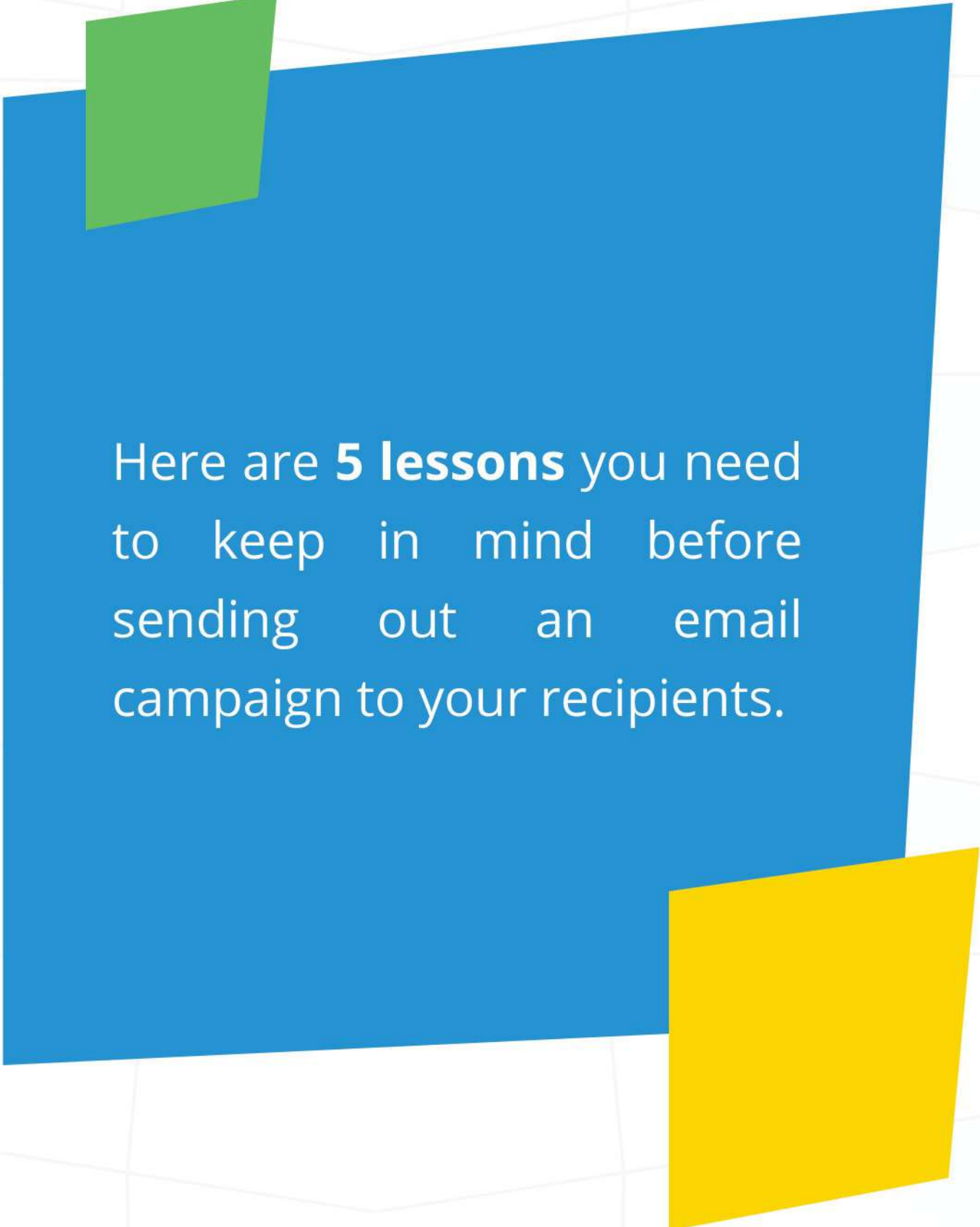


5

Lessons

to master before sending
out an email campaign





Here are **5 lessons** you need to keep in mind before sending out an email campaign to your recipients.

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INTRODUCTION

Building a business and establishing it as a brand take a lot of effort, and it's like rolling a boulder up the hill. Every business is built on its customers, and it's important to extend your communication ties wider so you reach more people. Emails are the best way to notify your audience as they pass on the information from you in the most quickest manner. Emails form the spine of a business's inbound marketing strategies and can increase your revenue, if used actively.

Sending out informative emails can be made easy provided you spend **quality time** in planning and testing them. If you have already sent a few business emails, here's a quick questionnaire:

- Did you clean your mailing list?
- Have you ever tested your email?
- Did you segment your mailing list?
- Did you send your email in groups when your audience was large?
- Was your email content brief, relevant, and informative?

If your answer is "No" to any of the above questions, then this guide is for you.

