



Jeanniey Mullen and David Daniels

Foreword by David Gilmour, Chairman of Zinio and founder of Fiji Water

Email Marketing

AN HOUR A DAY

Contents

<i>Foreword</i>	<i>xv</i>
<i>Introduction</i>	<i>xvii</i>
Chapter 1 Understanding Email Marketing Today	1
How We Got Here.	2
What Email Means to Your Audience.	5
The Five Types of Email	6
Awareness	8
Consideration	9
Conversion	10
Product Usage	10
Loyalty	12
Understanding the Economic Impact of Email	14
Test Your Knowledge.	15
Chapter 2 The Five Critical Elements of Every Email You Create	17
Creating Brand Impact	18
Determining How Much Brand Equity Your Emails Carry	19
Adding Intelligence to Your Design.	22
Basic Elements of Intelligent Email	22
Using This Insight to Your Advantage	24
Driving the Purchase	26
Waging the War Against Email ADD	28
Beyond the Email Content: What You Need to Know	29
Creating Transactional/Service Messages	30
Adding Viral Marketing Elements.	34
Two Ways to Define Success of Your Viral Marketing Efforts	35
Best Practices for Creating a Buzz Using Viral Efforts or Word of Mouth	36
Test Your Knowledge.	37
Chapter 3 Getting Ready to Build Your Email Marketing Efforts	39
Aligning Your Strategy with Your Tools	40
Determining Your Tools: A Ten-Point Strategy	40
Evaluating Vendors	44
A Checklist to Maximize Your Vendor Selection Process	45

Organizational Readiness: Resources Required for Success	49
Budgeting for the Future	52
Justification: Selling Your Boss on the Return on Investing in Email	53
Test Your Knowledge.	55
Chapter 4 What Happens Once You Send Your Email	57
Defining the Analytics Framework	58
Start with Your Email Marketing Plan, and Expand It to Include Your Company Growth Plan	59
What to Do If Something Goes Wrong	64
So, What Do You Do When It Happens to You?	67
Revisiting Your Budget	68
The Email Marketing Database and Future Multichannel Efforts	70
Phase 1: Awareness	71
Phase 2: Engagement	71
Phase 3: Consideration	71
Phase 4: The Buy	72
Making the Most of Your Email in a Multichannel Environment	72
What This Means When You Are Setting Up Your Initial Email Database	72
The Top Five Ways You Can Mess Things Up If You Are Not Really Careful	74
Test Your Knowledge.	75
Chapter 5 Eight Key Drivers of Your Email Campaign	77
Key Driver 1: Email Address Acquisition	78
Your Website	78
Other Channels	82
Third-Party Sources	84
Welcome to the Campaign!	87
Key Driver 2: Creative/Copy	88
The From Line	89
Subject Lines	89
The Spam Check	90
The Width of Your Email Template	91
The Length of Your Email Template: Work Above the Fold	92
Email Creative Best Practices	92
Key Driver 3: Making the Data Work	93
Key Driver 4: Multichannel Integration.	95
Key Driver 5: Technology (Delivery, Deployment, and Design).	96
Key Driver 6: Reporting/Analytics	98

Key Driver 7: Privacy/Governmental Control	100
State Registries	101
Privacy Policy Best Practices	101
Key Driver 8: Reactivation	104
Test Your Knowledge.	105

Chapter 6 Preparing Your Email Marketing Strategy 107

Week 1: Preparing Your Resource Arsenal	108
Monday: Getting Smart (the Seven Essential Truths About Email Marketing)	109
Tuesday: Evaluating Tools and Resources	112
Wednesday: Budgeting	116
Thursday: Related Marketing Initiatives	119
Friday: Getting the Boss to Sign the Check	123
Week 2: Building the Blueprint for Success	124
Monday: Evaluating Your Current House File and File Size Needs	125
Tuesday: Creating the Acquisition Plans	126
Wednesday: Focusing on the Opt-in Process and Customer Preference Centers	128
Thursday: Reviewing the Opt-out Process	132
Friday: Making Sure Your Landing Pages Are a Good Place to Land	133
Week 3: Counting Down to “Go Time”	138
Monday: Mapping Out a Realistic Strategy	139
Tuesday: Defining Your Data Transfer Process	142
Wednesday: Making Sure Your Tracking Links Will Work	144
Thursday: Checking for the Deliverability Basics	147
Friday: Testing for Actionability	151
Week 4: Testing Your Way to the First Campaign.	152
Monday: Choosing the Subject Line Strategy	152
Tuesday: Making Sure Your Content Can Be Seen	153
Wednesday: Ensuring Personalization Is Accurate	156
Thursday: Remembering That Emails Get Forwarded and Saved	158
Friday: Going Through the Success Checklist One More Time	159
Test Your Knowledge.	159

