DISCOVER THE POWER OF

EMAIL
MARKETING

Quest
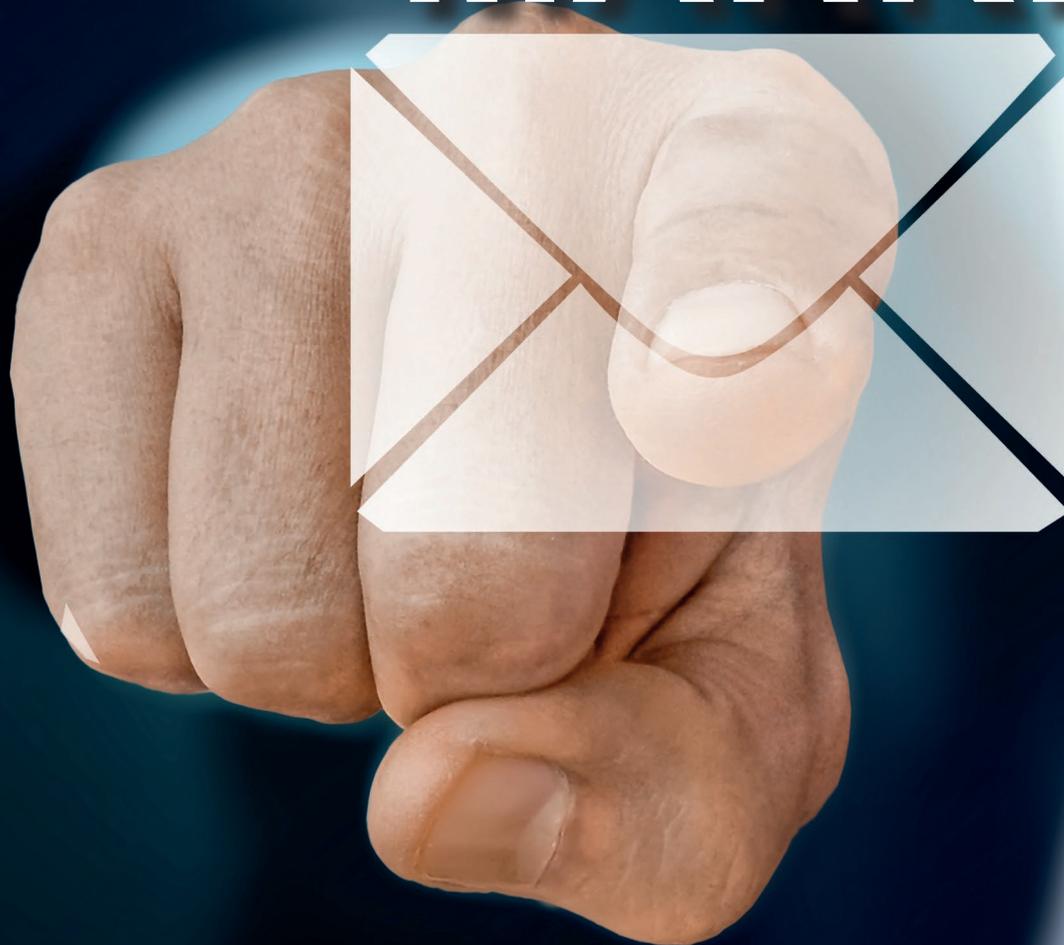
INTRODUCTION

Hello marketing friends!
Welcome to your email marketing guide.
This E-book provides insights on how you can leverage email marketing to successfully communicate with your audience. If you have a business, you need quality email marketing to effectively get your message out. It doesn't matter what type of business you run; email marketing remains a cost-effective tool to drive more engagement.

Today, we're often inundated with email marketing campaigns, and yes, some of it maybe uninvited, but there's no denying the impact a well-crafted message can have on your customers. Email marketing helps promote your brand, tell your stories, share updates, and improve customer care. If you're looking for a guide on the best way to reach your stakeholders with email marketing, this guide will help set you up for success. Thanks to our friends at Mailchimp for being a content source.

We hope you enjoy the guide.

Ngā mihi (thanks)
Hamish Lowry
FOUNDER, QUEST MARKETING
www.quest.net.nz

DOES EMAIL MARKETING WORK?

