

LEVERAGING EMAIL STRATEGY FOR YOUR CAMPAIGN

Infoxclutch



TABLE OF CONTENTS

01	Introduction	<u>PG - 1</u>
02	Strategies to adopt at the organization	<u>PG - 1</u>
	■ Personalization	<u>PG - 1</u>
	■ Experimenting with dynamic content	<u>PG - 4</u>
	■ Emails optimized for mobiles	<u>PG - 5</u>
	■ Free gifts with email	<u>PG - 5</u>
	■ Make your emails short and crisp	<u>PG - 6</u>
	■ Email automation, the OCD of your campaign	<u>PG - 8</u>
	■ Customer retention emails	<u>PG - 8</u>
	■ Blossoming of promotional emails	<u>PG - 9</u>
	■ User-generated content in the email	<u>PG - 11</u>
	■ Segmentation of clients	<u>PG - 12</u>
	■ Visual email	<u>PG - 12</u>
	■ Urgency in the email is not detrimental	<u>PG - 14</u>
03	Conclusion	<u>PG - 16</u>



1 INTRODUCTION

Developing an email strategy is not a no-brainer!!!

You need to give your time and coffee for the development process. A concurrent effort to analyze all, be it the content, email frequency, subject line, and others, are some of the elements to be looked into.

Jordie van Rijn, one of the famous email marketing specialists, stated specific steps or stairways to lead to CTA. The subject line, email body content, and call to action are the important ones in this entire process.

Stairway of Email Marketing Micro-Yesses



© www.emailmonday.com

Acknowledge, just as the right blend of ingredients make the food delectable, email enhancers makes the campaign successful. The blog explores the trust-worthy and innovative tactics that are gaining attention for their effectiveness. You can implement the same in your campaign to check the results.

2 STRATEGIES TO ADOPT AT THE ORGANIZATION

PERSONALIZATION

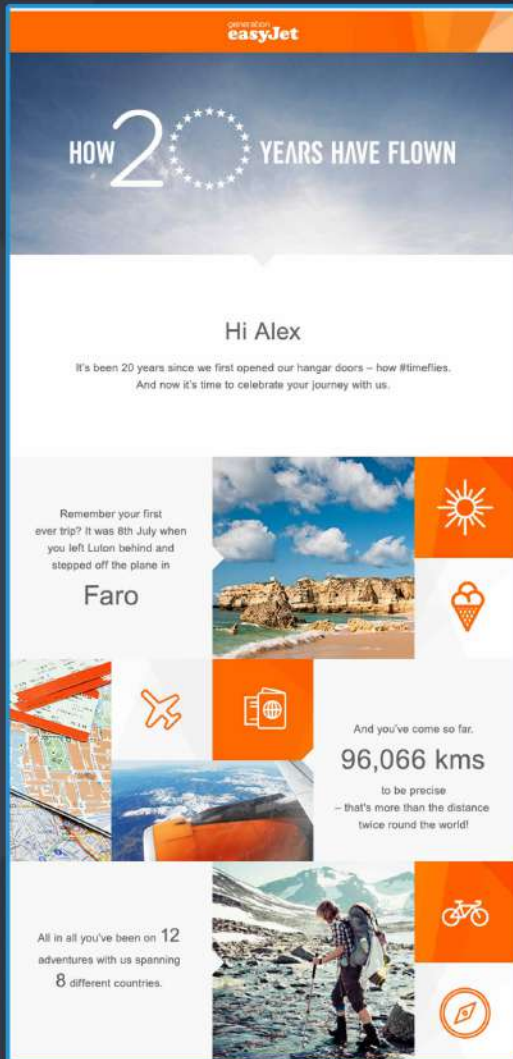
Personalization is the rage; you just can't afford to ignore it.

The tactic requires feeling the pulse of recipients, to track and develop the content likewise. Many brands are using this tactic with class.



Easy Jet's personalized emails gives the nostalgic feeling by conveying the statement, "How 20 years have flown?"

