



DANGEROUSLY USEFUL GUIDE



How to execute and measure successful email marketing

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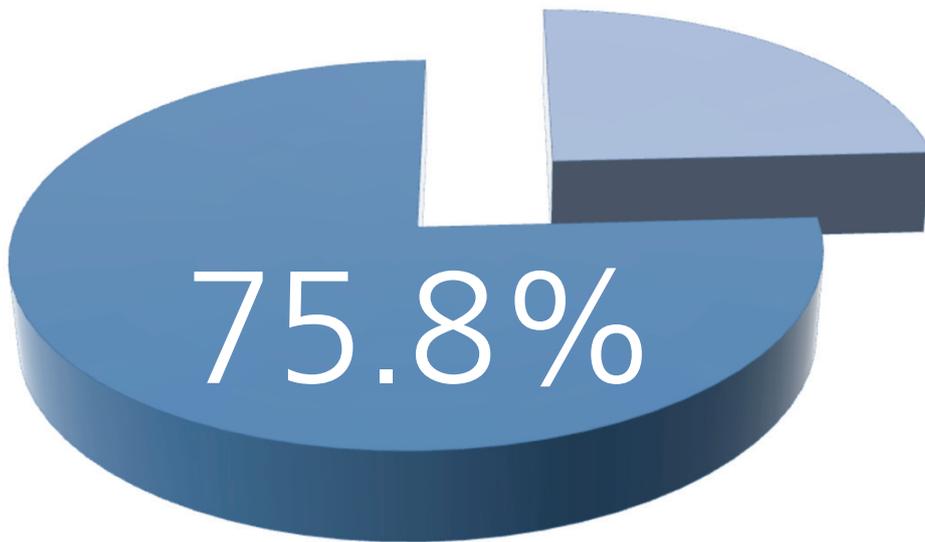
- contact** management
- organisation** management
- lead** management
- event** reminder
- task** management
- calendar** management
- customer service** management
- email** marketing
- auto** responders
- survey** marketing
- sms** marketing
- web** forms
- document** management
- data** reporting
- web/cms** page management
- social media** management

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75% of marketers said they were using **email more** than they did 3 years ago

As a marketing channel, email isn't going anywhere.

In a recent dmA study 75.8% of marketers said they are using more email than they were three years ago.

Business investment in email marketing is set to rise by 54% by 2014, according to Forrester Research.



This will **change** your marketing results

Email campaigns represent a unique opportunity to educate your contacts about your company in a way unlike any other online effort. Yet, email cannot be truly fruitful by itself without the integration of other initiatives. By taking a holistic approach and integrating other online strategies including, content creation, social media engagement, surveys and behavior-based nurturing into the marketing mix, you'll see unparalleled email marketing results.

This eBook will guide you through executing and measuring successful email marketing.

Chapter 1:

5 email marketing challenges and solutions





Top 5 challenges marketers face

CHALLENGE

1

Integrating email data with other data systems

Marketers want to be able to track the sales process of an email conversion. More importantly, they want have a clear understanding of what exactly is capturing their target market's attention for future efforts. To bridge this gap between email marketing performance and social media activities, landing page conversions or "other data" means that you are that much closer to optimising your sales funnel and delivering content that your community loves.

CHALLENGE

2 Improving deliverability

Marketing professionals are very interested in the percentage of email messages delivered to your recipients' inboxes versus the number of messages sent. A low deliverability rate might get you blocked by ISPs meaning that you're wasting money by sending messages to nonexistent addresses.

CHALLENGE

3 Growing and retaining subscribers

Increasing the size of your email list and keeping your contacts engaged in your messages is no easy task and remains an ongoing issue amongst marketers.

CHALLENGE

4 Achieving measurable ROI

It's often difficult for marketers to connect the dots between messages they send out to prospective customers and the moment when these subscribers get further engaged and turn into customers.

CHALLENGE

5 Using email for funnel optimisation

Marketers are challenged with optimising their sales and marketing funnel with emails. They often send out one-time email blasts that don't help push leads down the sales funnel, but can alienate them.

Solutions to the top 5 challenges



Good news, there are solutions to the top five challenges posed above.

SOLUTION

1 Create an integrated marketing system

The best way to achieve this is through marketing software that allows for that integration to take place. You want to be able to connect SEO, blogging, lead management and reporting with email marketing and lead nurturing creating an integrated marketing system targeting the right audience with the right message.

SOLUTION

2 Practice good email list hygiene

There are several ways to help improve your email deliverability rates, which include regular email list maintenance, a stricter opt-in process and allowing your recipients an opportunity to update their email addresses by inviting them to your preference center.

SOLUTION

3 Earn your email subscribers

Instead of purchasing lists and sending out fewer emails to gain viewership, earn your subscribers. What does this mean? It means clearly explaining to your audience why they should subscribe before you decide to clutter their inbox with even more emails. As long as you provide your client base with ongoing value that's targeted to their needs, they won't "opt-out" from your message.