When you want to communicate something about your brand or sell your products or services, email marketing is one of the most cost-effective ways to do so. In fact, a study by the Direct Marketing Association (DMA) found that for every $1 spent, email has an average $38 return on investment (ROI). When customers are ready to buy something, they often look for emails from their most trusted brands. Still, people receive more and more email all the time, and it can be challenging to stand out in full inboxes. There are a few development steps to consider.

HOW DO I GET AN EMAIL LIST?

You'll see the highest return on investment when you build and maintain an engaged subscriber list, made up of people who want to receive your messages (and who 'opted in' to your emails). Although building a good list can take months at the outset of your email journey, Quest has plenty of email marketing strategies to support you along the way.

THE ESSENTIAL
WEBSITE
GUIDE

Quest
marketing

Want to learn more about Websites?

Download our free guide,
The Essential Step-by-Step Website Guide,
which feaures advice from Quest.

HOW TO BUILD YOUR SUBSCRIBER LIST

To help build your email subscriber list:

Create an email subscription on your website with an easy to find 'opt in' button. When people come to your website and like what they see, they'll want to stay in contact.

Use a good hard copy signup form. Whether promoted at your point of sale, or an event that you're hosting or attending, provide a place for your potential customers to learn more.

Leverage your social media channels to drive email subscriptions. If you don't have a good email list tap into social channels for signup forms.

Create a call-to-action offer. Try offering a prize for some lucky new subscriber or a value-added offer for a new customer.

Make your emails easy to share. When you create well designed emails with a lot of valuable information, people will want to share them. Quest can help you with features like share buttons and social media post builders that can help your emails spread quickly.

Build a **landing page.** Landing pages offer one more way to grow your email list. Landing pages give people a clear call to action and drive email signups up.

I'M READY FOR EMAIL MARKETING!

Whether you're starting your first email marketing campaign or you're a seasoned email pro, there are a wide range of free tools such as **Mailchimp**, Sendinblue and MailerLite that you can use. Other software options are often combined with CRM offerings such as Salesforce, HubSpot and Zoho. Most of these tools have robust features without the need to upgrade to a paid plan and you should be able to make the most of them while saving time and money.

But which platform should I use?

Even if you need to upgrade, you'll find that many of the paid plans are affordable and flexible enough to fit your budget. Let's dig a little deeper into email software market leader Mailchimp. It's a tool that Quest uses and we're happy to support you if it's a good fit with your business. With a wide array of features that do everything from marketing automation to tracking tools to optimising your emails through split testing, it's a best of class software system.

OK, BUT HOW MUCH DOES IT COST?

When you create a Mailchimp account, you have the option to select a Free or paid plan. This option allows you to experiment with some user-friendly tools and figure out how to best use the all-in-one Marketing Platform. If you're launching new communications, Mailchimp helps market smarter and grow faster.
You can remain on the Free plan if you have fewer contacts in your audience.
As your audience continues to grow, pricing plans scale alongside your needs, for advanced business needs there is also a Premium Plan. Even if you don't upgrade to a paid account, you can always check out the useful step-by-step tutorials about how the features work, as well troubleshooting guides.


Email Design Guide

Presentation is critical when trying to engage your audience and Mailchimp assists with some great tips for sending emails in this handy email design guide. Each facet of design is covered: content, templates, identity, colour, images, layout, fonts, and calls to action.
Design is as much science as it is art, and it helps take the guesswork out.

CAN I TEST MY EMAILS?

