

Email Marketing

What is email marketing?

At its most basic level, email marketing is the use of email to promote your business. It is used to cultivate relationships with potential customers, keep current customers informed and updated on your brand, offer coupons to encourage customer loyalty, and more!

It is a direct form of marketing, similar to marketing through snail mail, but email marketing is much more efficient for your wallet and for the environment since it's totally paperless!

Some people think email marketing is outdated, but they couldn't be more wrong. Email marketing has been utilized since shortly after the birth of the Internet. It has evolved considerably since then and is still an incredibly useful marketing tool. In fact, many entrepreneurs argue that email marketing is more important now than ever before.

Benefits of email marketing

Probably the biggest advantage of email marketing strategy is being able to communicate with your subscribers all at once with a single click of a "send" button. This method of online marketing is not only cost effective, but it has a high ROI due to its low cost and the ability to convert your potential customers into additional revenue, when done correctly.

1. Speed

One of the benefits of electronic mail marketing strategy for small business is that the time it takes to create an e-mail newsletter is a lot shorter than creating campaigns for traditional media. You can take advantage of already made e-mail templates to speed up the process or make your own and reuse it.

2. Low Cost

Sending out e-mail newsletters is very cost effective. There are a lot of free options such as Mailchimp that a lot of startups take advantage of. There are tons of them, you just have to look and find the best email marketing tool for yourself.

3. Ease

Learning how to send and create an email marketing campaign is fairly straightforward and there isn't a huge learning curve for your email marketing strategy for small business.

4. Personalization

One of the benefits of email marketing platforms is that you can start segmenting your customers and creating different lists. This allows you to send different messages to different customers, e.g. gift ideas for him to your female customers and gift ideas for her to your male customers.

5. Immediate response

Emails have traditionally received a high click-through rate than other mediums and also a higher conversion rate. This allows marketers to receive a high ROI from their email marketing strategy for small business and their efforts.

6. Tracking

Using email marketing platforms makes the whole campaign very traceable from how many emails were opened, through to each individual link click, through to who opened your email and who didn't. So, email marketing tracking is very easy and insightful.

7. Viral

Emails make it easy for people to press forward and send it to their friends on their contact list. This allows your message to spread virally, which means that one of the benefits of email marketing strategy for small business is also its great coverage opportunities.

8. Opt-in

The fact that the people on your database have opted in according to the spam act to receive your emails makes them more open to your messages.

9. Testing

Just like many other online marketing methods the speed to deployment and the flexibility of email marketing strategy for small business allows you to constantly test strategies and content with your customers. By splitting your database into 2 different lists and sending each a different message you can study the open and click through rates to gauge which message resonated with your customers more. This is also called A/B testing.

10. Integration

You can integrate email marketing strategy for small business very easily with your other marketing efforts by sending a similar message to your other marketing material with a slightly different call to action or benefit. Great ways to do this is to put on your website an offer where, by subscribing to you, they can receive a discount off the product. This message can then be run via banner ads as well.

Disadvantages of Email Marketing

There are also a number of disadvantages of direct marketing. However, they can be avoided with some planning and learning.

1. Branded a spammer

This can occur if you send emails too often with content that doesn't add value to your audience. In addition, some people are too lazy to unsubscribe so they will continue throwing your emails into the trash and will avoid buying from your company passively. Make sure you always aim to get clear feedback and activity from your subscriber base to ensure this does not build up.

2. Burning out your list

People will regularly unsubscribe, but you can learn from this by keeping an eye on the % of unsubscribers and also ask them to give you a reason before they finalize their subscription cancellation. This can give you a valuable feedback that will help you improve your emails and reduce the unsubscribe rate avoiding one of the most frequently occurring disadvantages of email marketing.

3. Breaking the law

Be aware that due to spammers there are very strict laws around the world and it is easy to break them. Know the regulations around spam in the countries you are dealing with and make sure you don't break them. In Australia you can have a read of the Spam Act and prevent these disadvantages of email marketing from happening to you.

4. Alienating readers

Don't try and sell to your customers all the time. This can get frustrating for your audience and cause them to unsubscribe or be disengaged. A lot of businesses found better success at sending helpful emails such as "10 quick recipes for you to try at home" vs. "Buy our product XYZ now it's on special."

5. Delivery issues

People often change email addresses and spam filters are getting increasingly selective on what emails get let through to the inbox. This is one of the disadvantages of email marketing and can create issues for your email since it may be undeliverable or may never make it to the eyes of your customer. To combat this remember to ask your customers to keep their emails updated and also learn how spam filters work so you don't do anything that violates their rules.

