

E-mail marketing

Tarja Soininen
Director, Business Development
Sanoma Digital Finland
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tarja.soininen@sanoma.fi



Contents

1. E-mail marketing
2. Teamwork
3. Wrap-up and central learnings

Expectations from you

- Frequency of newsletters
- Timing (weekday)
- Segmentation
- Statistics of newsletter campaigns (percentage of opened mail, conversions, clicked links)
- What type of mails to use txt or html?
- Obtaining the emails
- Privacy issues
- What is the most important thing in composing the message
- What makes a successful campaign
- How to make people open emails
- How to improve the click through rate
- Cleansing and enriching the database
- Managing mass mailing – technical
- Delivery and spam issues



Background

- Permission marketing database with 700 000 contacts
- Best-known internet brands act as a message carrier
- 500 email campaigns
- 100 outside clients, most of which do several campaigns per year
 - + Internal campaigns



Foundations of Direct Marketing

1. People are

GREEDY

LAZY

Travel in packs

2. 90 % of campaign efficiency comes from:

Target group selection

Offer

Timing

.....No matter digital or traditional



Elements of e-mail marketing

- Campaign goals
- Target group selection
- Timing
- Content, message
- Subject line
- Sender name
- Testing
- Follow-up
- Analysis



Campaign goals

- What do you want to achieve?
 - Sales?
 - Brand awareness?
 - Leads?
 - Clicks to your website?
 - Subscribers?
- Defining the goals defines what you measure and how
 - % of e-mails opened
 - CTR-%
 - \$\$\$ or €€€€€, conversion process and rates
 - Number of subscriptions
 - Number of referrals to friends
 - Number of "likes" and recommendations in Facebook
 - Unique visitors, visits, pageviews



Target group selection

- Who do you want to reach?
 - Demographics
 - Areas of interest
- Who do you NOT want to reach?
- Do you want to vary your message according to target group?
- Size of target group? Less or more?
 - General message to a large group
 - OR
 - Split into smaller groups and addressed accordingly
- Your own list or rental list?



Sanoma target group selection possibilities

From our own database:

- Geographics (down to zip code level)
- Gender
- Age
- Areas of interest:
 - Cars, motorbikes
 - Books and magazines
 - Culture, theater, art
 - Fashion and beauty
 - Family and children
 - Interior design
 - Fitness and health
 - ICT, consumer electronics
 - Home and garden
 - Travel
 - Music and film
 - Food and drink
 - Finance
 - Boating



Coming up: Behavioral targeting

From outside databases (for an extra charge):

- Additional demographics
 - Examples: profession, size of family, number of children, type of housing, housing ownership
- Vechile information
 - Examples: make and model of car/motorbike/snowmobile/scooter, date of registration of vechile



When choosing a rental list

Your checklist for getting the best quality outside lists:

1. The consumer has given the permission for 3rd party e-mail marketing
 - = opt-in permission
2. The meaning of the marketing permit has been informed to the consumer clearly
3. E-mail and mobile permission are asked separately
4. Consumer has the possibility to opt out whenever, easily and without charge
5. Underage consumers are taken into account according to legislation
6. The database is maintained in a way that it does not include unfunctioning contacts



Source: The Finnish Direct Marketing Association

Timing

- B2B campaigns:
 - Morning rather than night
 - Beginning of the week rather than Friday
 - **Note** holiday periods
- B2C campaigns:
 - Only testing will tell what is best for your product, your target group, your goals
 - The best time to send is when your target group is online
- **Note** that it takes time to send big campaigns, the receiving time is never exact
- Morning?
 - Midday?
 - Afternoon?
 - Evening?
 - Day of week?
 - Weekend?
 - Time of year?
 - How long before an event?



Content

- Attracting new customers or newsletter to existing ones?

Customer acquisition

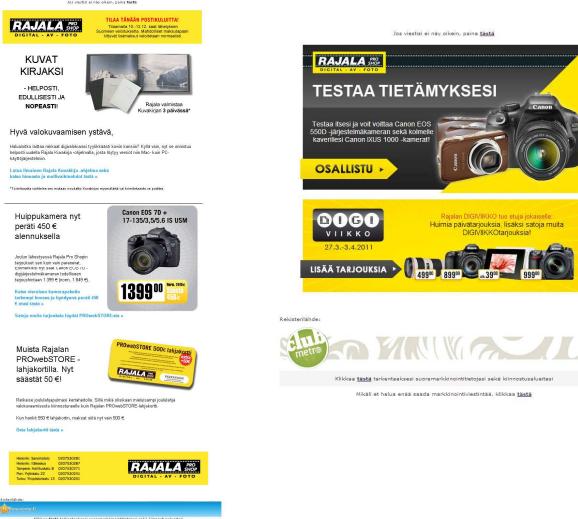
- Recipients don't necessarily know anything about you
- How do you get them to open the message?
- How do you get them interested?
- Your main message should be grasped at a glance
- Goal to get clicks to your landing page

Newsletter

- Recipients have subscribed to your newsletter -> they already have some interest in you
- What is in this for ME?
- Have a communications plan for newsletters
- Set goals for newsletters
- Can be longer than a campaign



Newsletter vs. campaign



Content

- Your time frame to capture the interest is a fraction of a second AND the consumer's finger is already on the delete-button

Copy

- Keep it simple
- Don't beat around the bush
- Not too long
 - Role of e-mail
 - Role of landing page
- Include several clickthrough points

Visuals

- Don't clutter
- Less is more
- Visualize the offer/benefit

Offer both html & text only

What does your message look like in a mobile device?

