

**ICG** *SpringLoaded*

# Email marketing

What you need to know

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# Introduction

The results of our SpringLoaded survey, showed that respondents were looking to use email marketing as one of their core marketing activities in the next 12 months.

So here's a quick guide with the top things you need to know about successful email marketing.



**63%**  
said they would be looking to email marketing as a core channel in 2021



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# Data

- Segment data where you can, if you have a large database try and target user groups with specific content that is relevant to the user e.g. student night information should just be sent to a student list not everyone. Know your audience.
- Cleanse your data with re-engagement emails, keep on top of doing this so that you are not wasting money on sending to users that do not open (a lot of email marketing platforms charge per number of emails you send!)



# Data

- Analyse your data, take learnings from what you are doing; a lot of email clients provide great user insight, ensure that you are looking at this. It takes time to build up subscription lists, to design and build emails so take the time to review your email analytics and make sure they are working as hard as they can for you.
- Look at where your data is coming from and where you are missing opportunities, where can you maximise these opportunities.



# Content

- Don't go too text heavy, you can easily overload an email with too much text and imagery. Know your goal and keep to this, whether it's getting users to sign up to an event, an offer or general brand awareness. Keep this in the back of your mind when writing your content.
- Incentivise - add that something extra to your email marketing, find a hook that will convert users, make your emails work harder and smarter.
- Align your content with what you are saying on social media, your website and other marketing channels, it's important to keep things consistent.

# Content

- Trial split testing. It's now even easier to do this, you can test different copy, CTAs (call to action) and more, until you come up with your best-performing email. By coming up with variations of subject lines and call to actions you can test what works best for your database.



# Personalisation & Formatting

- Try personalising your emails, this can be done by using people's names in subject lines and in the body of the text.
- Consider your brand first but trial emojis in your subject lines, it's all about grabbing user's attention and using emojis appropriately could help catch the eye and draw the reader in.
- Set up branded welcome emails - this is your first chance to showcase your brand and show new subscribers more about your business and what they can expect.



# Frequency & Timing

- Don't overload users with too many emails, people will unsubscribe if you push too heavy.
- Resending emails to non-openers is one of the fastest ways to get more out of the work you have already done. The 'resend' feature on many email marketing platforms gives you a second chance to engage with your users by changing some of the content, eg, the subject line.
- People often ask, "when is the best time to send an email?"  
The answer varies on the type of email you are sending out and any call to actions or links you might have within it.  
  
Sundays are a good day to consider if you want people to open your email and have time to read, so 10am is a great starting point. These tend to be more suited timings for news based emails, or for brand awareness where you want the end consumer to have time to read.



# Frequency & Timing

- Similarly, also on a Sunday 6pm is a great time if you want people to click through on an email. These are more suited to where you want to make a transaction such as a subscription, sell a product or something with an end action.
- It's important to consider human patterns of behaviour alongside the audience you are sending to. Look at the persona of the audience you are targeting and through their perspective when would be the best time.
- Traditionally for business to business emails Tuesdays and Thursdays are the most effective because the Monday email rush has died down, and people have yet to rush off for Friday adventures. Generally you want your audience to be able to access your email, make some consideration which is appropriate to the content, and then make an action if appropriate.
- There isn't a 'silver bullet' in terms of timing, but some extra thought into your audience may just make the difference!

# Technical

- Make sure your email templates are responsive and formatted for all types of email clients eg Apple, Outlook, GoogleMail. This can be tricky but the way an email design renders in one browser can be different to another - from experience Outlook being the hardest one to get right!
- Data integration - make sure these processes are automated as much as possible to reduce manual handling of data.
- It's important to dedicate a portion of your time to review and act upon the analytics of your email marketing.