The customer is re-winded to the memory lane; the yesteryears gushes out a lot of sweet memories.



Remember, personalization does not mean that you have to follow a single technique. You can make it as creative as possible without looking creepy, as some customers do not like being minutely tracked.

While, brands would surely have the information when the customer used their service, and if they used that information for curating emails, it's no blasphemy!!!

MONICA VINADER

GIFT GUIDE

NEW ARRIVALS

WE ENGRAVE

MADE FOR YOU KIM

We create pieces that are personal to you, from our collection of semi-precious gemstone pendants to engravable pieces. With our complimentary engraving service you can add a message, motif and even hand-drawn doodles to make your piece unique to you.

SHOP NOW

MAKE IT YOUR OWN

Make your Monica Vinader friendship bracelet personal with a complimentary engraving on the toggle. Choose your letters, in one of our four beautiful fonts, or a fun motif or emoji and make a truly individual piece for yourself or a friend.

FIJI FRIENDSHIP BRACELET

18ct Rose Gold Vermeil

Another example of the brand, Monica Vinader message brightens up the mood. "Made for you Kim," message would impress any lady. The thought of the jewelry only designed for them can sweep any female customer off their feet.



EXPERIMENTING WITH DYNAMIC CONTENT

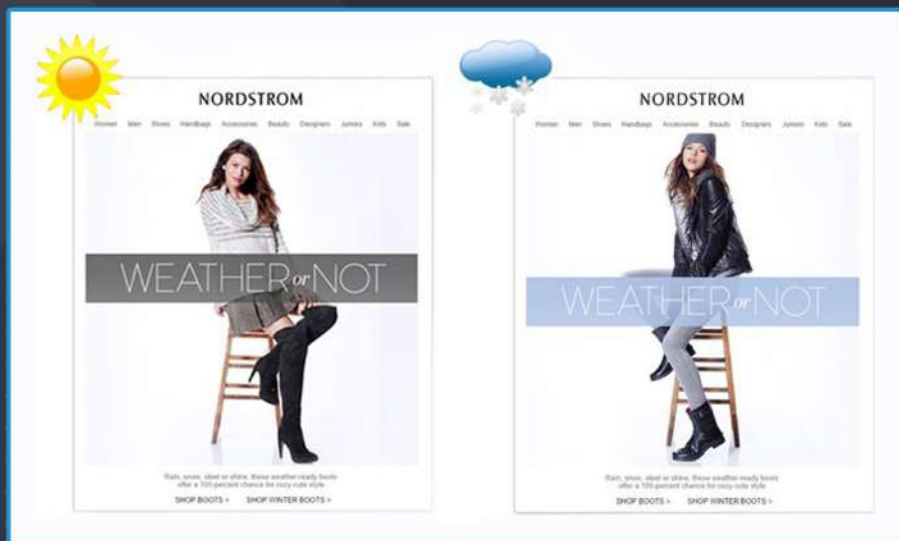
Content should have the power to evoke the feelings. So, make your content dynamic enough to meet the needs of the customers.



The first thing to implement here is to unlearn the fixated approach of developing content. The obsolete content style can wear off the effect of your campaign.



The brand, "Nordstrom," shows how to do that; they activated the email with the right booster, "clouds," and "sun" in the images.



The small and subtle visuals can bring a smile on the customer's face. It shows that even monotonous content can get the right kick with the right touch of creativity.

Remember, dynamic content involves recipient engagement.



EMAILS OPTIMIZED FOR MOBILES



A well-designed email for mobiles is a sure attention grabber!!!!

How often you got irritated to see misaligned emails on mobiles?

Imagine the scenario for your recipients. Would they feel different than you?

No.....

In the current era, where the majority of the customers immediately check everything on mobile, you should revamp your marketing approach. The soon you do that, the sooner you grab their eyeballs.

	Share of total web page views
Asia	60.08%
Africa	54.08%
Global	47.96%
Europe	38.6%
North America	38.21%
Oceania	37.42%
South America	31.31%

The mobile internet traffic is found to be 38.21% in North America.