Successful campaigns can look like this...



 SanomaDigital
FINLAND

How to improve your opening rate

- Subject line
- Sender name

 SanomaDigital
FINLAND

Sender a brand name



Work Tilaa Kauneus & Terveys! 5 lehteä vain 19 eurolla ja lahjaksi Ratian Usko, toivo, rakka... - Jos vie

Tilaa Kauneus & Terveys! 5 lehteä vain 19 eurolla ja lahjaksi Ratian Usko, toivo, rakkaus -kori

Hintaseuranta to me

Show details Mar 8

Jos vierailu ei näy oikein, paina tätä

Hintaseuranta to me Show details Mar 8



- Brand

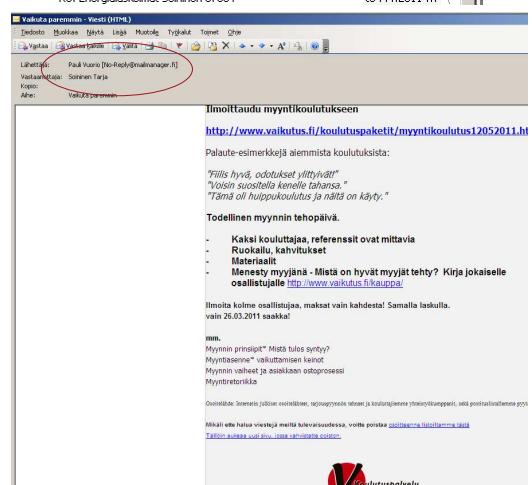
- If your own brand is well-known and trusted, use it as sender
- Hire a well-known brand to act as carrier of the message



Sender a person



- Favored by small B2B marketers
- Comes through spam filters more easily
- How do you tell a marketing email from a "real" email?
- If you use a person as sender, the message must really be from that person



Subject line

- Your time frame to capture the interest is a fraction of a second AND the consumer's finger is already on the delete-button

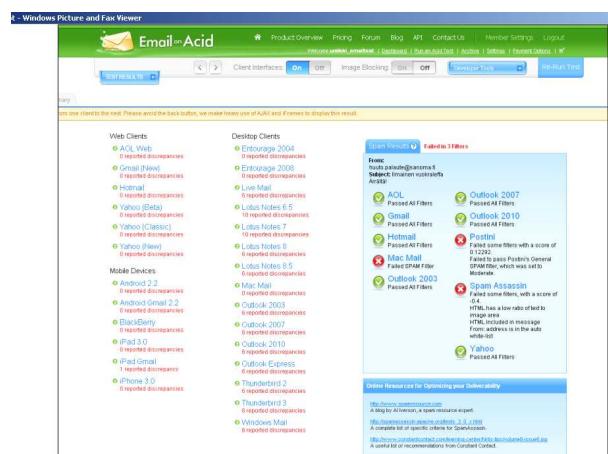
Some hints

- Keep it short enough
- Tell your strongest argument
- Start with the offer
- Beware of words that are blocked by spam filters
 - If possible, test your campaign
- Be truthful, don't overpromise



Testing for spam-score

- We use <http://www.emailonacid.com/>
- Free spam testing http://www.contactology.com/check_mqs.php



The screenshot shows a detailed report for an email message. The main table lists various clients and their spam scores. The 'From' field is set to 'test@example.com'. The 'Subject' field is 'Imranen vieraistaidot'. The 'Score' column indicates the spam score for each client. The 'Filters' column shows which filters each client passed or failed. The 'Details' column provides more specific information for each client.

Client	Score	Filters	Details
AOL Web	0	Passed All Filters	
Entourage 2004	0	Passed All Filters	
Outlook 2003	0	Passed All Filters	
Outlook 2007	0	Passed All Filters	
Outlook 2010	0	Passed All Filters	
Postbox	0	Failed some filters with a score of 0.4.	Postbox failed to pass Postbox's General SPF check, which was set to Moderate.
Spam Assassin	0	Passed All Filters	Spam Assassin has a low rate of false positives.
Yahoo	0	Passed All Filters	Yahoo has a low rate of false positives.



