

EMAIL ENGAGEMENT PRECISELY DEFINED



InfoClutch

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» Introduction

The more engagement the customers have with your organization, the more emotionally invested they would be in your brand.

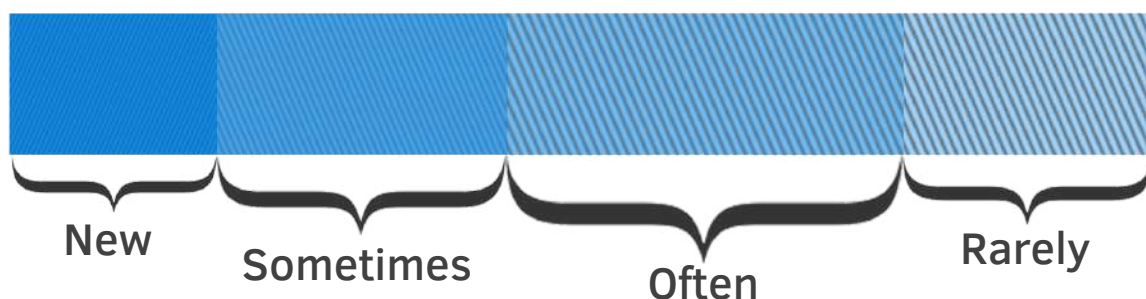
Email marketing does not only mean promoting your services or products to the customer but also creating a better relationship with them. A right relationship is developed with the right engagement and interaction.



As stated by Eric Peterson, the long-time member of the web analytics community, **“customer engagement is an estimate of the degree and depth of visitor interaction against a clearly defined set of goals.”**

Email marketing, has been proved as an outbound tactic for reaching the potential customer at the right time, while email engagement is the next level of process for measuring how the subscribed contacts could keep interacting with an efficient email campaign process.

» Levels Of Engagement



The various levels of engagement are indicators for understanding the performance of the email campaign. As a marketer, this is necessary as your aim is not just motivating the subscriber to click on your content, but also to keep them engaged. The different levels of engagement also give a clear picture of why it is low or high for specific emails or customers.



» Why is there a high unsubscribe rate?

If the recipients are not clicking the links or opening your emails, then it should ring the alarm bells.

Email engagement is crucial for keeping the recipient interested in your brand, which is only possible when they open and click the email content.

There could be many reasons that the subscriber is losing interest in your email, and unsubscribing from your service, such as:



Sending too many emails



They were not interested at the beginning itself and subscribed just for a try



Your content has not been relevant to them

Some of the organizations have seen an unsubscribe rate higher than the industry standards. This is alarming as it could drastically bring down the revenue of the organization.

You should develop a compelling marketing strategy, to keep the customers engaged.

How could it be done?

» Simplifying the subject line

Simplifying the subject line helps to a great extent in the right email engagement. It was found that simplifying helped Whirlpool to increase the click-through rate by **42%**.




In the below image, their email had **4** call-to-action:

This message contains graphics. If you do not see the graphics, [click here to view](#). Designed to Simplify Whirlpool

Whirlpool® Ice Kitchen Collections
Sleek Style, Beautiful Savings.
Receive up to a
\$400
Prepaid Card by mail with the purchase of select Whirlpool® White Ice and Black Ice appliances*.
Offer valid April 1-30, 2013

[See Details](#)

Whirlpool brand's advanced features make great results easy.

Flex Power™ Burner	In-Door-Ice® Plus Ice Dispensing System	PowerScour™ Option
 A 17,000 BTU Flex Power™ burner provides uniform cooking at lower temperatures for your most delicate dishes. Learn more	 Get 30% more freezer space, in our side-by-side models featuring In-Door-Ice® Plus System™. <small>*Compared to 28 cu. ft. Whirlpool side-by-side models with conventional ice makers.</small> Learn more	 Forty targeted spray jets scour away baked-on foods. Learn more

Learn more about Whirlpool Brand appliances at Whirlpool.com.

