
SMARTDAMES

السيدة الذكية

The SmartDames Guide to Email Marketing

Understanding the blah blah
and
sorting through the gobbledeegook!

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Contents

Marketing in General	3
Email Marketing – An Overview	4
7 Basic Steps of an Email Marketing Campaign	6
10 Ways to a Successful Email Marketing Campaign	7

Please feel free to include any of the above information on your website (acknowledging with an active link back to <http://smartdames.com>).

We are happy for you to share it with whoever you think may benefit from the guidance provided.

Marketing in General

“Marketing is Marketing, no matter what the media”

Benchmark Communications
<http://www.bmcommunications.com/>

In the Internet environment described above, marketing takes on new and challenging roles. However, it is generally recognized that “marketing is marketing” and that, no matter which medium is being used, the basic principles apply. The Marketing concept is also “customer based” and the Internet customer is increasingly demanding with high expectations for easy and convenient shopping, good prices and excellent fulfillment. From beginning to end, the shopping and purchasing experience must be satisfying and pleasant. High expectations are fed by the customer’s knowledge that if this site does not satisfy, there is a competitive site only a mouse click away!

A brief summary of the marketing environment....

Marketing....satisfying customer’s wants and needs, it is made up of the famous “4P’s”; the Product, Price, Place and Promotion. Each of the four P’s is equally important to achieve the main goal of business, to make a profit!

Promotion...when the product is fine tuned to satisfy the target market, and the price strategy is matched with both the production costs and the market affordability, and the place of purchase has been selected which best suites the customers convenience...then the appropriate promotions can be selected.

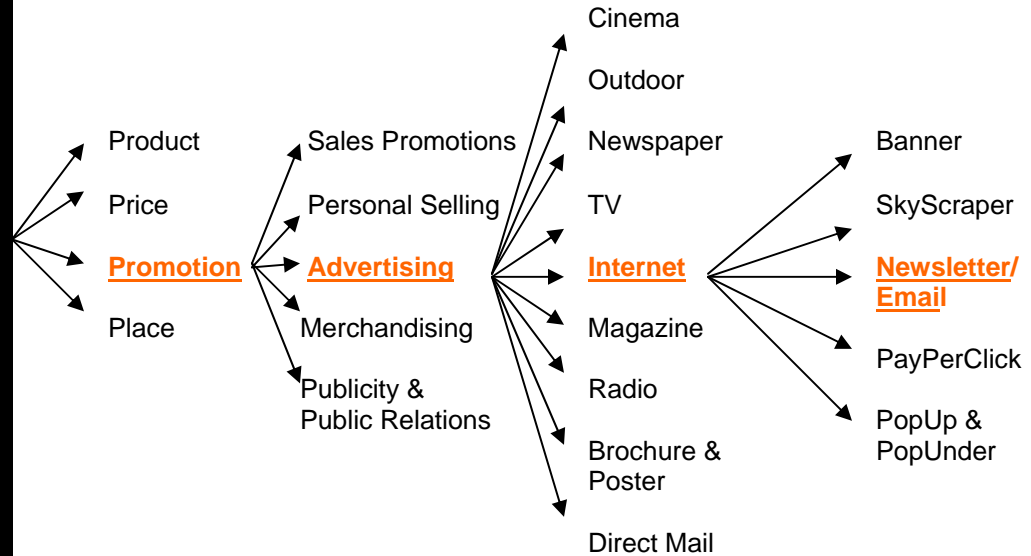
Advertising...one of the most expensive promotional tools but also one of the most effective. Remember that a combination of promotional tools should be used during the course of a major promotional campaign although some will be more appropriate to your particular product or service, than others.

The Internet...it can’t be ignored, it is the “newest kid on the block” and definitely the fastest, most measurable and cost-effective advertising media. And it is here to stay!

Email Marketing....again, one of several different ways of getting your online advertising message out to your target group (....more at [Email Marketing, An Overview](#))

The diagram below will show you how complex marketing can be and how important it is to get the 4P’s in balance with each other before proceeding to any form of promotion of your product or service. If the price is too high or too low for the target market or if the shop has no parking available or the shopping cart on your website does not accept credit cards, then your PROFITS will be negatively affected. Simple fact.

