



Email Marketing Guide for
Manufacturers

Introduction

Manufacturing industry is spread across the world, from developed countries to developing nations, all boast of a rich manufacturing sector. It refers to a range of industries right from handicrafts to high technological industries. Manufacturing industry is a pillar of the economy of any country. Traditionally sales of these industries have been driven through advertising in the print media, or direct mailing. Though these are not obsolete ways there is a need for manufacturers to move on to and utilize new trends in marketing and advertising.

However, there has been a change in trend adopted in the last few years; almost 43 per cent of the total manufacturers have begun to opt for email marketing and social media marketing. Remember that be it any industry, the bottom line is to sales and getting return on the investment. It is high time you realize you adopt cost efficient ways of communicating, connecting and engaging with your customers. Adopting email marketing and social media marketing can prove cost efficient to you.

This email marketing guide explains how you can make the most of your email marketing campaigns.

The four basic aspects to be considered before you start writing content for your email campaign are:

Action-based

Everything you send to your customer should have intent and a goal. Before you start composing messages, question the purpose and the objectives of launch this campaign. This helps you to gain clarity in devising strategies and communicating messages. You should be clear about the calls to action; you can make calls to action clickable. Depending upon the requirement, the campaign should have either a sign up form or contact us link or subscribe to newsletter link.

Give-away

A giveaway need not always be an offer it can be educational tip, entertaining or engaging survey. Inquire about challenges they have been facing and give-away a solution free of cost. Give them tips to save energy, time and money. Ask them for feedback so that you can improve the way in which you help them.

No diversion

Even though all your messages are directed to educate your customers and make them feel at ease, the ultimate goal of increasing sales and increasing ROI should not be compromised. Have a clear-cut plan for your campaigns, this starts with timing. Timing plays an important part in email marketing. Plan your email campaigns in such a way that your customer don't slip of your breaches.

Single minded focus

Have the content highly targeted to your prospects. Dig more about their geographies, demographics, interests, characteristics, etc. Segment your lists based on these aspects and launch email campaigns specific to these segments. The best way to capture customers' attention is to speak their language and hold discussion on their subject of interest.

Setting goals for your campaign

It doesn't matter if you own a large industrial unit or a small regional player, it is very important to have an Email Marketing Strategy. Your email marketing should start by outlining the objectives of the campaigns. According to survey conducted by Email Data Group many manufacturers responded with the following goals for their organization:

- Enterprise Loyalty
- Customer Acquisition
- Customer Retention
- Word of Mouth Marketing
- Expansion of Customer Base
- Increased Traffic

Do you know whether your campaign is working or not? Compare your campaign numbers with the following, to know where you stand.

- Average email open rate: 22 per cent
- Average email delivery rate: 93.9 per cent
- Average click-through rate: 5.9 per cent

If you want to consider your campaign a success, the percentages mentioned above are the target you need to achieve. If you can reach these targets, you can rest assured that your email marketing campaign is a success.

Checklist for your email campaign

- Have you decided on the campaign objective?
- Are you sending the email to the right audience?
- Have checked on email deliverability issues?
- How does your email render in different inbox clients?
- Does the 'from' section include your company/brand name?
- Does the subject line compel receivers to open the email?
- Does the subject line explain the email's purpose?
- Are you utilizing the preview pane?
- Is your email easy on the eye?
- Does your email have a personal touch?
- Are you using alt-text for images?
- Is the content concise, clear, focused and appropriate?
- Have you checked all the links in the email?
- Have you included a strong call to action?
- Have you asked recipients to add your email address to the white list?
- Have you previewed both text and HTML versions of the email?
- Is the brand voice clear in your email content?
- Do you have an easy to locate unsubscribe button?
- Have you inserted tracking code to track your campaign for opens, clicks and unsubscribes?
- What is the action you want the customers to take?
- How can you facilitate their purchase?
- Is the content too forceful?

Once you have answered these correctly, you can breathe easy, you have a winner of a campaign in your hands.

Prototype of an Email

Once you have set goals, and utilized the checklist to confirm if you have not forgotten anything, it's time to compose and design the email. But before you can do that here is a sample email that you can send.

From Line: Mention the address name clearly and correctly as per the CAN SPAM rules. Use the brand name to maximize open rates.

From: company name (companyid.com)
To: recipientname@futures.com
Subject Line: Give a compelling subject line!

Subject Line: Clear and concise subject line, not more than 50 characters in length. Do not capitalize all the letters or use too many special characters. Make it compelling and irresistible to open. Increase brand recognition by including the brand name.

If you are unable to view this message, please click the link <give the link>

Header: Some recipients cannot view the HTML version of the message due to their email service providers. For such cases provide link to the hosted version of the message for reference in case of rendering issues.

Place an image here

OFFER

Message: Use content relevant to the product/service you are promoting. The subject line and the content should be in sync. Using limited number graphics and images will make it easy for your email to reach the inbox easily.

Disclosure & Postal Address: Place a message stating that this email is in compliance with the CAN SPAM Act. Also, state disclose your company name and address, as it is mandatory do so under the CAN SPAM Act

This message is sent to you by:
Company name,
Street Name,
State, Country
To unsubscribe, click below:
<give the unsubscribe link>

Opt-Out option: It is mandatory to provide opt out option, according to the CAN SPAM act. The recipient should be removed from the list within 30 days of clicking the opt—out link.

Finally - The Launch

Now you are all set for the launch. All you need to do is take a little care, keep your fingers crossed and LAUNCH!!!

Never forget to measure the metrics and upgrade your campaigns...

Happy Marketing!!!

About Email Data Group

Email Data Group is a well-established name, providing unique, quality online marketing services to clients across the globe. Our clients range from small and mid-sized companies to big Fortune 500, 1000 companies. From building email marketing lists to executing targeted email campaigns, Email Data Group helps clients with their complete email marketing efforts. The company ensures the maximum ROI for clients with innovative out-of-the box marketing techniques. You can contact the online marketing experts at **800-710-4895** or email them at **info@emaildatagroup.net**. You can also visit the website at **www.emaildatagroup.net**.

