



FOUR KEYS TO A SUCCESSFUL CAMPAIGN:

An overview of how to get the most out of email marketing

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The most cost effective way, to reach your most profitable customers.



“The uses for email marketing are virtually limitless. Overall, email marketing has proven to generate better responses while being less expensive than many traditional direct mail methods. Marketers also find the high level of personalization and the ability to track an email marketing campaign at every stage to be attractive features. When you consider that recipients also prefer to receive email rather than direct mail when it is permission-based, you can understand why marketers find email marketing such an appealing tool.”

- American Marketing Association

I. Your provider must understand your business and your customers.

This is the pinnacle consideration in selecting your email marketing provider. If your provider is unwilling or unable to truly understand your company, your product, and your relationship with your clients, your email marketing campaign will not create a lasting, powerful connection with your customers. Your email marketing partner must understand your target market, your position in the market, and what messages will evoke response from your customers.

In addition, an email marketing provider must understand what techniques and strategies drive the best results through the email marketing medium. Email marketing affords the astute marketer unique opportunities not available in other marketing mediums. For example, in no other medium can your customers click a button and kick start a word-of-mouth marketing campaign. Nor is there any other medium flexible enough to reach your customers with your most current messages.

To fully capitalize on the benefits of email marketing your provider must therefore understand both the tools the medium provides and how they can best be used for your company. Your provider must understand your target market, your position in the industry relative to the offering of your competitors and in the minds of your customers, and the relationship you have with your customers. Only then will your company have the foundation required for a successful email marketing campaign.

II. Your provider must work with you to develop your list.

The success of your campaign is directly correlated with the quality and size of your list. Your list is the cornerstone of your marketing campaign. Building your list is an important responsibility that should be shared between you and your provider. It is important that you play an active role in building your list because it is you who has contact with your customers, and it is with you that your customers are looking to strengthen their relationship. It is just as imperative that your email marketing partner provides you with all the tools necessary to build a successful list as well as innovative ideas and creative strategies for driving signup.

“Marketers estimate that acquiring a new customer costs five to eight times more than keeping an existing one, so limited marketing dollars should be focused on retaining existing business.”

- MarketingPower.com

The importance of building a sizeable list is apparent. What is less apparent is the importance of creating a quality list. It is critical that you and your provider work together to build a list of customers who have opted-in to receive your messages. This ensures that you are sending your messages to an actionable list, and that your messages are not being perceived as spam by the recipients.

Furthermore, your email marketing provider should understand the negative consequences of using purchased or rented lists. The consequences of this are two-fold. First, these lists are likely created by programs that auto-generate email addresses, by spiders that crawl the web and harvest addresses, or by taking addresses from lists that were originally generated for legitimate contact. This means that your company is left with a large investment in a list that cannot deliver value. Second, there are legal ramifications for sending unsolicited emails as outlined by the CAN-SPAM Act. The bottom line is that there is no substitute for a permission-based list. It is critical that your provider understand how to build a successful list.

III. Your provider must maximize the deliverability of your messages.

*It is important to note that if your email marketing provider is truly full-service you will not need to know the ins and outs of deliverability. It is however important that your provider understand all of these nuances, as without a full understanding, your provider cannot ensure maximum deliverability. Below, you will find a brief set of examples that must be considered when creating and delivering email messages.

The primary hurdle in maximizing deliverability is making sure that spam filters do not misidentify your message as spam. Most spam filters operate as Bayesian Filters, meaning they search incoming emails for certain characteristics inherent in most spam messages, and assign points to those characteristics. (For example, using “Click here!” might get you .7 points, while including **bright red fonts** might get you 2 points, and including words like “mortgage” in the subject line might get you 1 point.)¹ In addition to carefully monitoring text in both the subject line and body of the message, the base html code must also be monitored to ensure it is optimized for use in email browsers. Email browsers have very strict guidelines for the html they

¹ Renewal Marketing messages typically receive between .6 points and .9 points, which is drastically below the 4.6 point minimum at which some of the strictest ISP’s will start to classify messages as SPAM.

“Email Marketing is the marketing phenomenon of the 21st century – the ideal way to spread the word about your products and services.”

- *Herschell Gordon Lewis,
Effective Email Marketing*

As an example from one industry:

“Restaurants rate email marketing their most effective marketing vehicle.”

- *Hospitality Technology Magazine, March 2007*

will process, and will reject messages which they don't see as having high-quality, valid html. Examples of invalid html include the use of CSS in the <HEAD> tags, blank or invalid tags, sloppy coding such as that generated by WYSIWYG editors, etc. When it comes to the html used to make up your messages, it is best that it be hand-written, and optimized for viewing in all of the diverse email environments.

It is also important to confirm that the provider is sending from a static IP address that can be located and verified with reverse DNS lookup. Hopefully these examples provide some insight into all that goes into delivering your messages, and shows some of what is necessary to maximize the delivery of your messages.

IV. Your provider must supply ongoing, dedicated customer service.

One major benefit of email marketing is the flexibility of the medium. However, it can only be as flexible as your provider allows. This is why it is absolutely critical to have an ongoing partnership with your provider. Your provider should keep an open channel of communication that you can use to access them at any time, allowing you to be as involved as you would like to be in the email marketing process. Providing this channel allows your company to realize the full potential of an ongoing email marketing campaign.

The most important component of customer service is that your email marketing provider believes in your offering. Your provider should view their role as more than simply a service provider. Instead, they should view your relationship as a partnership in which they work with you from list creation to message delivery, minimizing the amount of time you have to invest, and maximizing the effectiveness of the campaign.

Renewal Marketing is a complete, full-service marketing provider, equipped with the breadth of tools, and depth of marketing knowledge necessary to deliver truly powerful campaigns.

**Renew your profitability. Renew your brand.
Renew your marketing.**

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