



Yellow!

How to create a successful eDM marketing strategy.

eBook



Introduction.



Email marketing is a direct, personalised kind of marketing - which makes it an incredibly effective, powerful and valuable tool for marketers and businesses.

Studies suggest that for every dollar spent on email marketing, businesses see an average return of \$36. That is an almost unbelievable average return and one that no business can afford to ignore.

The good news is that you don't need a masters in marketing to understand, plan, create or execute a solid email marketing campaign. It certainly takes time and work, but it is relatively straight-forward when it comes to putting it all together, making eDM marketing an accessible and valuable strategy for Australian small businesses.

In this eBook, we'll take a deep dive into what eDM marketing is, how it can benefit your small business, examples of successful campaigns in Australia and how to create an email marketing strategy of your own.

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What is electronic direct mail (eDM)?

Electronic direct mail (eDM) is simply marketing via email.

It is a rare form of marketing in that customers actually opt-in.

That is to say, they agree to you sending them emails for marketing purposes. This can improve the success of your eDMs as these customers have already had some form of interaction with your brand and have confirmed they are happy for you to get in touch.

These emails can cover just about anything, but are often:



Newsletters



Sales/discount announcements



New product launches & information



Personalised follow-up emails
(ie. customers who recently browsed certain products, or customers who have not made a purchase in a year or longer).

Personalised or not, direct emails follow many of the same general rules of other marketing materials.

For example, they should always remain on brand in terms of your tone and style and through any branding or imagery included in the email.

They should also be reasonably short and to the point as people don't usually have the time or inclination to read long drawn-out emails.

A good eDM should also always have a strong call to action (CTA). That is, it should encourage the reader to take an action. For example:

- Browse our sale items now
- Download the eBook
- Call us for a quote today
- Buy now
- Learn more about this product

If you're ever unsure about how an eDM should look, go no further than your own inbox. You have undoubtedly received at least one marketing email today, which should be on brand, short and to the point, and contain a clear CTA.



The benefits of eDM marketing for small businesses.

The simple fact that eDM marketing can generate a return on investment (ROI) of \$36 for every \$1 spent is likely to interest most small business owners.

But there are far more benefits to be found in email marketing than just the ROI.

■ Low cost.

To start with, email marketing comes at a low cost, especially when compared with other forms of marketing.

Unlike video, radio or Google Ad content - where you need to pay a premium price for the actors, radio network or Google service subscription - you can produce eDM content yourself at a much lower cost. When producing an eDM, you will need to invest in creating the content and sending it out, however these costs equate to approximately less than a cent per customer, so it's no wonder that this strategy can create such high returns.

Web FX suggests that medium-sized businesses spend between just \$9 and \$1,000 on email marketing per month when they self-manage their campaigns. This suggests that, if you're on a tight budget, it's a feasible strategy even for startups and small businesses.

■ Personalisation.

One of the biggest benefits of email marketing is that it's a much more personalised approach to marketing than other platforms.

Not only can you begin emails by addressing your customers by name, you can also segment your email database into smaller groups to send personalised batches, or even use your customer relationship management (CRM) software to send automated follow-up emails when a customer abandons their cart or makes a purchase.

For example, your email could read as follows:



This ability to personalise your emails gives you a chance to nurture your customers and encourage them to return.

■ Improve your bottom line.

For small businesses, there are often few goals as important or as difficult to reach as improving the bottom line. Making more sales becomes vital for maintaining the business through the growth stage and expanding it into the future and email marketing can be a tool to achieve those sales.

When using segmented campaigns (those targeted to specific groups of customers or clients), **one study** showed that marketers achieved a 760% revenue increase.

This is true for both B2B and B2C companies, with **31% of B2B marketers** saying that email newsletters are the highest performing type of content when it comes to nurturing leads.

Whether you're using an email to move a segment further along your sales funnel, or encouraging them to take the final step and make a purchase, email marketing can have a positive impact on that all-important bottom line.

Email marketing in Australia.



For small businesses looking to create an email marketing strategy in Australia, there are a few interesting statistics to keep in mind.

On a positive note, Australians lead the world when it comes to click-throughs and we have a very high open rate as well. According to a global Campaign Monitor report, **Aussies open marketing emails** 20.6% of the time and click through from emails 3.1% of the time.

These figures are both higher than those recorded across the US, United Kingdom and Europe, which is great news for businesses in Australia looking to connect with local audiences.

