

# eMarketing Tips

*from the experts*

# 101

## Attention Requires Permission

Did you know “Permission” is the last “P” in the Marketing Mix? You can only get the recipient’s attention if you have the explicit permission to do so. The permission doesn’t guarantee that your email marketing campaign will be a success, but if you send it without permission, prepare to face the wrath of the 2003 CAN SPAM Act. It is illegal to send unwanted email. Know your audience, target and acquire, but make sure you get permission first, preferably via a double opt-in method.

## Timing is Everything

Email delivery and response is like buying a good stock. It’s about being in the right place at the right time. Consider that during the holidays, people tend to be away from their computers. Upon returning, there’s a large chance they will delete all but the most important messages in a rush, without a second look. This is why you should avoid conducting major email marketing campaigns during December, January, July, and August. The best way to reach your customer at holiday time is to send personalized direct mail.

What’s the best day to send your email? If your message is of recreational interest and read at work, send it on Wednesday or Thursday. If it’s primarily read at home and focuses on spare-time activities, send it on Sunday. Whatever you do, avoid Monday!

## Don’t be a stranger

People don’t take rides from strangers, and they don’t read mail from <info@corp.com>. Choose a name wisely. Remember, spam filters are smart and are programmed to recognize you before your mail hits the inbox. Also, create a snazzy HTML template that incorporates your brand and colors. Branding your email will give you greater exposure and increase the likelihood your email will be read.

## Killer Subject Lines Entice

The only problem is that you only have a few words to entice a response. All subjects should be about benefits. After all, the recipient’s concern is literally, “What’s in it for me?” Question your audience as they tend to yield higher response rates. Avoid anything commonly found in the subject lines of spam, including exclamation marks, dollar signs, uppercase text, and the words “free” and “you.” Browse through your “SPAM” bucket and learn from someone else’s mistakes so you can maximize your reach and response rates.

## It’s Nothing Personal

When you launch your first campaign, don’t be surprised if you experience subscription attrition. In fact, it is best to drop names from your list. Why waste money on a prospect who might not ever become your customer? Sometimes, it pays to be fearless and creative and risk losing some people on your list. It’s not personal. It’s just the business of email.

Get help from the eMarketing Experts at Cognovi. Call us today to see how we can help your business achieve success. 832.524.8125  
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