



CC MARKETING
AND COMMUNICATIONS
STRATEGY | CREATIVE | PRODUCTION



How to Choose an Email Marketing Company

Why email?

Out of the 196 billion emails sent daily, 109 billion are business emails.

— Radicati Group

As every business grows, it's essential that they find effective ways to reach out to their client base at regular intervals. From manufacturing and distribution companies to restaurants and retail, organizations need to share helpful ideas as well as information about their latest products, service offerings, or upcoming specials, classes, or events that may interest clients or prospects.

Email marketing is an excellent strategy for reaching individuals and companies who are interested in what your business has to offer. Today's technology allows us to create email marketing campaigns that feature stunning images, animations, and videos to help draw in audiences. With all of the tasks involved with creating a successful email marketing campaign, however – copy, design, distribution – many small business owners hire an email marketing company so they can focus on managing their business.

An email marketing company is different from an Email Service Provider. The former will map out a strategy based on your industry, audience and budget, as well as create email campaigns and track and analyze them to determine what messaging resonates best. The latter simply provides the platform for developing and distributing your campaign.



According to the
Direct Marketing
Association, for
every \$1 spent,
email generates
\$40 in ROI.

Doing Due Diligence

Hiring an email marketing company is a smart investment, but it's essential to do your homework first. As you research and put together a list of prospective companies, ask yourself the following questions:

- How **large** is the company? Do they have the right mix of team members to complete key initiatives in a timely manner?
- How much **experience** do they have? Do they typically work with your type of organization -- B2B, B2C or nonprofit?
- Are they a **full-service company**? Do they handle what you need – be it marketing strategy as well as content creation and distribution, or strictly email production?
- Who will be **your main point of contact**? How often will you communicate with them? Will this approach meet your needs?

Another important question to ask is **whether they specialize in email marketing**. To the layperson, it may seem as though any person with experience in marketing, graphic design, or website creation



Make certain the content in your email campaigns is relevant and interesting. This will encourage readers to share it.

should have the skills necessary to craft emails for customer outreach and lead generation. Not true! Email marketing development is a different beast from website development.

Here's an example. An email template is typically 600 pixels wide. This means that you can't take an 8.5" x 11"



Your email designer needs to understand how email technology impacts the way a campaign renders in the Inbox.

Too many images in an email campaign can impact deliverability. Your text-to-image ratio should be

60:40 or 70:30.

document created in, say, InDesign, and drop it into an email template and expect it to look good. It won't! If your document has a lot of text in a small type size, in an email template it will be hard to read. Proper development of an email campaign means the images in your template will be created – scaled – specifically for the email.

Social media plays a huge part in modern marketing campaigns, so it's also essential to discuss how email marketing content can be repurposed on social media (and vice versa). This will help you maximize your marketing investment. An experienced email marketing company will be prepared to help you do this.

When interviewing prospective email marketing companies, it's tempting to choose one based on

Choose a company that knows email best practices. 7-word subject lines are the most common, but 3-word subject lines have the highest engagement rates.

a guaranteed return on your investment. Be wary of this promise. No marketing firm can guarantee a specific result until they've had a chance at bat. They aren't familiar with the size or nature of your client or prospect list; your pricing (and how it compares to your competitors); or the quality of your product or customer service. All of these factors influence sales and customer behavior. That's why it doesn't make sense for an email marketing company to offer guarantees – especially in conjunction with a long-term contract. Ask for a month-to-month program, make a 4-6-month commitment, and point out that when the marketing firm achieves verifiable results based on analytics, you will be pleased to extend your working relationship with them.

Plan for the Kind of Help You Need

Will you only need help to get your email marketing program off the ground, with the expectation that your internal team will then take it over? Or are you in need of a full-service email marketing firm to manage your program on an ongoing basis? Whatever you need, make it clear upfront, before you begin working

together, because it will impact the plan the email marketing company prepares for you. Failure to plan ahead may mean that your email marketing program has a spectacular launch... only to fall by the wayside if you aren't properly trained to take it over.

Successful email marketing requires expertise, attention, and follow-through, which means it's often too much for a small business or business with a small marketing team to handle. By doing your homework and finding a skilled, experienced email marketing company, you'll be able to reach customers while maintaining your focus on providing them with the best possible products and service.



About Us

CC Marketing and Communications has been helping companies grow since 2003. We do what clients don't have the time, resources or expertise to do on their own: brainstorm, strategize, plan, create content, design, manage production, monitor response and evaluate results. Every day! We help with Inbound Marketing, Email Marketing, Content Marketing and even old-fashioned print marketing.

Please let us know if this e-book is helpful to you.
We welcome your feedback.

info@ccmarketing-communications.com

Phone: 847-926-7990

www.ccmarketing-communications.com

Ready to grow?
Please contact us.
We're here to help!