SOLUTION

4 Close the marketing loop

Utilising closed-loop marketing helps connect the dots to measuring ROI results. In a nutshell, closed-looped marketing is tracking a contact from the beginning to the end. For example, follow a contact from the point of visiting your website through getting further engaged (viewing other web pages, downloading resources, clicking on your emails) to his/her final conversion into a customer.

SOLUTION

5 Nurture your leads

Instead of sending out one-time eblasts that don't help push leads down the sales funnel, send an automated series of emails to an early stage lead, known as lead nurturing, in order to pre-qualify them and get them interested before handing them over to your sales team. How is beneficial to marketers? This enables marketers to establish contact with their fresh leads fast and stay top of mind for potential, and even current, customers.

Chapter 2:

6 types of marketing emails



With the challenges and solutions addressed from an internal standpoint:

What types of communication should you send your contacts and why?



COMMUNICATION

1 Email newsletters

Newsletters are great not only for marketing to prospects, but also for nurturing your existing customers with company news and events, product announcements and feedback requests. Such ongoing communication will help you retain happy customers and collect valuable insights about them.

COMMUNICATION

2 Email digests

Similar to newsletters, email digests provide summaries of existing information and offer a snapshot of a specific time frame, e.g. a week or a month. The difference is, digests are generally easier to consume than newsletters because they generally consist of lists and links, which helps subscribers scan the email quickly and click on the parts that they are most interested in.

COMMUNICATION

3 Dedicated emails

As known as stand-alone emails, dedicated emails contain information about only one offers. They help you set up the context to introduce the main call-to-action to a new whitepaper you have released or invitation to attend a specific event that you are hosting. This may be a persuasive path if you are focused on driving results for one call-to-action.

COMMUNICATION

4 Lead nurturing

This email approach introduces a tightly connected series of automated and targeted emails with a coherent purpose and full of useful content. In this context, lead nurturing offers more advantages than just an individual email blast.

COMMUNICATION

5 Sponsorship emails

Sponsorship email campaigns are one component to a paid media strategy, which could also include pay-per-click (PPC), display advertising, mobile advertising, affiliate advertising, etc. Basically, you have the benefit of being specific when describing the target audience you want to reach and achieving exact ROI results.

COMMUNICATION

6 Transactional emails

These are the messages that get triggered by a specific action your contacts have taken and enable them to complete that action. These include anything from signing up for a company offering/service to order confirmations that give you shipment information and other details. It provides a great two-way exchange platform for your client base.

Chapter 3: 9 email marketing metrics



Now that you have a better understanding of what communication type to send, how do you know how it did? To assess your email marketing performance, you must conduct an ongoing trend analysis of several key metrics.

METRIC

1

Bounce rate

This metric consists of the total emails sent that could not be delivered to the recipient's inbox. Bounce rates work best to uncover potential problems with your email list. There are two kinds of bounces to track: "hard" and "soft" bounces.

Soft bounces are the result of a temporary problem with a valid email address, such as a full inbox or a problem with the recipient's server.

Hard bounces are the result of an invalid, closed, or non-existent email address, and these emails will never be successfully delivered.



METRIC

2 Delivery rate

This is the percentage of emails that were actually delivered to recipients' inboxes. You can calculate this by subtracting hard and soft bounces from the gross number of emails sent, then dividing that number by gross emails sent.

METRIC

3 List growth rate

How fast your email list is growing is an ongoing concern amongst marketers. This is calculated by subtracting opt-outs and hard bounces from the number of new email subscribers gained in a given month.

METRIC

4 CTR

This measures the proportion of the audience who clicked on one or more links contained in the email message. Organisations can calculate CTR one of two ways. They can divide the number of emails delivered, or by dividing total clicks, including multiple clicks by the same recipient, by the number of emails delivered.

METRIC

5 Email sharing

Sharing rates are another indicator of the value and relevance of your email messages. Email sharing metrics are the percentage of recipients who clicked on a "share this" button to post email content to a social network and/or who clicked on the "forward to a friend" button.

METRIC

6 Conversion rate

This is the ultimate measure of an email campaign's effectiveness. Conversion rates are the percentage of recipients who clicked on a link within an email and completed a desired action, such as filling out a lead generation form or purchasing a product.

METRIC

7 Revenue per email sent

For those who generate a lot of direct sales from email campaigns like ecommerce marketers, this metric is ideal. This is calculated by dividing the total revenue generated from the campaign by the number of emails sent.

METRIC

8 Open rate

Although not the most reliable metric, open rate is something that many marketers use to measure the success of their campaigns.

METRIC

9 Unsubscribe rate

Even though the unsubscribe rate doesn't provide the most reliable picture to your email list, checking your monthly unsubscribe rate is helpful for calculating your overall list growth rate, and to watch for sudden spikes.

Chapter 4: Conclusion

Email marketing offers a unique channel for many things but most importantly driving real business results and achieving measurable ROI. Let email marketing's powerful platform made **available through this eBook** help optimise your marketing efforts and take it to the next level today.