Marketing



Source: Internet Marketing – A Beginners Guide at www.smartdames.com

Email Marketing – An Overview

The days of mass advertising, with its waste and intrusiveness, are passing quickly.

Philip Kotler,

Distinguished Professor of International Marketing
Kellogg School of Management, Northwestern University, Illinois

Email marketing is when an advertisement or message is sent out to a predetermined group (list) of email addresses.

The coverage can be as broad as your whole market or as narrow as a subgroup within it (target marketing).

Lists of addresses can be gathered in various ways, either;

- (a) Through existing customer databases
- (b) Through magazine or ezine subscriptions
- (c) Through winning games and special offers

Each list is owned by a List Owner, who manages and updates the addresses regularly and who may choose to sell or rent the addresses for email marketing campaigns.

Each List Owner is responsible for the currency of his/her list and for controlling how often the recipients are sent text and advertisements. Advertisements sent too often usually mean a high “unsubscribe” rate.

List Owners sometimes rent these lists out to Advertising Agencies, Media Houses or List Brokers on behalf of their clients, for a “cost per thousand” addresses. B2B (business addresses) usually attract a higher price than B2C (end users) although the price can also be determined by the list’s proven return on investment.

Prices vary from consumer group to region, to country, to volume.

Several advantages are associated with email marketing; it is affordable, it is fast and most importantly, it is measurable. You can actually tell how many people open your email and what action they take as a result. What is so good about this advertising media is that you can usually directly reach your target market in any developed country in the world.

Email advertisements come in different formats; HTML (text and graphics), plain Text or Video/Audio/Animation. You are advised to engage either a Web Designer who is Graphic trained or an Agency to prepare an advertisement for you, as there are many tricks that can greatly affect the result of your campaign. Just like a traditional advertising campaign! An Agency will also manage your campaign for you and often, if you are new to the industry, this is the preferred approach. They will also provide the very necessary feedback on its results.

<http://smartdames.com/email-marketing-list-broking-faqs.htm> offers a lot of easy-to-understand answers in its Frequently Asked Questions

When you become more advanced in your knowledge and familiar with the technical requirements of an email marketing campaign, then you could purchase one of the many newsletter software available on the market today. SmartDames has great software available in its Products Section of <http://www.smartdames.com> and an easy- to-follow demo if you are feeling confident.

7 Basic Steps of an Email Marketing Campaign

The Teamwork required

YOUR input	Your Agency's output
1. Define the objective	
2. Decide the measurement criteria	
3. Decide on the Target market	
	4. Design the Campaign
	5. Prepare the message/artwork
	6. Supervise the Campaign
7. Analyze the results and plan the next logical steps to capitalize on success	

1. Clearly define the objective of the email marketing campaign;

- To promote a product/service
- To support an increase in sales
- To make a special offer
- To increase your database

2. Decide on the criteria for measuring success;

- Number of products sold
- New visitors to your website
- Number of enquiries
- Number of subscribers to your company newsletter

3. Decide on the target market for your campaign;

B2C (Consumers)

Gender, Age, Income, Geographic location, Interests

B2B (Other Businesses)

Business category, Company size, Location

4. Design the campaign;

- Campaign definition
- Text or artwork required
- Subject heading
- Landing page (the page where the user arrives at after opening and then clicking on a link)
- Technical logistics

5. Prepare (or have prepared for you) the email message in either;

- Text format (text only)
- HTML format (graphics, pictures, artwork, flash)

6. Supervise the Campaign

- Liaise with the List Owner
- Broadcast the message
- Check test mails
- Track
- Measure
- Report

7. Analyze the results and plan the next logical steps

10 Ways to a Successful Email Marketing Campaign

Step 1 Resist Temptation

The temptation – especially for B2C marketers – is to use e-mail as a mass medium. Why not? It's SO inexpensive? You just do a mass send out and it doesn't matter how many people respond. Your cost per response is still close to zero. Why not? Because you are not only polluting cyberspace, you are giving the industry a bad name. E-mail list selection for prospecting purposes should be compatible with your snail mail list selection strategy. RELEVANCE should always be your guide. Think TARGET MARKETING!

