

## "How Good Is Your Email Campaign?"

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Barcelona, November 13th 2009

### Trends and developments

- Number of communication impulses increases
- From push to pull
- More scanning and zapping, less reading
- Form before content
- Hand on the mouse (competition?)
- Quicker, faster
- Visitors mainly see what they are looking for
- Visitor in control
  - no moving (long) copy
  - no intro
  - no unexpected links to pdf
  - no links to mailbox (forms are better)

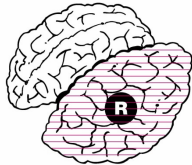
## Success factors in push communication

- The right target group
- The right timing
- The right offer
- The way you communicate

## Success factors in pull communication

- Being found
- Does the proposal match the visitor's questions
- Usability and navigation
- Presentation and lay out of your copy

## The 1<sup>st</sup> short dialogue



Right brain half (emotional part)  
Quick impression  
Based on form and word-images

- Images
- Lay out
- Short copy (headlines etc)

Which track? Right brain half looks for benefits

## Learnings from the eye camera

- Looking sequence is fixed
- Visitors do not know how they look
- Unconscious behaviour
- It cannot be learned in a different way

**Images before copy**  
**Form before content**



Extra gentle for the most sensitive skin.

Babies with ultra sensitive skin, add the chemicals and moisture of urine and stools, and you have diaper rash.

baby™

Dialogtrainers.nl

This advertisement features a baby sitting in a diaper and a stack of baby diapers. Both the baby and the stack of diapers are overlaid with a heatmap, showing areas of high sensitivity in red and yellow. The text 'Extra gentle for the most sensitive skin.' is positioned to the right of the baby. Below it, a smaller line of text reads: 'Babies with ultra sensitive skin, add the chemicals and moisture of urine and stools, and you have diaper rash.' The 'baby' logo is visible on the stack of diapers. The entire advertisement is set within a white rectangular frame, which is itself centered on a red background. At the bottom of the red background, the website 'Dialogtrainers.nl' is written in white text.

Extra gentle for the most sensitive skin.

Babies with ultra sensitive skin, add the chemicals and moisture of urine and stools, and you have diaper rash.

baby™

Dialogtrainers.nl

This advertisement is identical to the one above, but the baby is shown from a side profile, sitting on the floor. The heatmap overlays are present on the baby's back and the stack of diapers. The text and logo are the same as in the first advertisement. The entire advertisement is set within a white rectangular frame, which is itself centered on a red background. At the bottom of the red background, the website 'Dialogtrainers.nl' is written in white text.

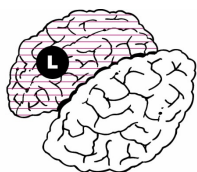
## Looking sequence based on form and content

- Large image before small image
- Warm colours before cold colours
- Humans before products
- Children before adults
- Portrait before complete human image
- Eyes are a very strong element

Stronger, less functional:

- Nudity
- Moving images

## The 2<sup>nd</sup> dialogue (reading phase)



Left brain half (rational part)  
Slower  
Based on text

- Text blocs
- Longer copy
- Benefits as well as features

Interactivity =

Looking → Reading → Interaction

## What makes people read?

### Basic Motivators

1. Greed  
Earn, save, getting for free
2. Fear  
Looking for safety and security
3. Status  
People want to be seen as an identity
4. Personal development  
People want to learn, grow and understand



## Difference between copy on paper and on a screen

- Text from paper reads up to 50% faster than from screen
- Paper gives a better understanding
- Paper is better memorised

## Guidelines for on line text

- Headlines are a must
- Not too long paragraphs, max 6/12 lines
- Longer paragraph? Use a lead
- Use sub headers
- Long copy only after [read more](#)
- Enumerations under each other
  - 
  - 
  -
- [Use hyperlinks](#)

## More guidelines

### Use of colour

- Dark on light
- Much contrast, but no transparency
- No backgrounds
- Printable version

## More guidelines

### Scroll

- Only vertical
- 1,5 to 2 screens
- Or use anchor tags

## Hyperlinks

- [Coloured and underlined](#)
- Only underline [hyperlinks](#)
- Immediately clear what 's after the click
- May contain 3 to 10 words
- Not more information, but:
  - [Send me a brochure](#)
    - Link to reply form (no link to outlook)
  - [Read more](#)
    - Link to (printable) web text (not PDF)
  - [Download your PDF brochure](#)
    - Link to PDF file

## And some more tips

- Spelling control is not enough
- Update the information every ????
- No referral copy
- November 9<sup>th</sup> 2009 or 9 November 2009
- Not 09-11-2009 or 11-09-2009



## Ways to get the attention of the reader

### Effective

- Headlines**
- Subheaders**
- Copy in a box
- bullet points
  - 
  - 
  -

### Do not:

- CAPITALS ONLY
- S p a c i n g
- Italic ("only testimonials")*

## Marketing objectives of e-mail

- Give information (newsletter)
- Get information (questionnaire/poll)
- Get new clients
- Sell more to existing clients
- Keep your customers (retain)
- Traffic to your website
- Pre announcements
- Follow up (paper) mailings
- Service mailing



