

5 Top Tips when emailing customers



1. “Bcc” your email

If you are sending this out to a group of people you should enter all email addresses into the Bcc field. This way, you have the convenience of just sending a single mail to a group of your customers, but they won't be able to see who else received the offer.

2. Tag for delivery and read confirmations

You can set a “delivery” and “read” receipt on your email if you click on the options button in Outlook. The following screen will appear.

In the voting and tracking options section you can see the fields to click for a delivery and read receipt.

This means that you will receive automatic email notification for those clients that have received the email and also those that have read it. This will be very useful to know before you follow up on your campaign – you can start by following up those that have read your offer! It should also help to send the email with a high importance flag on it.

A screenshot of the 'Message Options' dialog box in Microsoft Outlook. The dialog has a blue title bar and a yellow background. It is divided into several sections: 'Message settings' with 'Importance' and 'Sensitivity' both set to 'Normal'; 'Security' with a lock icon and a 'Security Settings...' button; 'Voting and Tracking options' with checkboxes for 'Use voting buttons' (unchecked), 'Request a delivery receipt for this message' (checked), and 'Request a read receipt for this message' (checked); and 'Delivery options' with checkboxes for 'Have replies sent to:' (unchecked), 'Save sent message to:' (checked, set to 'Sent Items'), 'Do not deliver before:' (unchecked, set to 'None'), and 'Expires after:' (unchecked, set to 'None'). There are also dropdown menus for 'Attachment format' (set to 'Default') and 'Encoding' (set to 'Auto-Select'). At the bottom, there are buttons for 'Contacts...', 'Categories...', and 'Close'.

3. Use a good subject line

The subject line is the one most important element in getting people to read your email. Think of your own email inbox and what makes you open an email or, more importantly, what makes you delete emails based on this subject line.

Your subject line should be no more than 50 characters long. For example:

- FREE €10,000 Life Cover – Special Offer

4. Relevant message to relevant people

Make sure that you are sending your email to customers who you feel the offer is relevant to. There is no point in “mail-shoting” all your contacts as only the ones it applies to will read it.

5. Time of day

Choose the optimal time of day to send your email. According to research, for e-mails from businesses to their customers, those customers are most likely to read their emails at 10am on a Saturday morning.

However this varies by different segments for example those whose smart phones can view mails throughout the day, while mothers who work full time at home may read email between school hours. Best practice is to pilot by sending batches at different times to see what times works best for your customers.

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