





In September 2014, Everlytic launched a spring campaign titled Everlytic's Top Tips. This campaign served readers a daily email marketing tip accompanied by a growing springtime garden.

The 20 tips in this document have been divided into the following sections: Content, Database, Design and Functionality, Delivery and Analytics.

These themes are essential for all marketers when it comes to planning a core email marketing strategy.

So take this opportunity to dabble in some great email marketing insights to aid you in email marketing success!



# CONTENT

Content marketing is the 2014 marketing buzz word of the year. Without targetted and relevant content in your email, your subscribers will not engage with your communication and marketing efforts. The effect of this happening is a poor return on investment and a bad reputation with internet service providers like Gmail who judge the relevance of your content by contact engagement. By following these four key tips, you can ensure your content will be relevant and of value to your audience and avoid the ever dreaded "delete" button.



Re-enforce your brand and cross-sell on all emails including invoices, notifications, welcome mailers and more.



Use strong calls-to-action to optimise your ROI. Place most NB CTA on the top left corner of your mailer.



Limit subject lines to 50 characters, format it to title case, use an urgent tone and portray an honest message.



Be frequent in your sending routine, but send no more than one email a day to avoid a bad email reputation.





# DATABASE

An outdated and disorganised database can lead to numerous problems. It may skew your results and give you a lower contact engagement score - which can damage your email reputation - and frustrate your marketing efforts. Always ensure that your database is clean and up-to-date. A database at high integrity levels will assist in elements such as POPI compliance and contact engagement tracking for better insights and strategies. These four tips can help.



Serve readers relevant content by segmenting your database according to subscriber activity and industry type.

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Send reengagement mailers to inactive contacts. If no response, unsubscribe them to increase database quality.

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Manage your database by using fewer lists. Less is more in database management.

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Keep your database current with "SMS on Bounce"(SMSes sent to bounced contacts requesting their new email adds).

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# DESIGN AND FUNCTIONALITY

In this tech-savvy world we find ourselves in, design and functionality play an important role. Design should not only be aesthetic, but functional. It is essential that our design is compatible with today's systems and technology. An email without responsive design will not render properly on all devices and your well crafted aesthetics will be lost. Design and functionality go hand in hand. Follow these four tips and you are on your way to functional design utopia.



Use responsive design to render your email template designs on mobile and tablet devices.



Create a test list with addresses from various email clients to assess the compatibility of your email design.



Ensure your image to text ratio is well balanced. One image per 15 lines of text is sufficient.



Integrate your e-marketing with your CRM system to optimise promotions to prospects and improve lead generation.







# DELIVERY

Reaching the inbox is not solely your software provider's responsibility. If your email reputation is under review or your content irrelevant, your email stands a high chance of reaching the spam or junk folder. To ensure your message reaches the "inbox" and doesn't put you in the "outbox" with service providers, follow these four tips.



Thoroughly research your target audience to establish an optimal sending time to send out your campaigns.



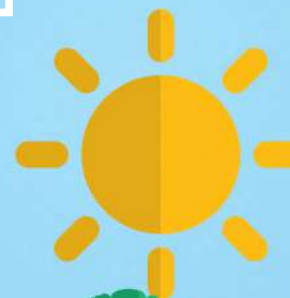
Ensure better delivery by filtering out role-based accounts like "info@company.com" and "sales@company.com".



Remove spammy wording (google spam words 2014), red and highlighted text and unnecessary exclamation marks.



Use double opt-in to ensure a qualitative database and reduce the risk of being blacklisted by ISPs.





# ANALYTICS

Reporting is not only an indication of how well your campaign has fared, but also an indication of how your campaign can improve. Analytics if used correctly can provide great insights for your next campaign strategy. Follow these four tips to get started on better utilising your email software reporting functionality.



Use A/B split testing to compare your campaign results for greater insights.

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Use engagement tracking to better understand your audience and identify the interest of your contacts.

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Integrate your email marketing software with Google Analytics to track the full engagement cycle.

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Use platform reports to see which devices your subscribers are using. Optimise your template design accordingly.

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# CONTACT US

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