A STEP BY STEP

Email Marketing Guide to Increase Sales

Reach your target prospects and convert them into customers

Email Marketing and Importance of Data Quality

Email marketing is a type of direct marketing that involves businesses sending promotional messages via electronic mail to a group of prospects and customers. With email marketing, your business can create deeper relationships with a wider audience at a fraction of the cost of traditional media.

It's widely used as an efficient and cost-effective method for new customer acquisition, building brand awareness, and increasing product sales, as well as fostering trust and loyalty with a company's customer base.

When data is of excellent quality, it can be easily processed and analyzed, leading to insights that help the organization make better decisions. High-quality data is essential to business intelligence efforts and other types of data analytics, as well as better operational efficiency.

How Data Quality impacts Business Process

53%
Companies that have SUFFERED LOSSES, PROBLEMS OR COSTS due to poor data quality

57%
Increase in CUSTOMER SATISFACTION if a company has high-quality, business-driven data

AN OPTIMIZED EMAIL MARKETING CAMPAIGN CAN HELP YOU TO:

Build Trust or Loyalty

Building trust with your target prospects is important. As marketers and business owners we need our customers to trust us and our services. Sadly spammers have taught many people to be suspicious of email marketing, which means it's our job to win back their trust. Luckily an effective and engaging email marketing campaign also work towards building trust.

Increase Brand Awareness

With each email sent, consumers are exposed to your business and your brand. With strategic planning, smart design and targeted content, your business will consistently build value. In doing so, you stay top-of-mind with your audience.

Understand your Target Audience

Most buyers are tech-savvy these days. They know you can use personalization tokens easily and know that it doesn't mean you've necessarily taken the time to learn about them or their preferences. What does have an impact on buyers is personalized content? When you segment your lists to deliver highly-relevant content to each segment, your recipients will feel that you understand them and are inviting them to connect.

EMAIL MARKETING STATISTICS:

- A number of email users are expected to rise to 2.9 billion users by 2019. (Statista)

- Segmented campaigns have a 14.32% high open rate than non-segmented (Mailchimp)

- In 2016, the average open rate for personalized emails was 18.8%, compared to 13.1% for emails with no personalization. (Statista)

Email Marketing is set to drive more engagement, acquisition and retention in 2018. That means that you can no longer afford to ignore the huge potential that email has to offer your marketing efforts. These approaches also illustrate how important email has become as part of an effective direct marketing strategy.
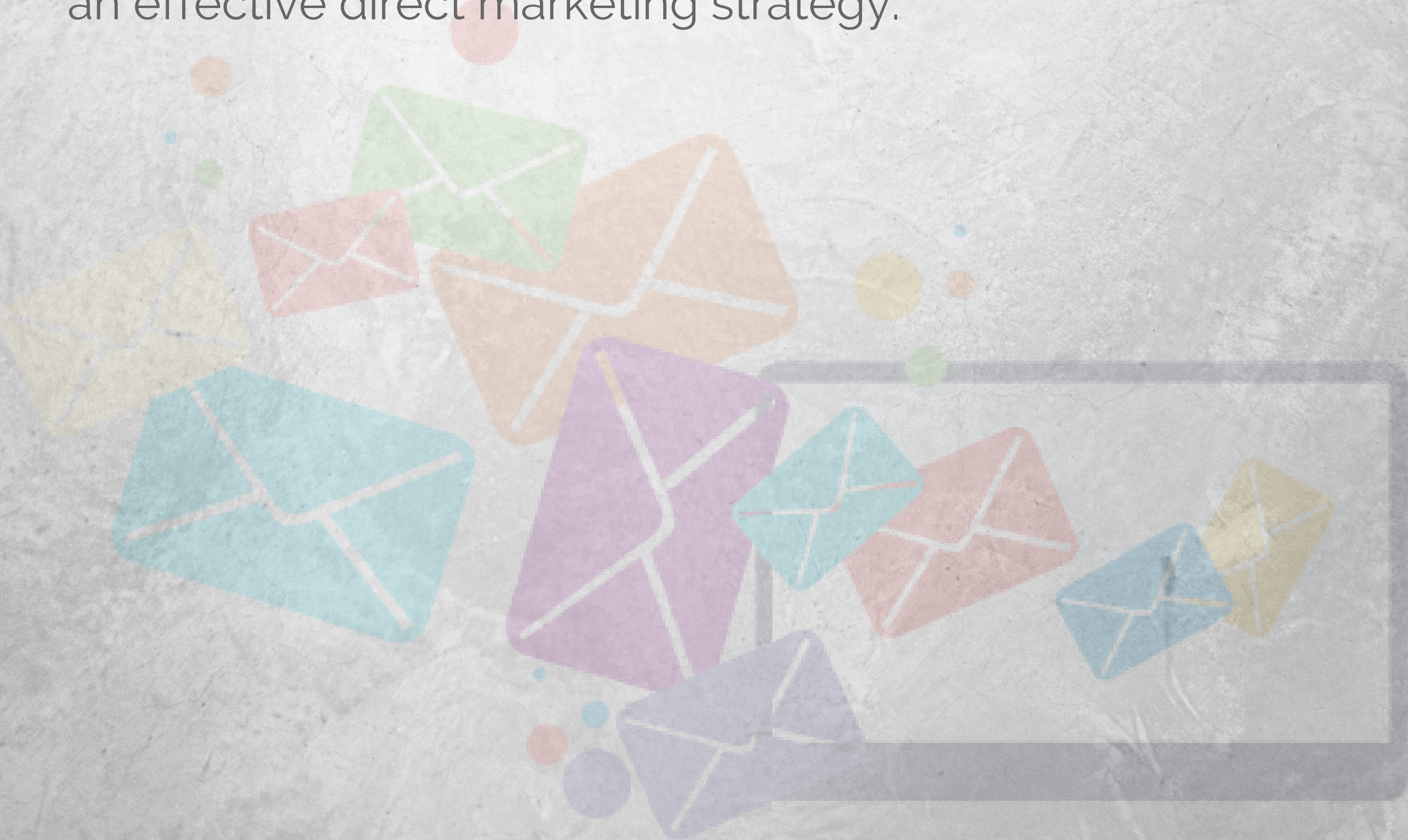
The following step by step email marketing approach demonstrates it, as an effective marketing strategy:

