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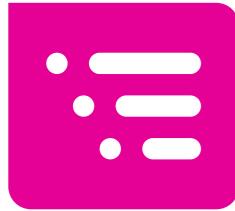
Smart Communication Software

Crafting Impactful Emails

A Marketer's Playbook for Success

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Introduction

Welcome to our playbook for email success! Whether you're a seasoned email marketer or just starting out, this guide is designed to equip busy marketers with actionable insights for creating more effective email campaigns. From crafting a solid content strategy to tracking engagement, we've got you covered.

Create a Solid Email Marketing Strategy

A robust content strategy is irreplaceable. Setting aside time to plan your campaign might not feel very productive initially, but keeping your end goals in mind from the start pays dividends as it will enable you to produce high-quality content and send engaging emails.

Define Your Goals and Objectives

The first step of any successful email marketing campaign is knowing exactly which goals you need to achieve and aligning them with your broader business objectives. Your goals could include some of the following

- **Create awareness** for your brand
- **Engage** with your audience
- **Generate** more website traffic
- **Stimulate** lead generation
- **Increase** overall marketing ROI
- **Promote** customer retention

Next, it's time to set out a clear mission statement for your campaign.

It consists of three main parts
1. Specify your exact **target audience**
2. Determine your **content types**
3. Clearly state the **desired outcomes of your campaign**

This simple exercise will help your content team to stay focussed on the end result and make important content decisions responsibly and independently.

Understand Your Target Audience

This part of your strategy development involves creating detailed buyer personas based on variables like demographics, interests, and behaviours. Buyer personas have a two-fold purpose

1. They help guide effective content creation, and
2. They make segmenting your email lists a breeze

To create these buyer personas, you'll need informed opinions and data.
You can collect this information by

- Reaching out to your clients to identify relevant pain points and interests.
- Leveraging existing research done by industry leaders, government, and non-governmental organisations.
- Doing a thorough competitor analysis to identify who your competition is targeting.
- Carefully analysing reviews to identify content ideas and pain points.
- Letting Google Analytics guide you on how to segment your audiences.
- Picking up on relevant engagement on your social platforms, like comments.

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Segment Your Lists for Relevance

To ensure your optimised messaging reaches the intended inboxes, carefully segment your lists based on recipient interests and past interactions.

This gives you control over your audience and enables you to send personalised messaging. Explore message personalisation further in our **Guide to Message Personalisation.**

Compile Your Content Calendar

To ensure efficient campaign execution, make sure you have a well-prepared content calendar planned. Creating an effective content calendar requires critical thinking, so ask the following questions to streamline your planning process

- What existing assets do you have?
- What additional assets need to be created?
- How much time and resources do you need to get all the assets finalised?
- How should assets be combined for maximum effect?
- When are you sending out your messaging?
- Who will be loading, scheduling, and sending out your content?
- What metrics will you be tracking?

When you've explored these aspects, it's time to move on to crafting compelling email copy.

Free Up Your Capacity to Create Effective Strategies

It's challenging and time-consuming to outline an effective email strategy, create the content for it, and send and track your campaign. Luckily for you, **Everlytic's Digital Services Team** can help! They can build and execute your campaign to give you more time to strategise your content.

Learn More

Craft Engaging Promotional Email Copy

Once you know your audience, use targeted messaging principles to craft effective emails. Here are some best practice tips for promotional email writing.

Optimise Important Email Properties

Some email properties, like the subject line and preview text, can have an impact on whether a reader will open your email. You can make them engaging by applying **the 4 Us of Copywriting** principle.

1. **Useful:** Does your copy provide value to the reader?
2. **Urgent:** Does it prompt the reader to act?
3. **Unique:** Does it stand out as interesting or unusual?
4. **Ultra-Specific:** Does it give enough detail to be relevant?

You can also do the following to make your email properties more engaging

- **Incorporate numbers** to make them more concise.
- **Personalise** them with recipient data.
- **Add in questions** to draw in the reader.
- **Use appropriate punctuation** or emojis to amplify your message.
- Employ **scarcity or urgency** tactics.

Adapt Your Tone to Suit Your Audience

The tone you use in your email copy will depend primarily on

1. Your chosen audience or buyer personas, and
2. Your brand voice

Aim to maintain a conversational style that's friendly and helpful, yet professional. One way of doing this is taking a storytelling approach that positions your reader as the protagonist and you as the well-intentioned guide.