An interesting number, of course!!!!

It explains as the number is bigger, the marketer should re-think the strategy to tap this traffic.

FREE GIFTS WITH EMAIL

Offers, discounts, gifts are the crowd-puller.



The case is no different in the email marketing campaign. When you mention the goodies in your email, customers are surprised. This hook further gets them to take action desired by the marketer.


PIPERLIME

FREE SHIPPING & RETURNS.

[Women](#) - [Apparel](#) - [Shoes & Accessories](#) | [MEN](#) | [Kids](#) | [SALE](#) | [Brands](#)

3 DAYS LEFT!
ENDS 11/26.

20% OFF SITEWIDE.
 (Don't leave yourself off the list!)
 Online only. Enter code ME at checkout.

To: Me.
 From: Me.

SHOP: [WOMEN](#) [APPAREL](#) [SHOES & ACCESSORIES](#) [MEN](#) [KIDS](#)

The girl's guide to GUY BUYS.




SHOP GIFTS FOR HIM >

- DATING 3 WEEKS? TRICKY TIGHTROPE. A GRAPHIC TEE NEVER FAILS.
- WHAT'S BETTER THAN A SHARP-DRESSED PHONE CASE HE'LL USE DAILY?
- SOREL SNOW BOOTS INSPIRE A SKI TRIP (HUBBY WILL TOTALLY GET THE HINT).
- COZY MINNETONKAS: A SUREFIRE WAY TO MOC YOUR DAD'S WORLD.
- YOUR BRO NEEDS A NEW JACKET? TRY THIS ONE BY PENFIELD. MASCULINE AND MODERN.









Although these gifts do not mean they are provided for free, it does mean "free shipping."

Piperlime just shows how this email can be designed. Along with the mention of shipping without cost, it went further by stating free return. This would obviously make the customer interested in purchasing the product.

MAKE YOUR EMAILS SHORT AND CRISP

Your email should be the head-turner, not the lullaby song for the reader.



For this, you need to craft the email that is short and crisp.

As per a finding, almost half of the send emails include less than 300 words.



Hello from Slack!

We hope you're having a lovely day.

We've chosen you as one of a small set of people to ask about their experience using Slack. If you have a moment to spare, would you be willing to answer a few questions? We'd greatly appreciate your feedback.

Our short survey takes about **7 minutes**:

[Take the Survey](#)

Thanks for your help!

Cheers,

The Research team at Slack

Made by Slack Technologies, Inc

Slack, the American software company, shows how to do it.

They send email to recipients asking to fill up the survey via to the point content. And to motivate the recipients, the content above the CTA button was "short survey taking your 7 minutes."



EMAIL AUTOMATION, THE OCD OF YOUR CAMPAIGN

The game of email automation would not lose its shine anytime soon. As marketers look for exponential results, automation can only help them achieve the same.



Amazon indeed sets the benchmark for crafting automated emails. As we see, the emails are crafted precisely to impress the recipient. The content is the common, but the names and purchased items are changed.

When you look into this small but crucial change, it would save your time and zoom faster to build rapport with the customer.

The example perfectly showcases the amalgamation of personalization and automation.

