

betterbydesign

EFFECTIVE EMAIL MARKETING

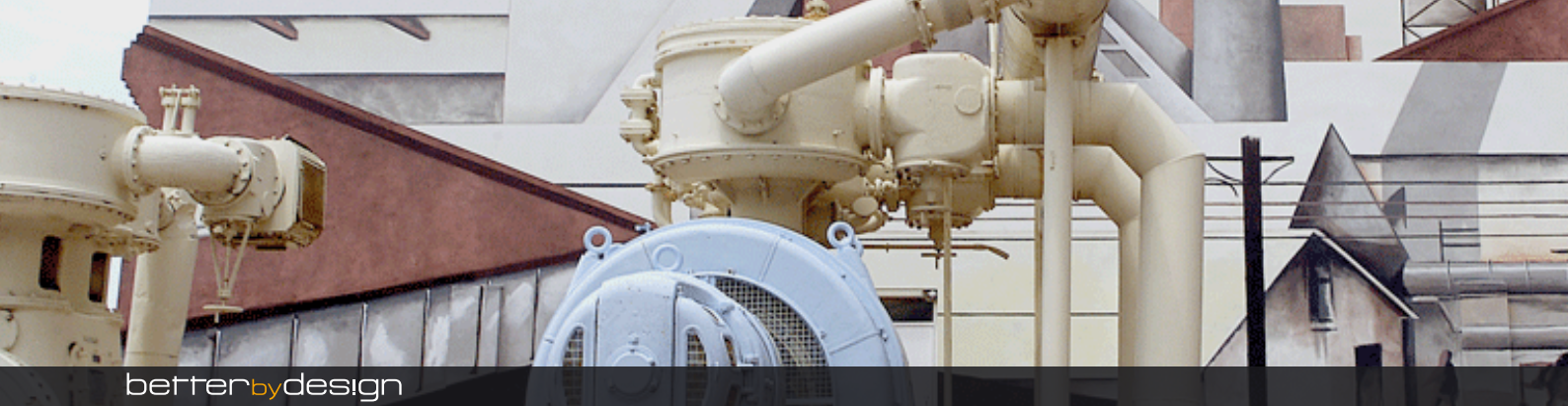


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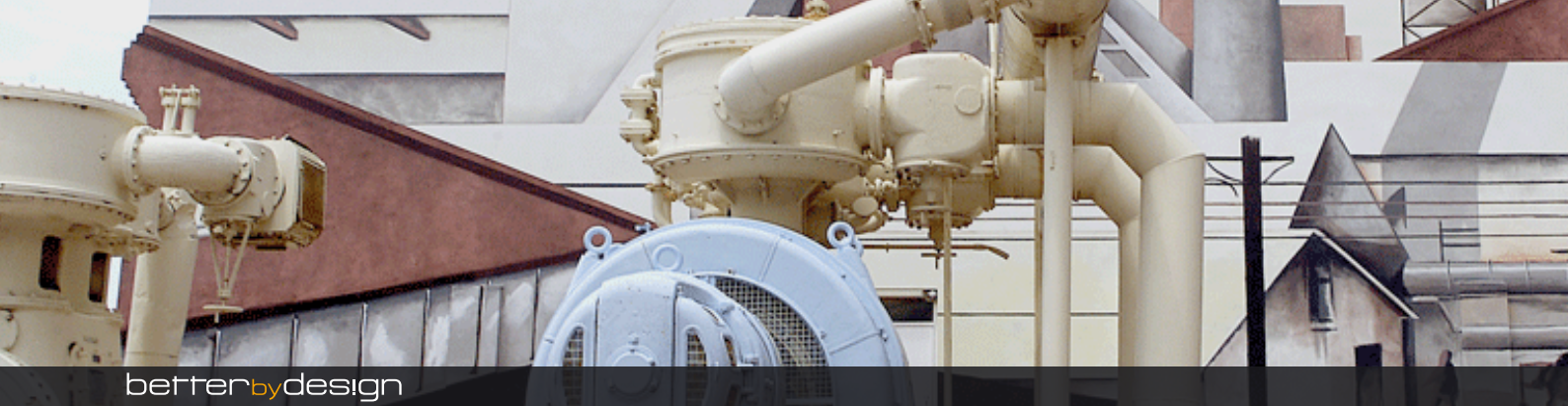
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Email marketing helps to build a personal and ongoing relationship with customers. A targeted and tailored email campaign can be used to send newsletters, special offers or customer alerts. It is cost-effective and immediate. It is also very easy to 'miss your mark' and lose customers in the process, so you need to understand the basics when developing an email marketing campaign.