Try to avoid obscure jargon your readers won't understand, and when you do use an essential technical term, do your best to explain and define it briefly. Similarly, try to avoid slang unless it's appropriate for your audience and won't be perceived as unprofessional.

Stay Customer-Centric at Every Point

Since you'll be writing for a specific audience, you need to always stay in touch with what's most important to your reader. Constantly remind yourself of your content mission statement, and ask questions like

1. How does this **benefit** the reader?
2. What is the real business **impact?**
3. Will this **make sense** to the reader?
4. What **questions** will the reader be asking?
5. What **pain points** is this solving?

Taking this approach will help you avoid self-promotion and ensure your content resonates with your readers and prompts them to act.

Guide Readers with Logical Structure

Even optimised emails face tough competition in inboxes. For this reason, you should get to the point quickly and effortlessly, without being too promotional.

You can do this by implementing **the inverted pyramid writing style** for quick and effortless message delivery. By doing so, you prioritise the most important information up front, then introduce secondary details before prompting an action at the end of your message.

Promotional emails are intended to sell, and you can do that subtly by incorporating **the 4 Ps of Marketing** principle.

Promise: Clearly explain the unique selling points of your offering and how it will benefit your readers' business.

Picture: Create a vivid mental picture of how your solution addresses their relevant pain points.

Proof: Provide social proof through case studies, statistics, infographics, and testimonials.

Push: Present a simple call to action to move them closer to conversion.

Use Subheadings to Guide Your Readers

Empower readers to skim through your email with compelling subheadings. Craft concise copy loaded with value, encouraging even impatient readers to engage.

Bullet Your Lists to Make Them Digestible

Make information as easily accessible to your readers as possible by using bullet lists to extract the primary points, which will speed up reading and encourage your recipients to engage with your entire email.

Use Your Calls to Action Strategically

Tactically place calls to action (CTAs) in your emails, ensuring they seamlessly guide readers through the desired flow. Formulate concise and clear CTAs for effective engagement.

Formulate Winning Calls to Action

Effective calls to action (CTAs) play a central role in your email campaigns since they guide recipients towards a desired behaviour, like opening, clicking, and responding to your emails. Well-crafted CTAs can significantly impact your overall email campaign success.

Use Concise and Simplistic CTAs

Use clear and actionable language so there's no doubt in the readers' minds what the next step is. For example, use command type verbs, like "read", "click", "learn", and "contact", to guide them to take action.

Persuade with Your Design Elements

Visual elements, like colour, size, and placement, can be used to persuade your readers to take the next step. A common tactic is to style buttons with highly-visible colours surrounded by white space to enhance prominence.

Use A/B Split Testing Where Possible

Split testing different versions of CTAs can help you get feedback on which versions are the most engaging for readers. Use every opportunity to test variations in text, colour, size, and placement.

Integrate the Language of Urgency, FOMO, and Relevance

Weave a sense of urgency in your CTAs through phrases like "limited time offer" or "act now". Your recipients will be more likely to take the next step if they feel there's some exclusive or time-sensitive deal they'll miss by not acting.

Similarly, by aligning CTAs with your recipients' interests, you will instantly make your messaging more relevant to them and therefore be more likely to prompt a specific behaviour.

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Use Responsive Email Templates to Engage

Responsive email design ensures a consistent and user-friendly experience across various devices and screen sizes.

Ensure Compatibility Across Devices and Platforms

Diverse email clients and platforms mean you need to be able to send out designs that will render (display) consistently. Non-responsive emails can have a detrimental effect on user experience, especially when layouts are distorted or text becomes illegible.

Optimise Design Inside Your Promotional Emails

Here are some powerful design tips to optimise mobile responsive email templates

- Structure your email so content flows logically for a positive user experience.
- Adapt your email alignment to recipient devices and include ample white space to enhance readability.
- Ensure your links are visible and clearly indicated. Use standard blue and underlined text for links, and/or add in buttons for primary CTAs.
- Balance the use of text and images. Only use high-quality graphics and avoid text on images for better readability across devices.
- Consider your colour use and incorporate your brand colours.
- Use email-safe fonts for consistent rendering across devices. Choose legible fonts that align with your brand identity and use an easily-readable font size.
- Integrate your brand identity in emails by placing your logo at the top and using consistent fonts and icons. Aligning your design with your overall brand identity ensures better brand recognition and familiarity.

