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# HOW TO CHOOSE THE BEST EMAIL MARKETING PRODUCT?

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# EMAIL MARKETING CAMPAIGNS - AN INSIGHT

Emails can do much more for your business than you may think. Marketing campaigns can bring you a wider audience, create brand awareness, nurture your prospects, carry out promotions, and drive sales.

Since the invention of email, marketing tools have come a long way. When choosing a product for your company, it's definitely not going to be a pick-and-proceed job. A thorough analysis is needed to find out which product best suits your requirements.



## EMAIL MARKETING —IT MATTERS!

Are you a booming startup, medium enterprise, or even a large organization?

Email marketing is very well suited to the above categories. Though it requires streamlined efforts and consistent actions, there are plenty of reasons why companies prefer email marketing over other channels of communication these days:

**Save time:** Reaching out to hundreds of subscribers can be done in minutes. One click can send your campaign to a wide audience.

**Cost effective:** Less is more, and that will be the secret behind your profits. Grow your revenue smartly with an economical way of doing the marketing business.

**Reach further:** With segmented and targeted mailing lists, your content is sure to build trust with your recipients. Further, this kind of brand loyalty will get you more interested participants, boosting your returns.

**Promote your business:** Make your mark on social media and spread the word about your business. Focus on producing quality content, and success will follow.

**Draw more prospects:** Separate the wheat from the chaff by offering the audience what they need. This automatically increases conversions, and widens your lead base.

**Racks up sales:** When periodic nurturing turns successful, sales shoot up. When you nurture your leads, you'll close deals much faster.



## CHECK OUT THESE TIPS BEFORE MAKING YOUR SELECTION:

Selecting the best email marketing software is no small task. Consider these key points and tips before coming to your conclusion.

### Get the numbers right.

- Come up with a rough estimate of subscribers you're aiming to target. This factor is essential when it comes to determining which software to use.
- Make sure you can change your subscription plans according to the size of your mailing list.
- Some plans are based on email credits, so keep in mind how many emails you plan on sending to your recipients.

## Choose a convenient plan.

- Email campaigns don't need to be expensive. Don't spend too much on your plan.
- Keep an eye on pricing plans. Choose a product that gives you everything you need at a reasonable cost.

## Bring your subscribers under one roof.

- If you have mailing lists from different sources—some from your CRM system, a few from online platforms, and others in an Excel sheet—then you need to compile them into one list.
- By choosing a product with proper synchronization features, you'll be able to keep your subscriber information organized. With an option to import, you can add subscribers to desired lists instantly.

## Make room for more subscribers.

- The size of your mailing list shows the steps you've taken to draw in a lot of subscribers.
- Choose a product that can provide you with sign-up forms to attract more subscribers. Such forms can be embedded on your website and blog.
- Invite interested potentials to participate in events and webinars with promotional campaigns for your product.

## Segment your mailing lists.

- Segmentation allows you to send relevant and targeted campaigns to all of your recipients.
- By segmenting your lists, you can send tailored campaigns to your subscribers according to their location, interests, or any other criteria.
- Before choosing a product, make sure it provides diverse attributes for segmentation. The more you narrow down your target, the further your email campaigns will reach.

## Design with templates—simply impressive, impressively simple.

- If your email marketing software provides pre-designed, responsive email templates for different occasions, it's easy for you to just pick one from the gallery and alter it as you need.
- With a drag-and-drop template editor, you can design stunning email campaigns in no time, making your work easy, yet remarkable.

## Test. Optimize. Repeat.

- To actually understand your audience and make your emails resonate with them, it's important for you to test your emails.
- You can test your campaign content, sender address, or even subject lines. Use A/B testing to send two versions to two different groups and see which performs best. Use the winning version for the rest of your subscribers.

## Keep your eyes on the metrics.

- The email marketing product you choose should give you detailed reports on open and click rates, social media engagement, geo-location, unsubscribes, spam complaints, and bounces, both hard and soft.
- Bounces and unsubscribes should be handled automatically, with hard bounced email addresses removed from your lists.
- These reports will give you a complete view of your audience's behavior, helping you better position your campaigns in the future.



