



Top 10 tips for a successful email marketing campaign

1. Planning

Putting in the effort pre-campaign can be the dividing line between a successful and an ineffective campaign. Make sure you have meticulously planned out all aspects of what you want from your campaign, as you will save yourself a lot of work and frustration in the long run.

2. Be objective

Make sure that when you're planning your campaign you know exactly what you want from it. When critical decisions have to be made you can refer back to your objectives.

For example : Is your campaign to get sales? How quickly? To drive people to your website? Raise awareness of your brand? Get them to make an immediate purchase? Collect more details?

3. Keep to your word

If subscribers sign up for your email communications because you promised them something, make sure you keep to that.

Not delivering what you promised or changing the offering from a newsletter to a sales email is a guaranteed way to lose your recipients' trust and their interest.

4. Be consistent

If you change the frequency of messages and bombard recipients with more, they will potentially become annoyed and tired. You run the risk of them unsubscribing.

Conversely, if you delay sending for a few months you run the risk of them forgetting who you are and once again, unsubscribing.

5. Subject lines

This is the first point of contact with the recipient and is often an overlooked area. It doesn't matter how much effort you have made putting together an amazing looking email with a truly fantastic offer if your recipient isn't even enticed to open the email.

Subject lines shouldn't be too long (approx 50 characters maximum) so that the recipient can read the whole message. The subject line should describe what's inside whilst making an effort to encourage the recipient to open the email.

6. Design

Once the recipient has opened the email, you have to make a good impression. People will usually make a judgment before reading the bulk of the content so your email must look professional and you have approximately 15 seconds to do it!

Things to consider when creating your template:

Professional appearance

Clear calls to action

Branding to be consistent with your website/brand

Balance between image and text



7. Timing is everything

Make sure your email is sent at an appropriate time. If it is sent at the wrong time, it will fall upon deaf ears.

Email is fantastic when sent at the right time, generating a lasting impression, being forwarded to other people, enticing a response and standing out from other communications. Sent at the wrong time it is just an annoyance to the recipient.

8. Unsubscribing doesn't have to be the end

In the past, just letting a subscriber unsubscribe was the end for them. The thing is, they may have only unsubscribed because they didn't like a certain aspect of your communications.

The modern practice now is to give them options before they finally say goodbye to your emails. It could be that they don't like the frequency of your emails or that they only want to know about upcoming sales. Either way, let them have the option to choose what they receive so that you can send them what they want to receive.



9. Understand the results

The results of your campaign can tell you everything about its success. Different results can bring new perspective to your shortcomings, your messages, your appeal - moments of marketing brilliance have come from them! Some basic rules :

Open rates – how deliverable your email was (inbox or junk folder) and the effectiveness of your subject line in pushing for the open.

Click through rates – reflects the effectiveness of the design of the email. It will show whether the call to action was prominent enough or if your content was interesting to your recipients.

Bounce rate – if your open rate is low and bounce rate high, you probably have a deliverability issue.

10. Test Test Test

There is no set rule to success. Every company's mailing list is different and you must constantly test to see what different factors make your recipients react. Subject line, design, call to action and timing can all be fine tuned by split testing your mailing list.

This is going to keep carrying on throughout your campaign's life. No campaign will ever be the perfect campaign. There will always be room for improvement, and your mailing list will change in habits as time goes on so always re-assess every aspect of your campaign.

