

E-marketing that cuts to the chase



WAYNE
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As marketers, we're always looking for more efficient and cost-effective ways to cut through the mass of commercial messages that swamp our customers every day.

Email marketing has really come of age in the last couple of years with over 1.4 billion users worldwide. If email were a country it would be bigger than China and bigger than the populations of the USA and the EU combined.

There are a range of methods for conducting email marketing campaigns. At the bottom end of the food chain is the plain text email which has the lowest rate of response. At the top end of the scale is the html formatted graphic email. This is the preferred and more effective method, with a typical response rate around 50% higher than that of plain text email.

Plain text email is free and users can prepare and send as many as they like through their email client (e.g. Microsoft Outlook). Unfortunately, large volumes of emails sent in

this way could see you being blacklisted by your ISP. There is no insightful way of measuring the complete performance of plain text emails, however resulting website visits can be tracked with an analytics programme.

For a nominal cost, most professional email marketing systems allow you to develop attractive graphic templates that reflect your brand identity, improve viewer interest and increase the likelihood of your email being read. By adding some calls-to-action with hyperlinks back to your website, you can easily measure the full effectiveness and dynamics of your email campaign.

The analytics behind a professional email system will measure and report on how many emails did not arrive - with reasons explaining the failure, how many were opened and how many visits to your website you achieved. It also identifies who clicked on a specific link by their email address. This enables you to group your database list into areas of interest. With this detailed insight you can refine future campaigns by sending messages that are of particular interest to specific customers.

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