Absolutely! With A/B testing tools, like those offered by Mailchimp, you can do split testing and test different variations for campaigns. You can also test subject lines, content, from names, and send times. You can test your reach too; that's how many people get your emails. Always optimise your emails for better results.
How to test your emails? First, choose the factor that defines success for you. It could be clicks, opens, or sales. Mailchimp collects the results, and reports on key metrics. And you can automate it too. Just tell Mailchimp to automatically send out the best performing campaign.
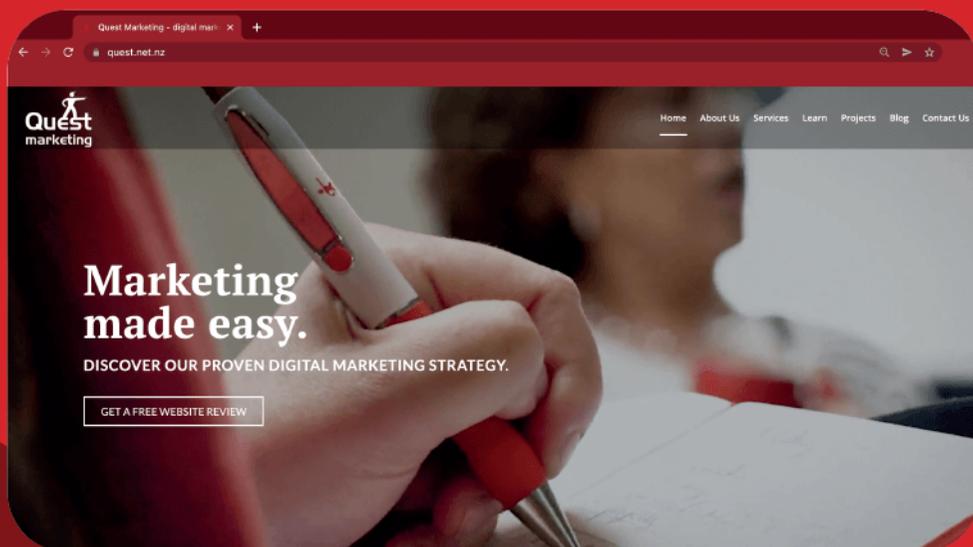
Email marketing tips to get you started
Create an email marketing plan.
To make the planning part easier, we've highlighted some best practices you'll want to consider when devising a strategy for your email marketing.
Define your audience
No matter what you sell, you need to have a clear idea of who your audience is to effectively communicate with them. Mailchimp lets you dig a little deeper to segment users within your audience so you can send them personalised and targeted emails that help increase engagement, build trust and generate greater ROI.

SIGNUP SOURCES

Some of the most valuable data your signup form has to offer is how and where subscribers sign up for your list. If you're an **e-commerce** business with your store connected to Mailchimp, knowing where your customers joined your list can give you a better idea of how to communicate with them and where you might want to focus your marketing efforts going forward.

Segments and groups

Once you've identified smaller collections of people within your larger audience, you'll be able to create groups and segments to send more relevant and personalised emails to your recipients - and the more relevant the campaign, the better the results. There are times when you'll want to send to your entire list, but by segmenting users and taking advantage of Mailchimp's segmentation tools you can significantly increase the click-through rates.

DECIDE WHAT TO WRITE

Now that you know who you're writing to, it's time to think about your content. What do you want to say to your audience? What is your content marketing strategy? You'll want to send emails with purpose, that really speak to your subscribers, so always keep in mind what they signed up for.

Establish your sending frequency and goals

There's nothing set in stone about how often you should email your customers, but if you send too often, your subscribers are likely to tune out or unsubscribe altogether. Businesses that run a blog or news website might choose to send daily updates to their subscribers, while others only send twice a month. Choose to send your email campaign at your own pace and check the unsubscribe rates and the click through rates to adjust the frequency if needed.

Make a schedule

One way to make sure you're staying on track is to create a content calendar to schedule your campaigns, blog posts, social media posts, and more. Your marketing strategy will depend on your industry, the types of content you send (content marketing strategy), and your sending frequency.

Design your emails

Design tips
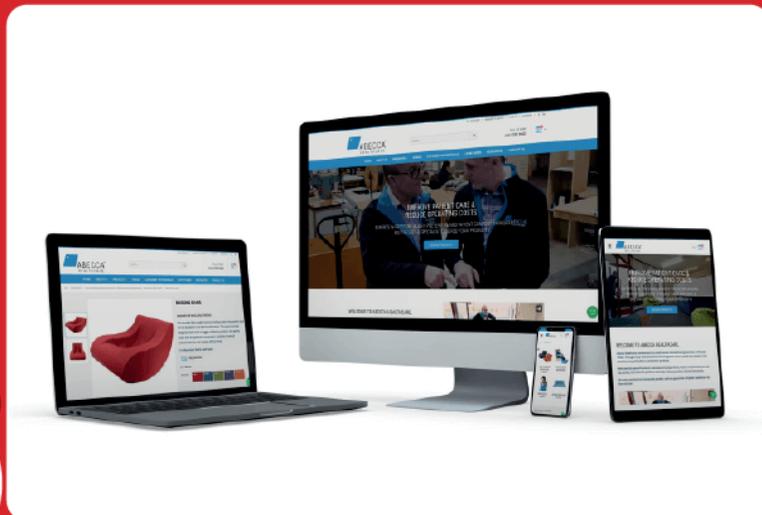
When designing email campaigns, focus on your message and keep your design straightforward. We suggest laying out all the elements for your campaign in a hierarchy, putting your most important information toward the top so people can quickly scan your email if they're short on time.

