

## Elements of a Successful Email Marketing Campaign

---

All marketing campaigns are unique. This is especially true when email is used as a marketing vehicle. There are number of variables that could affect the success of an email campaign. These include: audience, message relevance, from line, subject line, clarity/simplicity of message, timing of the campaign, design layout of the message, the use of links, and methods of contacting the marketer.

Dunhill International has conducted hundreds of campaigns for many types of clients. Although Dunhill does not guarantee results, the statistics below reflect our campaign experience.

### **Consumer Email Deployments**

---

#### *Hi/Low Ranges*

- Bounce 10% - 35%
- Opens 0% - 8%
- Click-throughs 0% - 2%

#### *Average*

- Opens 3% - 4%
- Click-throughs .5% - 1%

### **Business Email Deployments**

---

#### *Hi/Low Ranges*

- Bounce 2% - 8%
- Opens 0% - 20%
- Click-throughs 0% - 5%

#### *Average*

- Opens 8% - 12%
- Click-throughs .5% - 2%

## **Fundamentals for a Successful Email Marketing Campaign:**

---

### **The Strategy**

- Marketing goals are well defined and measurable
- Make sure the product or service is well defined

### **The Customer**

- Your email message is going to personal private space. Make your message brief. The offer must be relevant and of value to the recipient. Lead the consumer to action and make it easy for him to visit your web site.

### **The Message**

- Provide an email message with a solid and strong offer that drives action.
- Clean, simple and quality design can enhance the impact of your message. It can make the difference between your message being read and being ignored. Some elements of design include...colors, logo, fonts, layout, and graphics.
- Break the copy into small paragraphs. Have a clear call to action repeated a couple times. Use simple language and short sentences. Explain the offer well, and have strong close.
- The subject line should include information from the email that is most likely to grab readers' attention.
- From line is recognized or intrigues the recipient
- The copy should drive people to the landing page. It is important that users are able to find relevant information on your website.

### **Testing & Implementation**

- Test different variables with the message.
- Campaigns should be sent at the optimum time. We suggest Monday through Thursday as the best days to blast to businesses and Wednesday through Friday for consumers.

### **Reporting & Analysis**

- Analyze and learn from statistics captured.
- Follow up with appropriate customers/prospects.