

# Managing Your Email Campaigns

The explosion of digital marketing has provided a variety of platforms to show our expertise and promote our products and services with lightning speed and efficiency.

Email is probably the most used digital platform in the world and it is becoming more and more sophisticated as a marketing promotional and business development tool. Looking back it's hard to believe that the roots of email can be traced back almost 50 years, sending simple messages from one computer to another.

## Platforms

With such a wide range of Email Service Providers (ESPs) providing platforms to businesses with tangible benefits such as revenue increases and improved brand awareness, how do you identify which is the right one of your business?

Email Service Providers offer a range of solutions from expertise in response rates to analytics for specific types of marketing campaign, as well as providing value for managing multiple email promotions.

The first step is to understand what services and expertise you need to manage your short, medium and long term growth objectives.



## What's Your Strategy?

Developing an email strategy will help you define what you want from your service provider including:

- What do you currently use and how will they enhance your email programme?
- Budget – how much can you invest and what do you expect from your investment?
- Is the ESP a good fit for your business – who have they worked with before in your industry?
- Do you require a global service or a smaller UK supplier?
- What features do you require from your email solution?
  - *Off the shelf or bespoke*
  - *Personalised design and copywriting*
  - *Dynamic templates*
  - *Video, audio, images*
  - *Data segmentation, cleansing, de-duping*
  - *Testing and optimisation*
  - *Spam management*
  - *Delivery reports and analysis*
  - *Project and account management*

Undertaking this level of due-diligence before you select a supplier will allow you to ensure you employ the right ESP for your business needs.

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## Content, Analysis and Success

Your email content will be one of the key indicators that will determine how good your campaign is. See some content tips below:

1. Understand your data – research and survey your audience to understand their interests then target your content according to their interests and not your own.
2. What's working well for your competitors – could this work for you too?
3. Use seasonal content – industry trends also make content more relevant.
4. Use correct grammar and spelling – not investing time in ensuring your content is correct, could affect conversion rates.
5. Length of content – 500 to 750 words is a good maximum email length, but make sure it's visually interesting using blocks of text, bold headlines and images.
6. Test your campaigns by using different content, such as sender name, subject lines, titles and images to see which work best.
7. Insert links above the fold (i.e. the first section of your email which is shown on the screen without scrolling).
8. Insert obvious call to actions e.g. [click here](#); [call this number for more information](#); [register now](#) etc.

Regularly testing and analysing your results will show if your campaign has been successful. Work with your ESP to develop KPI measurements such as; delivery, open and click through rates; unsubscribes; forwards and response rates. Then use these results to refine and enhance your future campaigns.

Email marketing has become more sophisticated and as you can see from the points in this article, so has the way in which you create them.

The value of using an Email Service Provider, especially for an SME firm, who may not have the internal resource available to dedicate to managing these campaigns, could make a huge difference to the overall success of your marketing strategy, lead generation and revenue.



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