jarrang

10 TIPS FOR SENDING BETTER EMAILS TO YOUR CUSTOMERS

It's time to make waves with your email marketing

EMAIL MARKETING IS THE DIGITAL CHANNEL WITH THE HIGHEST RETURN ON INVESTMENT AND HAS BEEN FOR THE PAST TEN YEARS (VENTUREBEAT).

This trend isn't going to change any time soon, with email outperforming other marketing platforms by a significant margin. Having said this, our inboxes are full of emails we will ignore and send straight to the trash.

More than 80% of email sent each year is spam (Salesforce) and with customers more demanding and switched on than ever before, it's imperative your email marketing is always leaps and bounds ahead of the competition and delivers for your customers.

We've worked at the forefront of email marketing for over a decade, seeing trends come and go while always knowing how to create campaigns that give our customers a competitive edge.

We're always happy to share our knowledge. That's why we've put together these ten tips to get you sending better emails today.

It all starts with data
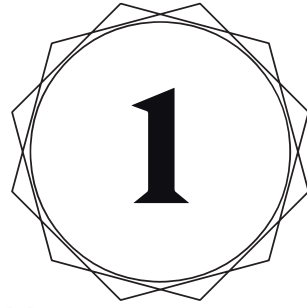
THE SUCCESS OF YOUR EMAILS WILL, IN A LARGE WAY, BE IN DIRECT RELATION TO THE QUALITY OF YOUR DATA.

LET'S START WITH THE BASICS

Before you send an email out you will need a list to send it to. Now this can't just be a random list of email addresses it has to be people who have indicated they want to receive emails from you or have purchased your product previously. Once you have this list you can start sending.

BUT DATA IS MUCH MORE POWERFUL THAN SIMPLY AN EMAIL ADDRESS

The more data you can collect on your customers the more complete a profile of them you can build. Through this, and understanding their behaviours, you'll be able to create marketing content personalised to them.

WHY IS THIS SO IMPORTANT?

Because personalised content leads to a staggering increase of 42% when it comes to conversions (*Econsultancy*).

75%

75% OF DIGITAL USERS ARE COMFORTABLE WITH SHARING PERSONAL INFORMATION TO IMPROVE THE CONTENT THEY SEE.

FRA	USA	GER	U.K.	AUS	JAP
84%	81%	75%	71%	70%	67%

2

Have a knockout subject line

ACCORDING TO A STUDY FROM MICROSOFT, YOU HAVE LESS THAN 8 SECONDS TO CONVINCE YOUR CUSTOMER THEY WANT TO OPEN YOUR EMAIL.

Or about the time it took you to read that sentence. You also need to make sure your 'From' name is setup correctly. If it just reads 'info' it's likely to go straight into the bin. Most of the time it's best to use your brand name. There are occasions where you can use your own name, but it should be whichever way is most likely to garner recognition from the recipient. Once this is good to go, you need your killer subject line. Let people know what they are getting by teasing the content of your email, keeping it short and keeping it punchy.

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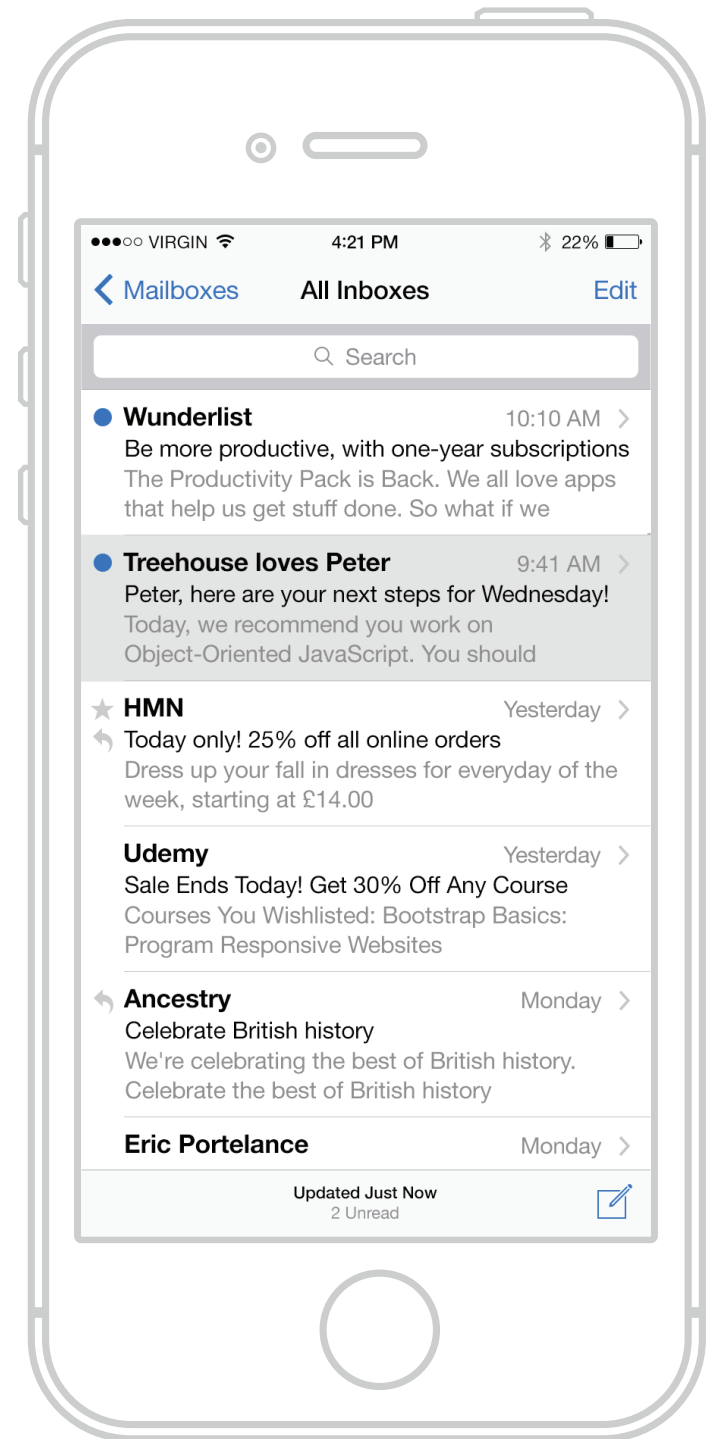
Have a purpose

