

**Email Marketing services from
Anicca Digital Solutions and
Background information for companies
developing their email strategy**

ann@anicca-solutions.com



Email - The Challenges

7 out of 10 emails flagged as spam

97% of bulk email is seen as **SPAM** – some people automatically equate the term “bulk mail” with spam

17% of permission based email is blocked by ISP's and Corporate filters – i.e. Opt-In email

Two key areas to consider:

- 1. Sending method**
- 2. Content of the email**

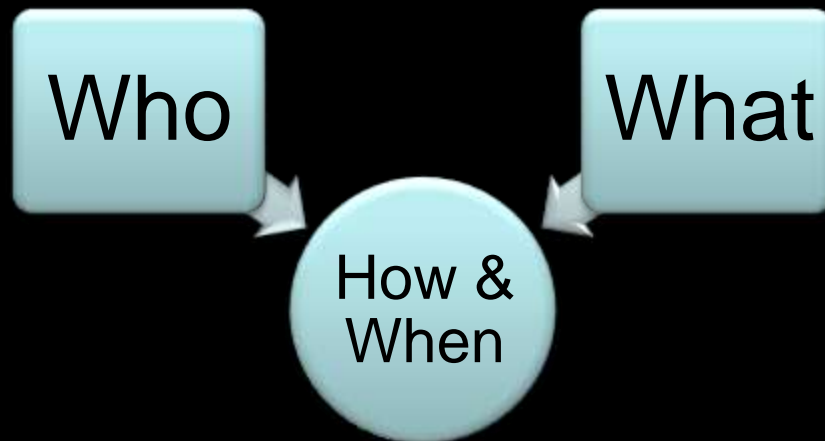
Acknowledgments/Sources:

- MediaCo – email designs
- Direct Marketing Association, DMNews.com
- SpamAssassins, Postini, Blacklistedip.com



The 3 main Elements of a Successful Campaign

1. Building an Opt-in List
2. Effective Creative & Content
3. Professional Campaign Execution (broadcasting)



1. Building an Opt-in List

- Target the right audience
- Remember: **quality** is always better than quantity
- Make sure the subscription process isn't too long/complex – keep it simple
- Spell out the features/benefits of opting in
- Include registration around the site, not just on one page
- Keep the contact regular so they remember you
- Ensure that recipients can unsubscribe at any time
- “White Lists” – help to avoid filters



1. Building an Opt-in List Subscription Process: Options

3M Health Care
Newsletter Subscription Form

We publish a newsletter every two months with news, healthcare education, information and special offers for busy Healthcare Professionals working in hospitals and the community. Please complete the short form below to receive future editions.

Please note: We don't pass on your details to any third parties.

First Name :
Last Name :
Job Title :
Email Address :

Which format would you prefer to receive?
HTML : (fully designed with graphics)
TEXT : (no graphics, text only)

Please select your areas of interest:

<input type="checkbox"/> Casting and Splinting	<input type="checkbox"/> Stethoscopes
<input type="checkbox"/> Electrodes	<input type="checkbox"/> Sterilization Products
<input type="checkbox"/> Incontinence	<input type="checkbox"/> Stoma Care
<input type="checkbox"/> IV Therapy	<input type="checkbox"/> Theatre Products
<input type="checkbox"/> Orthoptics	<input type="checkbox"/> Wound Care
<input type="checkbox"/> Other, please specify <input type="text"/>	

Please note: Each newsletter covers a range of issues relevant to the modern Healthcare Professional.

STANFORDS NEWSLETTER

Read Current newsletter

Subscribe and receive updates on events, offers and news from the world of maps!

HTML Text AOL

e-Business - Newsletter subscription

*These fields are mandatory

First Name:
Last Name:
Job Title:
Company:
Email Address*:
Postcode:

Please select the format you would prefer to receive:
Plain Text: (no graphics, text only)
HTML: fully designed with graphics

Please select any specific areas of interest regarding e-Business that you may have:

<input type="checkbox"/> News
<input type="checkbox"/> Information & Advice
<input type="checkbox"/> Products and Services
<input type="checkbox"/> Seminars & Workshops
<input type="checkbox"/> Broadband
<input type="checkbox"/> Clubs & Networking

Other - Please Specify:

* I have read and accepted the Scottish Enterprise [Terms and Conditions](#) and [Privacy Statement](#).