## **The four most important metrics are:**

1. Deliverability

2. Open rate

3. Click-through rate

4. Disengagement rate

# Metric #1: Deliverability

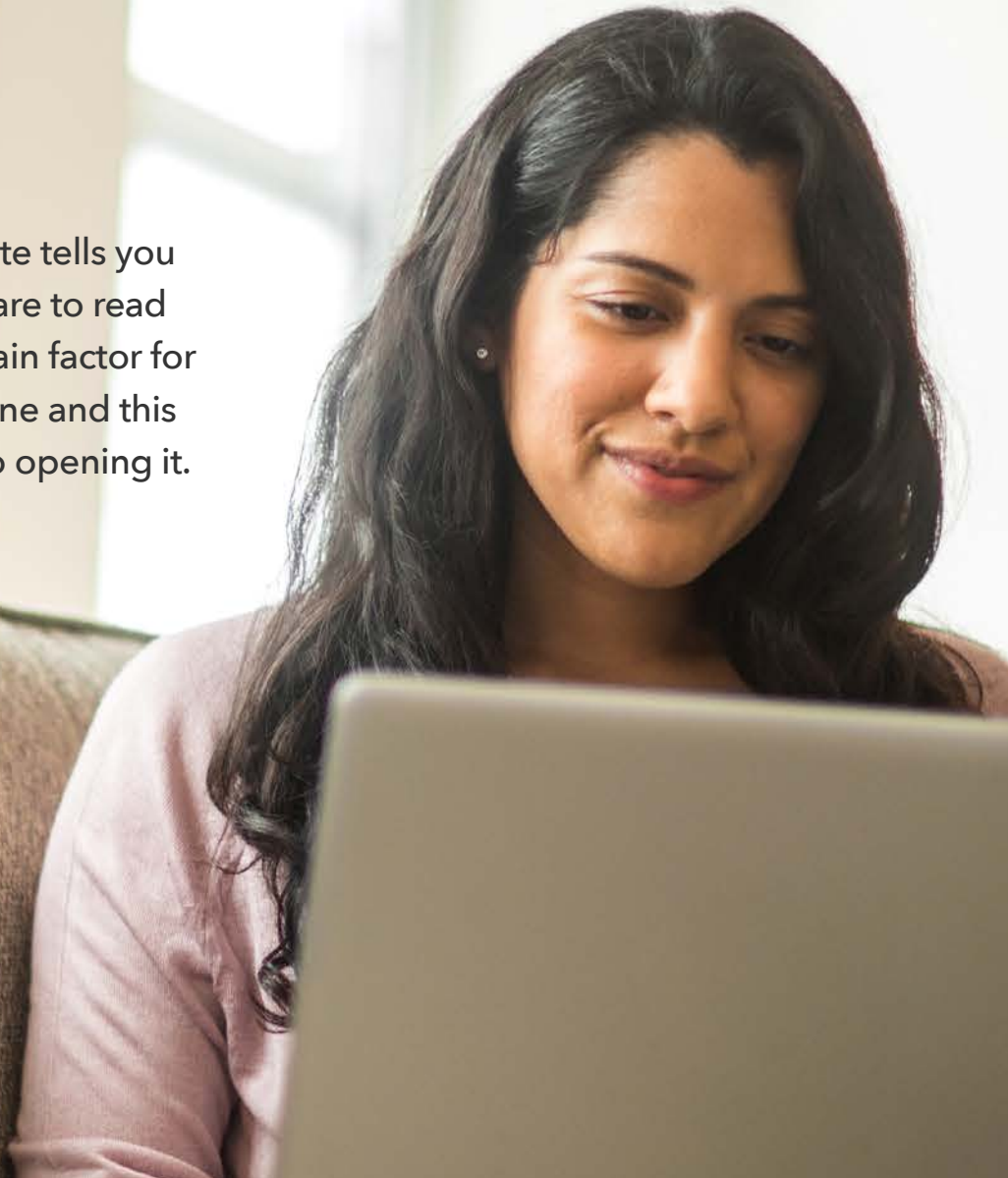
- This metrics tells you what percentage of your emails are actually getting delivered to the inbox of your database.

If your deliverability is very low it needs addressing and there could be a number of reasons why it's not getting delivered. You should test your email by passing them through a 'spam test' which would check for how effective the deliverability would be for certain Email Service Providers (ESPs).



## Metric #2: Open Rate

- Your email open rate tells you how likely people are to read your email. The main factor for this is the subject line and this entices people into opening it.



## Metric #3: Click-Through Rate

- This could be the most important metric to pay attention to as it shows how many people actually clicked on your call to action (CTA). This will ultimately lead to sales and the CTA could drive - visits to your website, sales of product, signups for an event etc



## Metric #4: Disengagement Rate

- Another important metric is how many people are unsubscribing upon receiving your email. If you see an increase in this and rethink your tactics - are you sending too many emails? Is the content relevant to the user?

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