

# A Beginners Guide To Email Marketing

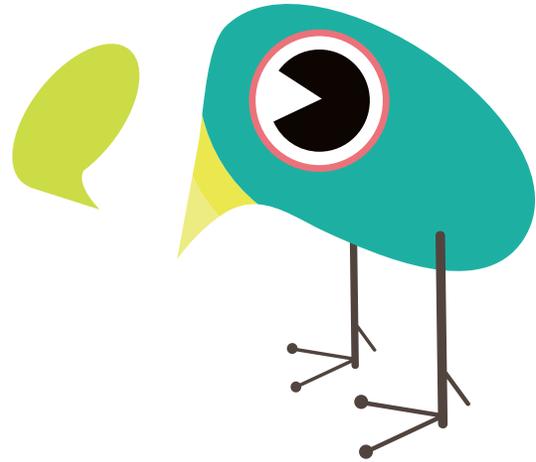


*Email marketing is directly marketing a commercial message to a group of people using email.*

*Source Wikipedia*

## Introduction

Emailing marketing is a direct channel of communication with customers who have given tacit consent to receive your marketing material directly through their inbox. As one of the best ways to leverage the web to grow your business, it is especially effective as part of a broad social media, content marketing and data driven web strategy. There are far more people with emails than on social media platforms and stats have shown that they check them more regularly. But while good email marketing can provide considerable return on investment, bad email marketing can damage your brand.



If you have access to someone's email you're able to communicate with them when you want, particularly if they have a smartphone. You have access to the place where they conduct much of their personal and/or business affairs, and this is a private place that they want to keep clean and organised. It's like having a personal phone number... start calling them every day to make incessant sales pitches and you will not come across as an organisation that is respectful of their privacy. Offer something of value first and reap the rewards later.

## Stats

Before we look at your own email marketing campaign, let us briefly view some stats gathered by the [Marketing Institute of Ireland](#). 471 business professionals completed a survey for the [2012/2013 Email Marketing Insight Report](#), ranging from sales and marketing executives to company CEOs and owners of small, medium and large organisations.



*Why are companies mostly using email marketing?*

94% of respondents use email to maintain customer relationships.

*What percentage of their marketing budget are they spending on email marketing?*

The majority of respondents spend less than 5% of their marketing budgets on email marketing.

*What are the biggest challenges in email marketing?*

Swamped Inboxes and spam eroding trust in email.

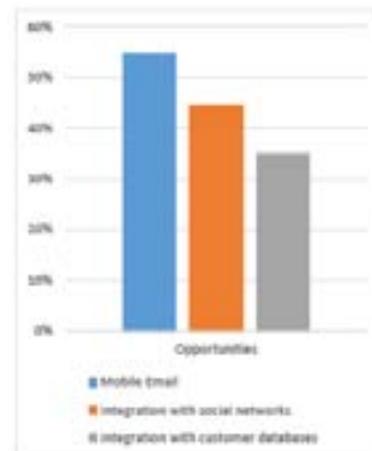
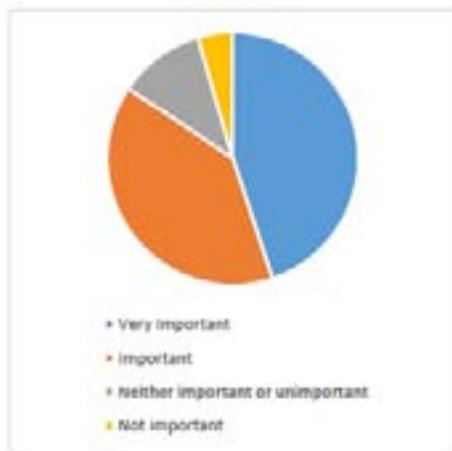
67% of respondents used some form of advanced email software to conduct email marketing campaigns.

### What about mobile technology?

54.7% of respondents felt that mobile email holds the biggest opportunity for email success.