1. Building an Opt-in List

Legal Implications

- Data Protection Act 1998
- Distance Selling Regulations 2000
- DMA Code of Practise
- Directive on Privacy and Electronic Communications (2002/58/EC)



1. Building an Opt-in List

Impact of The Directive

- At point of email address collection, consent is essential*.
- Previous contacts don't have to re-subscribe as long as a previous email relationship is in place, and the organisation continues to contact them about related products/services.
- Details of directive include:
 - Unsubscribing
 - Preference service (for individuals and companies)
 - Identity of sender must be shown

*Information Commissioner Guidance Notes, Nov 2003.



2. Effective Creative & Content

Back to First Principles: AIDAS

- **Grab their Attention:**
Use the subject line/From name wisely
- **Activate their Interest:**
Get your message across quickly in the right tone
- **Elicit their Desire:**
Build the benefits, make them want what's being presented
- **Call them to Action:**
They read, respond and interact –
the ultimate goal...
- **Culminating in Satisfaction**



2. Effective Creative & Content

Formats

Consider the audience & the message:

- Who am I aiming at?
- What image/message do I want to project?
- Which format will project the brand/message most effectively?
- Have the list opted in to receive specific formats, eg: plain text or HTML emails?

Formats to consider:

- Plain text – straight text, line breaks, capitals.
- Enhanced text – text with basic HTML eg: bold, links hidden etc.
- HTML – fully designed graphical look/feel.
- Rich Media – animation, audio etc.
- Email + landing page – short email (could be plain text) linking to fully designed web page.



2. Effective Creative & Content

Plain text - examples



From: Mr Thirsty
Date: 04 April 2002 13:56
To: charon@media.co.uk
Subject: 'Honest' Thirsty's Great Prize Giveaway

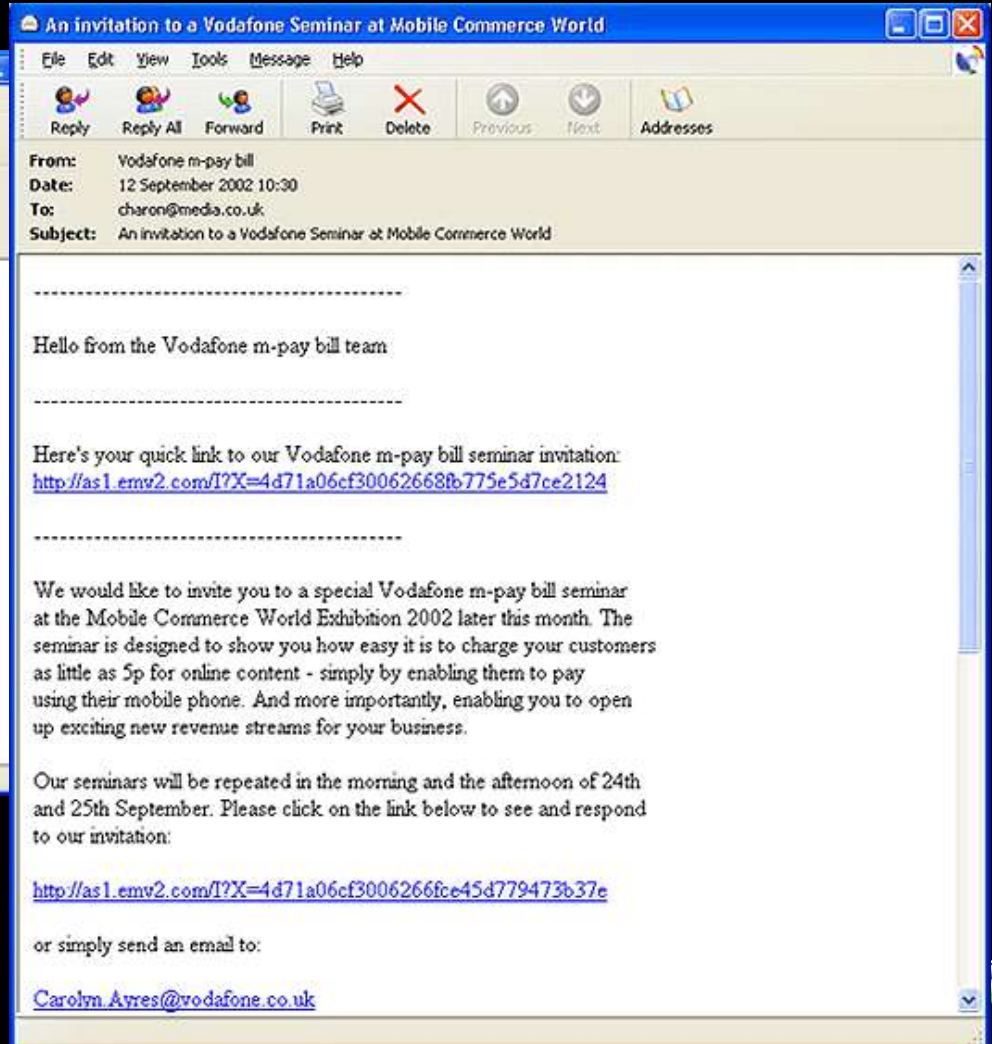
The Atlantic Beer Club
<http://mail.mail01.co.uk/cgi-bin/mph-t.pl?U=370&M=285141&MS=6985>