1

IMPROVE THE HEALTH OF YOUR MAILING **LISTS**



Periodically checking on the **health of your mailing list** is as important as adding new subscribers to it. Your list hygiene largely depends on how quickly you deal with unresponsive subscribers.

Keeping a **stagnant list** for too long can cause **more bounces** to occur when you send out new campaigns. Check your mailing list for email addresses that are no longer in use, and remove them to update the list.

For example, let's say you're sending out your first campaign to a list of members who have signed up for a free trial, in order to remind them to renew their subscription plans. Before you hit 'send,' be sure to **remove invalid subscriber details**, so your messages don't bounce and you don't have a poor, inaccurate campaign reach report.

2

FOCUS MORE ON TESTING



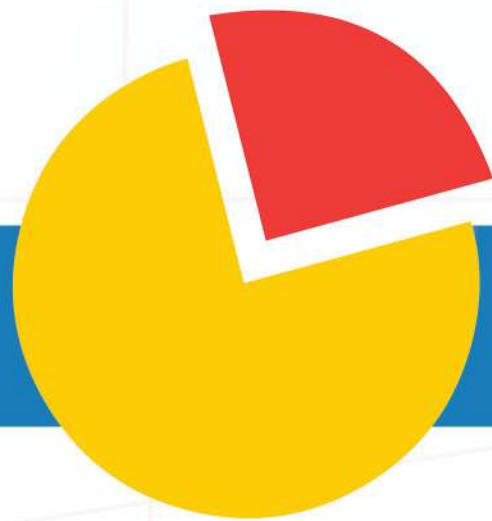
Delivering the right content doesn't come that easily. Your email campaigns will be welcoming only when your **subject line** and **campaign content** resonate with your audience. You can **optimize** your **campaign efforts** by using A/B testing as a strategy.

Let's say you want to send out a campaign to invite your subscribers for a grand sale. Not sure which subject line would be catchy? That's where **A/B testing** comes into play. Send two versions of the same campaign to a small percentage of your mailing list. Based on the reach of both versions, see **which one performed best**, and use that version for the rest of the subscribers.

By taking time to test your email campaigns before sending them, you'll get a clear overview of what strikes a chord with your recipients so you can create better campaigns in the future.

3

CREATE **SEGMENTS**
FOR **TARGETED**
OUTREACH.



Send targeted and relevant emails by **segmenting your list** of subscribers. Group recipients based on specific criteria so you can save a lot of time when sending out your email campaigns.

For a typical mailing list, **geography** is the most common criteria for segmentation. With different location segments, you can conveniently send out emails based on your recipients' time zones, which will get you more **unique opens and clicks** and improve your overall campaign stats.

Additionally, pay close attention to **email open patterns** based on **dates**—for example, sending campaigns on Tuesdays might work best for certain locations, but Wednesdays may be a better day for others.

4

SEND EMAILS IN A BATCH-WISE MANNER



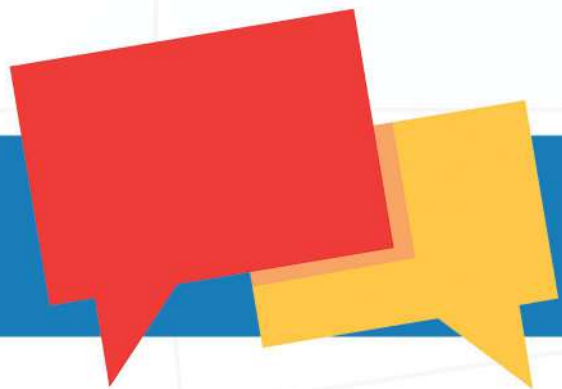
Notice that your mailing list is getting too long? Start **batching** your email campaigns before you send them. For example, if you have a list with 6,000 subscribers, instead of sending them all separate messages, you could segregate the list into **three batches** with 2,000 subscribers each.

Once you've sent your campaign to the first batch, **analyze the number of opens and clicks** received so you'll know how to proceed with the other batches.

If you have included any links in the campaign, make sure you **track each one** to see how many subscribers have actually clicked and visited the page.

5

LET CONTENT SPEAK FOR YOUR BRAND



Your campaign content should not only be engaging, but also should be **crisp**. Don't bore your subscribers with long emails that drag on. A succinct, **visually-appealing email** is sure to win you more opens and clicks than an email that's too wordy.

Keep your ideas simple, and pinpoint all the **pivotal deliverables**. Let your campaign encourage your **recipients** to **take actions**, such as downloading an e-book, signing up for a trial, etc. so you can keep your subscribers hooked with every email campaign.

Once you master these tips, you'll create your best-performing campaign in the least amount of time. We'd love to hear about your successful campaign experience, so make sure to share it with us.

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“ Quality, tailored content that would normally have taken several minutes to complete gets automatically sent out regularly, without me even having to think about it. Zoho Campaigns is an integral part of our sales and marketing process here at NDPL. ”

- John Foley, National Dental Pulp Laboratory, Inc.



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