



# EMAIL MARKETING

*How to make the most of Email Marketing for your business*



**SOLUTION PARTNER**

# A How-To Guide to Email Marketing

## About Email Marketing

Email is an important marketing platform for any ecommerce business. It provides a way for you to keep in touch with visitors and customers, and generally results in very good ROI. You can use email marketing to communicate a variety of messages, including telling customers about new products, business news, discounts and promotions. You can also use email to offer rewards to loyal customers, request testimonials and remind customers about uncompleted purchases.

However, to get the best from email marketing, there are a few 'golden rules' to remember.

## Test Your Subject Lines

It goes without saying that some subject lines will be more appealing to your customers than others. It's good practice to send out emails with a variety of subject lines, in order to discover whether some particular words or phrases work better than others.

## Be Spam-Aware

If you plan to send out regular emails to a mailing list, it's important that you ensure your emails don't appear in your customers' spam folders. A range of issues can trigger email filters, causing your email to be marked as spam. One way to reduce the risk of this occurring is to write your email content very carefully. Certain words and phrases in your subject line, message, or even in your links can black-mark your emails, so make sure you do your research.

## **Don't Just Sell**

The content of your marketing emails should always be useful to your customers. If you constantly try to sell and promote your own products and services, you risk alienating a large section of your potential audience. To truly engage your recipients, it's important to regularly offer them news and advice that will be of genuine interest to them. You can still promote your own products, just don't make all of your email marketing activity sales-led.

## **Find Out When to Send**

Choosing the right time to send a marketing email is vital, yet it is often overlooked. It's a good idea to test this by sending a variety of emails at different times, on different days of the week. Over a period of time, it will become evident that emails sent on certain days and at certain times lead to the most engagement from your audience.

## **Purchase Email Lists with Caution**

In Europe, it's illegal to send unsolicited marketing emails to any recipient who has not consented to receive the email. The only exception is when an unsolicited email is sent to a corporate email address which does not contain any personal information. This means that for anybody running a B2C ecommerce business, purchasing email lists is out of the question.

For B2B businesses, purchasing an email list may benefit your business in some instances, however it is important to do a lot of research before doing so. You need to ensure that you use a legitimate DMA registered data house who are happy to disclose how they obtained their email list.

It's important to remember that building a list of engaged customers who are interested in your business, however small that list is, will always be more useful than any purchased list. Many of the email addresses that appear on purchasable lists may be out of use, and those that are in use probably won't be valuable to you anyway. Anybody who appears in these types of lists has not specifically opted in to receive your emails and as a result, they probably won't be interested in what you have to say. It's also worth noting that emails sent to purchased lists have high unsubscribe, bounce and spam rates, which can damage your emails' future deliverability.

## **Think About Design**

If you've created an engaging, interesting subject line, you've won half the battle. However, when the recipient opens your email, they need to be inspired visually. A cluttered email will be confusing for the recipient, and may discourage them from reading. At the same time, a sparse email containing hardly any content will also look unappealing.

## **Integrate**

This doesn't just apply to email marketing. Your entire digital marketing strategy should be integrated. Have you just written a new blog post, or launched a social media competition? Share this news in your marketing emails, alongside relevant links to your website and social media pages. Doing this may even lead to new social media followers, whilst it makes the content of your marketing emails more varied and interesting.

## **Summary**

Email offers a great marketing platform for any ecommerce business. However, it is important to remember that email marketing isn't as simple to implement as many

businesses think. This guide outlines a number of pitfalls to avoid in order to develop a successful email marketing strategy.

For more help with your email marketing strategy, contact Space 48 today to speak to one of our digital marketing team.

## **Email Service Providers**

Below is a list featuring some of the most popular email service providers:

**Mailchimp** - <http://mailchimp.com/>

**Pure 360** - <http://www.pure360.com/>

**Email Vision** - <http://www.emailvision.co.uk/>

**Constant Contact** - <http://www.constantcontact.com/uk/index.jsp>

**DotMailer** - <http://www.dotmailer.co.uk/>

## **How We Can Help You**

This guide provides a brief taster of the email marketing guidance we can offer for your ecommerce business. For more information, and to discover how we can help you, contact us on the number below.



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