STEP ONE: LIST SEGMENTATION

Segmenting your database is a great way to make a campaign unique. Your ability to send your email to a specific location, customer persona, industry, etc. can enable you to tailor your message at a personal level. In order for the personalization and segmentation to work, you have to have accurate data, so it's important to manage your contact information before loading to ensure accuracy. A leading mailing data provider can always take special measures for segmenting email database based on your marketing campaigns. So, it is recommended to purchase database based on segments as it yields great ROI for marketers.

STEP TWO: THE VALUE OF APPENDING YOUR DATA

Email Append is a process that allows a business and marketing professionals to reach the more potential audience with accurate and deliverable emails, resulting in a successful and cost-effective email marketing campaign.

If you can imagine that each list in your database is worth a set value, say $7, then you can understand immediately how losing several hundred could be dangerous to your bottom line.

THE VALUE OF APPENDING YOUR DATA (CONTINUED)

Email appending is simple and virtually risk-free. You send the names and postal addresses of your customers to InfoGlobalData and they add missing email addresses and return the enhanced list to you.

STEP THREE: CLICK THROUGH RATE

Click-through rates are a great measure of engagement for your emails. They measure the percentage of clicks that links in your email receive based on the number of people who open your email.

Average click-through rates vary a lot from industry to industry.

What can you do to get better Click-Through-Rates?

Now that you have a little more information about your click-through rate, you're probably interested in the steps you can take to deliver even better results.

Getting more clicks starts with understanding a few important principles:

Every email must have a goal: Every time you send out an email you should have a goal in mind. Make sure you're communicating with a purpose so you can get your message across to your audience loud and clear.

Your email should reflect your goal: When designing your email, make sure that the content and layout of your message reflects the goal you're trying to achieve.

You need to give people a reason to act: The best way to inspire readers to take action is to provide something of value.

You need to make it easy to take action: Test out your email on multiple devices. Many of your readers will be opening your emails on a mobile device, so be sure that the text is large enough to be readable on a small screen and the links are easy to click.

STEP FOUR: EMAIL OPTIMIZATION

Don't miss out on target sales because you failed to optimize your database - here are six strategies that will help you to get the most out of your email marketing campaigns.

When you send an email to a list of customers or clients, you're reaching targeted individuals who opted-in to receive your content.

There are 6 important factors of an effective email that you must consider to optimize in every single email you send.

Optimize Email Subject Line: An optimized subject line will help you capture your audience's attention and convince them to open your email to read more.

Personalize Emails: Readers understand that email campaigns are sent out to the masses, but that doesn't mean they want to feel like just another name on a list. When composing your email campaigns, use customizable fields to personalize each message. For instance, if you customize the "To" field, the reader can receive a message that says, "Dear John," instead of an impersonal, "Dear Customer."

Optimize Images: Like any other marketing asset, your emails should be visually compelling. Images can still play a very crucial role in attracting a viewer's attention when they open your emails.

A Call-to-Action: You want your readers to click through and convert. Your call-to-action is arguably the most important component of your emails because the ultimate goal of your email is to get your readers to click on it and take an action.

Include Social Sharing Links: You want to encourage your readers to share your content. By making it easy for your email readers to share your offers with their networks, you're not only expanding your audience and your reach, but you're also broadening your opportunity to generate new leads.

Optimize for Mobile: Design your emails to adapt to whatever device your readers are on. Use mobile-optimized templates for building your emails, and optimize for the best mobile user experience possible.

STEP FIVE: EMAIL TESTING

One of the most powerful aspects of email marketing is that it can be tested. Testing your Email increases engagement, enhances campaign effectiveness, and informs marketers about audience preferences. For good measure, let's go over testing best practices.

The important elements of the test include:

- Subject Line
- Message
- Layout
- Images
- Call-to-Action
- Personalization
- Landing Page
- Target Audience
- Mobile Optimization Test

By following these steps to creating a successful email prospecting campaign, you can get more out of your lead lists than ever before. Segmenting your database, appending for better reach, optimizing for click-through-rate, testing for better engagement are key components for your successful email marketing campaign.

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INFOGLOBALDATA

PROVIDES OVER 47 MILLION VERIFIED DATABASE THAT INCLUDES CONTACTS OF ALL INDUSTRIES, EXECUTIVES, COMPANIES, REGIONS AND MUCH MORE.

InfoGlobalData employ's expert data specialists use the latest technology, up-to-date data, and optimized algorithms to provide qualified data outputs for clients. The data is updated on an ongoing basis and comes from a variety of trusted sources.

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