**YOUR EMAIL HAS TO HAVE A PURPOSE OTHERWISE IT'S JUST MARKETING NOISE.**

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The purpose is what you want your customers to do after they receive the email. The whole email should be built around this purpose. You might be running an offer to drive sales, holding a special event or have a certain element of your business you want to promote. There may be supplementary stories in your email but you should always have one main purpose.
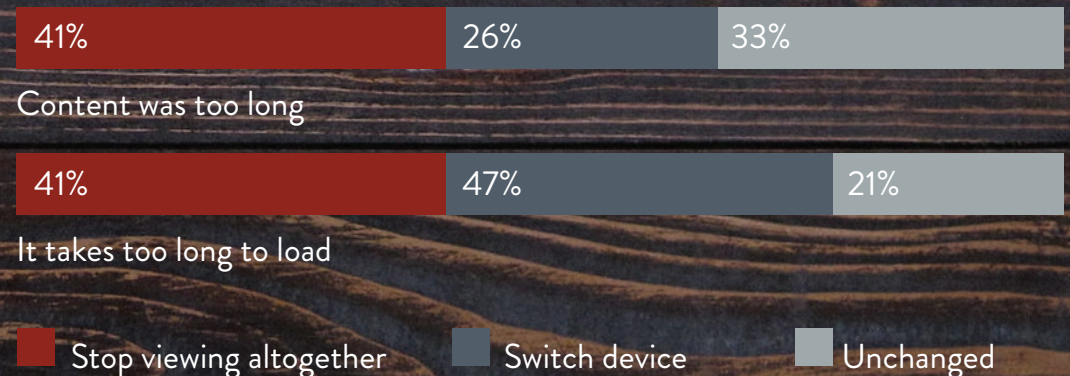
4

Keep it simple

And keep it short. These short attention spans we have don't just apply when we decide to open an email, they are still there once we've opened it. That's why emails need to be designed to optimise conversions. Text-heavy emails are, more often than not, the first to be deleted. All you need is a sentence or two, a great image and a powerful call to action.

89%
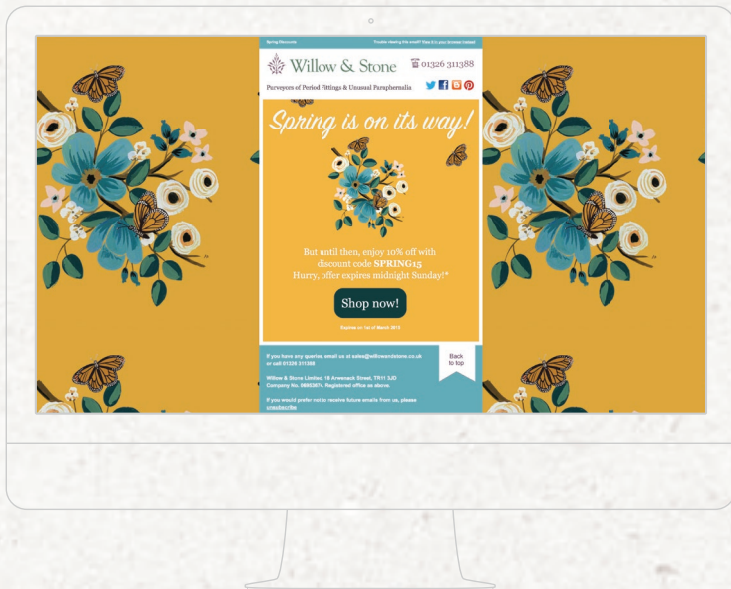
89% OF DIGITAL DEVICE USERS WOULD SWITCH DEVICES OR STOP VIEWING ALTOGETHER WHEN COMING ACROSS ISSUES WITH CONTENT.

