

Effective email marketing campaigns

(0) The Basics

- Deliverability
- Spam
- Template
- List
- Analytics
 - Open/open rate/unique opens
 - Click/click rate/unique clicks
 - Bounce
 - Unsubscribe
 - Send vs receipt

(1) The Strategy

- Who is this going to?
 - Segmenting
 - Previous sends
 - Future sends
- What are you sending?
 - Information
 - Request
 - Urgency
 - Promotional
 - Content
- What is your goal with this campaign?
 - Lead-up
 - Multiple/single action
 - Temporary/ongoing
- What is your goal with this email?
 - Primary goal
 - Secondary goal(s)

(2) The List

- Who are you contacting?
 - New contacts (prospective students)
 - Existing customers (current students)
 - Previous customers (alumni)
- Where did the email addresses come from?
 - Purchased
 - Auto-sign-up
 - Manual sign-up
- How are you managing it?
 - Unsubscribe option
 - Profile changes
 - Clean-out
- How healthy is this list?
 - Frequency
 - Unsubscribes
 - Spam reports
 - Opens/clicks

(4) The Post-Game

- (1) What happened?
 - Open %
 - Click %
 - Primary goal completed
 - Secondary goal completed
- (2) What did you learn?
 - List
 - Segment again
 - Non-respondants
 - Strategy
 - Compare to other emails
 - Compare to other campaigns
 - Email
 - Content
 - Date/time
- (3) Who needs more attention?
 - People who opened
 - People who clicked
 - People who acted

(3) The Email

- (1) What is in it?
 - Content
 - Subject line
 - Main headline
 - Table of contents
 - Goal-orientated
 - Links
 - Action links
 - Linked images
 - Balance
 - Tracking
 - Campaign tracking
 - Landing page analytics
- (2) How is it designed?
 - Designed for the list
 - Audience
 - Email capabilities
 - Email savvy
 - Designed for the goal
 - Matches landing page
 - Clear steps forward
 - Enough information to make a decision
 - Designed for the format
 - Text-based
 - Clear goals and info hierarchy
 - Content is broken up
 - Text & images
 - Concentrate on text
 - No image-only emails
 - Images are likely to not be displayed
- (3) How is it built?
 - Universal email HTML/CSS
 - Valid code
 - Checked for spam content
 - Recipient-centric features
 - Unsubscribe
 - View in browser
 - Contact information
 - Reason they're receiving it
 - Change profile
- (4) When/how is it sent?
 - White-listed servers
 - Time and day
 - In smaller batches
 - Frequency