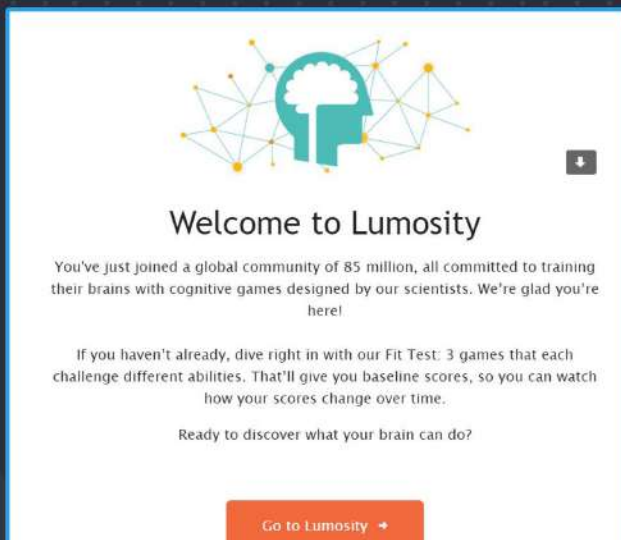
CUSTOMER RETENTION EMAILS

These emails are the building blocks of the marketing strategy. As we know, retaining a customer saves cost than attracting one new customer, marketers rigorously include this tactic in their checklist of marketing strategy.



While there is no specific algorithm to follow here, but yes, you have to activate your right brain to juice out the creativity.





Lumosity, the online program to improve your cognitive abilities, activated their right brain of creativity to send emails featuring services to activate the left- brain, i.e logical skills of recipients.

Isn't that incredible?

BLOSSOMING OF PROMOTIONAL EMAILS

These emails are one of the tricky ones as marketers need to develop it rightly.



It should have the right proportion of subtle and glamor look, as too loud content could look spammy.

Immerse your prospect the best way...

A beautiful dress for female recipients might be the solution here!!!

The seasonal promotional email by Revolve is one such examples, that shows the promotion with the right content, images, and CTA . It triggers the recipient to take action.

Deepening Human Connection

Our Story to Yours

Hi Mike!

On our journey, we had lots of ups and downs, and without the help of supportive mentors, we wouldn't be where we are today.

I'm curious to know, **why do you do what you do?**

I believe that you're doing great things helping businesses and people connect better in the digital world. Through email, this is not an easy task. This is why we're here - to help you deepen human connection through inboxes.



With all of the technology and tools that are available today, nothing replaces **mentor - human support** to help you along the way. This is what we want to be for you.

This is why, over the **next 4 weeks**, we'll be sending you **the best information and insights** on how you can deepen human connections through email.



How about adding a more human touch in the promotional email?

The welcome video in the promotional email makes a human connection with the recipient.

Janis Rose, founder and CEO of MailiGen, shares some of the useful content with the audience.

USER-GENERATED CONTENT IN THE EMAIL

User-generated content is the trending practice in campaigns. An increasing number of marketers are finding this practice result-oriented for their campaigns.



[SHOP](#) [ABOUT](#) [REVIEWS](#)

Happy Valentine's Day! Free Shipping + FREE Candle!

The Reviews Are In...

Here are some hilarious ones that made us **LOL**, so we just had to share.

[GET SHEETS TO REVIEW](#)

"These sheets are delicious. I feel like a naked newborn rolling around happy for my life."

DANIEL A.

"Where were you all my life? We're peas in the same pod - no one shall part me with my Brooklinen sheets!"

ANDREW K.

If I look at my bed, it looks so comfortable and welcoming now that I feel compelled to get in and take a nap but I can't nap all f*%\$@'g day! But I want to because **these sheets are legit.**

ISSAC K.

[GET SHEETS TO REVIEW](#)

Users here have shared their clicked photos along with feedback. The reviews, such as delicious sheets, is the show-stoper of the email. The brand, in the end, includes the CTA, "Get sheets to review," as the entire content revolved around the sheet.

A report found, almost **85%** of the respondents stating that UGC motivates them to purchase as compared to all the other tactics by brands.

