



Tips for Permission based Email marketing

Branding

Emails should follow any existing company branding therefore making sure that the tone and style is consistent. They should also reinforce other marketing messages.

Personalising emails

Personalising emails can greatly enhance response rates. By personalising 3 areas of the email you can double response rates and you can treble them by personalising up to 6 parts of the email. Personalisation doesn't have to stop at the users name, it can also include things such as gender, age purchase history etc. Granite 5 can personalise your emails by mail merging your information into your email campaign for you.

Getting it to fit!

When creating your email you must bear in mind the email program being used to receive the message and how the program will display this email. Some users have a preview pane that displays the email either at the side of or underneath the email list. The trick is to make sure that, whatever set up the user has, there is no horizontal scrolling and the email can be viewed in full. Other constraints include the resolution your users have set on their computers that affects the size of the email. Granite 5 will take into account all these parameters to maximise the impact of your email campaign and the chances of it's success.

Timing – When to send?

B2B emails should be sent mid-week. On Mondays they can get stuck in all the spam that arrived in your users inbox over the weekend and on Fridays users can be winding down for the weekend. It is best to send during office hours and we recommend before lunchtime. If your email is B2C then the timing is not so important and emails can be sent on Fridays or later in the day ready to be opened when people get home in the evenings.

What email format should you use?

Should you use HTML or plaintext format? – HTML emails tend to get a higher response rate but can be blocked by some spam filters and firewalls and some email clients do not support HTML emails. You can ask your users which they prefer. The software used at Granite 5 will send a MIME version that will utilise both formats and display the one that is suitable for the email program being used.

Who should the email be sent from?

If you have a strong brand that users will identify with then you should send using the company name, otherwise sending from a person can increase the messages opening rates.

Measure the response

It is important to measure the effectiveness of your campaigns. This can be done by creating landing pages on your website. Links to these pages are placed in your email. You can then measure how many people use the link to click through to your website. To increase click through rates put the link near the top of page and then again at various intervals through out your message.

The legal bits:

Opt out messages

Make sure you have an opt-out message allowing users to remove themselves from your list. It is very important to keep your lists clean so you should honour any opt-out requests made. The Granite 5 software can deal with opt-outs and can potentially clean your list for you saving you valuable time.

Privacy policy

By the nature of email campaigns you are dealing with users personal information and therefore to comply with the data protection act you should have a privacy policy outlining how this information is used and stored. Your privacy policy should be clearly displayed.

Company details

Following new legislation, which came into force in January 2007, all Limited companies now need to include company details including registration number on all electronic communications.

Granite 5 Ltd can also provide information on the legalities of:

- Sending unsolicited emails – when it's legal and when it's not
- The use of cookies and the Data Protection Act
- Collecting personal data through "tell a friend"
- Running international e-marketing campaigns and any laws that need to be applied.

**For further help and advice contact Granite 5
on 01223 208008**