



message received

How to produce great
email campaigns

tbg

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get personal

Audience understanding can make or break an email campaign. The better your data and targeting, the more likely you'll reach someone who's interested.

So get personal. Target your emails according to reader preferences. Speak to your audience as individuals. And wherever possible, ask people what they want through linked surveys, polls or forms. Measuring and reacting to that feedback will help you to measure and react to what's working - and what isn't.



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line up



People are far more likely to open an email when they know who it's from, and what they'll get if they click.

So make yourself known. Put your company name in the 'from' line for quick recognition; keep the subject specific so the reader knows what's inside; and give a clear flavour of what's coming up.



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tasty offer



Choose your opening words wisely and make your email fun and useful to read. An introduction and a picture may be all you have to make an impact - so use them to best advantage.

Direct and interesting should be your order of the day. So be clear what you're offering and make it appetising for your readers. Or you could well find an otherwise tasty message becomes last week's leftovers.

Avoid being cryptic or over-indulgent; most readers won't waste time trying to figure things out.



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fallback format



A picture's worth a thousand words, used correctly. But you need to account for different browsers and email settings.

So make sure your HTML version still looks good and makes a point, even if the images don't show; give people a link to a web-based version in case their system blocks images routinely.

Finally on the subject of looking good - the weather is allowed an occasional bad spell, but your email isn't. So be on alert for those little errors that can easily slip through the 'net'.



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time out



An email broadcast should be seen as part of a campaign, not a standalone project. Which means you want to achieve something - but what exactly?

Be clear from the outset what success looks like, include calls-to-action in your email and dedicate enough time and resources to follow things up. That way, you'll get the most out of your investment.

Ideally you should call people who express the most interest via click-throughs and high impression rates. Try to do this within a week of sending the email, or sooner if you can.



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mark my words

If you want to boost your marketing or communications, we can help. The Bridge Group offers the following services:

- Email marketing
- Website development
- New media presentations
- Social media strategy.

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