

A 2015 guide to HTML email marketing



STUDIO REPUBLIC



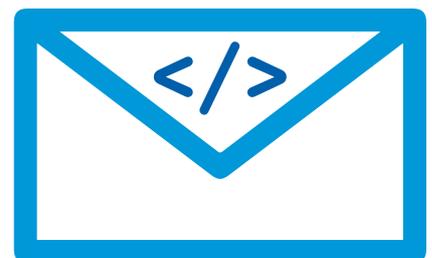
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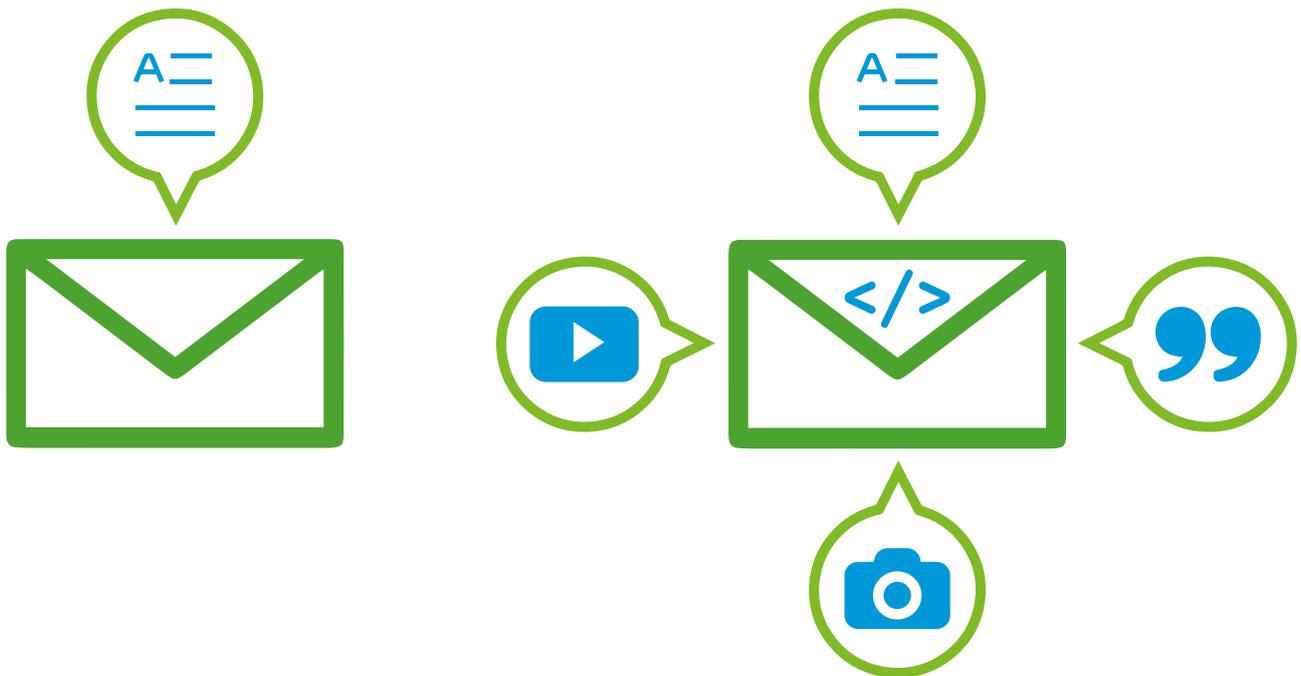


Here at Studio Republic we have sent over 1,000,000 HTML emails for our clients over the years, so we know a thing or two about them. So, I thought it would be good to explain how we are succeeding in this aspect of our digital offering.

Firstly, it is probably worth highlighting what an HTML email is.



SENDING AN EMAIL



Now, in terms of options for sending an email you are somewhat limited. Most users will have access to Outlook or similar and will send out emails comprised mostly of text, sometimes with the odd image or link to a video. The standard form of communication, as we know it and great for communicating with clients, but not much of a marketing tool.