## How to get e-mail addresses?

- Website
- points of personal sale (counters)
- Call centers
- Front office
- Back office
- All paper communication vehicles





## The power of e-mail decreases

### The recipient....

- Becomes more critical
- Opens less e-mail
- Hesitates to subscribe
- Unsubscribes more often
- Is allergic for SPAM
  
- But..... can also still be very succesfull

## E-mailings

### Sender line

- Maximum 25 positions
- Not a .....@.....es
- Name of the company/brand/title
- Plus if possible the name of a person

## E-mailings

### Subject line

- Maximum 60 positions
- Rather less than 50
- Do not repeat the sender line

## E-mailings

### Subject line

- Maximum 60 positions
- Rather less than 50
- Do not repeat the sender line
- Carefull with !!! “.....” and ☺ ☺
- Not only UPPERCASE
- Use names
- Or other variables from your file
- Use .....you..., your .....Sie..., Ihnen... etc.
- Emphasize topicality
- 



## E-mailings

### Preview pane

- Immediate connection with subjectline
- Left upper side most important part
- Personalise if possible



## E-mailings

### Preview pane

- Immediate connection with subjectline
- Left upper side most important part
- Personalise if possible
- Or a group name
- Action button visible



## E-mailings

### Body content

- Pyramide structure
- Most important at the top
- 5 -30 rule    elevator speech



**Tell me quick and tell me through  
or else my love  
to hell with you**

David Ogilvy



## E-mailings

### Body content

- Pyramide structure
- Most important at the top
- 5 -30 rule elevator speech
- No warm up copy, directly to the point
- Use bullits
- More action banners and hyperlinks to react
- All pictures clickable
- Background information: Hyperlinks
- Action: Hyperlink
- Tell a friend



## Frequency of sending e-mailings

- What is the expectation?
- Is the information **relevant**?
- The stronger your relationship, the more often you can communicate
- Not too less (your clients will forget you) and not too much (they will unsubscribe)

## Test before you send out

Points of attention:

- HTML
- All (hyper)links
- Polls
- Unsubscribe
- Accessibility of the website

## Increase the opening percentage

- Time/moment of sending the e-mailings
- Sender
- Subjectline
- Previewpane

## Increase the click trough rate (ctr)

- Headlines
- Hyperlinks
- Write more active
- Deadlines
- make all pictures clickable

## Tips for your replyform

- Name of the formular
- Clear privacy policy
- Ask only for information you use
- Automatic control @ in e-mail
- Compulsary fields \*
- Ask for sexe code
- Clear button "send" + affirmation page



Windows Internet Explorer window: All About eMail Virtual Conference & Expo 2009 Registration - Windows Internet Explorer

Address bar: <http://event.on24.com/eventRegistration/EventLobbyServlet?target=registration.jsp&eventid=163024&sessionid=1&key=842288744525807482D1F3DBA186E>

Form fields and labels:

- Last Name \*
- Email \*
- About Your Company
- Company \*
- Street Address Line 1 \*
- Street Address Line 2 \*
- City \*
- State/Province \*
- Zip/Postal Code \*
- Country \* (United States)
- Phone \*
- Please indicate which ONE category best describes your firm's principal business\* (If "Other," then please specify)
- Please indicate which ONE of the following best describes your job function\* (If "Other," then please specify)
- Annual sales volume \*
- In the performance of your job, please check the one that best describes your purchasing authority \*
- What is your main email marketing challenge?\* (Check all that apply)

Marketing Challenges (checkboxes):

- Acquisition/lead generation
- Integration with social
- Segmentation
- Integration with new technologies (e.g. video)
- Integration with web analytics programs
- Integration with CRM/database system

Also Exhibiting:

- Emailvision
- ADMail-NET
- FATHOM SEO
- Bronto
- eMIC
- ReturnPath

Media Partner:

- email experience council


QuestBack.no - profesjonell og brukervennlig løsning for online spørreundersøkelser - QuestBack - Windows Internet Explorer

http://www.questback.no/no/Skjema/Kontaktskjema/

Bestand    Bewerken    Beeld    Favorieten    Extra    Help

QuestBack.no - profesjonell og brukervennlig løs...

Kontakt



Hjem    Våre tjenester    Bruksområder    Produkt    Kunder    Om oss

### Kontaktskjema

Vennligst fyll inn dine kontakt detaljer og beskriv hva vi kan hjelpe deg med. Tusen takk.

Obligatoriske felter er markert med \*

Fornavn \*   

Etternavn \*   

Firma \*   

Land \*    Vennligst velg et land. ▾

E-post \*   

Mobiltelefon   

Melding \*   

Send


QuestBack.no - profesjonell og brukervennlig løsning for online spørreundersøkelser - QuestBack - Windows Internet Explorer

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### Kontaktskjema

Vennligst fyll inn dine kontakt detaljer og beskriv hva vi kan hjelpe deg med. Tusen takk.

