“Email Marketing is dead!” – said the boy who cried wolf.

The fact is, email marketing is alive, well, and not going anywhere. It remains an essential tool to your success as a marketer, but without a solid strategy in place you may feel like you are spinning your wheels. We’ve designed an easy 8 step guide to help you think of everything you might need for a successful email campaign.
What do you want to accomplish with your email campaign?

Your email design and copy should reflect your message – and your brand.

What are your goals?


Are you using an opt-in list?

Ensure you have permission to email to the addresses you have on your list.

What customers are you trying to reach?

Segment your list based on meaningful behaviors for the best results. The days of ‘batch-and-blast’ are long gone, so creating targeted emails and incorporating personalization are key – give your audience everything they want, and nothing they don’t. If you’re not using a Unified Audience Database to inform these types of decisions, we should talk.
Do you know what your readers want?

Again, knowing and understanding who your customers are and what they are interested in is crucial to email marketing success. Relevant content is the key to keeping your customers engaged.

How do you make a big impact quickly?

With a powerful subject line! Here are a few key recommendations when it comes to writing winning subject lines:

- Keep it short
- Use numbers
- Create a sense of urgency
- Avoid b-o-r-i-n-g
- Evade click-bait
- Try emojis
- Test, test, and test some more! You never know what works until you try it!

The subject line will get them to open the email, but your headline will keep them reading. The most important information in your email should be placed above the fold – avoid the need to scroll!

Do you have a lot of copy to share?

Give them just enough information to peak their interest in the body of the email and add ‘Read More’ links to carry them to your website. This also provides you with a way to gauge your reader’s interest.
Are you personalizing the copy?

Use their first name in the copy and/or the subject line. This is where Big Data comes in – and where having a Unified Audience Database becomes necessary. If you want to deliver the right message to the right people at the right time, understanding customer data and employing personalization is key. Personalization can be vital to customer’s engagement, and this can be done in simple but sophisticated ways.

Do you have a strong call to action?

Tell your reader what you want them to do. Click Here, Register Today, View Now. Be sure to place the call to action in more than one area in the email. Use a variety of text and button options.

Did you use spell check?

Save embarrassing moments with the click of a button! In addition, get a fresh set of eyes on your copy to review to catch anything you may have overlooked.
STEP 4

DESIGN YOUR EMAIL

Do you remind your customer why they are receiving your email?

Add the trust earning text at the top, rather than at the bottom of your email.

Have you included a web version link?

If a person cannot read the email on their device, a link to a web version can be the difference between a lost sale and a conversation. Plus, if you’ve added animation to your email, they might not be visible unless ‘view in browser’ is clicked.

Are you designing for mobile?

If your email is not already designed for mobile (and we think it should be!), at least provide a link to a mobile version. One column design works best for mobile, along with larger type and large clickable buttons.

Can your design be understood if images don’t render?

We typically suggest not to put copy within an image as part of your message may be lost if a person receiving the email has their image settings turned off. Be sure to use ALT tags with your images that describe the picture or include a call to action. Be sure to link your images appropriately as well.
Do you format your text version?

If not, you should! Don’t risk losing your professional image by not taking just a few short moments to review your text version.

Are you utilizing all of the personalization methods available to help engage your reader?

Using a customer’s first name in the copy is just the beginning. Try using dynamic tags to provide readers with content that is relevant to them. It’s a great way to boost your open and click rates.

Is your company logo included in the design?

This is non-negotiable – you need your customers to recognize your brand and know who the content is coming from. Be sure to link your logo back to your website so customers can explore and learn more.

Is the From Name and From Email Address recognizable to those receiving the email?

It should not only clearly identify the sender, but should be familiar to those receiving the email.

Does your subject line support the content in your email?

Ensure that the subject line is not misleading – do not create click bait – it will make your customers angry and lead to distrust. Make the subject line compelling enough that someone will want to read more and open your email.
Does your email meet the legal requirements?

If some of your email list lives outside of the United States, ensure CAN-SPAM compliance for your Canadian contacts and GDPR for your European audience. It’s always in your best interest to only send emails to those that have opted in – both from a legal standpoint and a best practices standpoint.

Do images render correctly?

Be sure to use the email preview to view your email design in a number of email platforms to ensure successful rendering.

Are all links functioning?

Always test all your links by using the Link Check function to ensure all links are working properly. Be sure to use the Spam Score and Code Analysis tabs as well. Beyond using these features that are functions of the Knowledge Marketing email platform, it’s never a bad idea to manually test links from your desktop and forward options.

Not sure which subject line, content, or image will give you the best results?

Use A/B testing to guarantee better success.
Are you getting the maximum impact from your email campaign?
Select the social media share options to further your reach.

Are you adding analytics to your email campaigns?
Features like Domain Tracking will help you gather true metrics on conversion data and other statistics.

Do you need to continually touch your audience?
Consider email automation features to employ welcome campaigns, contract renewals, and behavioral triggers based on activity (action vs. no action). Marketing Automation is the future of email marketing and you’ll see big results when you embrace this strategy.

When is the best time to send?
Review previous campaigns to make sure you are sending at the ideal time for your audience. Remember: what works for some companies may not work for you, so it’s important to test and determine the right time based on your results.
History has a way of repeating itself unless you change and adapt it – and hopefully improve on it! Utilize the results of previous campaigns to help you develop a road map for future campaigns.

**Are you checking for key details?**

Initial results are on the surface, and detailed reporting exists in the layers underneath. Actionable insights are right at your fingertips.

**Do you know where your audience is looking?**

Utilize heat maps to pinpoint hot spots. These are areas to place important messaging to get the best results in future campaigns.

**Are you utilizing all the available reports?**

km offers a myriad of email reports that provide an incredible amount of data and behavioral intelligence for you to use to your best advantage.

And never forget the number one secret to successful email marketing: send timely, targeted, relevant emails to people that have requested them.

**Want to learn more about the dynamic capabilities of the Knowledge Marketing email and marketing automation platform? Contact us!**

knowledgemarketing.com | info@knowledgemarketing.com | 866.844.6275