TEST YOUR EMAILS

Test in different email clients and Internet Service Providers (ISPs)
All email clients are created differently, which means that the campaign you designed in Mailchimp might look slightly different in your subscribers' inboxes. Be sure to check the emails on mobile devices as well as they can look different in responsive designs.

Send test emails to friends and colleagues
If you have friends or colleagues who can check your email for typos and give you some feedback on the layout, send them a test email so they can preview the campaign directly in their inbox.

Find the best version with A/B Testing campaigns
Not sure which subject line will get the most opens and clicks? Think there might be a certain time of day your customers are most likely to make a purchase through your campaign? Running an A/B test lets you experiment with different versions of your emails to see how the changes impact results.

What you can do with marketing automation
Unlike regular campaigns, an automation is a targeted email or series of emails that you can set and forget. From a welcome email series to follow up emails after a purchase to rewarding your customers with a special incentive, automation helps you streamline your communications with customers so you have more time to focus on creating content and increasing return on investment (ROI). Plus, you can design, send, and track order notifications to update customers on purchases they made from your store.

MEASURE YOUR PERFORMANCE

The marketing analytics data collected in your Mailchimp reports will help you refine your marketing strategy going forward.

Opens and clicks

These are the most obvious statistics for measuring campaign engagement, as they indicate how well your subject lines and campaign content resonates with a particular list. But it's important to consider how your open and click through rates compare to other companies in your industry.

E-commerce data

If you've connected your store to Mailchimp and turned-on e-commerce link tracking for your campaigns, you can view purchase data for your subscribers in campaign reports, subscriber profiles, and on the account dashboard.

Website traffic

The campaigns you send can help you direct more traffic to your website or online store. And there are a few integrations you can sync with Mailchimp so you can track any trends in website traffic or e-commerce activity after you send a campaign. Check out how Mailchimp's free email marketing tools compared to the competition.

FINAL THOUGHTS

Marketing trends and channels evolve over time. While some trends come and go quickly, one of the channels that has remained the same is email. In fact, email continues to be the top channel for content marketing with both B2C and B2B marketers. 87% of B2B marketers and 77% of B2C marketers use email marketing to nurture their audience.It's true that marketers still face plenty of challenges in email marketing. One of these key challenges is simply the amount of time it takes to create a great looking email from scratch. Without efficient tools, marketers may end up spending a lot of time creating and sending out emails that don't connect. This hinders productivity while dragging down your email marketing ROI. A lot of companies settle for this situation because they're not ready to invest in a tool to simplify the process. If you're looking for expert marketing support to complement your email marketing, contact the friendly team at Quest, we're happy to chat!

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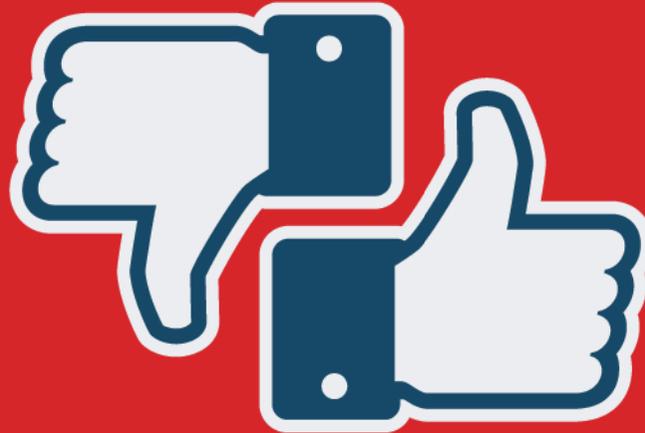
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