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## INTRODUCTION TO EMAIL MARKETING

### What is it?

Email marketing – also known as opt-in marketing – is an effective way of retaining existing customers and creating contact with prospective new customers through a well executed email communications plan that can include enewsletters, special offers, product launches or customer alerts. Opt-in means that people actively sign up to hear from you, so you have their interest at the outset.

Sending an email to all customers asking them to reconfirm or update their details can deliver great results. Most customers will respond if they believe the information provided will help them get more relevant communication in the future.

### What are the benefits?

Email marketing is a very low cost form of marketing. Depending on the volume of emails you send in your campaign, each message costs between .04 – .08 cents, well under the .50 c a basic letter costs to post or the .20 cents per message for an SMS.

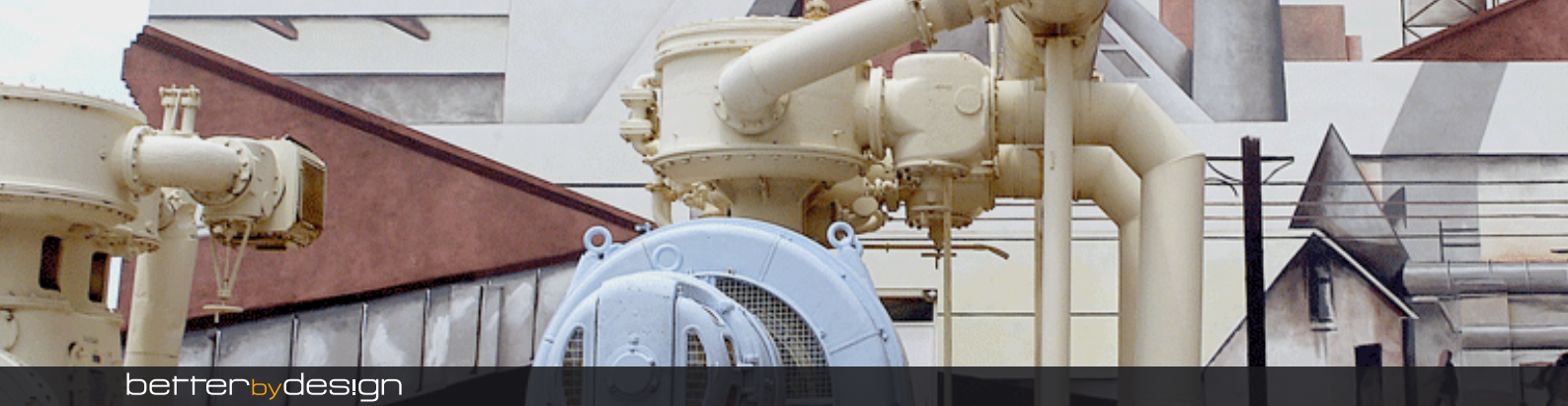
Email is fast! It takes less time to prepare, send, and receive responses than any other form of marketing. It is also easier to track than traditional mail. Reports such as who opens your message, who forwards them or clicks on any links, and which email addresses bounce back are easily available. It has the additional benefit of subscribers being able to immediately reply, subscribe, purchase, download, view information on your website, etc

The design, layout and content of your email marketing campaign can be customised to suit the intention of the message, as well as the look and feel of your business.

### When to use it.

Your email marketing may take the form of a weekly or monthly enewsletter, special offers or personalised messages informing clients when certain products are available.

Identify the intention behind your email campaign and choose the delivery format that suits. Before you proceed, consider; why are you sending it? Who will receive it? What will it look like? How will you manage it? Who will manage responses?



