



EMAIL MARKETING DONE RIGHT WITH MODERN MARKETING METHODS

Abstract

If current trends are anything to go by, old fashioned email as a marketing tool remains potent as ever, holding its own against newer, shinier inventions. Email can be a powerful tool in your marketing arsenal.

As Neelam Mehta scrolled through emails on her phone, one caught her eye. It was from an online grocery which she had used occasionally in the past. The subject line that attracted her was: "Rs. 600 credited to your wallet." Curious now, she clicked on the mail and segued into a pleasantly colourful screen with a couple of cute graphics.

The text on the screen read: "Dear customer, We really miss you and would love it if you shop with us again. We have credited Rs. 600 in your wallet. To get started with the offer just click below."

In the next 15 minutes or so, the store had retrieved a casual customer and sold Rs.2000 worth of groceries.





Email marketing is affordable and continues to impact target markets

To quote a 2019 Forbes article, "Modern email marketers . . . are driving engagement, revenue and return on investment through strategies and tactics that do not resemble traditional direct marketing in any shape or form." The Forbes article also cites a survey wherein 75 per cent of respondents stated that they used their mobile phones most often to check email messages.

Getting started with email marketing strategy

An economical means of reaching target audiences, email can be a powerful component in your communication toolkit. A strong marketing strategy underpinning your emails helps you connect to your audience in a personal way and drives sales at an affordable cost. But for your email strategy to work, it's crucial to first create a plan. Here are some sample questions to

ponder over with your marketing team for the planning exercise:

- Why invest in email? What business results are we expecting from it?
- Who is the audience for these emails?
- What are those people expecting to receive?

- What are the results that will define this project as a success?

When you've nailed down clear, detailed answers and firmed up measurable goals, you will have a better understanding of the options to consider for your email design and strategy. These answers will also help make your email marketing strategy more agile.*



Tips on email marketing strategy

Include these basic to-dos in your email marketing strategy:

1 Clean up your contact list

However unhappy this makes you, it is essential to (a) purge your contact list of email addresses that have remained unengaged for extremely long periods, (b) delete contacts who have unsubscribed, and (c) remove contacts who mark your mails as spam and addresses that bounce. In the long term, it will improve your email deliverability.

Before you let go of dormant subscribers, try re-engaging with them; it's a lot simpler and more cost-effective than attracting new ones. Craft your campaign to win them back with an exclusive offer. You could also spotlight new features about your business or invite them to respond to a question.

2 Provide value consistently

Develop your email strategy around what your customers want or need from you. If you're a clothing e-retailer, for instance, your customers might be facing problems related to garment size. Address this issue in email newsletters with advice on online garment shopping. You could also redesign your size guide into a more customised version and link that in your emails.

3 Segment your contact list

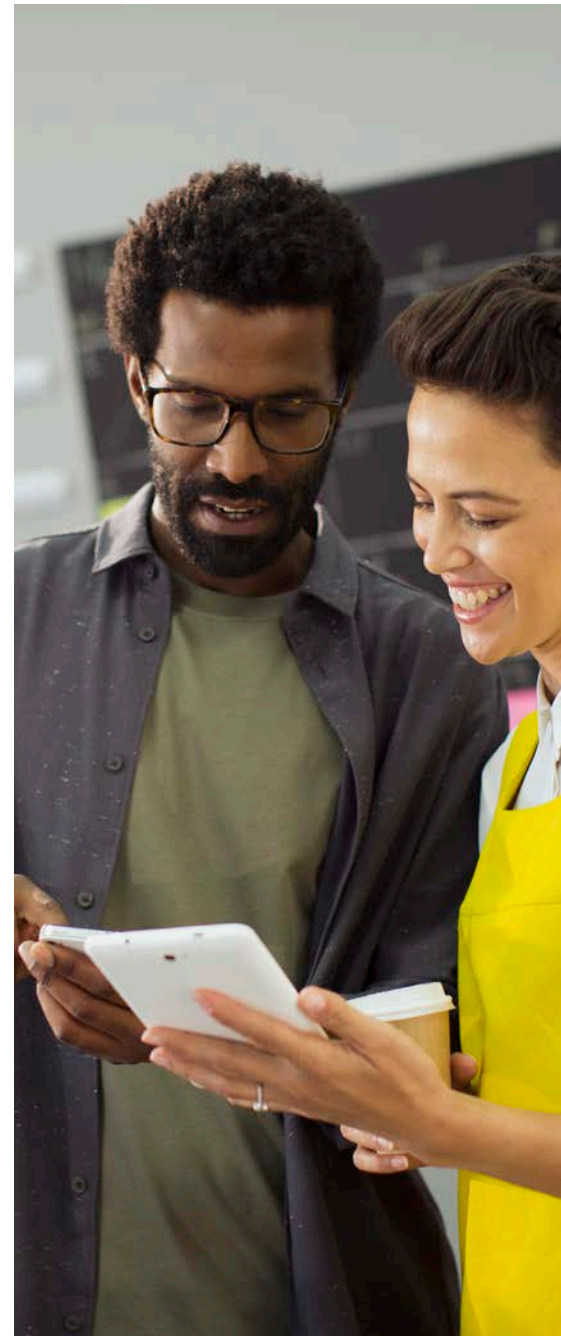
Your subscribers are differentiated by interests, demographics, location, profession and more. Use that information to segment them into like-minded groups and target them with emails that are relevant to them.