Obligatoriske felter er markert med \*

Fornavn \*    Michael

Etternavn \*    Jyll tot Keeerensbergen

Firma \*    onal Advertising Agency

Land \*    Netherlands ▾

E-post \*    bwoelinga@quicknet.nl

Mobiltelefon   

Melding \*   

Send

http://www.carryon.be/NL/detail/507/ultra-light-trolley-koffer-roncato

**Vraag meer informatie aan**

\* verplichte velden

Verzenden

Ook in deze collectie...

http://www.smart-promotions.nl/offerte.php?id=35

WorldClient | WorldClient | Belgian Gifts & Ince | Online Catalogue | **Smart Prom...** | Vliegtickets.nl | Radio 2 | Radio 2

[Onze klanten](#) | [Home](#) | [Producten](#) | [Contact](#) | [Offerte](#)

Bent u op zoek naar de nieuwste en meest doeltreffende promotie voor uw bedrijf, dan bent u bij ons aan het juiste adres!

Wij bieden u een assortiment van de nieuwste promotie artikelen om u te verzekeren van een succesvolle promotie campagne!

Niet al onze artikelen staan op deze website, wij kunnen alles voor u regelen op het gebied van promoties! Neem contact met ons op indien u een uniek concept en/of product zoekt maar nog niet gevonden heeft.

**Offerte**  
U kunt hier een offerte aanvragen.

Bedrijf   
 Branche   
 Contactpersoon   
 De Heer  Mevrouw  
 Adres   
 Postcode   
 Plaats   
 Telefoon   
 E-mail\*

Ik wil graag een vrijblijvende offerte ontvangen voor:

Artikel	Aantal	Omschrijving
Muismatten Hardtop	<input type="text"/>	<input type="text"/>

Stuur mij een staffel prijs bij de volgende aantallen

Capaciteit

Ik zou graag  per e-mail  geïnformeerd willen worden.

**Ga direct naar:**

- 1 - Muismatten
- 2 - USB Sticks
- 3 - NoteStix
- 4 - Digitale fotolijst
- 5 - Magneten
- 6 - Mp3 spelers
- 7 - Cardreaders
- 8 - Geheugenkaarten
- 9 - Muizen
- 10 - Onderzetters
- 11 - Bar Runner
- 12 - Promotie dranken
- 13 - Thermoaccs
- 14 - Chatcover
- 15 - Naam Badge
- 16 - Iskrabber
- 17 - Markclois
- 18 - Artwork
- 19 - Seat Cover
- 20 - Broodrooster

**LET OP!**

**Artwork**  
Heeft u nog geen artwork maar u wilt relatiegeschenken laten maken? lees meer...

## Bring the attention to the reader

- What are the visitors/recipients needs?
- Which questions are in the visitors/recipients mind?
- What are his alternatives?
- How much time has your visitor/recipient?

## Writing convincing copy is

50%: gathering questions of the reader/visitor

- For me?
- What is my benefit?
- Which applications?
- Proof?
- How do I get more information?

20% : writing answers (rough copy)

30% : fine tuning

## Basic principle

Do not write what you want to tell

but

write what your reader/visitor/client wants to hear



Not:

We will send you a confirmation in your mailbox

but

You receive a confirmation in your mailbox



## How to improve your copy?

### Step 1 Delete

- words, sentences, paragraphs
- Avoid weak words
  - try, hope, but, in principle
- Avoid generalisations
  - Always, everything, never, everywhere etc

## Strong words to add

- You, your
- Names of persons
- Free
- New
- Actual
- Quality
- Proof
- Guarantee
- Exclusive for ...
- Specially for
- Today

## How to improve your copy?

Step 2            Count the number of words per sentence

- Sentences of max 15 words (instead of 17 on paper)
- Average 9 or less
- Be aware of ,, and the word: and
- 

## How to improve your copy?

Step 3            Write positive

- Avoid negativism
- Avoid “no”, “not”, “never”
- People cannot NOT think of a subject
  - Not for large companies    = Developed for smaller companies
  - Not far from the beach      = 300 meters from the beach
  - No need for technical staff= Easy to install yourself

## How to improve your copy?

### Step 4 Write active

- Write in the present time
- Avoid “will”, “shall”, “would”, “should”
- Use verbs instead of nouns
  - Organise instead of organisation
  - Install instead of installation



## How to improve your copy?

### Step 5 Make your copy personal

#### About you

- We, us, our
- Company name

#### About your target group

- You, your
- (group) name of target group

In relation:

1 : 2

## How to improve your copy?

Step 6            Use imaging words

- 3 mm
- 3 mm thick or at least 3 mm thick
- 3 mm thin or only 3 mm thin
- House?

## How to improve your copy?

Step 7            Write concrete

- Avoid: before long, shortly, soon, as soon as possible etc
- Better: before december 20th  
              within three days  
              ultimately december 31st
- Avoid: recent, recently, lately
- Better: April this year, november 2008

## How to improve your copy?

Step 8

Final check

Read your copy aloud