## BUILDING YOUR CUSTOMER DATABASE

### Database management

The first step to email marketing is to define and build your online database using an existing off-line spreadsheet or database. Your subscriber list will be stored on an online database that can contain information about each person, such as contact details, product category, customer group, interests, demographics and anything else relevant to allow you to target specific groups within the database. Having a clean and fresh database ensures you send the right information to the right person.

Most businesses have a list of customers which is easily imported into a Microsoft excel spreadsheet which is then uploaded into the secure online database. Once uploaded any changes or additions to the off-line database can be uploaded over and over again to the on-line database so it is kept up to date and current. Subscriber information will be updated each time the refreshed Xcel spreadsheet is uploaded without losing any of the 'report' information on the on-line database.

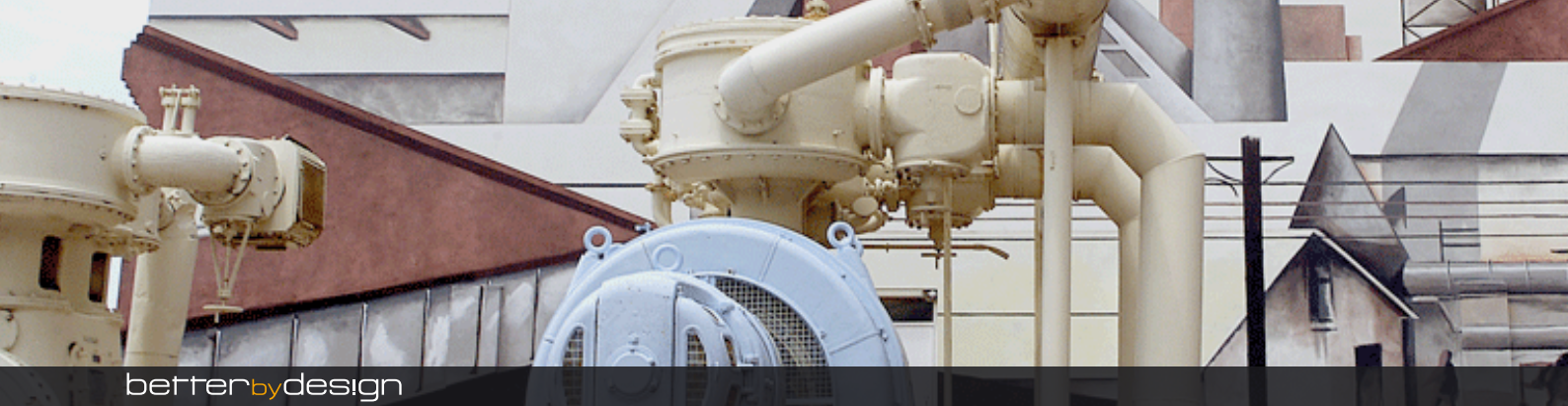
Managing your database can be done in house by a dedicated person in your organization, or BetterbyDesign can manage this process for you for a small fee. Either way it is easy and we'll manage you through the process.

### Guidelines

Email marketing should always be sent on the basis of consent. That is, only to people who subscribe or ask to receive information from you. Once you supply us with a database of contacts we must then apply the strict guidelines of The Spam Act that all marketers must follow when it comes to email marketing.

For more information on the Spam Act, the Federal Government Department of Communications, Information Technology and the Arts has produced a pdf document entitled Spam Act 2003; An overview for business, located at [www.noie.gov.au](http://www.noie.gov.au)

The best way to ensure your subscriber list is populated accurately is through the 'double opt-in' process. This means when someone signs up, they are sent a subscription confirmation email which requires a response. This ensures that the person who owns the email address is the same person signing up.



## DEVELOP AN EMAIL FORMAT

After building a subscriber list the next step is to develop your email template and determine when it will be delivered. Your email marketing strategy will dictate the style that will be required and we will decide on a format which will depend on the scope of your promotional program.

If you are supplying content, there are a couple of things you may want to think about to ensure an effective response rate.

### Be concise

Avoid text heavy emails. Keep your content brief and provide links to a website for detailed information. Sending more frequent, concise emails tends to deliver better results.

### HTML vs plain text

HTML presents information in a graphically rich format. It is both visually appealing and more interactive than plain text email.