6. Design issues

One of the disadvantages of email marketing is also that different screen sizes and other factors can affect the way your email is displayed on the screen. Be sure to test it on various resolutions to check that all the content is visible.

7. Keeping them engaged

I'm sure we've all experienced annoyance after receiving emails from a company or brand. This is usually because the content is no longer relevant to us. Make sure this does not happen to your database by sending emails in an appropriate time space (not too often) and with really important messages. The better you segment your database, the better you will be at tailoring relevant messages to individuals.

8. Resource intensive

There will be some skills that you will need to spend time on to learn and also time taken to create a design content and planning your email marketing strategy. This all requires additional resources and shouldn't just be tacked on.

Effective Email Marketing Strategies to Generate More Sales

1. Get Personal — But Have Your Boundaries

There's no doubt that email personalization is a great tactic proven to have amazing benefits on your mail campaigns. According to Invesp, compared to non-personalized, personalized promotional mailings have 29% higher unique open rates and 41% higher unique click rates. The benefits even go further — An Epson research states that 80% of the customers are more likely to purchase from a brand that provides a personalized experience.

While it's great to familiarize the relationship you have with your customers, you have to be careful not to cross the line — overusing names will just make you look weird in your customer's eyes and damage your reputation.

2. Keep Your Subject Lines Short

47% of email recipients open the mail based on the subject line only, and those that are personalized are 22% more likely to be opened. This shows that subject lines are extremely important for your email marketing campaign's success. However, statistics show that it's not just the content you need to be careful about, but the number of the characters used as well. In fact, email subject lines with 6–10 words are those with the highest open rate. Another statistic that goes well in your advantage is that those subject lines with a sense of urgency or exclusivity give 22% higher open rates.

What seems to be a simple one-liner, can, in fact, take a lot of time to create the right one. Subject lines can either make or break your campaign's success. So, the next time you'll find yourself crafting one, don't forget that the more you tell with less, the better the chances of a successful campaign you have.

3. Pick the Right Time for Email Sending

Timing is everything when it comes to the success rate of your email campaigns. You are surely aiming for improved open and click-through rate so choosing the time wisely is an element you should focus on. One more reason is that loyal users may want to engage with your content (share with friends or on social media, etc.). Having that in mind, you should use all the tools you can to determine what's the best timing for them.

There is no one-fits-all time to send. A huge factor to consider here also is the type of business you own.

4. Give Away Freebies

Promotional giveaways cannot only significantly increase the number of subscribers, but they can increase your income as well. You might be skeptical as to why you should give away something free of charge, but this kind of promotional content is what many subscribers like and are willing to give you their email address in exchange for. Freebies such as templates and tools are the most popular with a 26% to 66% click-through rate.

5. Send Mobile-Friendly Emails

Imagine sending an email that's so good on a desktop, but the moment you open it on your phone the images don't show, the text is everything but right and the whole point of the email is lost in this bad design. As a result, your subscribers won't be able to get what your goal was and therefore to seriously affect your campaign's success.

Here are some quick design tips that will help your marketing strategy to avoid the dislikes by your subscribers:

- Create one-column mails
- Place important text centered
- Have an easy-to-tap, call-to-action button
- Use a bigger font size

- Display small images

80% of the Internet users own a cell phone and this number is even expected to grow over the years, which means that you should never leave your email marketing strategy without a mobile-friendly design. Regardless of where subscribers check their email, make sure to always send emails that will be of high-quality.

6. Segment Your Subscribers

Segmenting your email lists speaks more directly and intelligently to your users, giving them the right information at the right moment. If you do it right, the results will be certain. In their research about the power of segmentation for marketing campaigns, Optimove found out that target groups with up to 150 customers had at least \$1.90 uplift per customer, while those groups of 1,500+ had an uplift of \$0.90 the most — meaning, the smaller the group, the bigger the range of possible campaign outcomes.

According to Lyris's Annual Email Optimizer Report, businesses that use email segmentation experienced 24% higher sales. Subscribers want to receive relevant content to their likes and dislikes — since it creates a seamless customer experience. Taking this into consideration, it is crucial to properly segment your lists to maximize your engagement.

7. Re-engage with Inactive Customers

You will roughly lose a quarter of your subscribers every year if you don't work hard to send engaging and relevant information. Email list decay is inevitable, but you can prevent it to a certain degree. So, how do you keep your subscribers active, or to put it in another way — how do you make inactive subscribers active again?

Re-engagement email campaigns, or also known as win-back campaigns, include sending a sequence of emails in order to get the inactive subscribers to interact with you.