



The Secrets of a Successful Email Marketing Campaign

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If you are serious about investing in email marketing, it is vital that you understand the key elements of a successful email marketing campaign.

This white paper will provide you with some information and tips on how to make one happen.

1. Permission

It is vital to receive permission before you embark on any form of email marketing to avoid serious legal consequences. Spam is defined as any unsolicited email that is sent to individuals or bulk mailing lists without their direct consent.

Avoid being an evil spammer by ensuring that your email marketing campaigns are compliant with CAN-SPAM laws. If you are using the services of an external mail server make sure that they are reputable suppliers who follow all the relevant permission policies and protocols.

There is no point marketing to audiences who are not interested in the product/service you are selling. Make sure that you provide a prominent opt-out or unsubscribe button to avoid being reported as spam. It will also help you filter your mailing lists.



To read more about the details of email spam filters and permissions, read our white paper “Email Marketing Rules and Regulations”.

2. Relevance

If you want to maintain the interest and support of your target market it is crucial to provide them with information that is relevant and valuable. It makes no sense to advertise a steak house to a! Make sure your content is the right fit for the recipients you are sending to.

Sending applicable content encourages the trust of the consumer, increases your database and decreases your chances of being reported as spam.

3. Timing

Testing campaigns on various days and times can help you ascertain when specific markets are most receptive.

Regular mailing schedules tend to decrease interest, so it is important to keep your mailing schedules more irregular to keep your mailing list captivated.

Responsiveness is also dictated by the industry and the content of your email. Make sure that you know industry benchmarks.

4. Content

Good content is the core ingredient of any successful email campaign. Make sure your content provides valuable information to the appropriate market.



Email segmentation filters your mailing list according to a variety of demographics to make sure you are talking to the right people.

Get to the point- provide your readers with the most important information first and sell them the benefits. Do not waste your reader's time by bombarding them with useless extras. Deliver the most important content on the top of the email so the reader gets an idea of what you are selling in preview mode.

Include a call-to-action at the beginning and end of the mail, this will encourage participation and entice interest. Don't be afraid to repeat how the reader will benefit from participating in your campaign.

5. Design

Many businesses undermine the value of a well-designed email piece. However, a badly designed email has the capabilities to seriously damage your professional profile.

Good design is equivalent to the shiny wrapper on a chocolate bar, it sparks interest and makes you want to interact with it. More importantly, it makes you want to buy it.

Good email design works in a similar way. If you present your company or product in an attractive and professional manner there is bound to be a positive result.

Here are a few practical tips to achieving good html email design:

- **Keep your design simple** to increase compatibility with a variety of email programmes. Avoid flash and frivolous design extras.



- **Be brand aware.** Make sure that your email design reflects the brand iconography, colours and fonts of the company you are representing. This will project a credible professional profile and build brand awareness.
- **Use tables** as the framework for your layout, this will decrease the chance of your layout being affected in multiple email programmes.
- **Use a fixed width of 600 pixels-** people don't have time to scroll sideways.
- **Don't rely on images** to provide important information. Avoid using images that contain headlines, important links or calls to action because they may not be displayed.
- **Create both text and html versions of your email.** Many email programmes do not display html mailers in their entirety. Having a text-only email ensures all the important information is delivered to your reader.

6. Testing

Tracking and understanding your performance is vital to creating effective email campaigns that will deliver tangible results.

Use analytics to identify what works and what doesn't. Then iterate your email marketing with a view to increasing open rates, click rates, subscriptions while reducing bounces.



If you are interested in finding out more about email marketing, feel free to contact us: www.nicework.co.za

Nicework is a creative communications company with a design-driven ethos. We count ourselves lucky to be involved with people and projects we are passionate about. Our aim is to deliver client satisfaction by maintaining a high standard of design practice. Good design and nice work is simply what we stand for.

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