## Connect with different services.

- One of the main criteria for selecting an email marketing product should be the applications it can integrate with.
- An integration with social media platforms will help you share your campaigns faster and get more views.
- Integration with a CRM system is a must—you can easily handle lead information, and make sure you don't miss out valuable leads.

## Get assistance round the clock.

- Quality customer service is absolutely crucial because it is one of the main reasons a user tends to purchase a product. Poor customer support shows the kind of responsibility a company holds in taking care of their users.
- Happy users make happy customers, so before selecting a product, take into account the quality of their customer support.

## Navigate easily, anytime.

- Choose an email marketing product with a simple, easy-to-use UI.
- A UI with scary error messages, sudden screen freezes, perpetually loading indicators, complex navigation, and jarring displays will not appeal to any user.

## Read the reviews.

- Reviews by users and industry experts will tell you almost everything you need to know about whether the product is good for your purposes, or if you should steer clear.
- If a product meets your requirements and has a decent rating, that's probably enough reason to try it out.

## Get your hands on the trial version.

- Almost every email marketing product has a free trial that helps users understand what the product does and how it can be customized to meet their needs.

## Manage multiple users on a single account.

- Choose a product that gives you multi-user account functionality. Collaboration becomes much easier with each team connected through a single access point.
- For every team, there should be an admin who has control over other users' permissions to make sure that only legit campaigns are sent out.

## Personalize messages to strike a chord.

- Send relevant and targeted emails to your recipients with personalized content.
- An email marketing product should provide merge tags, which let you dynamically customize content in the emails you send out.
- Use these tags in your campaigns to add individual names, attach videos, include social media buttons, generate unique coupons, fetch content from RSS feed, and more.

## Go social for better engagement.

- Sharing posts on mediums like Facebook, Twitter, LinkedIn, etc. helps you catch the attention of your social media traffic, and convert more leads.
- In general, the product should let you publish posts instantly and help schedule them.
- Reports should be available to tell you about likes, comments, tweets, shares, and clicks your post receives.

## Manage your campaigns on-the-go.

- A mobile app helps you tap into your full potential, letting you handle your entire business, wherever you are.
- Your product's app should include all the tools to help you create mailing lists, as well as send and track campaigns.
- The mobile version should let you work offline and sync updates once you reconnect to the network.

