



## ReminderMedia's Success Guide Series



# The Starter Guide to Email Marketing

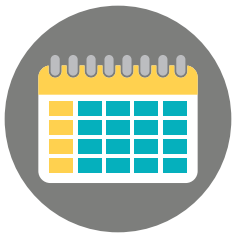


# What is Email Marketing?

**According to The Balance, email marketing is defined as, “the use of email to develop relationships with potential clients.”**

With just a simple click of a button, the digital edition allows you to stay connected and maintain lasting relationships with those who matter the most.

# Best Practices



## **Be consistent.**

If you provide your contacts with valuable content, your contact list will become accustomed to receiving your emails, meaning that it's best to stay consistent with your email marketing tactics. Consider creating a calendar to see when your next campaign is scheduled to go out.



## **Always follow up.**

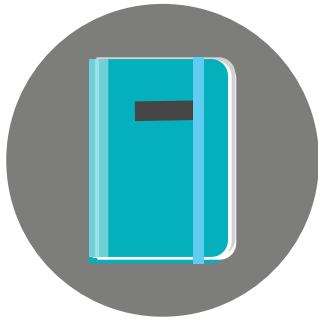
In addition to maintaining a consistent email marketing schedule, you'll need to be sure to set a reminder to follow up with your recipients. We recommend leveraging the magazine's content while you're following up. For instance, if you know that the most recent campaign includes a delicious recipe, mention it during your conversation.



## **Get social.**

Social media is a great way to maximize exposure. Whether it's Facebook, Twitter, or LinkedIn, consider sharing your latest campaign on the platform that you utilize the most. Not only will it help to increase your engagement, but it also provides you with the opportunity to reach more people—who aren't on your list—with valuable content.

*Don't have a social media account? Not a problem! The digital edition can easily be sent as a text message. This enables you to reach and garner engagement from your clients, even while they're on the go.*



# List Management

When it comes to email marketing, managing and maintaining your contact list is critical to your success.

## Don't shop for names.

Quite often the, "I have no one to send my emails to," issue can arise. While purchasing a list of names is possible, it's not effective. To put it lightly, buying a hoard of email addresses just to beef up your contact list won't make your marketing tactics successful. In fact, it can have the opposite effect—think spam.

Spam traps have been developed by inbox providers to find and block spammers. A spam trap is an email address that's not actively used by a recipient, but is actively monitored. Meaning that there's a possibility that you could unintentionally purchase a list that contains a spam trap. Sending an email to a trap could gravely impact your coveted sender reputation.

It's important to remember that just like your business, your contact list will take time to grow. It's better to focus on sending your campaigns to the select recipients who will genuinely appreciate the content—quality over quantity.

## Keep it clean.

We can't stress the importance of regular list cleaning. It's not uncommon for contacts to drop off the face of the earth each year. Life happens, and people change their email addresses quite often.

Consider setting a reminder after every campaign to review the analytics for engagement and bounces. A bounce indicates that the email wasn't able to reach its intended recipient. However, not all bounces indicate that an address is no longer valid (we'll expand on the differences on page six). Having a clean contact list will help you to hone in on the most engaged recipients.



# How to Read Email Marketing Analytics

While deciphering your analytics, there are four metrics that you should keep an eye on—your open rate, click rates, and bounce rate.



## Open Rate

Of course, you'll be interested in learning how many people open your emails. But, what constitutes as an "open" in the email marketing world?

An open rate is calculated by dividing the number of unique opens (only once) by the number of emails sent, minus the number of bounces. Although a recipient can open an email multiple times, only the first time is factored into the open rate. It's also important to note that a recipient must have their images loaded while viewing the email to count as an open.

The industry average of open rates for marketing and advertising emails is 17.8 percent. But, not garnering a high percentage for an open rate isn't uncommon. In fact, **we consider anything in between 10–20 percent successful.**



## Click Through Rate

Does your email include links? If so, then you'll want to focus on the click through rate.

A click through rate is the percentage of recipients that have clicked on any link in your email message. It's calculated by dividing the number of unique clicks (only once) by the total number of emails delivered.

The industry average of click through rates for marketing and advertising emails is only 1.92 percent, and even lower at 1.91 percent for real estate. Much like open rates, it's advantageous to recognize that a high click through rate is quite uncommon. Therefore, **we consider anything above 2 percent as successful.**



## Click-to-Open Rate

While a click through rate relies heavily on your email's subject line and overall list health, a click-to-open rate measures the effectiveness of your email's content and appeal. It indicates how well the design and offers within the message performed.

A click-to-open rate is the percentage of the number of unique clicks (only once) divided by the number of unique opens (only once) of the email.

The industry average of click-to-open rates for marketing and advertising emails is around 15 percent. However, **we consider anything from 10–15 percent as successful.**



## Bounces

We mentioned previously, but keeping an eye on your bounce rate is extremely important for your list upkeep. When it comes to bounces, there are two types—a soft bounce and a hard bounce.

**Soft bounce:** Indicates a temporary delivery issue to an address. For example, the recipient's mailbox is full, their email server is down or offline, or the email message is too large.