To send an email which is more visually enticing, on brand and designed with a specific purpose in mind then you will need an HTML email. This can have a clear message with specific calls to action and can be tested over a range of email software and devices to ensure that it displays correctly for all your recipients.

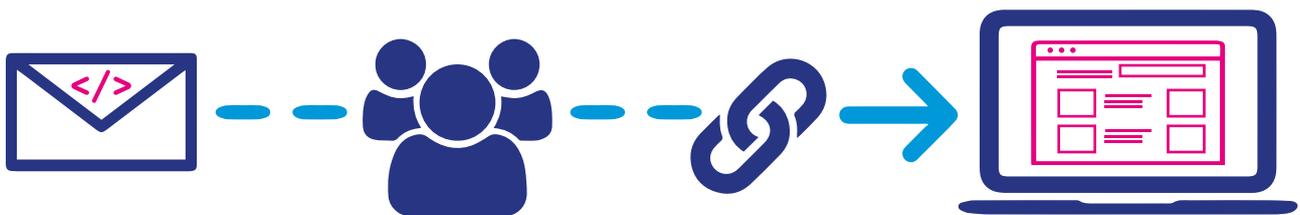


BRANDING



It should incorporate the company's logo, brand colours, typefaces, tone of voice etc.

This acts as brand recognition which can channel users back onto specific pages of interest to them on your website. If the experience is seamless, quick and consistent you will retain their attention.



TESTING AND OPTIMISING



Getting the language right for your target audience can see a massive shift in conversion rates. By using A/B split testing we can test this out on each campaign. A sample of the data is sent a two variants of the email. Our email software then tracks the activity of that sample and determines a winning version. This can be the amount of times each is opened, or how many links are clicked on each, for example. The winning version of the email is then sent to the remainder of the list.

The change to these versions can be very subtle. For example, is a better call to action, "Click here" or "Find out more"? Another example of this is colour selection. Recently, changing a book now button from blue to green on a client's collateral increased conversions by over 10%. The connotations of green and "go" seem to resound well online too!

CONTENT



The content of the email needs to be compelling. Don't just sell to people. Give them something, a voucher, an invite, a competition, a reason to read it, embrace it and invest in your news.

You might be the first to bring them important industry information or the latest legislation, depending on who you are.

This way you will be more likely to keep them in contact. That unsubscribe link is just a click away!

CONSTITENCY



As with all of these things, it is not an overnight success. Regularity of communication means your recipients know that your email is coming through every month or quarter and expect it to arrive in their inbox, and as long as it remains useful and pertinent to them they will be happy to receive it.

It is striking that balance of not too often and not often enough which depends on your sector, product, service and information being offered.



SUBJECT LINES



Subject lines are another very important factor to get right. Just because your email has landed in someone's inbox, there's no guarantee that they will open and read it.

Align the subject line with the content; it should be a teaser of what's to come and should give them a reason to open your email.

You can personalise it for the recipient... "Hi Brian..." making them feel it's specifically for them and not just another marketing eshot.

A/B split testing can be really valuable with subject lines too.

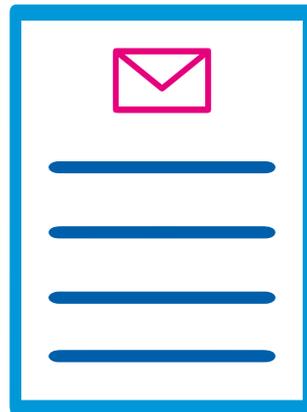
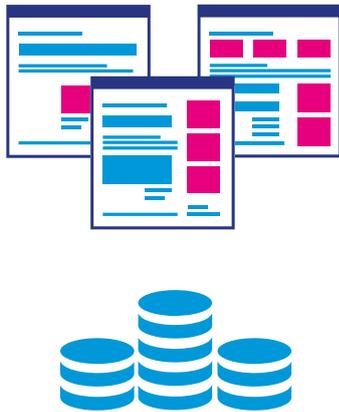
Most importantly, avoid generic subject lines to make yours stand out in a crowded inbox.



