The Complete Email Marketing Guide

7 Steps to Creating an Email Marketing Campaign

dweebi

What is Email Marketing?

Email marketing has been around for a long time, in fact, the first marketing email was sent in 1978 and led to $13 million in sales. Since then, this marketing tool has been used by companies all over the world to help get their message out there. Whilst this marketing channel may not be as shiny and new as instant messaging or social media marketing, it still remains a staple in many companies' marketing strategies. This is because email marketing is quantifiable, personable, deliverable and actionable.

What is email marketing good for?

Email marketing is commonly misused and pigeonholed as a marketing tool targeting customers at the end of the customer journey. Whilst email marketing can be utilised to convert sales, it can also be used in combination with other marketing channels and through the complete marketing full funnel; from aware-ness and research all the way to purchase.

Email marketing is arguably the most personal marketing tool as it is a direct communication line to your customer.

This marketing medium can be tailored to where the recipient is in the marketing funnel. Whether a cus-tomer is at the consideration stage and you are marketing a new product or related products to a recent purchase or if you are emailing an irresistible offer to someone close to the end of the funnel.

Even outside of the marketing funnel, email marketing can be used to build relationships with customers. Regular communication with customers keeps them involved and connected and creates loyal customers that are more likely to make repeat purchases.

Types of Email Marketing

There are many different types of emails that can be used in email marketing to help a business achieve its business goals.

Some of the different types of email marketing include:

Relational emails

These emails are focused on building or nurturing a relationship with the recipient. The aim of these emails is not to convert sales or gain website traffic but instead, to add value. They can include a survey or newsletter content.

Marketing emails

These are promotional emails that often have an aim to convert sales or increase website traffic. These emails are very image-led and often feature one specific CTA throughout the email.

Transactional emails

These emails are the opposite of marketing emails and instead of being image-led they are typically very wordy. They are often sent out as automation in confirmation of a transaction or registration and typically follow up with an update email.

Automated emails

These are similar to transactional email, however, are often triggered by customers behaviour rather than a transaction. For example, an automated email may include a welcome email or a birthday email and contain a mixture of images and words. These emails are incredibly valuable at building a relationship with the customer.

Steps to Creating an Email Marketing Campaign

Step 1: Develop an email strategy

Before you begin composing emails or building your email marketing list, you need to get an email marketing strategy in place. Without an email marketing strategy, emails will be sent on an ad hoc basis with no real goal. Your email marketing strategy will also help when it comes to the briefing of your email campaigns as you will know what you want to deliver to your customers and the point of the emails.

Step 2: Choose the right email software

There are over 500 email providers to choose from, with so many it can be difficult to know which one to choose. A good email marketing software should include these features:

- High deliverability rate (subject to newsletter provider)
- Emails and newsletters available as templates or HTML
- Email automation that increases communication efficiency
- Contact segmentation
- Personalised newsletters (personalisation level subject to newsletter provider)
- A/B testing and reporting tools that increase campaign effectiveness

After you know how many people you will be sending emails to, it is easier to choose the right email marketing software, as you know the functionality you will require. Your available budget and what reporting tools you need will also help determine your email marketing system.

Step 3: Grow your email list

Before you can send any email marketing campaigns, you need to have email recipients to receive your marketing campaigns. Building your email list from scratch may seem like an impossible battle, but there are many tried and tested ways to help grow your email marketing list. Below are 10 easy methods you could implement now:

1. Create an engaging web landing page specifically to capture email sign-ups - the landing page link can be shared when marketing your email newsletters and has space to include information about your content and any sign-up offers.

2. Include an email marketing sign up form on your website 'About Us' page

3. Experiment with pop-up forms on your website to capture email sign-ups but implement them carefully to avoid an intrusive experience for visitors. Rather than using an immediate entrance pop up, set a time delay or number of pages visited before presenting the pop-up - a good guide is 30-60 seconds or 2-3 page views (and limit it to display no more than once per week for each user).

4. Share your email newsletters with your audiences through posts on social media asking for sign up sign-ups (direct them to the subscription form and/or landing page)

5. Create and share helpful resources to offer in exchange for email subscriptions: tool lists, checklists, planners, instruction sheets - consider what resources you can offer that would be really valuable to your audiences and customers.

6. Include social sharing buttons and 'forward to friend' links on your email newsletters so existing subscribers can share them.

7. Consider using a competition to grow your email subscriber list - but the data obtained from this source can be less engaged and more likely to unsubscribe from communications. Try to keep the prize specific to encourage relevant and engaged subscribers only and aim to keep all subscription data collected from competitions in a separate list in your email platform for review.

8. Promote your email marketing by short reviews or testimonials. Share information on how many people have already signed up to your newsletter, e.g. 'join over xx people already subscribed..subscribed'.

9. nclude an email sign up sidebar form on your website so it is easily noticeable, appears next to your content and enables readers to quickly and simply sign upup.