Be aware that not all readers can view graphic email so we ensure a plain text version is also sent so subscribers receive whichever format their email system supports.

### Subject line

The subject line is the first thing a subscriber will see in the inbox. It should entice recipients to open and read the email without looking like junk mail. Use descriptive words to tell recipients what they will get by reading your email eg. '10 tips to increase your online business' rather than the uninteresting 'October Newsletter'. Keep it brief as some emails will not display any more than 30 characters.

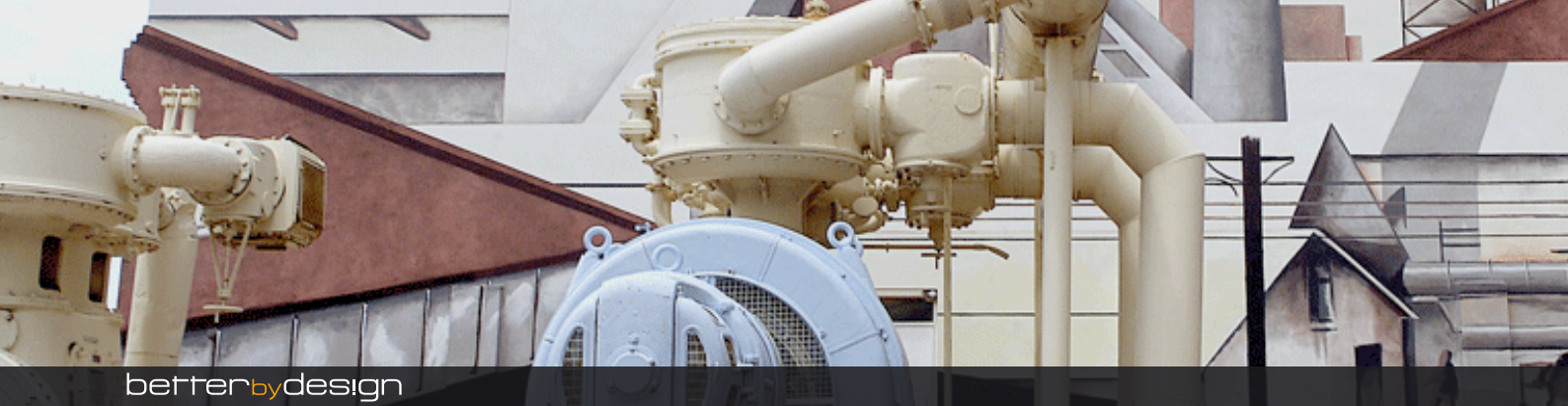
### 'From field'

Take special care in determining the 'from' field. It identifies the sender. We recommend that it come from the company email address, which can alleviate the problem of reply messages going back to a CEO or Marketing Manager.

### When to send

The key is to ensure that every email communication is relevant, timely and useful to recipients. As a general rule, communicate only when you have something to say. However, avoid the extremes of sending emails too infrequently as customers can forget you or sending too often, as they start unsubscribing. Balance is the answer.

For best results, avoid sending emails last thing Friday or first thing Monday; avoid lunch time, late afternoons, evenings, weekends and public holidays. It is worth experimenting to find out which days and times yield the higher response rates.



## MAKE IT PERSONAL

### Relevance

Personalisation and targeting of every message is only limited by your creative ability and database management capabilities. The more detail you capture from each customer, the greater the capacity to personalise your email with relevant information. Hence the greater chances that your email will be received well. DO you have detailed information about your customer or subscriber beyond just their first name?

### Targeted messages

An email marketing program can help deliver targeted messages to different customer groups or segments based on a specific region, or on a registered interest or subject.

This personalisation can be taken even further – someone might want to be notified when a particular product goes on sale, or when a region-specific event is coming up. Personalised communications add real value to your customer relations. The goal of email marketing after all is to deliver the right information to the right person at the right time. Be aware you are not sending one email to many people using the BCC field. Your email marketing program automatically sends a message to each recipient and this gives you scope to dictate what each subscriber will receive.