Test Your Templates to Avoid Disappointment

Test your email templates before you send them to check their compatibility across a range of devices. Platforms like Everlytic allow you to preview and test emails to identify and address any rendering issues in advance.

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Need a Responsive Email Template?

Are you about to launch a major promotional campaign but you're not sure if your emails are responsive or optimised? Don't worry! **Everlytic's Digital Services Team** can finely tune your campaign to ensure you get the best results.

Learn More

Apply Good Landing Page Design Principles

Landing pages are a vital extension of your email marketing campaigns because they guide your readers along the marketing funnel – transforming recipients into leads and eventually prospects. Here are some tips for creating effective landing pages.

Align Your Landing Pages with Your Emails

Make sure your landing pages mirror the messaging, visuals, and tone of the emails that direct to them. Success hinges on a smooth transition for the reader, reinforcing the value of your offering and encouraging them to take next steps.

Use Clear and Concise Messaging

Write compelling headings and create a focused structure to convey your value proposition. Eliminate clutter and unnecessary information to guide readers towards taking a desired action.

Choose Optimised Visuals to Prompt Engagement

Add high-quality images and video content to your landing pages. These elements will complement the messaging and help to entice readers to stay on your page. For optimal SEO, ensure your images are appropriately sized to prevent slow loading speeds.

Implement User-Friendly Layout and Navigation

Prioritise a clean, intuitive design with easy navigation. A key factor here is how you structure information. It needs to be logical, and your page needs to be mobile responsive so readers on various devices can read it easily.

Need Help Crafting Effective Landing Pages?

Our **Digital Services Team** can build your landing pages, facilitating a smooth customer journey from lead to prospect.

Learn More

Optimise Your Subscription Forms for Action

Subscription forms are the entry point for most email marketing campaigns, and you can optimise them by doing the following.

Determine Your Exact Data Needs

Before creating a subscription form, determine which data you'll be collecting and why. You could gather email addresses, phone numbers, or custom data types. Make sure the information aligns with your wider campaign goals.

Simplify Your Subscription Process

Keep the number of fields in your subscription forms to a minimum where possible. It's also important to be transparent about what can be expected when people submit their data. Consider employing a double opt-in process to receive the appropriate permissions and remain compliant.

Address Your Audience's Pain Points

Add solutions for your recipient pain points to your content and optimise your CTAs with short, command-type phrases that address the value you can add.

Incentivise Recipient Actions

Offer your readers something in return for acting on your prompts. An effective approach is to share valuable content or promotional codes if you're an e-commerce business. Remember to tailor your incentives to the target audience's interests as well as your business goals.

Capitalise on Social Proof Elements

Include social proof elements on your subscription forms, like testimonials, case studies, and useful statistics. This will often make the reader more likely to take the next step.

Stay Compliant and Prioritise Deliverability

Keeping data-privacy compliant is essential to build trust with your audience and promote long-term email marketing success. Good compliance practice will help your business avoid fines and boost your email deliverability.

Obtain and Manage Consent Effectively

Obtain explicit and informed consent before collecting and processing personal data for direct email marketing. Include clear opt-in mechanisms in your subscription forms and disclose your intentions for collecting and using recipient data.

You can go one step further by ensuring privacy policies are easily accessible to subscribers (from within your emails or on your website) and are written in language that's easy to understand.

Safeguard All Your Subscriber Data

It's your responsibility to protect your subscribers' data from unauthorised access or breaches. You can do this by using secure communication, encryption technology – like multi-factor authentication, and regularly updating your security protocols.

In addition, clear data protection policies and employee training will improve security awareness in your team.

Regularly Review Your Compliance Status

Do regular internal audits to assess whether you're still complying with email marketing data protection regulations. Data privacy laws change over time and you need to stay informed about updates and amendments.

Do The Following to Maximise Email Deliverability

Curate Your Lists and Keep Them Clean

As an email marketer, you need to make peace with the fact contacts come and go. For this reason, ensure no one stays on your lists against their will. Make unenrolment or unsubscribing from your lists as simple as possible, and remove chronically bounced and unresponsive contacts from your lists.

Lastly, avoid buying contact lists since you cannot verify whether all the contacts in those lists have given sufficient consent to receive direct marketing emails.

