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B2B Marketing
CHEAT SHEETS
Email Marketing

What It Is

- ↳ Email marketing is an important medium, marketers use to identify, contact, sell, connect and engage with their audience through email campaigns.

- ↳ It is a preferred channel used to compliment new marketing channels such as social media.

What it is not

- ↳ Email marketing not about obtaining huge lists

- ↳ Is not about 'bulk blasting' emails

- ↳ Despite being around for decades, it is not redundant and is considered an important touchpoint with customers.

Email Marketing Code Of Conduct

Obtain Permission - First things first. In email marketing recipients pay the price. ISPs exhaust themselves with filtering incoming spam messages and recipients spend through bandwidth costs, internet bills, etc. Therefore email marketers need to get it straight and clear that, 'emails are not free'.

Always give an Opt-Out Option – always provide an option for readers to opt-out, it is futile to send messages to a person who is not interested in reading it. Ensure that you remove their contacts as soon as you get an opt-out request.

Annoyingly Anonymous – Don't use anonymous email id as a 'reply-to' option. Email addresses like 'abc_company"@hotmail.com' are not acceptable.

Keep it Frequent not Fervent – don't overload your readers with too many messages, it will bore them and may not have the same impact if you send a meaningful message once in a while.

Don't go Overboard with Bulk – just because you can, it doesn't mean you make your messages heavy with graphics, images or videos.

Rented Risk – by renting a list, you may run the risk of using a list which may not be verified and validated. Build your own email lists or undertake marketing with your partner. Either way ensure that the contacts you are sending emails to are verified.

Confirm and Re-confirm – it is not enough to get an opt-in email. Make sure you send a mail confirming their wish to opt-in. this double confirmation is for you to be doubly sure that the email sender is valid. Once they send a confirmation to be opted-in, you can add them onto your list, also saving details such as date, time and IP address. This will help keep your list clean, authenticated and error free to a large extent.

Be Aware or Beware – Know the laws that apply to which you need to comply with such as the CAN-SPAM Act of 2003. You wouldn't want to be fined $11,000 for each faulty email you send, would you?

Always remember the R word – **RELEVANCY**!

Create Conversations, Develop Dialogues, Make Emails **CUSTOMER CENTRIC!**

Dictionary

Bounce Rate – Is the rate at which emails are undelivered. There are hard and soft email bounces.

Bulk Mail – Is when the same email is sent on a mass scale to a large group.

CAN-SPAM – Is an Act by law that states the rules in commercial email marketing and provides recipients with rights to stop emails being sent to them, and laws for violation of rules.

CTR (Click-Through Rate) – Is the percentage of recipients who click on a link in an email.

Conversion Rate – Is the percentage of recipients who react to the call-to-action in an email campaign.

Landing Page – Is a page on the website with a form to capture lead information. It is linked from the email and is directly related to the service or product promoted in the call to action.

Whitelist – Is a list which contains details of recipients who have approved to receive marketing communication.

Is email marketing your preferred channel?
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