



The
BIG
Guide to
Email
Marketing

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Introduction

If you're new to email marketing or want to brush up on the basics, the Big Guide to Email Marketing will equip you with all the tools of the trade to take your email marketing higher.

If you've always wanted to know your opt-in from your data segmentation, you're in the right place. In this handy booklet, we'll give you best practice advice on how to design your email, what content to put in, how to write an email marketing plan and how to conduct some basic testing.

We'll also give you our 10 email marketing commandments and some simple legal know-how to get your email campaigns off the ground.

“It ain't what you do it's the way that you do it... and that's what gets results”

– Bananarama

Vital statistics

Over three billion emails are sent every day worldwide

Email marketing can provide a return on investment of £42.08 for every £1 spent

Email marketing is the cool older brother of social media with 480 million new email accounts opened last year compared with 250 million Facebook and Twitter accounts

70% of the world's population now has a mobile phone and in the next five years more people will connect to the internet via a mobile than a PC

90 trillion emails were sent through the internet in 2009

83% of marketers choose email as the most important advertising medium

People who buy products marketed through email spend 138% more than people who do not receive email offers

Setting a plan

You've decided to embark on a programme of email marketing but where do you start? We would advise looking at your business objectives to assess what you are trying to achieve over the next 12 months.

How can email marketing help along the way?

Try using some of the questions below to create an email marketing strategy:

- How regularly are you planning to send your email campaigns?
- Who will be responsible for your e-shots?
- Can you segment your audience?
- What tone will you use?
- What content and incentives will you offer in your emails?
- How will you grow your database?

Design tips

We suggest you apply the goldilocks approach to design – not too much, not too little. In order to get it just right, try some of our basic steps below. As well as making your emails look more professional, good design may also improve your deliverability and will do wonders for your conversion rate, too.

- Use one main call to action and make it prominent
- Build your emails to the industry standard of 600 pixels wide
- Three info snippets are usually optimum for the best conversion rate
- Use a layout that prioritises your content in order of importance with the key item first
- Ensure an equal text to image ratio
- Follow the guidelines of your existing corporate brand to instil trust

Content tips

Your email marketing campaign should not look like an essay. The general rule of thumb is to use a maximum of three snippets. Put your snippets in order of importance and keep your subject line snappy (49 characters or less) and relevant. Keep to these golden rules and you shouldn't go too far wrong:

- Keep it short - people don't read emails, they skim them
- Make your subject line engaging, relevant and concise
- Use a tone of voice that matches your audience
- Use incentives such as an offer of the month, free guides, research or a competition
- Keep your structure consistent
- Incorporate a clear call to action
- Be legal (more on this later)

1

From: Rechenda Smith

2

To: Michael Adams

Subject: Sign up for a free email marketing seminar

3

If this email does not display properly, [click here](#) to view it in your web browser.

4



call us 0845 8620144 or email us

Hi Michael,

Want to get started with email marketing but don't know how? Join the little green plane experts for a free seminar.



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featured blog post



Optimising emails for mobile

16 September 2011

With now almost one mobile phone for every two humans on Earth, it's no wonder our pocket rockets are quickly becoming one of the most accessible ways of contact. It's because of this shift from desktop to handheld that we now have to re-evaluate the way we design emails for this new generation of users.

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latest news



Free email marketing seminars from little green plane

16 September 2011

Want to get started with email marketing but don't know how? Join the little green plane experts for a free seminar. We're visiting six locations across the east of England with our Grow Your Business email marketing roadshow. Book your place today.

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little green plane joins the Chartered Institute of Marketing Essex committee

29th June 2011

Rechenda Smith from little green plane has joined the Chartered Institute of Marketing (CIM) Essex committee alongside three other new members including Paul Mackinnon from Mackinnon Group, Alison Jones from Coast Digital and Marcia Baloy from Anglia Ruskin University.

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Email layout explained

- 1 From: a real person
- 2 To: only one recipient
- 3 Subject: direct and below 49 characters
- 4 Personalisation: address the reader
- 5 Call to action: as prominent as possible
- 6 Short teaser article
- 7 Good text to image ratio
- 8 Link to the full article online
- 9 Social media integration
- 10 Unsubscribe mechanism

Common mistakes

- Using a scatter gun approach
- Sending via Outlook
- Not checking the links
- Using poor data
- Not testing and learning
- Sending 'newsletters'
- Not having a ready-to-buy-from website
- Not checking emails on mobile versions

Need help creating a consistent approach to your email marketing?

Call the little green plane team for some helpful advice on 0845 8620 144 or email info@littlegreenplane.com

10 email commandments

- Thou shalt opt-in
- Thou shalt cultivate an organic data list
- Thou shalt use email marketing to listen as well as talk
- Thou shalt tie into other marketing initiatives
- Thou shalt test and evaluate
- Thou shalt not spam
- Thou shalt keep it short
- Thou shalt be regular
- Thou shalt cleanse your data each year
- Thou shalt give value to your subscribers

Why professional software?

At little green plane we often get posed this question,
“Why should I use a professional system to send emails?”

The answer is that a professional system gives you the ability to:

- Undertake in-depth reporting
- Fully test your email
- View comprehensive spam reports
- Easily manage unsubscribes
- Design e-shots that tie into your corporate branding
- Manage duplications

The bottom line...

If you use an email marketing service your emails will be professional and will yield better results.

Testing

If you've been sending out email marketing campaigns for a while and things have gone a bit stale, why not try out a few tests to revive them?

You can pretty much test any aspect of your email but here are a few winners to get you back on track:

- Time (hour, day, month, seasons, holidays)
- Personalisation (salutation, location)
- Demographics (age, sex, location)
- Subject line (questions, facts, commands)
- Design (length, layout, call to action, location)
- Offer (type, time frame, % off versus cash)
- From names and address (sex, seniority)

Test regularly for the best results and put into practise the lessons you have learnt. Check out the impact the changes have on your open and click through rates and roll with the techniques that bring about the best outcomes.

The legals

Sending email marketing campaigns is relatively straightforward from a legal perspective. However, to ensure you are following best practice from the start, here are the basics:

- Any commercial motives must not be hidden
- You must provide a valid unsubscribe mechanism
- You must list your company details on your emails
- Recipients must have opted-in to your mailings
- You must not use competitions to gather email lists unless participants have also said they are happy to receive updates

Forward to a Friend emails:

- Forward on to relevant/interested parties only
- You will be liable if people who haven't opt-in complain
- You cannot ask for other people's email addresses due to the Data Protection Act (and little green plane will not give you data on this feature)

About us

little green plane helps you create highly personalised campaigns to build long and meaningful relationships with your clients. With UK email, telephone and web chat support with our expert client captains, little green plane gives you more.

We're on hand to help anyone from an email marketing first-timer to a seasoned sender. What's more, all our customers receive the same features and levels of comprehensive reporting regardless of spend. Give your email marketing a lift with little green plane's four simple steps:

CREATE your email with our Word-style editing system, templates or import a design file

Upload infinite **CONTACTS** in Excel and let us handle any unsubscribes and duplications

DELIVER your emails effectively using our rigorous testing system

Get a detailed **REPORT** to track your results



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