### How important is email as part of your overall marketing strategy?

44.9% said “very important” and 39.5% said “important”:



## A Case Study: Graham Knuttel

Acclaimed Irish sculptor and painter, Graham Knuttel had developed a new giftware range carrying images of his highest profile pieces and wanted to increase online sales.

He began his new sales strategy by building up his visibility online and growing his social media network. He complimented and leveraged this network with a monthly email newsletter to drive sales.

## Challenge

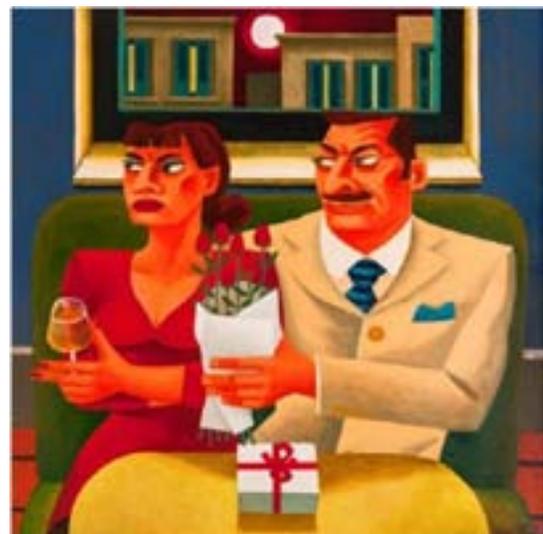
Working with Social Media Zen, Graham Knuttel designed his Facebook based ecommerce and free sweepstakes pages at the same time as growing his online presence. The challenge was to leverage the major social networks, including Facebook, Twitter and LinkedIn, to gather email addresses in order to engage these online fans in multiple channels.

## Off-the-Shelf

At every opportunity, through his website and all major social networks, Graham Knuttel offered “Special bonus privileges” and ran competitions in order to build his email list to pull subscriber details into the same list automatically from multiple locations. “We find that 80% of the list growth is happening through Knuttel’s social media outlets”. Regular posts on all social networks generate 30-40 new contacts each time and the newsletter template has been built to showcase Knuttels work - so they are eye-catching and visually stimulating. Knuttel can see exactly how much traffic is driven to his website from these emails and precisely how many sales they generate. Subscribers are encouraged to open each email to find out who has won the sweepstakes competition each month. Winners also must claim their prize within 48hrs, which creates a sense of urgency and increases engagement further.

## Results

This is a fully integrated strategy, with Knuttel’s website, social media and email marketing campaign working in tandem and backed by detailed analytics. Due to this integrated and measured strategy, opens and click-through rates are far above the industry average, at around 60- 70% for opens and 40% for click-throughs. The email newsletter has been a central tenet of this strategy and has generated considerable sales from each mail-run.



## Our Services



Here at Enhance, we provide a fast, affordable and tailored services using advanced email marketing software to get your latest offer or promotion across to thousands at the touch of a button.

We will help create your initial offering, set up your initial email list, integrate your email template, and build the engine for managing the subscribes / unsubscribes / email to a friend, social media & web integration, A/B

split-testing and tracking. This service gives you the flexibility to send emails whenever you need cost effectively. Also included are powerful, attractive reports on every aspect of each campaign where you can drill down in each report for more detail. You can also export campaign, subscriber, client and account level reports.

The services also includes dynamic content, allowing you to personalise email newsletters to your managed distribution list in a very cost effective manner.

### Prices

Prices for the service start at €50\* per mail-shot for a distribution of up to 1,000 emails. Set up costs from €500\* which includes everything you need to get started, from the email creation and distribution list set up.

*\* set up cost based on email template with your logo, contact details and supporting image with 6 paragraphs of text and subscription / un-subscribe / email a friend links at the bottom. Distribution list must be in text xls or csv format with name / email address in separate fields, quote is for up to 3,000 email addresses, there may be an additional charge for numbers in excess of this. Ongoing cost based on your inserting the copy for the email yourself and no image changes required or additions to the distribution list by ourselves. Cost allows for the insertion of an Enhance.ie link on the email template.*

All Prices quoted are exclusive of VAT @ 23%.