10. Don't limit yourself to just one sign up method on your website. Use 3-4 different formats or positions across your website for sign up prompts and data capture forms - this means there will be more opportunities to capture the reader's attention.

Step 4: Plan your content

Disjointed email marketing is not enjoyable for users, a clear email marketing content strategy will minimise recipients getting contradicting messages.

Your email marketing content plan should include everything that you want to cover in your email marketing campaigns, from product launches and national holidays to events and seasonal content.

Once you have a list of the content you would like to cover, your next step is to place your content into an email marketing calendar.

Segmenting email marketing lists

You can use your content planning to segment your email list, this isn't necessary and sometimes you may just want to get your message out to as many people as possible. However, segmenting your email list, if done correctly, can help increase engagements with the email.

> "The process of grouping like individuals on an email list based on their behaviour or characteristics to send specifically targeted emails that address that particular group of users' needs or problems."
> - Neil Patel.

MailChimp, a leading email service provider found that segmented email campaigns led to:

- 14.31% higher open rates
- 100.95% more clicks
- 9.37% lower unsubscribe rates than their non-segmented campaigns

After building your email marketing lists, segmenting them may seem like an unnecessary chore. However, this is a much simpler task than it may sound. One way of segmenting your list is by asking your recipients to opt into what they would like to receive with a 'customer preference centre' form.

Alternatively, you can segment email marketing lists yourself by targeting customers based on what they have engaged with in previous emails, i.ei.e. if you have a contact that only ever interacts with emails with offers included, you could then only send this contact emails with offers in, as they may not be interested in other content.

Step 5: Design & build your email

With over 3.9 billion emails sent every day, the design of your emails must be engaging and captivating. Designing emails can easily become a full-time job, which is how a graphic design service can help save time, money and resources. Not to mention that graphic design services also ensure that your emails are a work of art.

Email details

Before you begin designing your email marketing campaign, you need to write captivating subject lines and preheader text.

The body

This is the meat of your email where all of your content goes. You will want to pack in as much content as possible, but not overwhelm your recipient. Try to limit your content to a maximum of 3-5 sections.

If your email is going to be long and there is lots of copy for the body, reduce the amount of images and make the images smaller. Another way to increase engagement with longer emails is to include a navigation bar.

Of course, there will always be times where long content is needed in an email marketing campaign and cannot be avoided. When this is the case, break up the text you do use into digestible paragraphs with clear headings and bullet points.

A general email marketing campaign should include plenty of images to catch the recipient's attention. However, be prepared for people not to see your images, they may not load on every device so don’t put all of your content in your images.

You will need a clear CTA in your email. Be specific with buttons used, if your button is misleading and actually just takes you to a generic landing page then the customers are less likely to engage with your emails in the future.

The footer

This section of the email is for general housekeeping. You will want to include the company information, address and contact details. It is imperative that you include an unsubscribe link in the footer too! If people aren't able to unsubscribe they may move your emails into their spam folder instead - which is far more detrimental.

Step 6: Pre-send checks & delivery

WAIT! Before you send your email you still need to do your pre-send checklist:

□ Do you need to conduct a split test? How long before your send will you need to start your split test to determine a winner?

□ Run a spam test on your email. This is important to ensure that your email marketing campaign actually lands in your recipients' inbox and not in their spam folder.

□ Check your send time and day. If you are targeting night club managers, sending an email on a Saturday morning probably isn't when your recipient will be checking their inbox.

□ Will recipients know the sender's name and email? If you are marketing a well-known shop in the town centre - send campaigns with the shop name as the sender, not the shop owner's name.

□ Make sure you have unsubscribe info included in your email.

□ Double check the content and proof your copy for glaringly obvious spelling mistakes.

□ Along with checking content make sure your links all point to the correct place.

□ 81% of emails are read on mobile so before you send you will want to ensure that your design/template is mobile-friendly.

Step 7: Reporting & analysis

Once you have sent the email, your campaign doesn't end there. You now need to report and analyse the email, this will help you understand what works well and plan better emails.

There are a number of engagement metrics and 'email health' metrics that can be monitored and reported on.

- Open Rate - This refers to the percentage of recipients who displays the email. Generally, you should aim for an open rate of around 18-20%
- Click-Through Rate - The percentage of recipients who clicked on a link in the email.
- Aim for a minimum 2.5% click-through rate.
- Click to Open Rate - this is the percentage of people who clicked on a link after opening the email. For a guide, you should aim for a 15% click to open rate.

Depending on your email marketing service provider, you may be able to access heatmaps and time reports too.

dweebi

Here at Dweebi, we're focused on fostering sustainable growth and reaching your goals through inbound marketing. Our diverse team of specialists work together to design and develop websites, create impactful campaigns and deliver marketing strategies that help you grow exponentially.

Hungry for success?

Our Unlimited Graphic Design packages have been designed to help you take your marketing to the next level, without breaking the bank. For a flat monthly fee, our team will create social posts, adverts, banners, flyers and more.