## TEST BEFORE SENDING

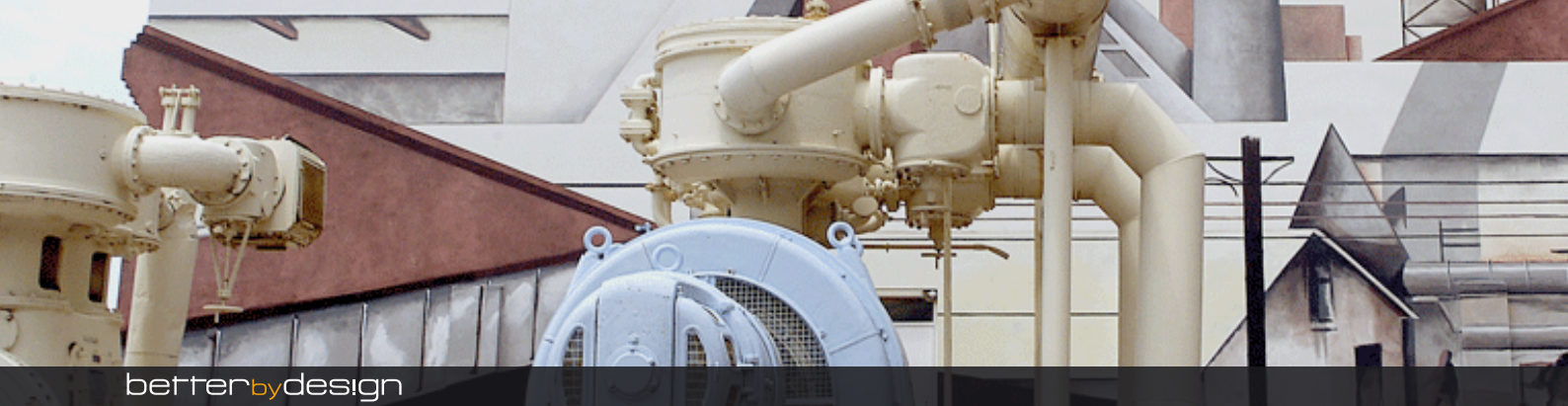
### Quality control

We establish a checking process to ensure your email reaches the right people in the way you intended. An email is tested on both Mac and PC to ensure maximum proficiency of content. A link that isn't working, spelling mistakes, lost images, or sending to the wrong people all detract from the effectiveness of your campaign.

### Understanding your campaign

Before we hit the send button, we consider whether this email campaign is actually going to work. Ideally it is best to send a test campaign to a small list of recipients. Then look at the key measures like open rates and click thru rates. This usually indicates the results you can expect when you send to your full list. More importantly, testing allows you to make changes you deem necessary to help increase response rates before the campaign goes out to everyone.

Aspects that are worth testing include your recipient list (are they the right audience?), the message or offer (is it appealing?), the subject line (does it grab peoples attention?) and timing (what days or times deliver a better response?)



## MANAGE AND TRACK CUSTOMER RESPONSES

### Managing and tracking

Once you have sent your email, you can begin tracking subscriber responses immediately. Your email marketing program provides information such as who opened their email, who clicked on the links provided, which links were popular, which emails bounced, which were forwarded and who unsubscribed.

### Open Rate

Some people will just read the subject line, others will scan your email in their preview pane – the ones who actually open it have a high level of interest in your message. Monitoring your open rates can help determine the right time to send, and what is appealing to your subscribers.

### Click thru

A 'click thru' describes when someone follows a link you have provided in your email. It can be a link to a hard copy download, a link back to a website or to an order or purchase page, or a form that captures contact details. The click thru rates on your email message can be used to determine the interest and relevance of the information you have provided and is often the measure of an effective email campaign. Your aim is to increase your click thru rate by monitoring these levels and adapting accordingly.

### Bounces

Messages bounce because an email address is incorrect, because a virus program has blocked your email, or because your subscriber is temporarily 'out of the office'. Understanding your bounces helps you to keep your subscriber information clean and fresh.

