5 STEPS TO INCREASE EFFECTIVENESS OF EMAIL MARKETING CAMPAIGNS
INTRODUCTION:

Email marketing is intended to reach the inboxes of customers. In order to have a successful email campaign, deliverability is key. No matter how compelling an email message may be if it fails to reach the inbox then it becomes a useless collection of digital blips.

The 5 steps below will help you increase the likelihood of reaching the inbox and achieving your intended email campaign objectives:

1. START CLEAN : PROPERLY ACQUIRE EMAIL LISTS

For an email campaign to be successful, it needs to be placed before the right audience. Thus enters the need for a mailing list. However, it must be the right list. One that is both targeted and accurate. This means that email addresses must be real, legitimately acquired, and up-to-date.

Marketing dollars are at stake, as well as your email reputation. For this reason, avoid purchased email lists. Instead, build your own list through the usage of a double opt-in.

Set clear expectations. From the get-go, subscribers should be well aware of what they are opting into. Ensure that your subscribers understand the types of messages they will be receiving, as well as how frequently to expect them. Always include an easy-to-find opt-out, so subscribers can quickly unsubscribe.

2. STAY CLEAN

You cannot be complacent concerning email delivery. It is a matter of email reputation and your inbox placement rate (IPR), or the probability of an email campaign actually reaching the inbox. You must make certain that your email is not getting lumped into “spam” folders.

To avoid being tagged as a spammer, you need to keep your email list up-to-date. This means it should be free of inactive and abandoned email addresses. The best way to maintain a clean email list is to utilize email verification software, which provides instant feedback concerning the validity of a given email address. There are various types of email verification solutions, including cloud-based ones that can save your organization time and resources. These solutions help secure your email reputation, improve IPR and open rate, and produce more successful email campaigns.

On average, 30% of email addresses change each year. Therefore, a stay-clean strategy demands an ongoing email verification process at least quarterly (if not more often than that).
3. WRITE COMPELLING, TARGETED CONTENT

Content is the cornerstone of a successful email campaign. To maintain a list of loyal subscribers, you need to provide timely and relevant information. Great content is dependent upon how well you know and understand your audience(s). First, segment audiences based on wants and needs. Second, supply engaging content that speaks to these needs.

Most importantly, write with a purpose. Email content should achieve an end-goal. Depending on your campaign objectives (e.g. increase leads, increase sales, improve brand awareness, etc.), an email should always include a precise call to action. Motivate the reader toward a desired course of action, yet be sure to never deceive, confuse, or intimidate.

Lastly, always remember to err on the side of simplicity. Make messages clear and concise.

4. TEST, TEST, TEST

Accurate delivery is the first step to an efficient email campaign. Engaging and interesting content is the second step. A successful call to action is the final step.

Optimization is critical for getting return-on-investment (ROI) from an email campaign. You may reach the right audience. You may even engage them in an interesting thought process. But without an active response, your messages merely take up time and cost your company to waste funds.

The following tactics help test and optimize email campaigns:

- **Split testing** involves the pre-deployment process. It helps you identify what subject lines work best, what message content produces the most powerful return, and even addresses the effectiveness of images, time-frames, and layout formats. Split testing enables you to accurately predict the click-through rate of a given planned email campaign.

- **Engagement profiling** strives to monitor each recipient’s reaction to your email message. This includes measuring active “open and reading” time. It also dates the activities.

- **Snapshot tracking** provides details concerning precise clicks and other relevant subscriber interaction with your current campaigns. The metrics enable easy drill down into percentages and click-through rates.

- **Geo-tracking** integrates profile heat mapping with Google Maps. It helps you capture subscriber locations, including country, region, and postal code.
5. SEND REGULARLY: KEEP YOUR BRAND AT THE TOP OF SUBSCRIBERS’ MINDS

The old saying, “Out of sight, out of mind,” accurately defines what happens when your email campaigns are not sent on a regular basis. Given enough time, even the most interested and qualified buyers can forget your company name and email address.

Send email regularly, but remember to always be respectful of your subscribers. There is a thin line between reasonable periodic contact and aggravating harassment.

CONCLUSION:

Email marketing is indispensible to business. It helps generate new sales, retain existing clientele, and strengthen the customer relationship.

Remember these 5 rules to increase the effectiveness of your email marketing campaigns:

1. Start with a clean list
2. Keep it clean through email verification
3. Write compelling content
4. Test and track subscriber engagement
5. AND send regularly.
ABOUT STRIKEIRON:

StrikeIron is the cloud leader with the most mature and reliable Data-as-a-Service (DaaS) platform on the market. We are passionate about innovation in data quality and data communications. StrikeIron’s cloud solutions enable businesses to communicate with consumers in the medium of their choice. StrikeIron offers an Email Verification Solution tailored specifically to meet all business needs. It is the most innovative and accurate solution, offering a reduction in email bounces and delivery failures by 90% or more. This solution allows you to instantly increase email deliverability, resulting in improved marketing campaigns and customer relationship management, as well as help you avoid blacklists and spam folders.

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