

# Choosing the Right Email Marketing System

Consumer acquisition via Email Marketing has quadrupled in the last four years, despite the rising popularity of alternative communication activities such as Social Media. 77% of Consumers say they prefer to receive marketing-based communications via email, and 72% of B2B buyers actively share useful content received via email (Custora, 2013).



Email Marketing is by no means a simple process, and over the years has become more challenging and sophisticated. Spammers, bad sending reputations and poorly targeted emails have tarnished the trustworthiness of Email Marketing, which can make it an exhausting and time consuming procedure to get right.

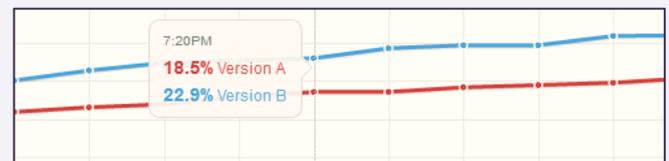
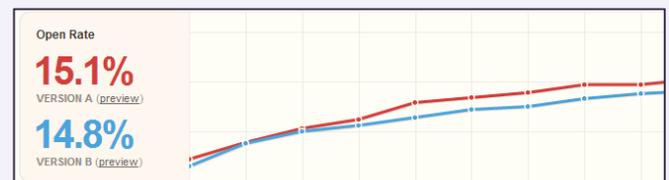
Choosing an Email Marketing System (EMS) that is best suited to your goals can be just as strenuous, but will make all the difference to the success of your campaign. Email has the highest ROI of any other marketing investment, so it's worth it to put in the hard yards getting it right. This starts with choosing the right EMS that is not only a good fit now, but can support your changing needs as your business grows. Below we've listed 4 basic features to look for when choosing your Email Marketing System.

## A/B Testing

The idea of split testing is to send two versions of your campaign to two small groups of your list. A winner is chosen from the two versions, based on opens or clicks, and sent to the remaining subscribers.

You don't know what is going to work for your audience unless you test it. What day of the week will give you better open rates? What subject lines are most effective?

Your EMS should be able to answer these questions for you with simple to run A/B testing features.



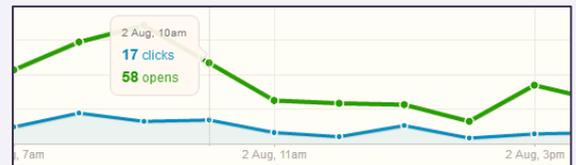
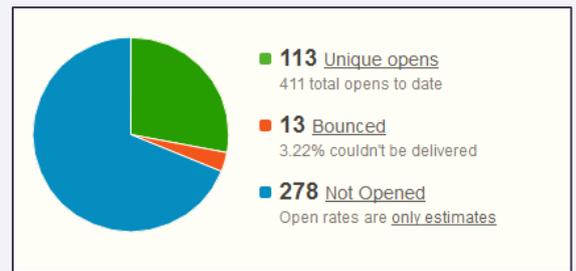
## Responsive Design

Up to 50% or more of your emails will be opened on some type of mobile device, so optimising for smaller screens is imperative to the success of your campaigns. Most leading EMS providers offer a range of predesigned templates which are automatically optimised for both desktop and mobile clients. If you're coding your own emails, testing features will be your best friend. Make sure your system allows for easy testing for various email clients and devices.

## Valuable Reporting

A great EMS will be able to give you clear and insightful reports telling you:

- Who opened your campaign, when they opened it and how many times
- What they were interested in and what links they clicked on
- Which subscribers forwarded your message on or shared it with their friends on Facebook or twitter
- Which emails bounced and couldn't be delivered
- What sales, conversions and ROI your campaign has generated for and work easily with external analytic software.



As well as help you track trends and performance over time.

## Autoresponders

A definite must-have for your EMS, these are hugely effective but greatly undervalued. You can send product information relating to a recent purchase, wish someone a happy birthday or welcome new subscribers with a series of informative emails.

A good EMS should let you easily set event-based triggers that will send specific emails based on certain factors. For example, upon sign-up you may want to send an informative series to walk new users through your offerings.

### For more information:

Your greatest tool in achieving competitive advantage is an online marketing agency that understands the complexities of online performance and has a proven track record of success. With more than 10 years' experience in online marketing, and more than half of our team having run successful businesses – we know how to do digital.

Contact one of our online specialists today on +64 9 525 8818, and discover what we can help you and your business achieve.