### Unsubscribes

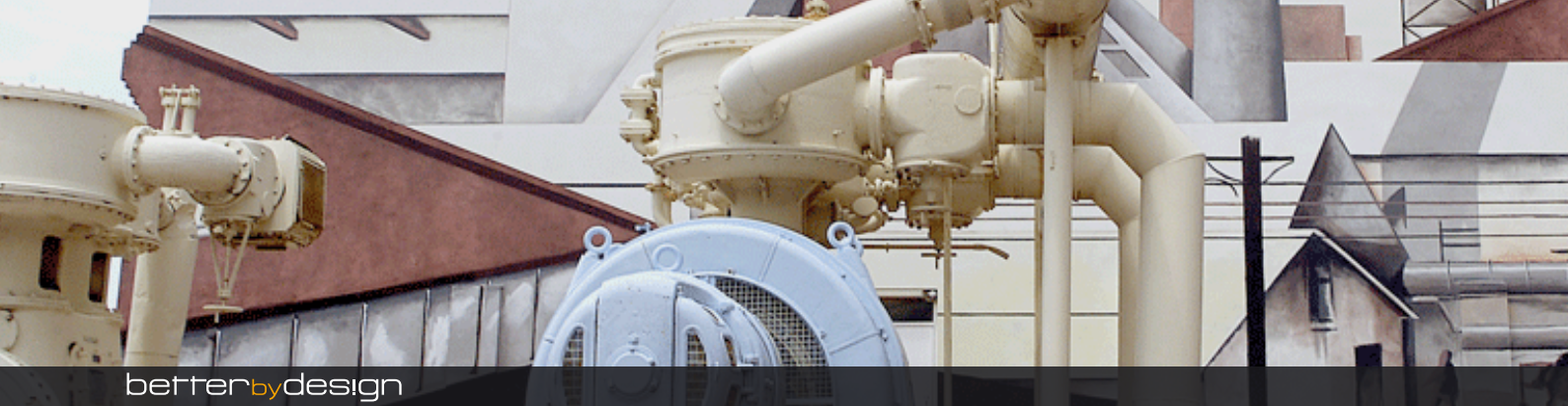
When people unsubscribe they need to be taken off your list immediately. Once a person has unsubscribed they remain on the online database, but they do not receive any more emails.

### Forwards

You can find out when a subscriber forwards your email to someone else. This helps you to understand what campaigns are most effective.

### Replies

When you receive feedback it is important to make an effort to respond personally. It can be time consuming but this adds to the relationship you are developing with your current and potential clients.



## REPORTS AND HOW TO USE THEM

### Reporting services

You have sent your email newsletter or special offer – how do you know how it went? Your email marketing program provides reporting on statistics on opened emails, unsubscribes, click thrus, forwards and more. Reports can help build up a picture of your success based on factors such as who, what, when and where. Contact statistics can be used to measure where your most active subscriber base is, and what appeals to them.

### Timelines

The beauty of email marketing is that you needn't wait to find out the results of your campaign. You can receive real time reporting and act on the results immediately.

### Effectiveness

When assessing the reports on your campaign, irrelevant results can be worse than no results at all. Make sure you understand the reports you receive and use them to tailor your marketing messages accordingly. BetterbyDesign can work with you to explain and interpret results aiding in the formulation of more effective campaigns in the future.

## QUICK CHECKLIST

### 1. Building your customer database

- Create a Master off-line database which contains your customer list. Update this list regularly
- BetterbyDesign to create an online database from your master customer list

### 2. Develop an email format

- Keep it brief
- Determine your email format and keep it consistent
- Use the subject line and 'from' field to encourage greater readership
- Communicate when you have something to say
- Maintain a delivery cycle for top-of-mind awareness
- Test which days yield better response rate
- Alert staff that an email is going out before sending

### 3. Make it personal

- Keep your database clean and up to date
- Only personalise if you can get it right
- Target different audiences with their interests
- Explore the scope for personalisation and targeting in your email package
- Keep it relevant