Hi Fellow Beer Lovers,

THE GREAT APRIL FOOL'S GIVEAWAY - OVER 100 PRIZES TO BE WON!
Honest Thirsty here. Today you find me leading a greyhound about the office wearing a sheepskin jacket and driving gloves, calling the team 'doughnuts' and 'pitchards'. But why my sudden transformation into Del Boy?

Well, during April we're running our biggest giveaway ever -- over 100 great prizes including a Grand Prize each week of Free Beer for a Year! Call me an April Fool if you want, but that's at least 25 prizes a week, or four chances for you to win. I know what you're thinking - 'You're having a laugh, Thirsty' - but it's straight up, honest guv! All you have to do is visit the April Fool's Giveaway page, click and you could be a winner.

Think of it as a lucky dip...with 4 chances to win FREE BEER FOR A YEAR!



From: Vodafone m-pay bill
Date: 12 September 2002 10:30
To: charon@media.co.uk
Subject: An invitation to a Vodafone Seminar at Mobile Commerce World

Hello from the Vodafone m-pay bill team

Here's your quick link to our Vodafone m-pay bill seminar invitation:
<http://as1.emv2.com/I?X=4d71a06cf30062668fb775e5d7ce2124>

We would like to invite you to a special Vodafone m-pay bill seminar at the Mobile Commerce World Exhibition 2002 later this month. The seminar is designed to show you how easy it is to charge your customers as little as 5p for online content - simply by enabling them to pay using their mobile phone. And more importantly, enabling you to open up exciting new revenue streams for your business.

Our seminars will be repeated in the morning and the afternoon of 24th and 25th September. Please click on the link below to see and respond to our invitation:

<http://as1.emv2.com/I?X=4d71a06cf3006266fce45d779473b37e>

or simply send an email to:

Carolyn.Avres@vodafone.co.uk

2. Effective Creative & Content

Landing pages - Examples



2. Effective Creative & Content HTML examples

red5

Find the perfect gift this Christmas at **RED5**
21 Gadget Buying Days Left!

If you are using Outlook 2007 or you can't see this email then click on the link below to view it in your browser
<http://red5.msgfocus.com/g/16B14asm9sk/vw>

21 

Shopping days till Christmas!



Rovio Wi fi Robot

Rovio is a WiFi enabled robotic webcam that easily moves in any direction and can be controlled remotely from anywhere in the world via the internet! You would be forgiven in thinking this amazing wi-fi robot has just come back from a mission to mars! **Only £249.95**
[Click for more>>>>](#)



Table Football

The beautiful game is now available in miniature. An iconic addition to bars and pubs all across the world can now be played at home! Swivel, trap, block and shoot your way to victory with this miniature table football game. Fun for kids of all ages! **Only £20**