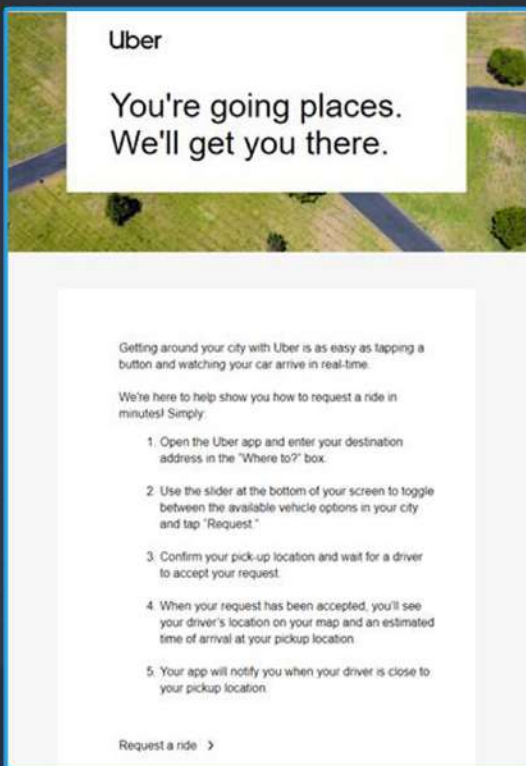


SEGMENTATION OF CLIENTS

How do you segment your clients?

The age, gender, geography, but behavior plays an important role in the segmentation. It is observed customers of the same age even have varied preferences and behave differently.

As a marketer, you need to narrow down the prominent behavior of these customers. Accordingly, showcase the service or product.



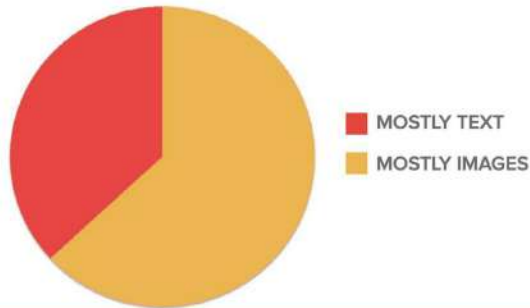
Uber kept track of the customers, who signed up for their service. They sent emails to these users with the complete information, such as how to smoothly enjoy the service step-by-step. In the end, they included the CTA, "request a ride."

VISUAL EMAIL

Visual emails are popular. People like pleasing images that are soothing for eyes and easy to understand. They face the time constraint and have no patience to read the content, however knowledgeable it would be.



SURVEY: DO YOU PREFER THAT EMAILS FROM COMPANIES CONTAIN MOSTLY IMAGES OR MOSTLY TEXT?



The majority of the respondents in a survey stated that they prefer emails having images than content.

Find serving ideas, a free coffee offer and more | View online

Now at Starbucks

Rewards Stores Shop

JUST ADD ICE

Recipes and fresh ideas for enjoying iced coffee at home.

Learn the Pour-Over Method

THIS ONE'S ON US

Try a bag of Kati Kati Blend®, one of our favorites on ice, for free when you purchase an Iced Coffee Brewer.

SHOP NOW >

ICED-COFFEE FLOATS

For a delectable summer treat, drizzle your iced brew over a generous scoop of vanilla ice cream.

BROWSE MORE RECIPES >

SIP SLOWLY

Celebrate the citrus-spice flavor of iced Kati Kati Blend® by enjoying it from an orange rind.

SEE MORE INSPIRING PHOTOGRAPHY >

VERISMO'S VARIETY

Brew up your favorite coffee using your Verismo™ System, then try different syrup combinations over ice.

SEE VERISMO™ RECIPES >

REFRESHMENT IN A MOMENT

The easiest way to enjoy coffee on the go: Starbucks VIA® Iced Coffee. Find it in participating stores, where you buy groceries and online.

SHOP NOW >

ANOTHER PATH TO STARS

Look for Star codes on specially marked packages of Starbucks® products in grocery stores.