### 4. Test before sending

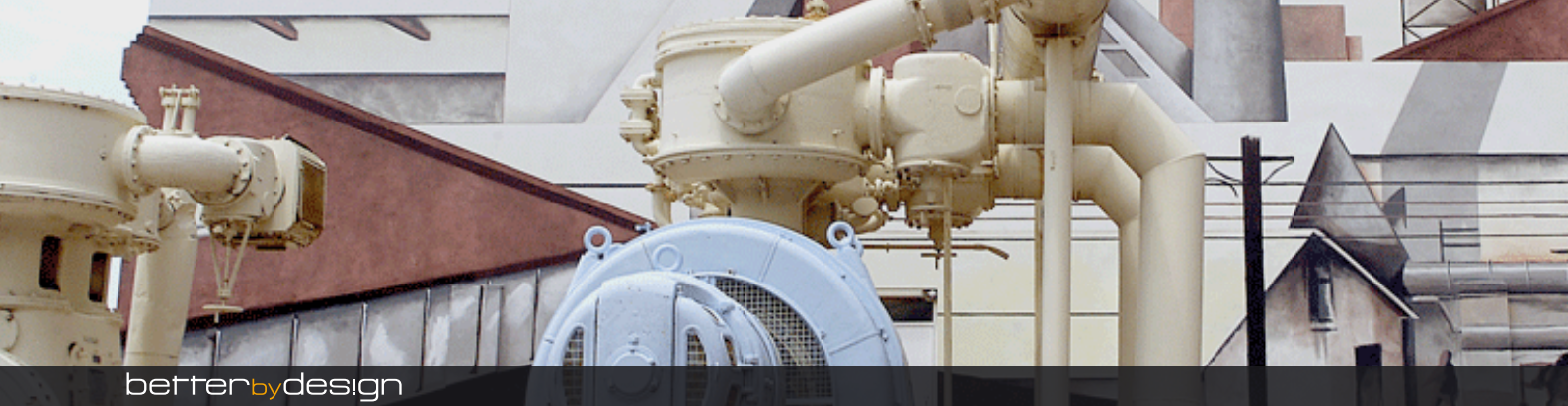
- Control the quality of your email with a checking process
- Find out what drives better responses through a testing process
- Learn from past campaigns

### 5. Manage and track responses

- Monitor customer responses carefully
- Make sure your email marketing program is automated as much as possible
- Answer specific customer enquiries personally

### 6. Reports and how to use them

- Make sure you understand what the reports mean and the terms used in it
- Use the information as feedback for creating future email marketing campaigns



The following Rates are to be used as a guide only. BetterbyDesign prefers to estimate on a project by project basis. Prices are negotiable depending on advertising email and SMS send volume.

**NEWSLETTERS/SPECIAL OFFERS**

Create a template and send out newsletters every week, month or quarter.

**CREATE SURVEYS**

Find out what your customers really think. Create, send and capture email survey results for on or off line analysis.

**CREATE ONLINE FORMS**

Application forms, product enquiry forms and more. This removes the need to double handle data, whilst providing a central data storage facility.

**UPDATE PROFILES**

Allow database members to update their profile.

**EVENT REGISTRATIONS**

Capture Event registration details, confirm their attendance and remind attendees of the upcoming event with nothing more than your internet browser.

**TRIGGER BASED EMAILS**

Pro-actively communicate with new customers! Design automated messages to be triggered when customers subscribe or enquire via your website.

**SEND SMS MESSAGES**

Staff Communication, Build customer profiles, Appointment reminders, Confirm venue details for events, Say thank you for a sale and Competitions.

**PRICING POLICY**

Pricing is based on a monthly access fee calculated on database size and a per email send fee for each campaign.

DESIGN COST	COST
New Template	\$1,250
Existing Template (One-off)	\$750
Existing Template (Monthly changes)	\$350

Price includes: Simple animated gif files, link to website.  
Additional costs incurred for video content.

MONTHLY DATABASE FEES	COST
0 - 1,000	\$30
1,001 - 5,000	\$50
5,001 - 15,000	\$60
15,001 - 50,000	\$150

EMAIL SEND COST	COST
0 - 2,000	6 cents
2,001 - 10,000	5 cents
10,001 - 100,000	3 cents
100,001 - 500,000	2 cents
500,001 - 1,000,000	1 cents
> 1,000,000	.5 cents

SMS Send Cost Local Cost per SMS†	
0 - 200	24
201 - 2,000	23
2,001 - 5,000	22
5,001 - 10,000	21
>10,000	20

† Prices quoted are a basic unit price. Prices may vary depending on volume.  
All prices are exclusive of GST.