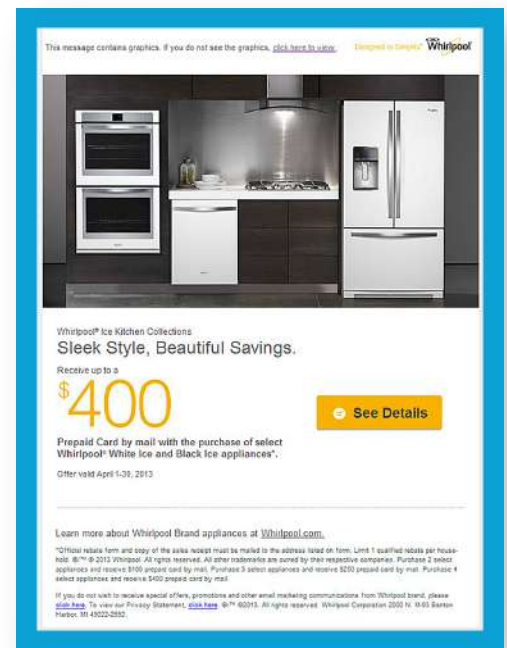
*Official rebate form and copy of the sales receipt must be mailed to the address listed on form. Limit 1 qualified rebate per household. ©™ © 2013 Whirlpool. All rights reserved. All other trademarks are owned by their respective companies. Purchase 2 select appliances and receive \$100 prepaid card by mail. Purchase 3 select appliances and receive \$250 prepaid card by mail. Purchase 4 select appliances and receive \$400 prepaid card by mail.

If you do not wish to receive special offers, promotions and other email marketing communications from Whirlpool brand, please [click here](#). To view our Privacy Statement, [click here](#). ©™ ©2013. All rights reserved. Whirlpool Corporation 2000 N. M-63 Benton Harbor, MI 49022-2092.

Which they later made it to one:

They were able to squeeze the subscriber's attention and make them focus on a single image.

With one CTA available in the image, they were able to keep the readers focused on absorbing the real message. The message is clear, it projects the beautiful image with a piece of information "sleek style, beautiful savings." Sometimes, a simple image and design is a way to go!!!!



Segmentation and targeting

With the right segmentation, you can instantly connect with the customer. The 6 segmentation criteria:



Customer Value



Customer profile characteristics



Customer lifecycle groups



Customer multi-channel behavior



Customer response



Customer personas including psychographics

The next process is targeting:

Rewarding the engaged subscribers: Creating a segment of the subscribers who frequently engage with you, and providing them an offer.



Re-engaging the subscribers: Creating a segment of subscribers who rarely engage with your offered content. Providing them incentives, giveaway, or special offer could help you to get increased engagement.

Combining the segmentation criteria: This type of targeting is for the people who engage very often with the right interaction, but at the end, do not purchase anything. The targeting could be executed based on the e-commerce purchase data and email marketing engagement.



» Different types of email

As we know, one size does not fit all, you have to send a mix of emails to your subscribers so that they would be interested and engaged. A dynamic email content with a captivating subject line could convince your subscriber to click on the email.

Trigger-based Emails:



These types of emails could bring a huge difference in the results of your email marketing campaign. The triggered messages help to send out the automatic messages based on the timely events and the actions of the subscriber. These messages could make the subscriber feel valued. They feel important and think they made the right decision to go for your service.

Welcome Emails:

Welcome emails are sent to the new subscriber. It helps to set the right foundation or the right kind of cooperation with the new customer. As these emails are sent after the purchase or after subscribing to the company's newsletter, it has to be professional and attractive at the same time.



Promotional Emails:



Promotional email could create a good impression on the email subscriber. Offering a coupon or gift to every new subscriber helps to increase the engagement with them. So, the next time when the customer purchases the product, just don't send only the confirmation email. Adding some promotional or complementary products can add up to your email engagement campaign. Promoting newsletters, adding FAQs, return policies of the product, could help to maintain the engagement level with the customer.