**Hard bounce:** Indicates a permanent reason an email cannot be delivered to an address. For example, the recipient's email address does not exist, their domain name does not exist, or their email server has blocked delivery.

*Please note that the email service provider that we utilize at ReminderMedia does not continue to send an email to an address that has been marked as a hard bounce. However, it will send emails to soft bounces.*

**The industry average of bounce rates for marketing and advertising emails is around 8 percent.** Bounces are bound to happen. Try not to get discouraged if you see bounces after your campaign is delivered.



# Additional Terminology

## Unsubscribed

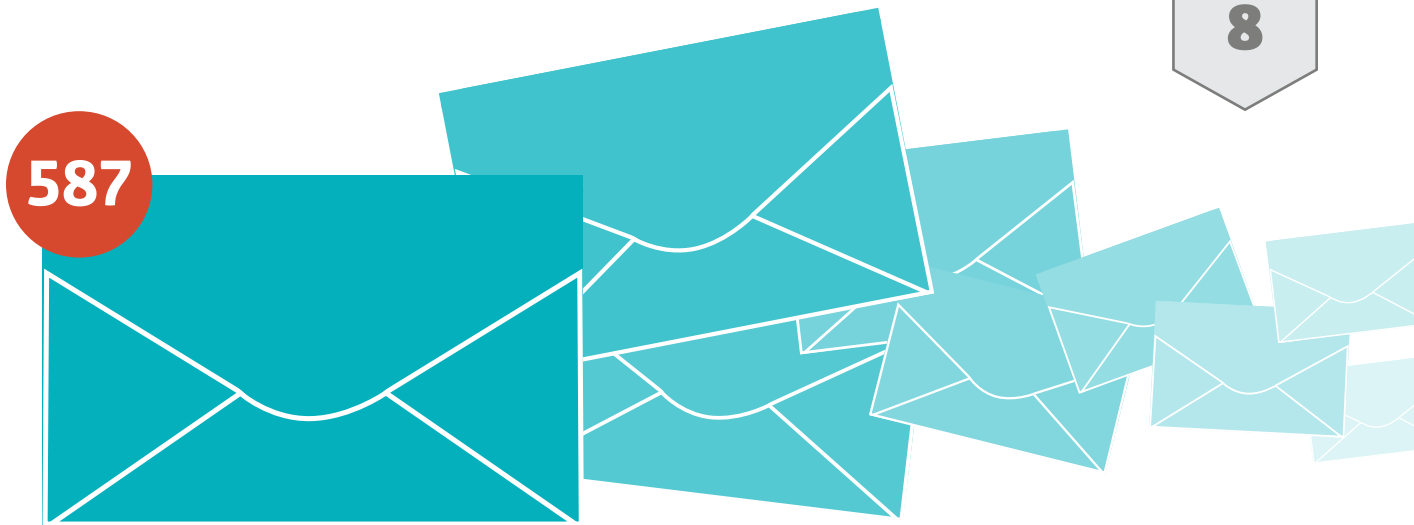
When a recipient chooses not to receive emails from you anymore, and requests removal from your email list. According to the CAN-SPAM act, all emails must offer the recipients to opt out of receiving future communication.

## Spam

I'm sure you've wondered what makes an email land in the spam folder. While there isn't a catch-all answer, there are multiple contributing factors. These include:

- **Inadequate permissions** (*your recipient not agreeing to receive periodic messages*)
- **Unprofessional content** (*bad links, misleading subject lines, using all-caps, too much image or not enough text, and sloppy HTML code*)
- **Not including an unsubscribe button, or your physical mailing address**
- **Inaccurate from-addresses**
- **Unauthenticated sender ID**





## Don't Get Discouraged!

We get it. Putting in the effort only to see low engagement in return can be slightly disheartening. However, consider taking a look at it from your own email habits.

More than likely you are on the receiving end of hundreds of emails a day—your inbox is filled to the brim. But, how much attention do you spend on each email? If you're like the majority of people, it varies. Some you open on your desktop, while others you simply swipe left to delete on your phone without ever reading.

While this is common, it doesn't mean that these brands' email marketing is ineffective. Think about it this way. Even though you don't read every single email, you still are seeing and noticing these brands consistently. Whether you decide to click through or not, merely depends on the right moment and the intrigue of the message.

Sending your digital edition is no different. Regardless of if your recipients are opening every email or not, they're still noticing your personal brand and value that you're providing. It's a subtle reminder that you're still in business.

**The one thing that we like to stress about email marketing is to not give up.** It's difficult, but can be done. Developing a strong understanding of the analytics will help you leverage those recipients who are engaging, and use it as a reason to follow up with them in another way—a phone call or text message. If you notice recipients who chronically don't engage—think anybody who doesn't open your email for 12 months or more—removing them from your list will also help you hone in on those who matter the most.



# Conclusion

Like anything else in life, building a winning email marketing strategy takes patience. However, understanding the basics will give you the foundation that's needed to utilize the digital edition to its full extent.

**If you have additional questions, please feel free to reach out to your Marketing Coordinator.**

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