THE ULTIMATE GUIDE TO EMAIL MARKETING

New to email marketing?

Here's a step-by-step guide to getting started

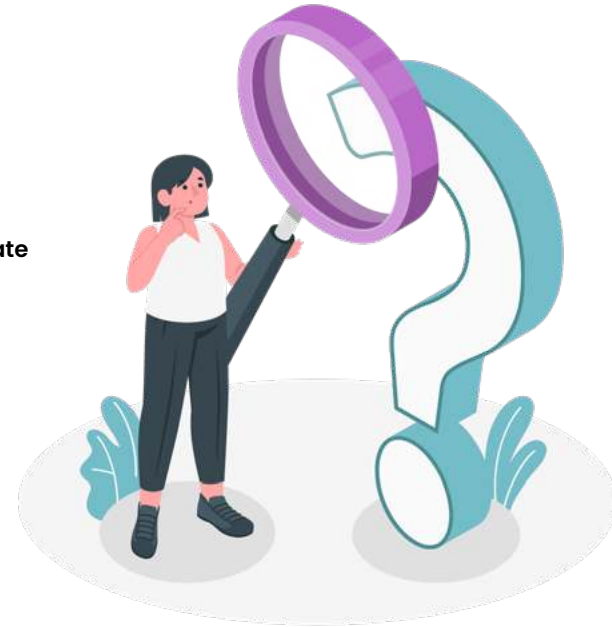**STEP 1:**
Pick your platform

Different email marketing providers have different email deliverability rates. Aim for a higher deliverability rate platform to minimise risk of issues during big campaign sends.

Lower deliverability rate

AWeber

Marketo

sendinblue

BENCHMARK

Higher deliverability rate

Constant Contact

mailchimp

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STEP 2:
Build your sender reputation

As you send out emails, your IP address will start to develop a 'sender score' - you can find out your sender score at www.senderscore.org. Aim for a score of 90 or higher.

Things that affect sender score:

+ Messages are read, replied to, forwarded, moved into a folder
+ Messages NOT marked as spam or deleted without being opened
+ Emails are sent to names of real people rather than generic addresses (e.g. admin@companyname.com)

STEP 3:
Make your emails engaging

+ Keep the tone conversational and on-brand
+ Entertain – remember, people receive lots of promotional emails a day, so make sure yours stands out with value-rich content!
+ Aim for simple design. Stick to a subject line, lead, body content and then a call to action (CTA). Less really is more.

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STEP 4:

Optimise to boost your open rate

Test out different send days, times, and subject lines to identify how to maximise your email opens:

+ Start with Tuesdays at 10am, Thursdays at 8pm and Wednesdays at 2pm
+ Aim for 1-20 characters in your subject line
+ Try A/B testing different subject lines (teaser questions, incorporating numbers and emojis, etc.)

Subject line examples

'The 3 tips you need to know to boost your ad ROI'

'Before you plan your content, read this'

'Do THIS if you want more website traffic'

'🎄 Christmas has come early! Here's a gift for you 🎁'

Why is it so important to build a meaningful email database?

According to the Direct Marketing Association (DMA), for every $1 spent on email, the average ROI is $44. (Yes, you read that right!)

Further to this, social media platforms are tightening their audience targeting. Couple that with increasing data privacy and it's more challenging than ever to reach your audience. A customer database is yours – data collected and stored outside of other platforms. Whatever happens with social media, it is imperative to build up your own customer database to that you can continue to reach your audience in meaningful ways.

Need help getting started? **Get in touch.**