Drip Emails:

Drip emails are a perfect example of keeping the customers engaged. It also helps to nurture the potential customer. Scheduling the email drip campaigns for nurturing the potential leads could keep them engaged.



[View More Email Templates](#)

» Analyzing the result

After sending an email, you should keep track of how it has performed. The data should include:



The open rate measures the initial interest of the recipient. After that the layout and structure of the email convince the recipient to click on the links and content inside the email, which is known as click-through rate. From all the data, you could understand which of the email content or subject line is getting more engagement and accordingly plan the next email campaign.

» How much interaction is enough?

A very complex question!!!!

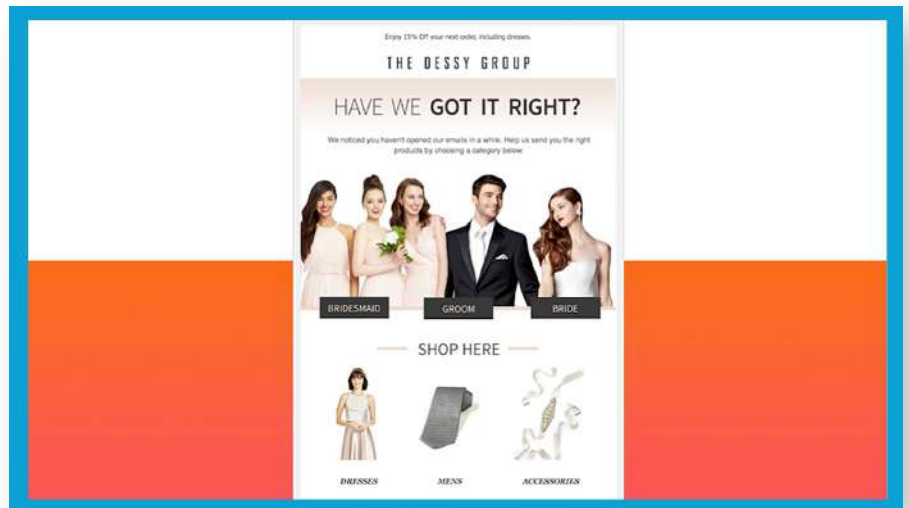
The engagement measure does not define only one interaction in the reporting period. Some of the customers might interact more than once. Multiple interactions are always welcome.

As most of the multiple interactions occur on mobile devices due to portability, you should check whether your email is compatible with the mobile devices.

It has been found that **41%** of email opens now take place on mobile devices.

» Boosting email engagement

You could boost the email engagement with different methods. Asking your audience, feedback in the same email could many times boost the engagement rate.



The example of The Dessy Group, is a perfect one. They made sure that they are sending emails for re-engaging the already disengaged subscribers.

» Storytelling in the email content

Storytelling has become an integral part of the marketing process. In email marketing, it holds more value as recipients get easily bored with the same email content. With an enticing storyline, you could make the difference and hold the attention of the recipient.

Be creative, you can tell your story or other's story by aligning your service with the story. Developing a unique and engaging story, instead of just stating the facts could make the recipient more connected with the brand.

Captivating the audience's attention is the goal of any marketer. It increases the engagement rate, leading to an enhanced relationship with the recipient.

» Conclusion

Emails are one of the relied tactics to attract the new customers and keep the existing customers engaged. Being good in email marketing requires the right expertise and patience. You need to experiment a lot to see, which of the methods or tactics work best for your organization and service.

You would be surprised that there are many options to utilize for increasing email engagement!!!!

Also, expand your horizon, and keep the recipient engaged by sending greetings on any special event like on Birthdays, New Year, Christmas, and other special occasions. This is surely going to delight your subscriber and make them active to read your mails. Their connection with your brand would amplify, and they would eagerly wait for your next email.

Isn't that what you want?



InfoClutch

InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand has taken center stage from its inception three years ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services.

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