On the other hand, Australians are also notorious for unsubscribing. According to the same study, Australians unsubscribe at twice the rate of consumers in other markets.

This means that once someone signs up to your newsletter, you need to be careful to not annoy them with too many emails and to ensure the emails you do send offer something valuable. **The number one reason for unsubscribing** is receiving too many emails, so avoiding overdoing it is an easy way to minimise your unsubscribe rate.

In 2020 especially, Australia's ability to lead the world in email marketing stood out to Campaign Monitor marketing director, Lane Harbin. Lane made these remarks when speaking with **online marketing magazine CMO**:

Significantly higher marks on open rates, click-through rates and click-to-open rates are a true testament to Australian brands being able to quickly adapt and understand what their customers needed during a time unlike any before."

How to create an eDM marketing campaign.



Goal setting.

To create an email marketing campaign of your own, you need to start with a goal. Having a clear goal in mind will help to shape the campaign overall.

Your goal could be to:

- Remind old customers of your products
- Update customers on a new product or service
- Boost sales for a specific product or service
- Share company news with a newsletter
- Inform customers of a sale or special deal (and encourage purchases)
- Encourage customers to do a free trial or request a quote
- Increase website traffic



Segment your audience.

Your chosen goal is important as it will help you with the next step - segmentation. Will all the addresses in your database receive this email or just a subset? If so, who?

Segmentation is an important step, as it helps you target those who most need to see the message or who are most likely to act. If you don't segment, you risk communicating with those who don't want or need to see the message, which might encourage them to unsubscribe.

For example, if your goal was to reconnect with customers who haven't purchased something in a while, this would mean segmenting your audience into those who have not made a purchase in a specific timeframe.

You could also segment your audience based on; geography, age, buying history or other factors.





Create your content.

You can create your own email content or contract out the task to a freelancer. Either way, the content should tick certain boxes to get the best results:

- Keep it concise and clear
- Aim for as few words as possible to get the message across
- Highlight the benefits to the reader
- Personalise the message wherever you can
- Write in your brand tone of voice
- Make your call/s to action clear and incisive
- Ensure every email offers something beneficial to the reader, whether it's entertainment, useful information or products/services at a discount (anything else may be seen as spam)

It's also important to consider adding imagery or video to your email to make it more engaging. While it will take more investment and work to add these elements, it really can pay off - **videos can increase** your open rates by 19% and click-through rates by a massive 65%.



Schedule your email.

There are good times and bad times to send out email marketing, so hitting 'send' as soon as you're finished putting it all together won't do you any favours.

When **Campaign Monitor** analysed more than 30 billion emails in 2019, they were able to compare the open rates and click-through rates for marketing emails sent all over the world.

They found that emails sent on Mondays had the highest open rate at 22%, and emails sent over the weekend had the lowest open rates at 20.5% on Saturdays and 20.3% on Sundays.

As for click-throughs, Tuesdays were the most successful with 2.4%. Weekends were again the least successful at 2.1%.

A similar study by Get Response

looked at the best times of day to send emails. This study showed that peaks for open rates and click-through rates were usually early in the day at around 6am or later in the day around 6pm.

Head of **Content Marketing & Partnerships for Get Response**, Michal Leszczynski, states that "[E]mail engagement is usually quite stable throughout the day and goes in-line with the typical business hours".

So what's best for your customers? While you might start with sending emails on Mondays and Tuesdays, you can also experiment with your times and days to find the best schedule for your customers.



And don't forget to keep their demographics and what you know about them in mind.

For example, if they are typically in full-time work, they might come home and check their email at 6pm, but they might also be rushing to clear their inbox and get started on dinner, so a time later in the evening might be preferable. It's a good idea to run a few test eDMs at different times, depending on your audience, and assess which ones deliver the best open rates.