2. Effective Creative & Content

Content to meet your business objectives

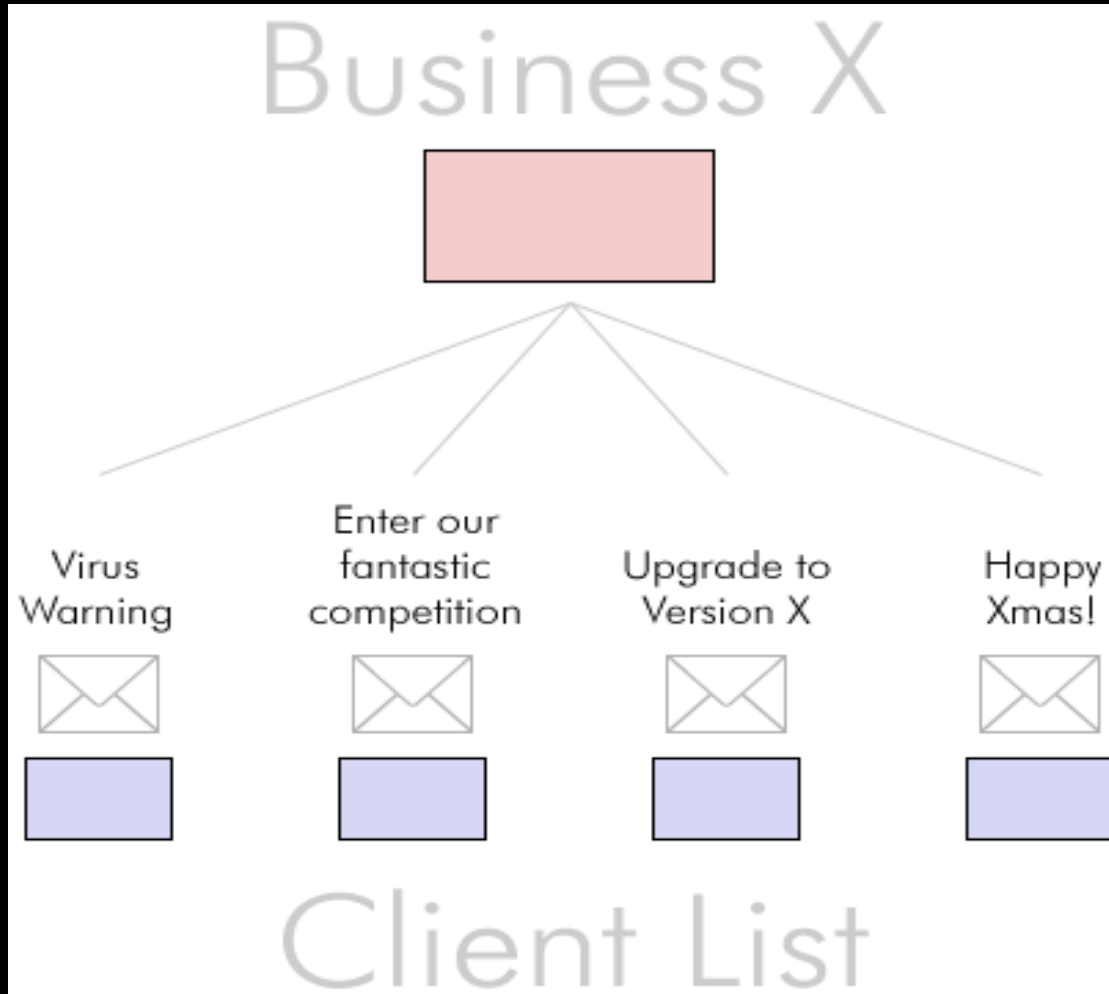
- **Who is your audience?**
 - B2B or B2C
 - Target profile: age,sex, role, salary, interests etc
 - Owned or rent/bought list
- **What's the objective of the email?**
 - For example – registrations, sales, brand awareness
- **What message do you want to convey?**
- **What do you want them to actively do?**
 - Register
 - Make a purchase
 - Enter a competition

The style and tone depends on the above...



2. Effective Creative & Content

Tone – B2B



2. Effective Creative & Content

Tone and target audience

- **Get the balance right – the inbox is seen as personal space**
 - Be polite not over familiar
 - Try not to be too formal
 - Never patronise
 - A conversational tone is good
- **Consider the target audience and the message**
 - Eg with a monthly newsletter (owned list) – need to create a tone and style which will engage their interest over time
- **B2B customer base**
 - Different messages need different approaches

Tailor the tone to suit the target audience and the message



2. Effective Creative & Content

Do's

Subject line/From field:

- Subject defines offer in clear and interesting terms.
- Your own list
 - **Use the company name** and they are more likely to open it
- If possible, ask customers their interest at time of subscribing
- If possible, ask opt-in customers when they want newsletters - everyday, weekly or monthly

Email body:

- Write to be scanned, not read
- Use subheads, bullets, etc to stress key points
- **Key call-to-action should be “above the fold”**
- Don't forget opt out / link to privacy policy



2. Effective Creative & Content

Do's

Generating responses:

- You have **10 seconds to grab their attention** once they have opened the email
 - Use Postscripts
- Make the content relevant and focussed
 - The more it appeals to the audience the better the results
- Make the objective obvious
 - Eg enter our competition to win
- Localise for different markets
 - Re-working will get better results than straight translation
- Rented lists: remind the recipients how you received their name
 - You received this email because you.....

***Put yourself in the recipients' shoes –
would you read it?***



2. Effective Creative & Content

SpamAssassin

Leading Anti-Spam Program:

- **Conducts, 750 tests on any given email**
- **Many companies, customise SpamAssassin**
 - Making criteria more stringent!
- **Try it out and see how you score**
 - And, it's free!



