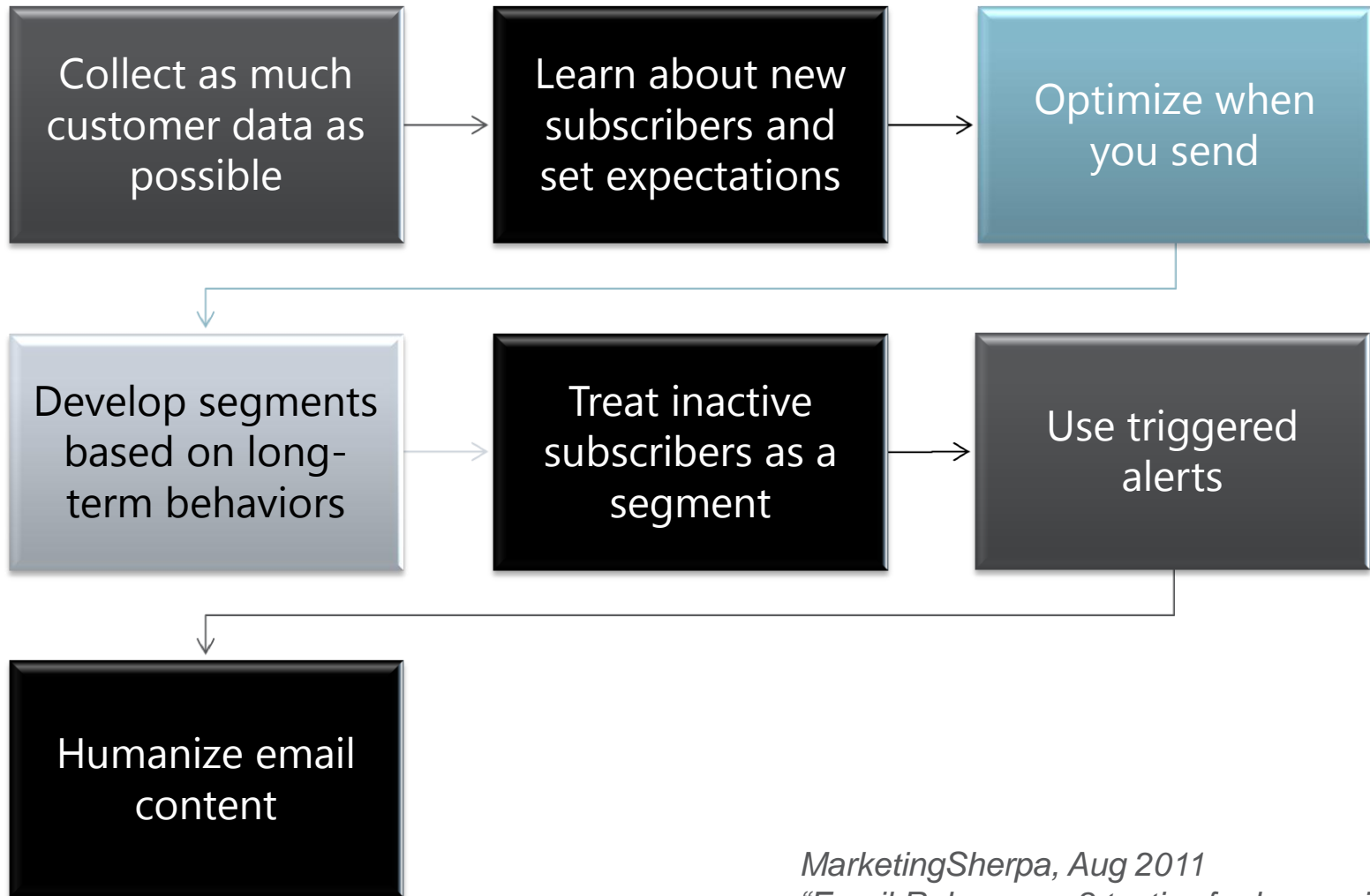- Where they are when they read an email (mobile, computer)

You have to go from what you do know ....

- Whatever info you captured about them (what they bought, where they are, any questions you asked)
- How your business fits into their needs (refer to SMB Research)

And leverage what you can control

- Timing, Cadence, Segmentation and Content

Key Tactics to eMail Success

Collect as much customer data as possible → Learn about new subscribers and set expectations → Optimize when you send

Develop segments based on long-term behaviors → Treat inactive subscribers as a segment → Use triggered alerts

Humanize email content

MarketingSherpa, Aug 2011
"Email Relevance: 8 tactics for leveraging timing, segmentation and content "

Which Email Creative Drove the Highest CTR & Conversions?

Winner

Creative A

Creative B

Source: MarketingExperiments

Results

	Email CTR	Relative Difference	Download Rate	Relative Difference
Creative A	8.4%		18.2%	
Creative B	10.8%	28.6%	33.6%	84.6%

"The number of marketers who routinely test email campaigns rose 3% from 2010 to 42%"

MarketingExperiments, Nov 2011

Why Creative B?

- The copy reels you in with a compelling story line but does not provide all the details of the offer, leading to curiosity clicks

- There is no hard sales pitch it disarms and invites you to read

- It looks and reads like a real email, not a sales pitch which any "business leader" is highly trained to discard immediately

Growing Your Opted-In Prospect/Customer List

Answer this first: Why should I give you my email address and get on your mailing list?

- Am I getting any thing of value?
- Is there an incentive?
- I don't know if I can trust you?
- How often will you email me
- Will I get exclusive treatment?

Growing Your eMail Lists

Leverage every touch point you have with your prospects and customers

"Partner with others, especially with large lists, to reach a larger audience."

- Include an opt-in during the checkout process

- Have a blog? Include a RSS feed to capture emails

- Have a Facebook fan page? Leverage that to drive people to sign up

- Include an opt-in on your Inquiry forms

- Do you offer whitepapers, webinars? Allow prospects to opt-in to receive further communications

How to Keep Them Opening Your eMails

Emails don't have to be a sales pitch all the time. You don't want your customers opting out of your list because they don't like what you have to say – well what else is there to talk about?

"Acquiring a new customer could cost a company up to 6 times more as reselling to an existing one"

- Company news
  - Why not announce that new customer support rep you hired
  - The new product/service you launched that will save your customers a bundle
- Expert tips and advice
  - You are a business owner – did you ever wish you knew the things you know now when you started your business.
- Referral promotions
  - Your customers are your evangelists – if they value the relationship they will recommend you

Important Cloud Services Purchase Criteria for US SMBS

	1-19 Employees	20-99 Employees	100-999 Employees
Price	🔴	🔴	🔴
Tech Characteristics	🔴	🔴	🔴
Clear, informative website	🔴	🔴	⚫
Well-known brand	⚫	⚫	🔴
Pre-sales support	⚫	⚫	🔴
Personal online research	⚫	🔴	⚫

And consider segmenting based on different needs – provide research?

High Importance — Low Importance

Action Plan

Remember

- Understand your customer list and their needs – segment them and talk to them about what they want to hear

- Make your email subject, content, and click through landing pages tell a complete story, that is relevant to that customer segment

- Use social media to make your content relevant and your list segmentation better.

Helpful Hints

- Use the SMB Research we have provided to help target your customer needs better

- Send different emails to each TYPE of customer you have – for example, shared hosting vs. hosted exchange

Helpful Tips

Thank you!

Questions?