GER	U.S.	FRA	AUS	U.K.	JAP
92%	92%	92%	90%	89%	80%

AFFECT OF EMAIL LENGTH

41%	26%	33%

Content was too long

41%	47%	21%

It takes too long to load

■ Stop viewing altogether   ■ Switch device   ■ Unchanged

Your customers don't have time for wordy emails.
Keep content short and sweet, and make sure it displays well across devices.

5

About that call to action

A POWERFUL CALL TO ACTION WILL DEFINE HOW MANY PEOPLE ENGAGE WITH YOUR EMAIL.

The call to action should always aim to send people through to your website. It needs to be immediate, present, relevant and personalised. 'Find out more' is simply boring and lazy. Use the voice of the customer, use verbs and use simple language. In a nutshell, you need to find a compelling way to tell your customers to 'Do this now!'

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Have a great landing page

THIS ISN'T PART OF THE EMAIL ITSELF BUT IS AN ESSENTIAL PART OF EMAIL MARKETING.

There's no point putting your blood, sweat and tears into creating the perfect email only to send them to a landing page which falls flat on its face. Like the anatomy of an email, a landing page has to be created to make your customers do what you want them to do. Make life easy for them and they stand a much higherchance of converting.
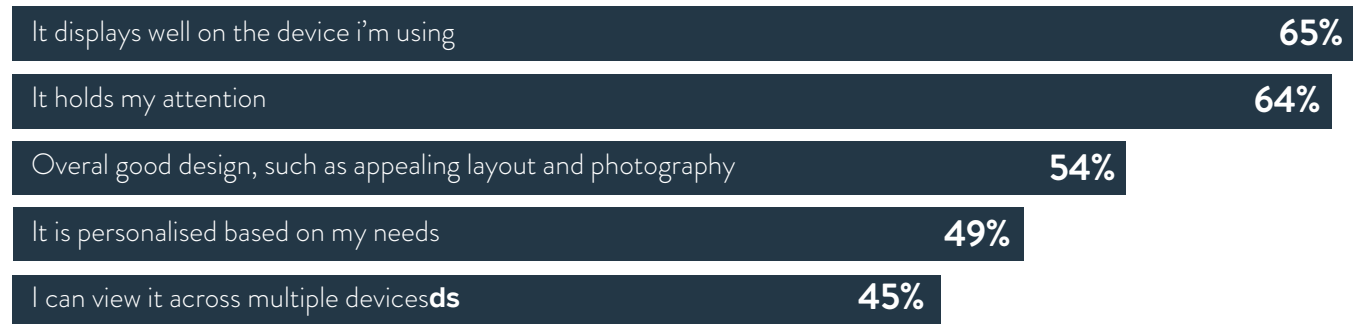
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Make sure it works

YOU NEED TO MAKE SURE YOUR EMAIL WORKS ON MULTIPLE DEVICES BUT ALSO IN DIFFERENT EMAIL CLIENTS.

There's nothing worse than giving your customers a bad experience, so making sure your content displays well should be your top priority (Adobe).

IMPORTANCE IN CONTENT VIEWING EXPERIENCE

It displays well on the device i'm using	**65%**
It holds my attention	**64%**
Overal good design, such as appealing layout and photography	**54%**
It is personalised based on my needs	**49%**
I can view it across multiple devices**ds**	**45%**

Know when to send

Finding the right time to send an email isn't an exact science, yet through a combination of common sense, historical performance and industry trends, you can find the best time to send your emails, often with surprising and dramatic results.

Test, test and test

TESTING WORKS WITH EVERYTHING FROM FINDING THE RIGHT TIME TO SEND, TO FINDING THE BEST SUBJECT LINE AND EVEN TO FINDING THE BEST PERFORMING CONTENT.

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There are many different ways to test an email and equally many other ways to measure success. What's important is to isolate one variable at a time in order to get a meaningful result. For example, you could run an A/B split test by changing the subject line of an email but you would have to send both emails out at the same time to make it a fair test. Equally, if you want to test sending at different times, make sure everything else in the email remains constant.

9

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Measure
your results

**AFTER ALL THIS HARD WORK YOU'LL WANT TO KNOW
HOW SUCCESSFUL YOUR CAMPAIGN HAS BEEN.**

For us, this always goes back to the purpose of the email and asking the question 'Did it do what we wanted it to do?' Of course, you should always measure open rates and click-through rates as they will give you valuable insight into what your customers are responding to. By measuring your results, evaluating them and learning from them you'll be able to continue making stellar campaigns to wow your customers and give you the results you want to see.

About Jarrang

WE TURN YOUR DATA INTO SALES WITH HAND-CRAFTED, INDUSTRY-LEADING MARKETING CAMPAIGNS DESIGNED TO INSPIRE YOUR CUSTOMERS AND HELP YOU ACHIEVE YOUR BUSINESS GOALS.

we are a
dma
member

Want to take your email marketing up a level?

LET'S TALK. SEE FOR YOURSELF HOW WE CAN IMPROVE YOUR RESULTS.

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