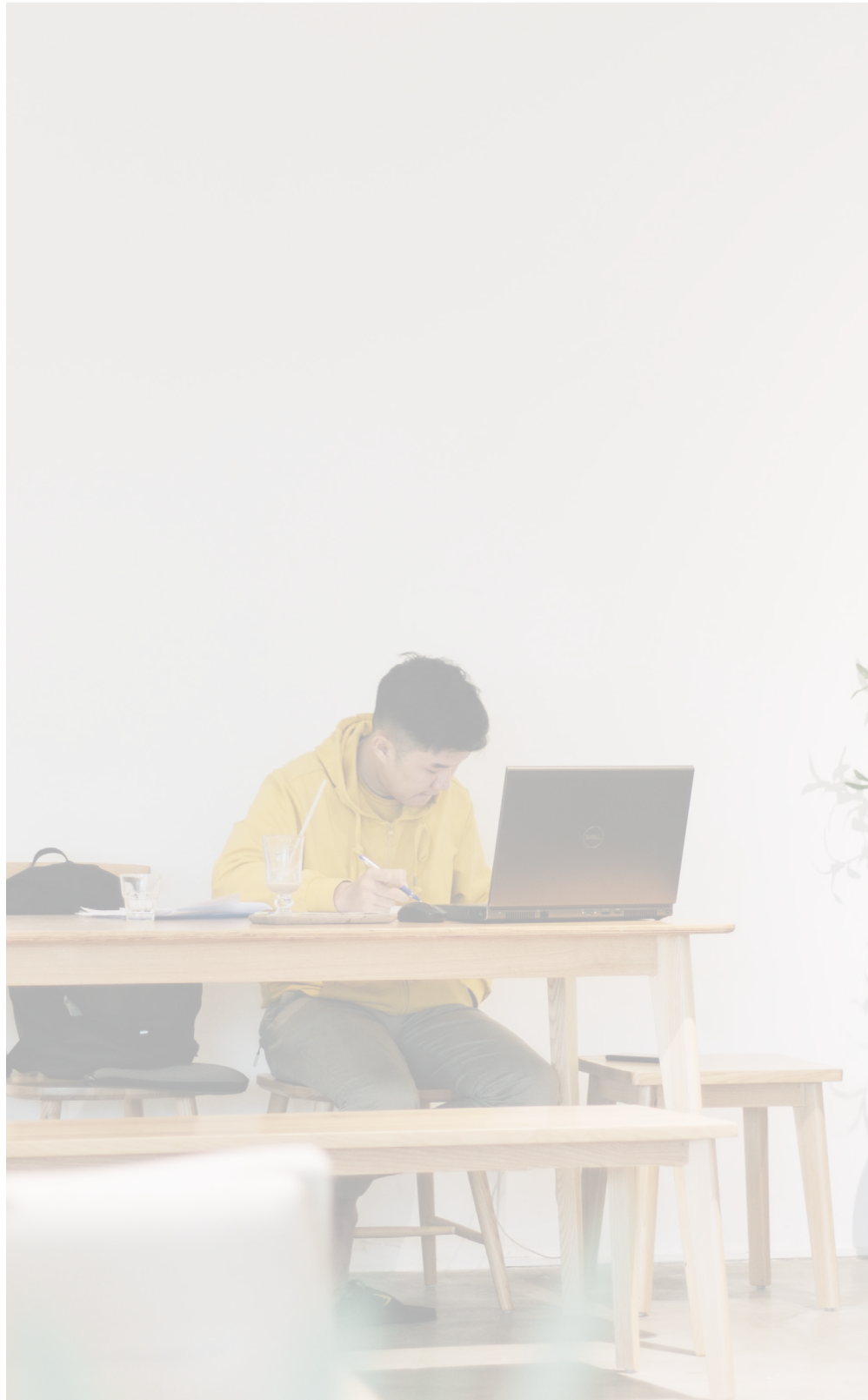


Double check everything.

Before considering the task finished, run back over the steps and double check everything.

With your goal in mind, have you segmented your audience as concisely as possible? Is your content free from errors, clear in its messaging and on brand? Have you scheduled your campaign to go out at a time that will best suit your audience's schedule?

It's easy for errors to slip through in the early stages when you're rushing to get everything done, so a final check can help to keep those issues from making it into your customers' inboxes.



Your eDM marketing checklist: Before, during and after you click send.

Here's your quick checklist for how to do eDM marketing:



One.

Begin with a clear goal in mind.



Two.

Segment your audience.



Three.

Create clear, concise content.



Four.

Include engaging imagery or video.



Five.

Check everything.



Six.

Schedule your email.

Once you've set the foundations of your email marketing strategy, you might need some help automating your marketing process.

Thryv offers trigger-based campaigns for your email marketing needs as well as a pre-made email library, detailed analytics and insights and more to give you time back for your business.