Step 2 Understand Who is Getting your Email

Prospecting to both businesses and consumers has relied heavily on double opt-in lists. Double opt-in is the methodology that supports the concept of permission-based marketing. However, many of these lists were developed through sweepstakes and other highly promotional offers.

Respondents who said that they were interested in receiving specific types of offers really weren't. They were being bribed to say they were interested. Many of those who opted-in don't remember why; now they're receiving offers that confuse them.

Step 3 Only Pay for True Response Lists

Just as traditional mailers know that response lists normally outperform compiled lists significantly, smart marketers use true response lists in their e-mail campaigns. That's why the cost of the mass opt-in lists has dropped tremendously – they are just not performing. Another simple fact.

Step 4 Avoid Deception

Getting email opened is getting harder. You have approximate 3 seconds on average to get your prospect to read the subject line. The sole function is to move the reader inside the message.

DON'T resort to "anything." Deception will backfire on you. With email, you'll not only lose potential responses, orders and customers, but get complaints and even be subject to blacklisting. There are subject lines that are intriguing, intrusive, challenging without being deceptive.

SmartDames professional advice is "Always ask for professional advice!"

Step 5 Wherever you are leading them, GO THERE FIRST

Choose your Landing Page carefully (the site where you want your prospect to visit first). Your Home Page on your website may not be your best choice as it is easy for a prospect to get distracted by the many different options a home page offers. Lead them directly to the page of your choice. But again, ask an expert!

Step 6 Watch the Contact Frequency... Frequently

How much is too much? If it is your own list or if you are renting a list, it is an important question. Prospects who are bombarded with emails from you two or three times a week may be reluctant to order again even if they liked the product.

Are you depending on the prospect to use opt-out to tell you he/she is sick of seeing your email? Don't, be cautious and sensitive, it will pay in the long run.

Step 7 Keep Testing

Email is far more testable than even traditional mail, and yet too few users are conducting head-to-head testing the way it should be done.

Subject line testing is most prevalent – and in addition to frequency and timing mentioned above, you also need to test other copy elements, graphics, offers, number and placement of “click here” links, and what that link should be. Don't rely on what works for other people without doing some testing on your own.

Step 8 Analyse Your Results Properly

Ultimately, no one cares how many recipients open your e-mail or even click on a particular link. Counting visitors to sites became passé even before the great dot.com burn out. The relevant measurements begin with...

- How many people who respond become immediate prospects
- How many people register with real names on your site, and give you explicit permission to send additional e-mails
- How many people wind up becoming customers... and what their lifetime value is to you
- How the three measurements from particular efforts vary from other e-mail efforts and from results you achieve in other media.

Step 9 Be Human

Particularly in dealing with customers, program in the fact that you may indeed make mistakes in your communications. The secret is how to handle the mistake.

As soon as possible offer an apology – no excuses, just a “we really goofed and we're sorry.” Admitting fallibility – how human!

Step 10 Use a Professional

Email is too new. Users are just beginning to understand that writing copy for it requires skill and that graphics are a specialist area. Seek out a professional you are comfortable with. What it costs you to do this will be worth every cent in the long run.

As the first truly interactive medium, the Internet allows even the largest companies to deal directly with each customer as an individual person or business. And as we have come to realize, Internet customers have high expectations for speed, service and instant gratification. Although there is some degree of loyalty among Internet customers, those feelings are easily overturned when the experience turns sour. Customers leave and many never return.

SmartDames is happy to provide you with any advice you require; to manage your campaign or to choose your targeted email list for you. We are happy to work directly with you or with your Agency. Please also feel free to Email us at info@smartdames.com to give us feedback on this Guide.

This Guide is produced by **SmartDames** for the purpose of educating and guiding you through the tangled internet web of Email Marketing. We are happy for you to include it in your own promotional material, as long as an active link back to <http://www.smartdames.com> is given. Please respect our ethics.

Thank you

Penny Archer
SmartDames FZ LLC
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