



Make the Most of your eMarketing Campaign

eMarketing is the most cost effective form of advertising and If done right, offers the best ROI of any type of marketing. By employing these best-practices you can maximize your eMarketing investment, and ensure that your campaigns are being received by people where they are every day, their inbox.

1. Time your mailings to maximize reception

Send your first few mailings out in different groups, ie, Tuesday at 11 & 2 and Thursday at 9 & 4. Determine the most effective time and day based on opens and make this your target mail-out date/time. We have found Tuesday-Thursday between 10 & 3 to be the best for us, but keep in mind every industry is different.

2. Think (and rethink) long and hard about your subject line

Test it out on coworkers or friends. The more opinions the better as the subject line is the most important part of your campaign. When asked which email campaign elements marketers test & change most frequently, **72%** of companies said subject line. This is because it doesn't matter how good your material and ideas are within the campaign, if they are not interested in the subject line they will not open your message.

3. Make your email manageable on mobile devices

It is important to remember that nearly **50%** of emails opened last year were opened on a mobile device. It would be a shame for only half of your recipients to see your campaign as it was intended. Test how your email opens across clients also, as iPhone and BlackBerry's email display is very different. Keep in mind that your computer (1024 x 768) has nearly 7 times the viewing area of an iPhone.

4. Make your email legible and comprehensible without images

Be careful not to embed text crucial to understanding your campaign in your emails images as email clients may not display them. BlackBerry users often do not display any images received so do not put important messaging in images. Make sure that somebody opening your email can understand what you're saying/offering without seeing the images.

5. Use a plain text email occasionally

Just because you have the tools to produce beautiful HTML emails doesn't mean every campaign has to have extensive graphic work. Plain text emails are often seen as more intimate (so don't over use it) and have much less likely likelihood of being flagged as spam. Try using these (along with some personalization) to check in on existing clients.

6. **Know the rules and abide by them**

Pay attention to the legislation which governs spam and eMarketing. These rules include the mandatory inclusion of an unsubscribe button and the presence of an actual physical address. Abiding by these rules will ensure that your email address is not blocked and will avoid hefty fines. Canada is adding the Canadian Anti-Spam Legislation (CASL) at the end of 2015, so make an effort to become compliant with the new rules before the fact to avoid having to suddenly rework your marketing strategy.