



April 18-21, 2010
South Seas Island Resort
Captiva Island, Florida



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Panel

45 Tips in 45 Minutes

Industry experts will lead a brainstorming discussion to outline the top 45 email marketing tips for marketers to take away. This interactive session will focus on six key areas of email marketing: 1) Increasing Email ROI; with Social and Mobile; 2) Creating Great Creative; 3) List Building Tactics; 4) Effective Testing; 5) Key Measurement Practices; and 6) Rules for Great Delivery Results.

Note: All tips are provided as “twips” below for easier tweeting and retweeting.

Speakers

[Alison Aquiar](#) - Manager, Marketing Operations, [Barnes and Noble](#)

[Heather Blank](#) - Vice President, Strategic Services, [Responsys](#)

[Amie Ray](#) - Senior Manager, Direct Marketing, [National Hockey League](#)

[Pamela Wong](#) - Senior Email Marketing Specialist, [eHarmony](#)

Moderator

[Erick Mott](#) - Community Practice Leader, [Lyris](#)

Six Categories

Increasing Email ROI; with Social and Mobile

Don't just ask customers to fan you on Facebook – provide an incentive. [AA]

Solicit customer reviews or customer testimonials on service. [AA]

Abandoned Cart? Follow up with an email reminder. [AA]

Create a community for your customers. [AA]

Include SWYN links in EVERY email. It increases engagement, reach and ultimately revenue. [HB]

Don't forget about the “social tail” - code SWYN links, track clicks and conversions and attribute back to campaign revenue. [HB]

Relevancy dictates frequency. There is no magic frequency number. If you have a relevant story, send it. If you don't, suppress it. [HB]

#1 way to segment: target based on “in-market” interest. Leverage real-time behavioral data instead of purchase info. [HB]

Start building a cross-channel data infrastructure. This includes preference centers, behavioral data and permission. [HB]

Create email content in bite-sized tweetable pieces. What works for Twitter will work for email. [PW]

Consider a [“tri-messaging”](#) approach – the proactive integration of email, social and mobile strategy and messaging. [EM]

Creating Great Creative

Increase engagement with prominent pre-headers that include a strong CTA. [HB]

Test and use results-based arguments to implement creative best practices. [AR]

Build creative specifically for email – don’t repurpose print pieces. [AR]

Set the tone with a welcome campaign. Include examples of emails the user should expect so they are less inclined to opt-out. [PW]

Effective retention and win-backs come with transparency. Address customer pain points head-on to rebuild the customer relationship. [PW]

List Building Tactics

Retailers... ask for email address at POS. [AA]

Collect email addresses at new product launch. [AA]

Allow web visitors to sign up for alerts. [AA]

Organic traffic is the best source for list growth. Sign-up form target: 3% opt-in rate from unique site visitors. [HB]

Enable offline consumers to easily opt-in to email via SMS text. [HB]

Always ask an opt-in when your brand is involved. [AR]

Only collect data you need...then use it! [AR]

Monitor your registration fall-off...tweak in-line to improve conversion. [AR]

Institute a top-down importance on customer data, collection, and segmented usage. [AR]

Sweepstakes work! Everyone and all their friends want a trip to Vegas. [AR]

Add share social links in all emails. [AR]

Make list hygiene a top priority. Enlist data scrubbing services if needed. Dirty data in, dirty data out. [PW]

Consider testing a multi-page sign-up form if it’s too long. Test the threshold of questions your users are willing to complete. [PW]

Effective Testing

Focus SL testing on three elements: Who is it from? What is in it for me? How do I take action? [HB]

Increase relevancy and simplify governance with an opt-down based on content – not frequency. [HB]

Test every message. Always test at least one thing: creative, segments, subject lines [AR]

Develop your testing methodology at the 30,000-foot level. Start with a hypothesis about user behavior, then decide test elements. [PW]

Test subject lines multiple times to account for the novelty factor. [PW]

Test within segments rather than your whole audience. Better insight comes from understanding individual segment behavior. [PW]

Test one thing at a time. Don't compromise your test by introducing multiple variables. [PW]

Every email is a marketing research and performance optimization opportunity. [EM]

Key Measurement Tactics

Integrating revenue conversion into email reporting helps justify costs of email sends. [AR]

Omniure gives us insight into how email is driving deeper engagement. [AR]

Always have a holdout group. The success of a promotion is properly measured against natural conversion. [PW]

Rules for Great Delivery Results

Check and double-check each step of the email process, especially before you hit send: targeting, subject line, links, rendering. [AA]

Give staff the tools they need to be efficient. [AA]

It's essential to use a campaign preview tool. [AA]

Add an unsubscribe link to the top of your email. Deterring spam reporting > compromising sender reputation. [PW]

Consider deliverability before completely overhauling email design. Try optimizing elements over time to avoid a drop in deliverability. [PW]

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April 20, 2010