

E-efficient and E-ffective: Why email Still Works

Extracted from MasonBaronet's GoodThinking Newsletter

Especially in the current economic climate, email marketing makes good sense. For starters, email is relatively affordable. But it's also one of the best ways to truly connect with clients and prospects.

Of course, the average user gets about 130 emails each day. So here are a few tips to help your message get through.

It's all about branding.

Regardless of form, your communications function as ambassadors for your brand. Establish a clear, consistent image for your business — and use your entire marketing mix to support that strategy.

Are you legit?

When your target sees an email, he or she makes a split-second judgment about its authenticity. A well-designed message that's part of an established brand helps distinguish your email as “good” or “safe.”

Content may shift.

Email is among the most flexible media — meaning it's easy to customize to multiple market segments. Look at your lists, then vary your offers, your products or even the wording to meet each group where they live.

It's business. Make it personal.

Your brand is a dialogue — so it needs to be personal. Tailor your content to match your prospect's interests, and choose an appropriate tone of voice for your readers. Remember, there's a person on the other end of the wire. How would he or she like to be addressed?

Good eHousekeeping

Honor opt-outs immediately. Keep your lists current. Use signup screens to gather information — and ask users to update their data regularly. Make sure they add you to their Address Books and other “approved senders” lists.

Subject matters.

The most important words in your email message are in the subject line. Choose wisely. Test some options if you can. Entice your target (without being vague), and compel them to read more.

If they “open,” can you close?

If your email is engaging enough to prompt a “click-through” to your web site or promotion, make sure that what the target finds is worth their time. Don't miss an opportunity to convert a customer by leading him or her to generic content.

Follow through.

Most email marketing services offer detailed metrics. Gather as much data as you can about your content and your audience: who's opening messages, who's clicking through to your website, and which links within an email are getting the most hits. Then, use that information to shape your next campaign.

MasonBaronet believes that email can help you build meaningful, rewarding relationships with existing clients and potential customers. With the right message, the right metrics and a little good thinking, your business can maximize its eROI.

MasonBaronet is a leading marketing communications firm located in Dallas, Texas that provides integrated marketing communications, branding, account planning and research, advertising and interactive expertise. Visit www.masonbaronet.com

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