

TRANSFORM YOUR EMAIL MARKETING

Email can be a very cost-effective tool if it's given the attention it deserves. Use these quick tips as a diagnostic tool for your association's email marketing program.

HOW DOES YOUR PROGRAM MEASURE UP?



- Email has the highest ROI for all major direct marketing channels. (*Return Path, 2015*)
- 91 percent of U.S. adults like to receive promotional emails from the companies they do business with. (*MarketingSherpa, 2015*)
- 66 percent of consumers have made a purchase based on an email marketing message they've received. (*Direct Marketing Association, 2013*)
- Association professionals have rated eNewsletters their most valuable online media over the past 4 years (*Association Adviser, 2015*)



ALWAYS HAVE AN EMAIL GOAL IN MIND:

1. Focus on just one product or service per email.
2. Define your target audience.
3. Determine why someone would take action on an email.
4. Define how often people will find out about your email offer.
5. Determine when people will find out about your emailed offer, and what their deadline to act is.
6. Establish where members can redeem your emailed offer.



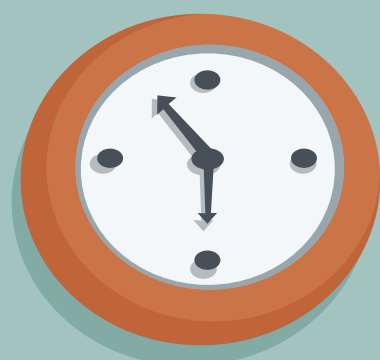
WHEN PLANNING AN EMAIL MARKETING CAMPAIGN, CONSIDER:

- Your available manpower to write, edit, and send emails.
- Your resources for designing emails, maintaining lists, and paying for an email service.
- Your information cycle – how much time will you need to give members to act in between emails?



TIPS FOR STICKING TO AN EMAIL PLAN:

- Write down your objectives.
- Enlist accountability partners.
- Revisit objectives periodically.
- Get help if you need it.
- Build from your objectives.



HOW OFTEN YOU SEND EMAILS WILL DEPEND UPON:

1. The total number of emails you send.
2. The length of each email.
3. How often you ask recipients to take action.
4. The relevance of the info you provide.
5. The timing of your emails.



EMAIL METRICS YOU SHOULD PAY ATTENTION TO:

1. **Click-through rate:** How many people clicked on your email as a percentage of total recipients
2. **Click-to-open rate:** How many people clicked on your email as a percentage of total opens
3. **Conversion rate:** The number of people who complete your goal after receiving your email.
 - Conversions can be anything:
 - A click through to your website
 - A download
 - Registration for an event
 - Purchase of a certain item on your website
4. **Bounce rate:** The percentage of total emails sent that could not be delivered to recipients' inboxes.
5. **Email forward rate:** The percentage of your email recipients who forward or share your email with others.
6. **Overall Return on Investment:** If you haven't yet, set up a point system whereby you assign different values to various types of leads based on their likelihood to generate revenue for your company. How many of each of these types of leads did you generate via email marketing? How does this translate to actual revenue? For example, if you send an email about a \$10 webinar to 10,000 email addresses, and your email service costs you \$0.002 per email, if just 2 people sign up for your webinar, you have covered your email costs.

WANT TO SHARE YOUR EMAIL MARKETING TIPS?

Visit AssociationAdviser.com or email Kelly Clark, Manager for Online Marketing, Naylor Association Solutions, kclark@naylor.com.