

Utilising Emails to Maximum Effect

Email broadcasts are an increasingly important element of the direct marketing mix, but don't fall into the trap of thinking that it's a low cost alternative to other activities. It's an ideal medium in which to maintain communications with existing customers via a newsletter format, but it's not particularly effective for prospecting new business when used in isolation.

Instead, consider using emails as part of an integrated approach dovetailing it with, say, your mailing and telemarketing campaigns. We've tested response from mailings in isolation, mailing plus email broadcast two days later and mailing, email broadcast and telemarketing follow up, and the improved response rate is significant when emailing is used as part of an integrated strategy.

Here are some basic rules for your next email activity:

- Avoiding spam filters is a challenge – avoid words such as Free, Special Offer, Save £££'s etc in your subject line.
- Encourage interaction from your email to start an on-going relationship – you have just a few seconds to convey to the recipient that you are an organisation they can trust and that they want further information from you.
- A clear link to your website is essential but your website also needs to “do the business”
- Broadcasts on Tuesdays and Wednesdays are generally considered to be the best days, between 11am -12 noon and 2-3 pm
- Test alternative copy and design approaches to see which performs best.
- As with mailing, personalisation and/or market segmentation can increase response rates.
- Always feature an unsubscribe link.
- Manage bouncebacks quickly to keep your data clean.

For emails available from Leisure Lists just click on the relevant button on the website. Alternatively, call 01787 311367 or email john@leisurelists.co.uk for further details.

Best Practice Guides from John Turner Leisure Marketing

These six guides to good direct marketing practice are not designed to be the definitive work on the subject. Instead, they aim to provide easy to digest pointers that can dramatically improve your direct marketing skills without having to spend many hours trawling over the latest text book, attending conferences or employing external resource.

John Turner has over thirty years experience of the UK leisure industry, the vast majority of which has concentrated on the direct marketing sector, so do take advantage of this free resource and surprise yourself with the results you can achieve.

The six topics covered are:

- Specifying Data
- Saving £££' on Postage
- Successful Email Campaigns
- Making Telemarketing Work
- Direct Mail Letters that Work
- How to Maximise Response