2. Effective Creative & Content

Don'ts

Subject line/From field:

- Starts with “Hello”
- Contains “Your Own”
- Starts with “Buy” or “Buying”
- Is all CAPITALS
- Contains “For Only”
- Contains “FREE” in CAPS
- Starts with “Free

Email body:

- Ask's you to click below (in capital letters)
- Click to be removed
- Offers a full refund
- **Contains**
“Dear (something)”
- Money back guarantee
- Receive a special offer
- Lowest price



2. Effective Creative & Content

Microsoft Filters

Filters used by Microsoft Outlook

Subject line

advertisement

! and \$

Free and !

\$\$

xxx

Over 18

Free and adult

Body copy

money back

cards accepted

removal instructions

extra income

Over 18

money-back guarantee

100% satisfied



2. Effective Creative & Content

Getting it Right ...

- Effective Subject Line.
- “Above The Fold” John Lewis branding.
- Timing of message – plenty of time before Valentine’s day.
- Attractive design and layout.
- Multiple calls to action at many points on the page.








From:
To:
Sent: Thursday, January 27, 2005 10:22 AM
Subject: Valentine gifts at johnlewis.com

If you're having problems viewing this message, please click here

John Lewis Customer service Our shops

Audio & TV Computing Electrical Fashion Furniture **Gifts & Flowers** Home & Garden Nursery Sports & Leisure Toys Waitrose Wine

Let there be love
From sparkling champagne to shimmering jewellery,
look no further for your Valentine's love tokens.
Eternal romantics just click here ▶

<p>Ted Baker Men's Watch</p>  <p>£70.00 click here ▶</p>	<p>Red Heart Boxer Shorts</p>  <p>£9.00 click here ▶</p>	<p>Korres Men's Daily Basics Set</p>  <p>£18.40 click here ▶</p>	<p>health & beauty ▶</p> <p>gadgets & games ▶</p> <p>jewellery ▶</p> <p>gift experiences ▶</p> <p>lingerie ▶</p>
<p>Hearts Double Handled Grab Bag</p>  <p>£30.00 click here ▶</p>	<p>James 'With Love' Praline Gift Box 220g</p>  <p>£12.00 click here ▶</p>	<p>Apple Mini iPod Pink</p>  <p>£179.00 click here ▶</p>	<p>Valentine Flowers</p>  <p>click here ▶</p>

3. Professional Campaign Execution

Click throughs

- Create plenty of opportunities to click through
 - bring your links to their attention
- Put most important links at the top
 - The top 3 URL's most likely to be clicked
- Make calls to action clear
 - Eg “click here to register now”
- Be clear where the links go to
 - To find out more about xxx, click here
- Make them trackable
 - Results, results, results!



3. Professional Campaign Execution

Broadcasting – Some considerations

- Do I want to host/control everything?
- Do I want to devote in-house resources to this – including; time, money?
If so, how much?
- If using a web-based (wsp) solution, do I need a fully managed or self-service option?
- What are the key features:
 - Security
 - Trackable links
 - Auto unsubscribe
 - Online reporting in real time
 - Best practice, due diligence



3. Professional Campaign Management

Broadcast Management & Reporting

Fully managed email broadcast service:

- **Formats:** usually plain text and HTML, can be plain text with a landing page etc.
- **Online** real-time reports - web based
- **Tracking:** Number broadcast, Number opened, unique/total clicks, bounces, un-subscribers, who clicked/when etc.
- **Data** held in white room on secure servers, can broadcast up to 200K/hour.
- **Results** review & analysis after each broadcast to assess success.



Successful Email Marketing

Getting it right means:

- Saying the right thing in the right way
- At the right time
- To the right people
- Using the right technology

... In order to get the right results

Ingredients:

- Make sure the list is opt-in
- Get the format right eg: plain text & landing page, or plain text & HTML etc.
- Use effective creative/content
- Use incentives
- Test the elements thoroughly
- Execute each email professionally
- Analyse results and react accordingly



And Finally.. The Good News!

- Email Acquisition rates – risen from 6% to 8%
- **Email set to level with Direct Mail – in terms of volume!**
- Click through rates at 10%
- Retention figures at 10%
- Tracking conversion and Performance testing – on the increase
- ROI continues to be biggest driver of email marketing activity
- Hard bounce rates are falling
- “Fail rates” have dropped
- Average click through rates increasing, steadily
- Better open rates?
 - **Use of dynamic content**



Any Questions?

Ann Stanley

ann@anicca-solutions.com

07930 384443

