



## EMAIL MARKETING 202 – THE ADVANCED STUFF

Email marketing is the cornerstone of digital marketing and one of the most effective channels for customer relationship building. You depend on implementing groundbreaking marketing strategies relevant to your company's needs and its marketing goals.

For simple and powerful information that can help this explore the ABCD's related to advanced email marketing strategies and tips on achieving them.

### The ABCD's of Advanced Email Marketing

Following are four powerful yet simple strategies to take your email marketing efforts to the next level.

## A - Applying 10-10-80 Testing:

A practical and popular A/B testing trick is to send out two email variations each to 10% of your potential customers. Obtain the results from the testing after X amount of time has passed (an average time is usually a full day or less.) The winning variation triggers an automatic send to the remaining 80% of your subscriber base.

You can use this A/B testing method for all of your campaigns to help you collect valuable insight into your customer responses and give you effortless targetting of your marketing efforts. Test any or all of the following elements in your email:

- Subject Line
- Placement of logo
- Call-to-Action
- The layout of the email
- Font text, color, or size
- Personalization

**Example:** You may want to see which subject line gets the best response. In that case, send the two initial emails with different subject lines to the two 10% test groups. The email that achieves the best open rate within 24 hours gets sent out to the remaining 80% of your email list.

To generate insightful results from the testing, you must know what you are trying to measure because it is your test plan. Once you have a plan in place, you need to analyze how you will measure the success of the testing process and how you will assess the results and make the final decision.



## B - Bounce Rate:

The Bounce Rate for your email campaign is a crucial metric in examining the success of your marketing efforts. It is a useful analytic tool that can be ignored amidst all the others, such as the email open and click rates. On an advanced level, monitoring bounce rates can be critical to the outcome of a campaign.

Bounce rate is the percentage of sent emails that do not reach the intended recipient. When deliverability rates are high, it means that not only did the email reach its destination, it will also be more likely to be opened by targeted recipients. Many email providers can calculate bounce rates for you.

There are two main types of bounce rates:

- Soft bounce rate: Soft bounce rates mean the email server rejected the attempted email deliveries, and it could happen because of the strong firewalls in office settings, full inboxes, and other reasons that are not too worrying.
- Hard bounce rate: In contrast, hard bounce rates signify that the number of attempted emails were either sent to a false email address or email addresses that do not exist. Higher hard bounce rates can indicate that you need to clean up your database because it is a major red flag for campaigns. It serves as a crucial reminder to properly filter your email lists to remove wrong/bad email addresses and get valid email addresses relevant to the campaign or your business.

Bounce rates can help you evaluate the data points of your campaign and keep you competitive by comparing industry email bounce rates. Higher bounce rates are not good news; you aim for the lowest possible percentages, ideally less than 1%.

## C – Create Exclusive Content

We have heard the saying Content is King, but creating meaningless content is not enough. We are past the introductory stage of hiring a content creator that will spice things up for your brand, and the content creator can only do an exceptional job if the content is exclusive and brilliantly thought out. And figuring out how to make content unique is not an easy task.

Customers have numerous reasons for signing up for different emailing options. Some of them sign up out of boredom and others out of curiosity or mild interest. A list of potential prospects gets collected from many various sources as well. So if your brand now has a chance to enter their mailboxes, what will you do to extend your stay? Suppose your content is overly promotional and all about new deals. In that case, it will most likely be redundant content and, after a while, ignored because it is not adding value to their lives.

Every potential customer has unique preferences and a buyer persona, making the content exclusive to their needs rather than yours. The offers and deals should be easily accessible on your websites; make your emails more engaging and interactive by sharing insightful tips about your brand and products.

**Vital: It's not about what you are selling! It's about what the customer is buying. So, get to know your customers and what THEY want, and you can create engaging content.**



Offer exclusive discounts to potential customers that will share your email subscription or details about a new product launch by providing referral codes. Reward programs can be part of your marketing strategy for loyal customers or subscribers that stick around for a longer time. Survey your potential customers. It is a wise marketing person who puts in the effort to know his potential customers and offer them something they want.

## D - Driving Sales



Some simple (and sometimes secret) email marketing techniques can drive sales for your product or brand. These include:

- **Optimizing Post Purchase Emails:** 88% of online consumers trust the online reviews of products as much as they love personal recommendations. So getting those online reviews is crucial and making sure that they are positive is a feat on its own but very doable. You need to adopt a proactive email approach for your brand and reach out to customers directly post-purchase and in-time so they remember you. There is an old saying, 'if you don't ask, you don't get.' Very accurate when it comes to positive reviews for your products. Ask for a review or recommendation! Give purchasers a reason to give you positive reviews. Of course, it starts with ensuring that you deliver what the customer purchased and that it is as advertised or better.

- **Cart Abandonment Sequences:** 33% of opened cart abandonment emails drive up a sale. It only takes one email to get that customer back to purchasing their abandoned good. A good chunk of revenue is lost if you do not set up a proper cart abandonment follow-up sequence—innovative messaging used in your cart abandonment follow-up emails gets the customer back to you. Analyze different cart sequences to understand how you can optimize the process.

- **Single Campaign Opt-Outs:** If you plan to launch several campaigns at different time intervals, then let the customers opt-out of single campaigns that have run their course in the subscriber's inbox. If you are starting a series of emails, let them opt out of the series in the first email. It will make them more curious about what will happen next. If they are not interested from the start, it is a lot better; they opt out because the probability is they won't be interested in later emails.

These advanced email marketing strategies can help your brand meet and exceed your customers' expectations, measure campaign effectiveness, and make your email marketing campaigns more successful. If you need assistance, contact <https://marketingresultsint.com/> - they can help you with your campaigns.

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