

Deliver value by beginning with original creative content



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By Simms Jenkins

While it's easy to fall into e-mail marketing traps such as lackluster content, sending too often or neglecting to test or segment, these are all digital crimes our industry needs to avoid. Here are four rules to help guide you:

■ **Develop your e-mail strategy** to look and act like a loyalty program. Consumers want discounts and exclusive, "in the know" content.

■ **Offer your e-mail subscribers** easy to produce yet helpful and timely content and information. Let subscribers hear about an upcoming event before anyone else.

■ **Don't e-mail too often.** High frequency is one of the biggest reasons for declining response rates and increased unsubscribe rates.

■ **Use your metrics** to guide you. Tailor follow-up content and future campaigns based on what subscribers are

clicking on to ensure you are delivering what they want and respond to.

One of our clients, Chick-fil-A, recently reinvigorated its e-mail program to help drive sales, brand awareness and conversations. First, we defined what its customers wanted to receive in their inbox by surveying their e-mail subscribers, known as the E-mail Insiders. Chick-fil-A wanted to break away from the typical strategy of using e-mail only to broadcast its promotions and coupons to subscribers.

The overall approach combined product announcements and promotions with broader, brand-related content to drive customers both online and offline. The new strategy included increased ways for subscribers to interact with those messages through new social sharing features, store locator buttons and online event reminders.

In the end, more than 75% of Chick-fil-A e-mail subscribers said an e-mail inspired them to visit a store and more than 70% said they read every e-mail the brand sends. It also helped drive the growth of its Facebook fan page.

The E-mail Insiders program has quickly evolved from a list that was used on an ad hoc basis to promote a specific promotion or event to a program that became a digital communication hub for the company and its subscribers.

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Simple is often best with mobile e-mail marketing



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By Len Shneyder

As surgeons of human desire – marketers, I mean – our task is to figure out what our consumers want and then to make sure that our digital missives are the antidote for whatever ails them, literally or metaphorically.

Mobile is a unique opportunity to reach people anywhere and anytime of the day. Mobile devices have in one sense made us less shackled to our desks, but infinitely more tied to our jobs and each other.

What makes the mobile proposition even sweeter is that you literally have to do nothing – no short codes, no long setup times and you don't cost your users money like you can with an SMS/MMS program. What you do need to do is optimize your message for the mobile landscape and that starts with understanding the anatomy of a mobile phone.

Nearly 70% of the world's population had mobile phone subscriptions in 2009, according to IBM's Institute of Business Value "Telco 2015" study. This makes it an imperative

to extend e-mail marketing campaigns to mobile audiences across the globe.

What cross-channel e-mail promotions call for is a bit of simplicity. The most common smartphone screen appears to be 320x480 pixels, but you don't really have 480 pixels to work with. For instance, 480 pixels is the top-to-bottom size of the iPhone screen but you have to subtract 20 pixels for the status bar and 44 pixels for each of the tool bars. This leaves you with 372 pixels of actual screen.

Consider the following to optimize your mobile e-mail marketing strategy:

Are my logo and calls to action above the fold?

If you use pre-headers or a link to a mobile version or "add to address book language" above the body of the message, how much punch is your communicate losing because the content is being pushed below the fold?

Are your calls to action clear and can they be acted upon by those of us with less than piano-perfect playing fingers?

The most well-received e-mail marketing creatives are simple. They include your logo, your call to action front, center and at the top ensuring that your audience can see and act upon the offer without squinting and hopefully without much scrolling.

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