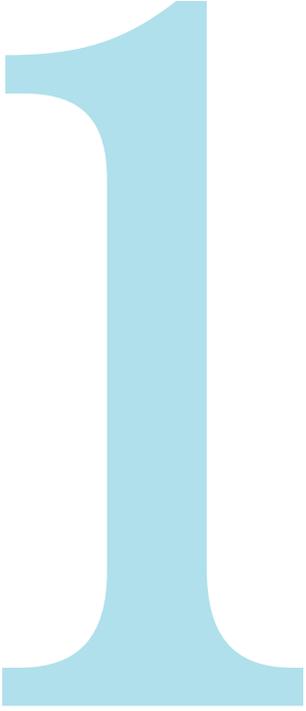


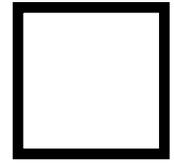
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# 10 STEP

## EMAIL MARKETING CHEAT SHEET



Tick each item off the checklist on pages 11 and 12!



# Actually send follow up emails

Cart abandonment, educational campaigns, welcome series, product replenishment, autoresponders - these are all terms we hear regularly in the online marketing media.

You'd think that most people would have these basics in place, right?

**\*WRONG\***

We did a pre-customer survey and 9 out of every 10 people we asked didn't even have a clear view where individual users were in their funnel - let alone at which points customers are leaving.

Step out from the crowd this year and actually set up a trigger-based email. It'll put you ahead of the 90% that aren't even tracking their customers' behaviour.



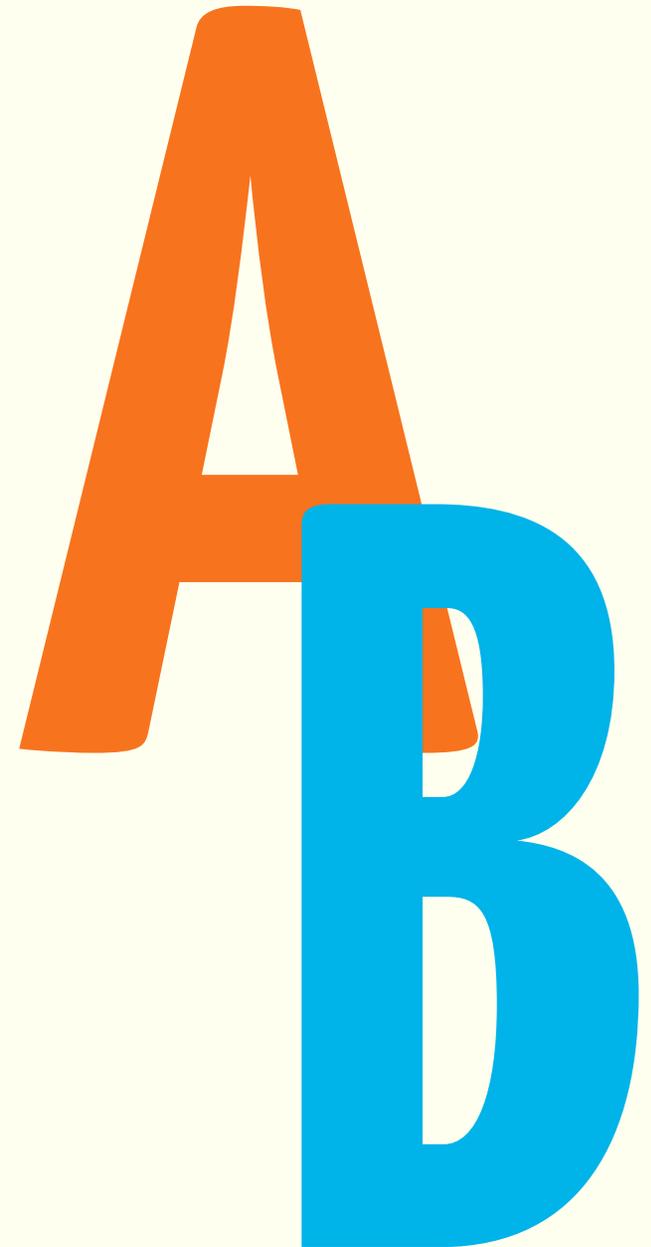
# Run at least one A/B test

A/B testing is common sense: test a hypothesis, determine a winning strategy and use it to your permanent advantage.

Even just testing subject lines alone can have a dramatic impact on the success of an email. Add into the mix tests on body copy, templates and links and you have a myriad of opportunities at your fingertips.

To get started with A/B testing find the point in your funnel with the highest drop off. Review the email you are sending at that point and add another variation. Try personalising the subject line, altering images or changing the from address.

Start testing today and you'll begin a fun, challenging and extremely rewarding process.