Chapter 7 Month 2: Ensuring Success as You Launch Your Campaign 161

Week 1: Sending Your First Campaign	162
Monday: What to Do Once You Hit Send	162
Tuesday: Reading Reports	163
Wednesday: Managing Customer Service Replies	166
Thursday: Matching Your Response Rates to Your Forecast and Plan	167
Friday: Keeping Your Database Clean and Your Reputation Strong	169
Week 2: Creating a Plan to Optimize Your Results.	171
Monday: What Your Reports Are Really Saying	171
Tuesday: Analyzing the Effectiveness of Your Creative	173
Wednesday: Pulling Together the Comprehensive Report	178
Thursday: Optimizing the Opt-in Points on Your Website	180
Friday: Creating Your Test	184

Week 3: Measuring Email’s Impact on Other Channels	187
Monday: Measuring the Role of Email in a Customer’s Purchase	188
Tuesday: Determining the Value of Your Email Addresses and Campaigns	193
Wednesday: Increasing Email Sending Costs to Improve Top-Line Results	196
Thursday: Exploring Web Analytics and Email Integration	198
Friday: Finding and Targeting Your Advocates	202
Week 4: Promoting Your Email Results Within Your Organization .	206
Monday: Affecting Email Used in Other Parts of Your Organization	206
Tuesday: Sharing Results with Your Online Peers	209
Wednesday: Sharing Results with Your Offline Peers	210
Thursday: Using Your Email Results for PR Purposes	211
Friday: Looking Ahead to Dynamic Content	213
Test Your Knowledge.	214

Chapter 8 Month 3: Adding Bells and Whistles 215

Week 1: Using Email as a Feedback Tool.	216
Monday: Leveraging Email Surveys	216
Tuesday: Designing an Email Survey	217
Wednesday: Polls in Emails	220
Thursday: Email Focus Groups	221
Friday: Email-Driven Testimonials	222
Week 2: Creating Video- and Audio-Enabled Emails	226
Monday: Deciding Whether Using Audio or Video Is Right for Your Emails	227
Tuesday: Building the Five Layered Emails	228
Wednesday: Making Your Video Email Viral	230
Thursday: Making Your Video Email an Integrated Part of a Larger Campaign	232
Friday: Allowing Your Reader to Create Their Own Video Email	233
Week 3: Creating Mobile Email	234
Monday: Why Your Email Needs to be Mobile	235
Tuesday: The Mobile Email Creative	236
Wednesday: How Many Readers in Your Database Are Reading “on the Run”?	239
Thursday: Defining Your Mobile Email Preference Center	240
Friday: Making Your Current Email Strategy Work in a Mobile World	241
Week 4: Creating Social Email	243
Monday: When Email Is Used on Social Networks	244
Tuesday: Response Guidelines for Social Email	245
Wednesday: Reviewing Results for Social Email	247
Thursday: Social Messaging: Thinking Inside the Box	249
Friday: Keeping the Use of Social Email in “Check”	251
Test Your Knowledge.	252

Chapter 9 Getting Ready for Year 2 and Beyond 253

Iterative Financial Analysis: Analytics Over Time.	254
A Top-Down View of Annual Performance	254

Analyzing Individual Subscriber Segment Performance	255
List Health	255
Financial Performance/Budget to Plan Performance	255
The Necessity of Rebudgeting	256
ESP Refresh: Evaluating Your ESP and Technology Partners	257
Assessing Future Trends	260
Journey On	261

Appendix A Vendor Resource List **263**

Associations, Events, and Publications	264
Email Service Providers	264
Delivery Service Providers and Reputation and Accreditation Management Services	265
Market Research, Agencies, and Consultants	265
Technology Vendors	266
Web Analytics Vendors	266

Appendix B Email Checklists **267**

Email Design	268
Content	268
Subject Line	268
Preheader/Header	268
Preview Pane	268
Message Construct	269
Recovery Module	269
Footer	269
Code QA Testing	269
Precheck HTML File	269
Precheck Text File	270
Conduct Rendering Testing	271

Glossary **273**

<i>Index</i>	284
--------------	-----