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Email Marketing Guide

Powerful, engaging email campaigns can raise awareness of your brand, interact with your customers and drive sales. Here are some pointers to help ensure that customers open - and more importantly act upon - your digital marketing.

www.moreinstore.co.uk

Top 10 email marketing tips

- 1. Data.** Make sure your data (the contact details of your customers and prospective customers) is current and most importantly your customers have “opted in” to receive email communication from you. Sending emails to customers who have not agreed could lead to you being blacklisted.
- 2. Personalisation.** Make sure you personalise your messages where you can - whether it is Mr Jones or simply the first name of your customer. You will see an increase in response rates just by being more personal.
- 3. Content.** Keep it precise. If you are emailing news, we would recommend including no more than four items and keep those items to a maximum of two paragraphs. Direct people to your website for more information.
- 4. Tips.** People love receiving tips such as “5 great ways to keep your sink like new” and these messages get good response rates.
- 5. Deals and promotions.** People love deals and discovering new products. Offer discounts or extra services for limited periods to convert prospects to sales.
- 6. Subject lines.** The first 5 words in your subject line are critical. Use “Free cleaning kit worth £40 on new Franke Minerva taps this weekend” rather than “Visit our showroom this weekend to receive a free cleaning kit when you buy a Minerva tap”.
- 7. News subject lines.** If you are sending a news e-shot, make sure you include the contents of the email. Don’t send out “September 2013 News”, make it worth opening with “10 tips to save money | New Franke Sink Range | £500 raised for charity”.
- 8. Distribution.** We would recommend using an email distribution programme like Mailchimp (www.mailchimp.com) or Dotmailer (www.dotmailer.co.uk) to manage your digital communications easily. Tuesday, Wednesday and Thursday lunchtimes continue to be the best performing times to send emails, but try testing early mornings around 6am too!
- 9. Frequency.** This is a delicate area and much of it relies on how much content you can create along with the relationship you have with your customers. We would recommend no more than once a week and no less than once a month.
- 10. Testing.** Testing is critical. Don’t rely on certain days or times for best responses. There is no magic formula. Send, analyse, tweak, send, analyse and tweak.