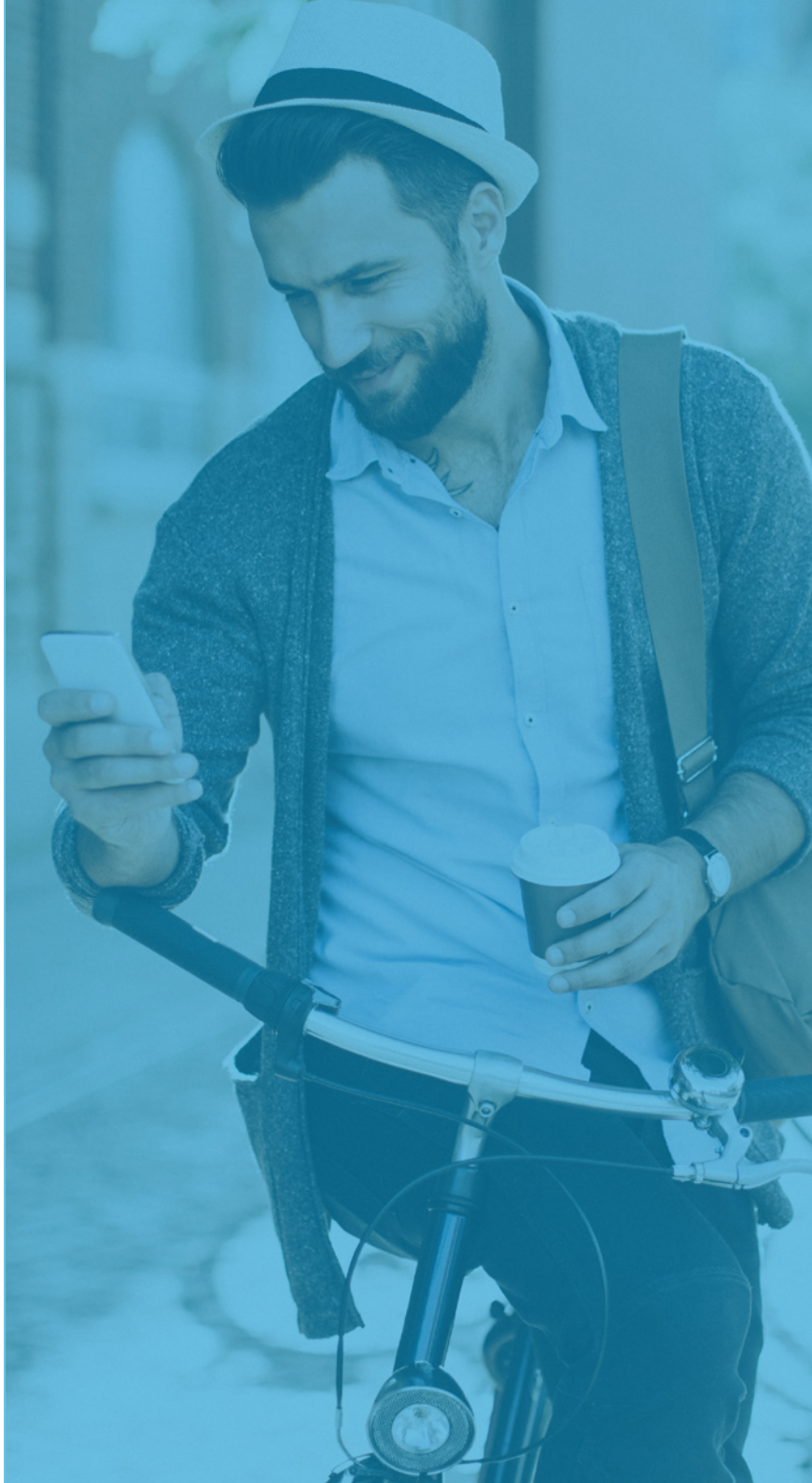
## Automate follow-ups to your recipients.

- Email marketing tools should help you save time and effort by reaching out to your recipients with automated emails. You can decide what to send and when; automation can handle the rest.
- Use automation reports, to learn which recipients have responded well to your follow-ups and help you decide who to target for the next set of messages.
- Email workflows let you separate your subscribers based on set criteria, add them to specific lists, and send relevant emails.











## Get your emails delivered.

- When it comes to sending out email campaigns, email deliverability is paramount. Your emails should avoid the spam filters and make it to the recipients' inboxes.
- Opt for a product that has a team who will manually review campaigns before they're sent, pointing out issues including spammy behavior, improper alignment, and irrelevant images.

By following these tips, you'll have a clear understanding of what to expect from quality email marketing products so you can choose the one that satisfies your requirements.



## CHECKLIST

-  Does the plan cater to the number of your subscribers or the emails?
-  Is the pricing plan economical and reliable?
-  Are you able to sync with other platforms to bring in subscriber details?
-  Are sign-up forms provided for your blogs and website?
-  Can you segment your mailing lists?
-  Can you design a stunning newsletter in minutes?
-  Are there tools to test email campaigns?
-  Are campaign reports detailed and extensive?
-  Do your product-related issues get resolved on time?
-  Has the product been integrated with different services?



Can you navigate through the product easily?



Does the product have good reviews overall?



Were you satisfied with the product's trial period?



Are multi-user accounts available?



Can you personalize emails for every subscriber?



Are you able to share your campaigns on social media instantly?



Does the product have a mobile app for quick operations?



Do you have options to automate your follow-up messages?



Can you deliver your emails straight to your recipients' inboxes?

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