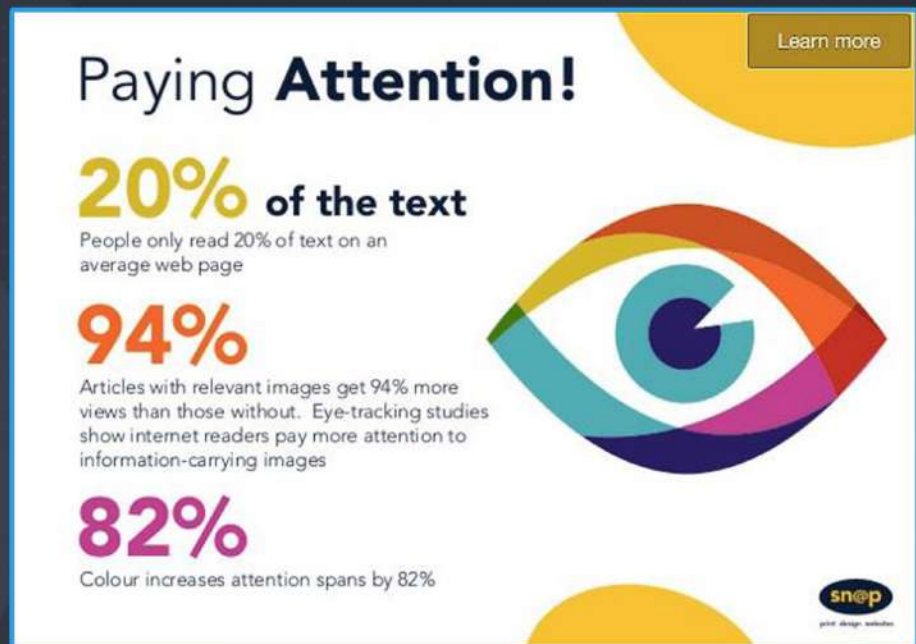
SEE YOUR STARS >



The email sent by Starbucks is an epitome of the visual email. Its surreal combination of images of iced-coffee floats with ice-cream, iced coffee, and other refreshment takes the recipient to another world.

They can feel the rejuvenated stream, and that's the power of visual elements.

The galaxy of visual content has a unique effect:



The information clearly depicts how visual processing of the content is faster than other forms.

URGENCY IN THE EMAIL IS NOT DETRIMENTAL

Some marketers feel that including urgency in the email could have a negative impact on the campaign as it would look too salesy.

But remember, if you do not showcase, then customers would not come to know.



Boden
GREAT BRITISH STYLE

WOMEN · MEN · GIRLS · BOYS · BABY · NEW & NOW

FREE SHIPPING ON ORDERS OVER \$49

HAVE I
MISSED IT?

NOT QUITE.
LAST CHANCE
UP TO
**60% OFF
SALE**

PLUS THERE'S AN EXTRA 10% OFF
SALE DRESSES AND TOPS

QUICK - CLEAN UP



Boden, the British retailer, shows how you can develop the email content that conveys the sale offer message the right way.

3

CONCLUSION

How often do businesses send emails?

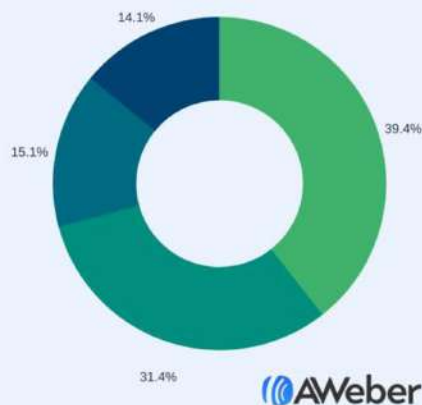
54% of small businesses send emails at least once per week.

15.1% send emails daily

39.4% send emails at least once per week but less than daily

31.4% send emails at least once per month but less than weekly

14.1% send emails less than once per month



AWeber

Almost 54% of the small businesses have the strategy of sending emails frequently. 39.4% of them send emails every once a week. This is one of the best strategies that should have worked in their favor. It is something they tried and it gave results.

Developing the email strategy puts you on the driver's seat. You need to make a flawless plan with the best and innovative practices. Removing mental filters could help this cause. Every established tactic is not the last or the best one.

Feed your creativity and logical thinking with new wings, for an effective email roadmap.



InfoClutch

InfoClutch is a leading provider of b2b business intelligence solution for marketers across 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

You can learn more about platform friendly mailing data by getting in touch with our expert at InfoClutch

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