PROVIDER



Campaign Monitor



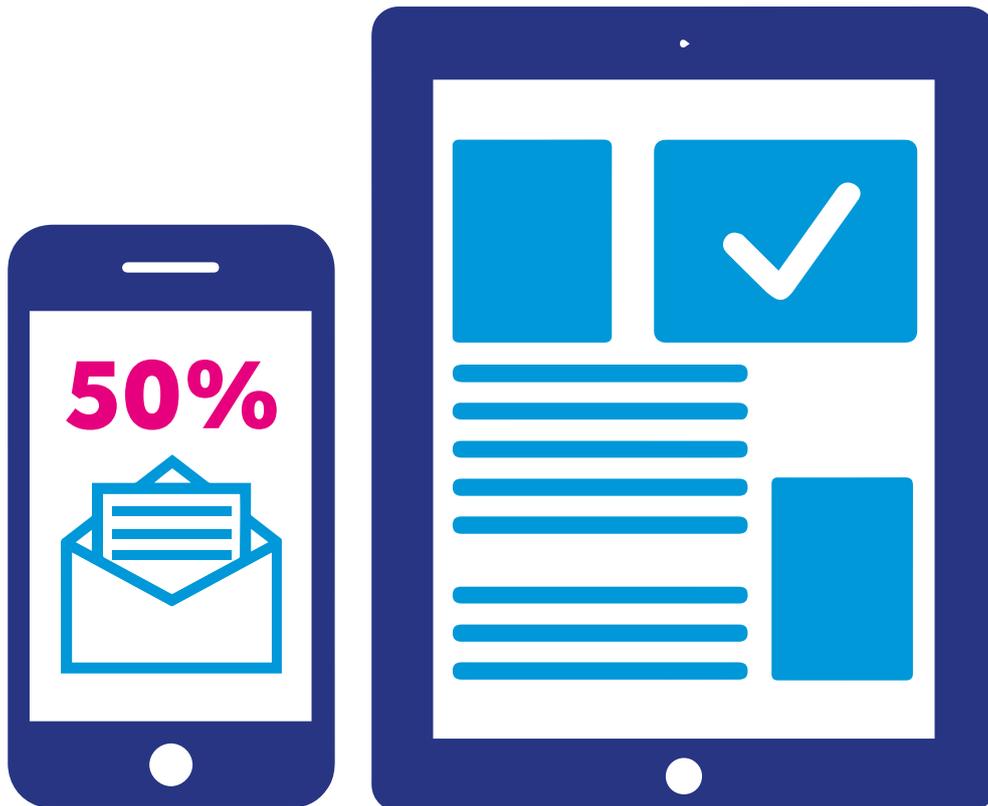
We recommend “Campaign Monitor” as our preferred email distribution provider. This is due to the intuitive interface, the level of reporting and design flexibility it offers. By designing and building templates for our clients they can take control of their emails, making the process of sending them easier, and dramatically reducing their costs.

Mailing lists can be uploaded as Excel files or captured from your website, CRM system, ecommerce store or using the Campaign Monitor app at trade shows.

Campaign Monitor reports on open rates, click throughs, bounce backs and geographical information on where emails have been opened. It also tracks a user’s historical activity, so you can see which campaigns each of your subscribers has engaged with, allowing you to tailor future emails to their preferences.



MOBILE



With statistics showing that over 50% of emails are opened on a mobile, any communication must be optimised for mobile and tablet devices. The email templates we build are set up to be responsive, so rather than shrinking on mobiles, making them hard to read, the layout adjusts to fit the screen. This way all recipients have the best possible experience when opening the email.



www.studiorepublic.com

As you can see, there are many aspects of an HTML email campaign to get right, so if you are in any doubt, allow us to help you benefit from our experience and get it right first time.



Either email hello@studiorepublic.com or call Jack de Wolf, our client services manager, on [01962 659123](tel:01962659123).