4 Pay attention to subject lines

A large number of marketing experts write subject lines of 60 characters or less. Longer subject lines look cramped on mobile phone screens, can be tedious to read and cause customers to drift away. Personalise the subject line with your subscribers' names. Use impactful, action-based language.

5 Create effective CTAs

Calls-to-action (CTAs) strongly impact click-through rates of emails. A weak CTA brings down that rate, thereby lowering sales. So, write compelling CTAs that live up to their name. Use punchy commands like "Buy", "Download", or "Shop Now". Attract viewers with offers like "Shop now to get 30% off." Tap into a shopper's FOMO: "Only 2 items left in stock."



Update your email design elements

Designing email content with eye-pleasing graphics, interactive elements and other technological advances that enhance the consumer experience has never been easier. Kinetic design, an exciting way to grab attention and engage consumers, has been around for some time now. It uses the capabilities of HTML5 and CSS3 to simulate the experience of a website

within the body of an email. For example, a customer gets all the information she needs and completes her purchase in the email itself as opposed to being driven to a website and clicking a couple times more to complete the deal.

There's a flip side to this: all email applications don't have a fit with kinetic design. For example, Google for Business,

the Gmail app and Microsoft Outlook cannot handle kinetic design but Apple's iOS, Android and Apple Mail can. One way around this concern is to design a default version for applications that are incompatible with kinetic design.

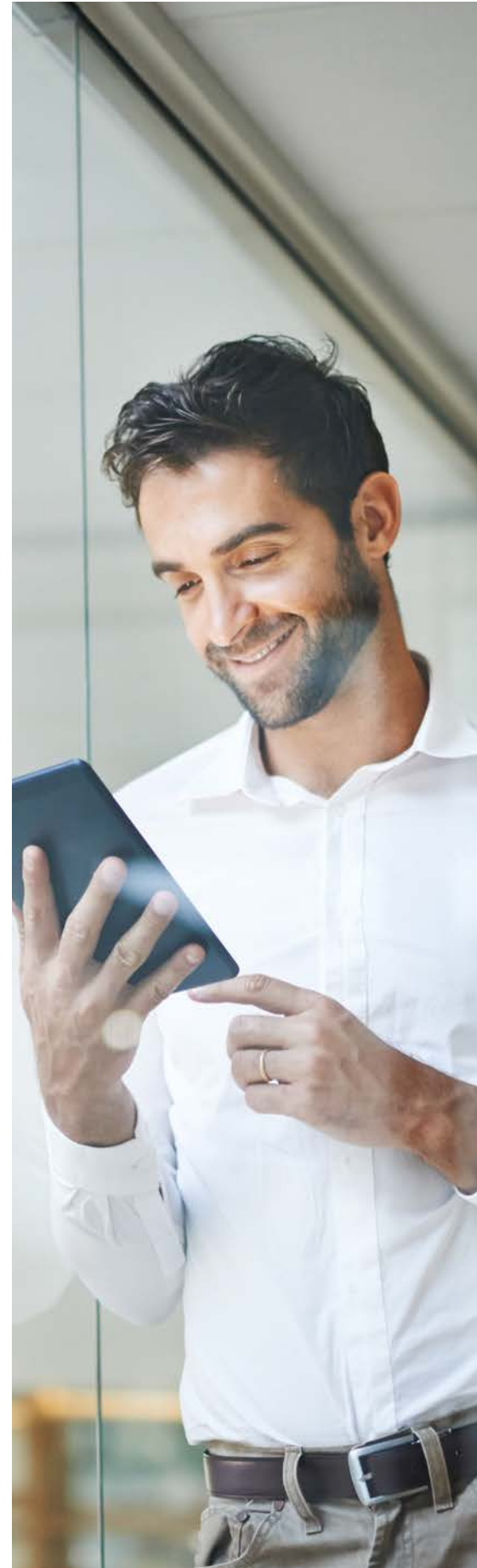
Another cool design trick: display animation in the body of your email rather than inserting a video. Explore new

elements now supported on email like animated GIFs that once could be seen only on websites.

The key to creating a strong email marketing strategy is to scrutinise every component in an email, be it the subject

line, content or call-to-action and optimise each. Along with leveraging up-to-date design technologies, this will enable you to engage with your target audience, ramp up sales and build subscribers loyal to your brand.

*For organizations on the digital transformation journey, agility is key in responding to a rapidly changing technology and business landscape. Now more than ever, it is crucial to deliver and exceed on organizational expectations with a robust digital mindset backed by innovation. Enabling businesses to sense, learn, respond, and evolve like a living organism, will be imperative for business excellence going forward. A comprehensive, yet modular suite of services is doing exactly that. Equipping organizations with intuitive decision-making automatically at scale, actionable insights based on real-time solutions, anytime/anywhere experience, and in-depth data visibility across functions leading to hyper-productivity, Live Enterprise is building connected organizations that are innovating collaboratively for the future.



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