



The Cornerstones of an Effective Email Marketing Campaign

By: *Leslie Garrett, PhD*

Email marketing is becoming more challenging due to the volume of messages people are getting today. Breaking through the clutter of what might be 100 email messages received in one day is no easy task. Sending email marketing messages to a qualified target that 1) get opened and read, and 2) move the target to take action is a worthy goal to work toward.

Knowing when to launch an email marketing campaign or how frequently to message your qualified targets matters. Ideally you will catch them at a time that is convenient for them – not close to or during a significant event, no holidays, not Monday or Friday. You do not want targets to feel like they are being spammed. Rather, you want to give them the impression you understand their schedule and are interested in resolving their needs and challenges.

Email marketing to qualified targets works best when the message offers to address their pain points. Consider the list below of cornerstone items in need of care when email marketing is being discussed, considered and used.

Refine your list. There is a difference between email marketing to a mass audience and messaging to a refined qualified list of targets. For the highest opportunity of success, work with lists that have qualified leads, those who are in the position to make a decision or have direct influence with the decision-maker. Spending resources on unqualified lists is taking a shotgun approach when a rifle would be more successful.

Know your target. While all targets are unique, the pains and challenges of a qualified target market are likely less so. Do your research to learn what the leading challenges are for this group and build your email marketing campaign and resources to address those challenges.

The messenger. Email marketing messages can originate from the sales team or an executive-level person within the organization. Some may choose to have all messages originate from sales, while others leverage their CEO to send messages directly to the qualified targets. Every campaign is different; whom you choose to be the author of the email marketing message depends on that message and what you are asking recipients to do. For example, if you are inviting them to a private event, perhaps having the message come from the CEO will encourage them to sign up and show up. If you are inviting them to a webinar that is run by your sales team, having the message come from sales might be appropriate.

The message = Why. Your message should contain an offering that is valued by the target audience. For example, you might consider designing an email marketing campaign around an event. Having the event as the reason for the emails can make the messages more acceptable to those who receive them. They see this as a temporary influx in their email inbox versus something that could drag on for an extended period of time with the potential of cluttering up their mail with unwanted information.

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Amy L. Juers, MBA

Founder & CEO

651.450.9090

ajuers@EdgeLegalMarketing.com



Your email marketing message should lead the target audience to a destination such as a website to download a resource, an event registration page or another place where they can continue their own exploration into your offerings. There may be information you wish to convey that works better as a custom piece of collateral sent via email such as a brochure designed for one particular qualified group of prospects. Your custom brochure would address that group's most pressing challenges, and putting those issues out front can get your targets to continue to read your content and be more likely to turn the page to learn more. Your message can also contain links to download resources or PDF attachments. Some may not want to open an attachment for security reasons. This is why you might offer a link to an instant download, eliminating the potential barrier to launching an attachment.

Align and leverage alliances strategically. Whom do your qualified targets listen to, align with and respect? Are they members of an association, have an affiliation or do they follow a certain consultant or advisor? If you can identify the people your targets listen to as strategic alliances and foster a relationship to leverage these alliances through some collaborative initiative, your message will carry more weight. Consider hosting an event (e.g., a webinar or luncheon) or developing a piece of collateral (white paper, ebook, article, etc.) that features participation from this alliance.

About the Author

Dr. Leslie Garrett serves Edge Marketing, Inc. as a marketing optimization analyst with expertise in marketing, public relations and management. She is instrumental in leading Edge's corporate consulting and search engine optimization website analytics services.



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Amy L. Juers, MBA

Founder & CEO

651.450.9090

ajuers@EdgeLegalMarketing.com