



Email Marketing Primer

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Email Marketing

Increase Revenue with an extended reach

Email marketing is a form of direct marketing that encompasses a commercial message focused on a group of people. It uses email as a medium of communication. It utilizes email to send advertisements, business requests and used to build loyalty, trust, or educating customers.

The key to genuine email marketing lies in usage of lists that are privacy compliant. Email marketing is a tool that focuses on enabling a wider customer reach while enabling quicker responses to marketing campaigns.

Email Data Group is an established name that provides marketing solutions to companies and agencies across the globe. Modestly unaffected by the range, shape or size of marketing solutions required, Email Data Group ensures that client satisfaction is foremost, be it in guidance or achieving right results.

Considering Email Marketing for your direct response marketing? You may want to give a thought to the advantages and disadvantages involved. It's important to understand the functionality of email marketing so that your business is enabled with information to comply with the laws and conventions that govern email marketing. As an experienced marketing solution provider, Email Data Group would like to help you browse and develop a brief understanding. In return this will help you to minimize risks and maximize the effectiveness of your marketing efforts.

Advantages

The advantages of this widely used tool are not limited to its usage. Constant development is what it stands, for however some standardized benefits have been listed below.

Email marketing enhances your global presence and reach. Borders are not an obstacle for email marketing.

Low cost involved is the second biggest reason for choosing email over physical mode of communication. The cost involved in designing, executing, testing and interaction is less than 76 percent of cost incurred in direct mail communication. You end up saving more money and resources.

Interaction is the third most important reason. You can initiate campaigns innovatively using graphics, videos, music, quiz etc. in order to gather the audience's interest.

Personalization is the fourth immediate objective that is achieved with email marketing. Instant delivery approach enables you to personalize and communicate to every individual by their name.

24 x 7 availability is the fifth reason that supports Email marketing. The concept of email marketing is not restricted by limitations of boundaries or time. You can reach individuals when they wish to notice you and for that you don't have to be physically present in office all the time.

The sixth advantage is Measurability of results. You can actually measure Clickthrough rates, and conversation rates. And you would also get to know about how they were able to identify and contact you.

Email Marketing ensures that your communication is well received with availability of prepackaged and custom built list. You can plan your campaigns in advanced and communicate selected offers to a pre-chosen group.

Disadvantages

Just as a coin has two sides, email marketing also has some disadvantages. Find some disadvantages of email marketing listed below.

Deliverability is a common issue that most marketers come across. Getting a message delivered through different internet service providers, corporate firewalls and web mailing system might get tiring and involve rigorous monitoring.

Differences in mail rendering by ISPs is another difficulty that needs to be taken care during designing and testing phases of email campaigns. Before initiating any email campaigns it is necessary to verify that the mail is acceptable to major mailing clients and supports screen resolution.

Often email recipients respond actively in the beginning or when they first subscribe to an email. This, email response decay can only be avoided by making mails more interactive and appealing.

The audience's response to email offers, content and frequency varies and it might affect the engagement and response. This is easily managed by using communications preferences.

Emails may offers great opportunities for targeting, personalisation and more frequent communications, additional people and technology resources are required to deliver these by being more resource intensive.

Branded Communication

Communication that bears branding ensures that readers know who is sending the messages. It makes sense because then the reader experiences an existing bonding and relationship with the brand. Branding involves creating trust factor amongst the readers.

Every email should have an easy-to-see and easy-to-execute means of opting out of receiving promotional emails in the future.

Email Data Group strictly follows the anti-spam and local privacy laws. You can ask permission before subscribing someone. These four subscribe processes are usually implemented:

Opt-out: When someone fills a form, he is automatically subscribed. This process is considered illegal in most countries.

Opt-in: When someone fills a form, they have to check a button, “I want to receive newsletters”) to subscribe. In this method the risk of getting invalid email addresses or to have people subscribed by error is high.

Confirmed Opt-in: When one checks the button (“I want to receive newsletters”) to subscribe and they receive an email confirming his subscription. This process decreases the number of invalid addresses but people can still be subscribed by error.

Double Opt-in: After agreeing to subscribe to newsletter customers receive an email asking them to click a link or to reply to the email in order to confirm their subscription. This process allows you to have a 100 percent clean list but the number of subscribers will be lower than the Opt-ins in processes.

Preparation Phase

You will have won half the battle, if you know what your customer wants. Once you decide to choose email marketing there are a few things that you would require to pull up right. It involves conceptualizing and executing the creative and securing your lists

Creative

In order to get the right creative, you must ensure the balance between content and design. A few basics of designing elements must be adhered to avoid delays that usually occur in testing phase.

When preparing an HTML or graphical e-mail, you should have a way to host images on Internet. Email Data Group allows you to do that by hosting images and other back-end considerations.

Text only mail is another option that promises deliverability of campaigns to those who can't support HTML emails. Email Data Group ensures deliverability of campaigns with effective usage of both HTML & Text only mails.

Lists

Target is the right word that suggests the most of Lists. If you have a target base in mind, Email Data Group will define it for you. Whether it is it prepackaged list or customized, you get can lists based on your criteria and requirements. Email Data Group is known to not only deliver quality list but also provides value additions like Tele-verification and email appending.

Getting through SPAM Filters

All efforts to make your email marketing campaign a success might go waste because of increasing use of SPAM Filters. E-mail messages that contain certain trigger words or graphics may get trapped in SPAM filters.

To avoid being blocked by Spam Filters, avoid committing mistakes like:

- Using spam words or phrases, like "Click here" or "Make more Cash"
- Use of unnecessary exclamation marks!!!
- INAN EMAIL USE OF ALL CAPS IS equivalent to SCREAMING
- Coloring the fonts bright red, or green
- Creating an HTML email, with little or no text.
- Using the word "Test" in the subject line
- Sending a test to multiple recipients within the same compan
- Designing HTML email in Microsoft Word, and exporting the code to HTML

Our mission is to provide an advanced guiding mechanism to our client that ensures their business growth with made-to-order solutions with a vision to enhance business processes and to make it easy to use with the help of our superior services and applications.

We Offer

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Call us at **800-710-4895** to explore how we can make your customer experience an ever-lasting one.