# 3 Collect data for personalization

The more you know about your customers the better you can communicate.

Collecting data is all about personalization. Can you refer to your customer using their first name? Do you know how large their business is? Do you know how often they use your service or products?

These small pieces of information compound to give you the power to properly understand your customers and send them more relevant messages.

Collect details in appropriate places. Experiment with subscribe forms, checkout screens and consider implementing surveys to learn more about your customers and your products.



# 4 Send emails from a human

All too often I see emails sent from a 'noreply' email address.

Wherever possible you need to humanize your contact details. Your team should delight in talking to customers, hearing their problems and helping them solve them.

Send emails from an individual (such as the founder) or a series of individuals (share the load amongst your customer support team).

Consider including an image of the person responding in your footer and definitely mention their title, personal email and direct means of contact (such as a telephone number). Although your customers won't always use these details it makes a real difference to their perception of your business.

# 5 Send more emails

Most businesses send less emails than they should.

This is natural for most of us - we are concerned we'll upset our customers, concerned we'll overstep the mark or constantly complain that we can't find time to send the perfect email.

Don't get hung up on formatting and don't get caught up with apprehension. Believe in the emails you send out by ensuring you write quality, personal content and you may be surprised that your customers enjoy hearing from you.

Send the right message at the right time and you can often send twice as many emails as you currently are!





# Tie your emails to behaviour

If the ultimate goal of sending emails is to deliver worthwhile content at the right time then knowing exactly what products your customers buy or features they use is vital information.

By tracking behaviour you can build up a 'profile' on each individual user that allows you to better serve their needs.

Are they a loyal customer? Do they shop once a year? Are they looking for a bargain or a fan of a particular brand in your store? Do they login weekly or rarely?

The amount you can learn from observing your customers' interactions is truly powerful. Use this wisely and you'll increase customer satisfaction whilst growing profits.

# 7

## Integrate other channels

Email doesn't exist in a silo. It's important to time your messaging effectively across all platforms.

If you have a Twitter or Facebook account always consider what you are sharing along with the emails you are sending. Provide a means for customers to discover your social profiles in all emails you send out.

Consider display remarketing alongside your email remarketing. By combining the two and, ideally, keeping them in sync you can better target individuals using their preferred medium.

Give your customers choices when it comes to consuming your messaging and content.



# 8

## Track conversions, not clicks

All too common email marketers focus on opens and clicks when measuring the success of a campaign.

Whilst it's extremely important to monitor and improve these metrics it's always wise to keep an eye on the conversions an email drives, along with the value of those conversions.

Consider that the campaign with the highest open and click rates could actually make you less profit.

Learn terms like Customer Lifetime Value and implement the philosophy behind them when testing your email marketing hypotheses.





# Send emails in series

The average open rate on email series is 80% higher than single email campaigns.

What's more, the click through rate is as much as 300% (3 times) as high!

That's a massive difference and one you should be capitalizing on in every opportunity.

Whether it's an educational campaign, a welcome email or cart abandonment, sending emails in series is a powerful way to maximize your impact and push more customers through your funnel.

# 10

## Use urgency to your advantage

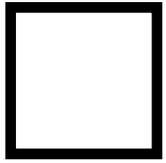
Urgency is an oft-used marketing play and with good reason: it works.

Look no further than daily deals giants like Groupon. Using urgency they have built billion dollar powerhouses in mere months.

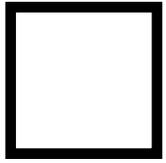
Consider using urgency in your automated campaigns to encourage users to complete a call to action. You don't want to overuse this strategy but at the right time it can work extremely well.

Consider this tactic when promoting seasonal discounts, items that are nearly out of stock, the end of a free trial or access to a piece of digital content.

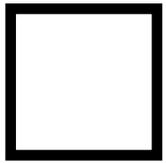




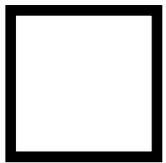
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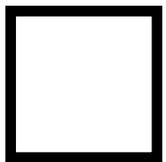
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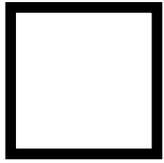
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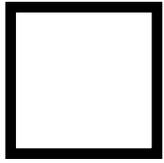
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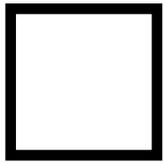
Send more emails



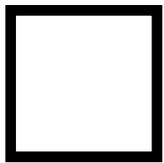
Tie your emails to behaviour



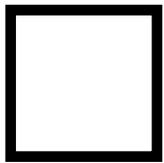
Integrate other channels



Track conversions not clicks



Send emails in series



Send emails in series

Written by Chris Hexton ([twitter.com/chexton](https://twitter.com/chexton)).

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Stopwatch image designed by Scott Lewis from The Noun Project.