



THINKING ABOUT EMAIL MARKETING?

Would you like some help to get you started, or improve your response rates?

Thinking Data's **Stephen Cook** has Ten Top Tips to get you underway...

1 Good Quality, Selectable Data

Thinking Data has access to many Consumer & Business Email Files. For example our B2B Email database contains 1.3 million decision makers across 600,000 UK organisations, selectable by type of business, size, geography, and so on. We can also research other lists too, enabling you to confidently obtain responsive data from quality sources.

2 Subject

Keep the subject line short and relevant. Ensure you do not include words that might trigger entry into your contact's Junk Box. Just a word or two is all you need to catch the recipient's attention, especially as more people are reading their emails via their mobiles.

3 Personalise

If you have your recipient's name, include it within the start of the broadcast, so that it makes for a personal broadcast. However even without a named contact, or for those with generic email addresses, you can still start the broadcast with the correct styling (*Dear Colleague, Dear Friend, etc.*).

4 Attachments

We would always suggest against including an attachment, as many will be wary of this in their inbox. Better to include a link to it on your website for a free download, or a response form to request a copy of the document.

5 Welcome & Relevant

Ensure that what you're sending is relevant to the recipient. Use split-copy testing for different audiences – you'll learn something about response levels into the bargain. Always respond quickly to the replies and requests, and do include ALL your contact details – the easier it is to respond, the more likely they will respond.

6 Timing

Consider the best time to send your message. With business emails, for example, right at the end of Friday afternoon, or first thing Monday morning is generally not a good time - compared to say later in the morning on either Tuesday or Wednesday. Time-limited offers with a deadline will benefit from a follow up broadcast, nearer to the deadline, as a reminder.

7 Regular Broadcasts

Consider bought in lists, with a long-term lease or purchase option – Thinking Data can offer these. Regular contact will ensure your name starts to become familiar to the recipients. Perhaps even invite them to forward on the message to colleagues or friends, to gain an additional viral impact.

8 Make Unsubscribing Simple

Make it easy for someone to unsubscribe from your broadcast. You never know, sometime in the future they may well want to opt back in!

9 Update & Clean

Act promptly to deal with unsubscribes, undeliverables, changes or amendments. Thinking Data's email database, for example, is constantly updated through telephone research, as well as having its deliverability verified on a monthly basis.

10 Bounced Emails

Remember that there are two sorts of bounce-backs from a broadcast:

Soft Bounces: These will include the likes of out of office, on holiday, a full in-box etc. So they can still be kept in if you are doing further broadcasts.

Hard Bounces: Person has left, closed account, undeliverable etc. Here these need to be deleted as quickly as possible, and before any further broadcast takes place.

Above all, remember to keep testing. Email is a fantastic medium for generating pretty much instant tracking results for analysis, and every broadcast you send should teach you how to make the next one better. And finally, good luck with your email marketing!



Need Help with your Email Marketing?
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