Testing

- Compared to traditional direct marketing, testing is easy, quick and cheap

DO TEST

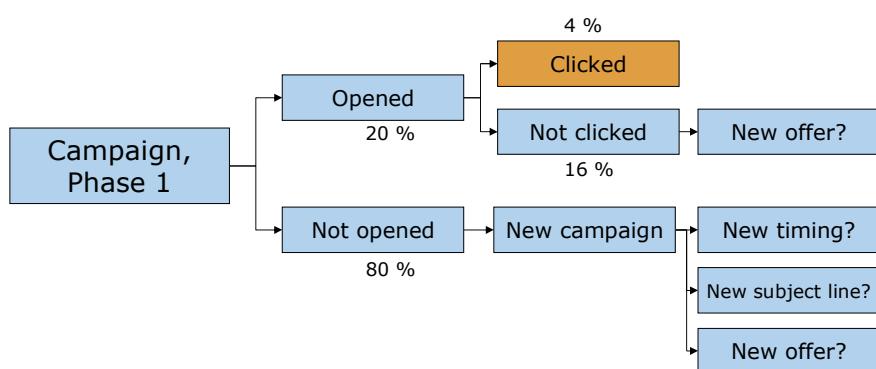
- Offer: - 50 % vs half price
- Discount vs premium
- Subject line
- Colors
- Headlines
- etc
- etc

If you can improve the efficiency of your campaign by 20 % - why not invest a couple of hours' work into testing?



Retargeting the target group

- Are you happy trying just once?
- Why not boost the campaign results by retargeting?



Follow-up

- Plan ahead for follow-up communication
 - By email
 - By SMS
- Example: Sales campaign boosted by a sweep
 - Thank you for entering into the sweep
 - And the winner of this great prize is... Good luck next time
 - Thank you for buying xxx – have you been satisfied?

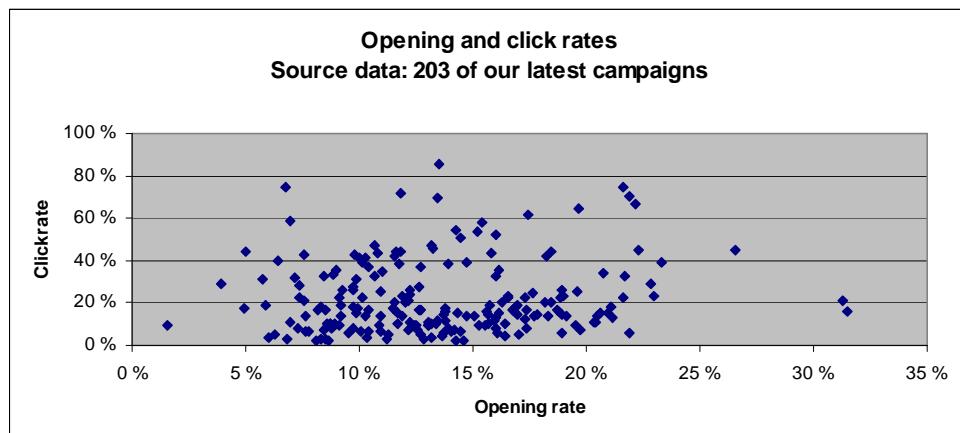


Campaign efficiency

- Sent e-mails
- Delivered e-mails
- Opened e-mails %
- Clickthrough %
- Which links were clicked?
- Who opened?
- Who clicked?
- Who clicked what?



Campaign efficiency



Landing page

- Make the transaction easy for your customer
- The fewer clicks, the better your results
 - If you want customers to subscribe, make the click go straight to subscription page
 - Don't hide action points on the landing page
 - Repeat the core message of the email: what do you want the customer to do and why
 - Keep your promises

If you want to fail:

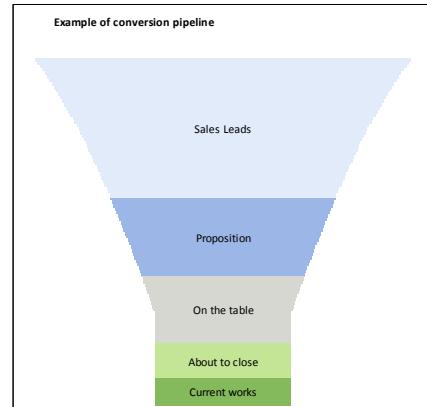
- Direct the click to your front page
- Make the customer search for the action
- Hide the action behind several clicks
- Show a different offer/price than in email



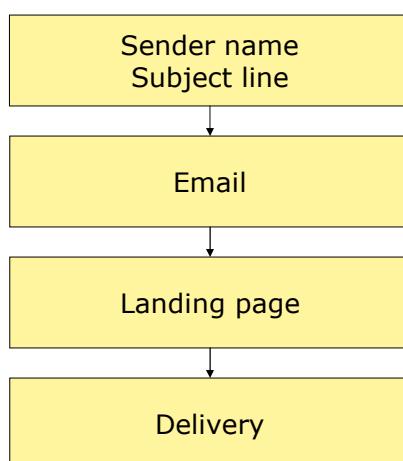
Conversion efficiency

- Sent e-mails
- Delivered e-mails
- Opened e-mails %
- Clicks to your website %
- Completed purchases %
- \$\$\$\$\$, €\$\$\$\$

Are there bottlenecks in your conversion process?



It is all about trust and promises



Groups

Group 1) Building your own list

- Create a strategy how you are going to build a list of newsletter subscribers
 - Where and how can you acquire subscribers
 - What kind of information do you gather and how

Group 2) Keeping your subscribers happy

- Create a communications strategy for your newsletter
 - How do you keep your subscribers interested?
 - What do you measure? What are your action triggers in measuring?