Leverage SPF, DKIM, DMARC, and BIMI

Unfamiliar with these acronyms? No worries. There are tools you can use to verify your emails to ensure they land in your subscribers' inboxes. Here's a detailed explanation of each tool.

- **SPF (Sender Policy Framework)** is an email authentication tool that helps prevent email scams by allowing you to specify which servers are authorised to send emails on behalf of your domain.

- **DKIM (DomainKeys Identified Mail)** is an email authentication tool that adds a digital signature to your outgoing emails, allowing recipient servers to verify that the message was sent by you and hasn't been tampered with.

- **DMARC (Domain-based Message Authentication, Reporting, and Conformance)** is an email authentication and reporting tool that builds on SPF and DKIM. It helps you advise recipient servers how to deal with emails that fail SPF or DKIM verification, providing better control over which emails land in recipient inboxes.

- **BIMI (Brand Indicators for Message Identification)** is an email authentication tool that allows you to display your brand logo in recipients' inboxes. It enhances trustworthiness by associating a verified brand logo with your authenticated emails – providing a visual cue to recipients that your emails are legitimate.

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➕ Track Email Engagement at Every Point

Tracking email engagement is key to assessing the success of your email marketing campaigns. This is because it provides valuable insights into subscriber behaviour and campaign effectiveness. Putting in the work here means you'll be set for future campaign success.

Identify Which Key Metrics to Track

For effective campaign monitoring, you need to align your goals with common email marketing metrics. For example, if you're aiming to promote recipient retention, it would make sense to prioritise subscription, unsubscribe, and complaint rates as key metrics.

The three main categories of email marketing metrics are

Consumption Metrics
- Open Rate: Percentage of recipients who opened your email.
- Click-Through Rate: Percentage of recipients who clicked on at least one link in your email.
- Click-to-Open Rate: Percentage of recipients who opened and clicked on a link in your email, excluding those who didn't open the email.
- Platform Rate: Identifies devices used to open emails, such as desktop, mobile, or web-based systems.

Retention Metrics
- Subscribe Rate: Indicates the number of new subscribers to your mailing list.
- Unsubscribe Rate: The percentage of recipients who have unsubscribed from your list.
- Complaint Rate: Indicates the number of recipients who reported your email as spam.

Sharing Metrics
- Social Statistics: Tracks the percentage of contacts who use social sharing icons to share your emails on platforms like Facebook, X, or LinkedIn.
- Forwards: Measures when your emails are forwarded to other recipients.

Use Analytics Tools for In-Depth Insights
Since you'll be tracking a collection of metrics, you will need a central hub to monitor your results. Leading communication platforms – like Everlytic – offer the ability to track most major consumption, retention, and sharing metrics, and they generate detailed reports for each email you send.

Improve and Optimise
Try to continuously improve your email marketing campaigns by using the learnings from your reporting metrics. By A/B testing subject lines and content variations as well as changing designs and send times, you will learn what resonates most with your different audiences.

⭐ Conclusion

This guide provided an informed and actionable overview of the major components of an optimised email marketing campaign. Invest time and effort in each step, especially during strategy development, to ensure success.

Need Help with Campaign Execution and Sending?

Don't let capacity challenges or tight deadlines stand in the way of your email marketing campaigns going live. **Our Digital Services Team** can action them for you in no time.

Learn More

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Additional Resources

Marketing Guides

Email Marketing 2022 Benchmarks: See What Shifted
in SA's Email Engagement Since We Went 'Back to Normal'

The Step-by-Step Guide to Message Personalisation

How to Drive Conversions Using Automated Marketing Funnels

2020 POPIA Guide: How to Comply Without Killing Your List

Email Delivery Guide

Content Marketing Strategy: How to Maximise Your Digital Content to Grow Your Business

Blog Posts

Marketing Analytics: 3 Powerful Types of Metrics to Track Email Performance

6 Subscription Form Best Practices for Effective Email Marketing

Effortlessly Boost Your Lead Generation with Landing Pages

Convert More Clients with These 6 Call-to-Action Tips

The 6 Key Elements of Effective Email Design

10 Email Copywriting Tips for Emails that Convert

Case Studies

Vitality Traveller Newsletter Ignites Readers' Wanderlust

Old Mutual's Birthday Experience Gets 3.5X the Industry Click Rate

NetFlorist Boosts Mobile Web Traffic from Email by 170% During Lockdown

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