

Email Marketing 101

Maximizing Email Results

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Agenda

- Introduction
- Avoiding SPAM Content Filters
- Dealing with Images
- Writing Tips
- HTML Coding Tips

For Today's Attendees

- **Pinpointe:**

- Free - 1 month Pinpointe Service
- \$49 - \$550 value
- www.pinpointe.com/get-started
- Coupon code: **PPTNPW100**
- (Monthly subscription 5k/mo – 100k/mo)

- **Netprospex:**

- Free NetProspex trial account with 100 contacts
- Access to 19 million business contacts
- Verified email / phone
- Email hello@netprospex.com to get started



What Today's Session IS / IS NOT

TOPIC IS:

- “Tactics to improve the readability, response and delivery of HTML emails”
- Or.. “Why did my good Email go Bad?”

TOPIC IS NOT:

- How Can I trick a SPAM filter??
- Top Tips based on analysis of several hundred million customer emails

What Affects Email Responses ?

- **Readability: Content (Email Marketing 101):**



- Once it's delivered – make sure it's read!
- Avoid "Spam-like" content
- Effective image use
- Effective writing style and content structure

- **Sending Reputation (Email Marketing 201):**

- Proper email sever configuration
- Emails Server IP address reputation
- Complaints against your domain, IPs
- Bounces (list quality), spamtrap hits
- Correct sender header, etc

SPAM Content Filters.

SPAM Content Filter Operation

- Based on statistical analysis of phrases, content
- Many different content filters:
 - Hotmail, yahoo, gmail, spamassassin, ...
- Calculates a SPAM score based on content
- If score > threshold value, then:
 - Deliver email to SPAM folder, or
 - Drop it, report failure to sender, or
 - Throw it away and don't tell anyone (e.g., hotmail) - !!

Avoiding SPAM Content Filters

Content Examples	SPAM Score
Incorporates tracking ID (Click tracking)	+1.1 – 2.0
HTML and Text parts are different	+1.5 ~ 2.5
Message has only Text or only HTML part	+1.1 ~ 2.1
“Your Bills”, “Your Family”, “As Seen”, “Buy”, “Millions ..”	+0.9 ~ 3.2
Subject is ALL CAPITAL LETTERS	+0.5 ~ 1.5
Email Address appears in Subject	+0.7 ~ +1.2
“Dear Friend”	+1.8 ~ 2.7
“Dear (something)”	+1.7 ~ +1.9
“Money back guarantee”	+0.6 ~ 2.9
“ACT NOW”	+0.9 ~ 2.4
Topics: Money, finances, security, medication	+1.1 ~ 2.5

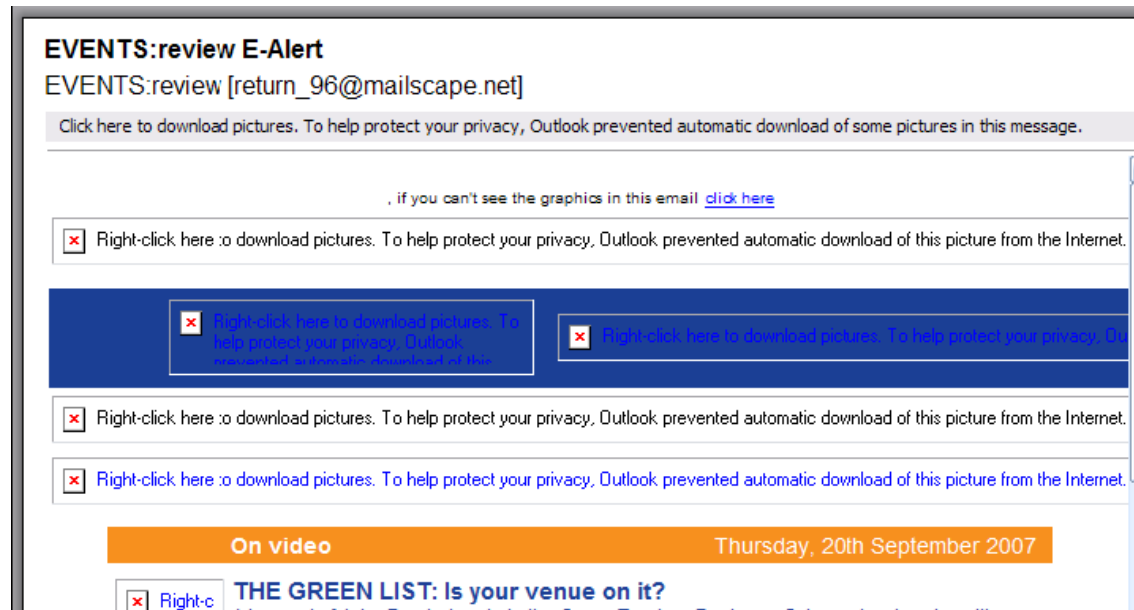
The full spamassassin tests are at:

http://spamassassin.apache.org/tests_3_3_x.html

Images. Do's and Don'ts

HTML Email: Using Images

- Images disabled for 65% of email clients
- How will your email look without images?
- This email isn't too informative, is it?



Images: Avoid One Big Image!

What I sent:



Click here to [unsubscribe](#)

What they got:

Image.jpg

Click here to [unsubscribe](#)

Poor response.

Tips for Using Images

- Use images sparingly (B2B)
- Add 'ALternate text tags in HTML:
 - ``
- Preview with images blocked
- Never use one big image
 - Looks dumb
 - Increases your SPAM score!

Writing Tips.



Email Writing Tips: Break it Down

Focus on each part of the email:

- Subject + From
- Salutation
- Introduction: “Think Above the Fold”
- Body
- Signature
- Links – Effective Use

- **Join us for our ‘Writing Tips’ Webinar**

Importance of Email Subject

- >40% of decision to open is based on the subject + 'send-from'
- **Tip:** 69% of recipients decide whether to report email as spam based on the subject line (*source: ESPC*)
- The 50/50 Rule:
 - Spend 50% on the subject + Intro
 - 50% for everything else (including design)
- The 80/20 Rule of Email Subjects:
 - 8 of 10 people will skim your email subject line
 - Less than 2 in 10 will read the rest / take action

The Opening: “Above the Fold”

- **“FOLD”**: The “First 3 lines / 300 pixels (Preview pane)
- You have email subject + 3 lines to get attention...
- ... Use it wisely!

Consider:

- Can your opening sentence stand on its own?
- Think: “The 5 + 30 approach:”
 - Tell the 5 second version of your story first
 - ... Then tell the 30 second version

A Few More Email Writing Tips

- DO Personalize where possible:
 - From: sales@abc.com or bob.smith@abc.com
- DO use specific, measurable calls-to-action (links)
 - **Tip: Work in a call-to-action/link in the 1st paragraph**
- Don't add recipient name, email in subject line
- Size Matters: Maximum of 600-800 pixels wide
 - Monitor Image to Text ratio
- Length Matters: Short is good.
 - **Subject <45 characters improve response by 50% !**



HTML Coding Tips.

Pass these tips on to your designer

Email: Limited Rendering Abilities

- 70% of B2B email clients use Outlook
- Email Rendering Factoids:
 - Outlook 2007 supports only 42% of HTML code features
 - Gmail / Google Apps supports 53% of HTML
 - Yahoo does best at rendering
- Outlook '07 Does not support:
 - Background images
 - Forms
 - Flash, javascript or other plugins, animated GIFs
 - CSS positioning or floats
 - Images as bullet-points
 - Video (see blog entry: www.pinpointe.com/blog)
- So... Tell your developer... Code like its 1999!

Managing HTML Styles in Email

Email clients don't support external style sheet

Suggestions:

- Use inline / embedded styles or embedd style sheet:

```
<style type="text/css" media="screen">
  body { background-color: #ffffff; margin: 0; }
  td.webview { color: #373737; }
  td.content { padding: 20px; }
</style>
```

- Email clients strip everything between header tags
 - So, embed styles within <BODY> tags

Miscellaneous HTML Tidbits

- Paragraph breaks:
 - Use `
` `
` tags vs. `<p>` `</p>` tags
- Outlook '07 doesn't do background images. Include a background cell color:
 - `<td background="http://www.mypinpointe.com/images/yourimg.gif" bgcolor="#554433">`
- NO Image maps. Slice your graphics and use `<ALT>` text with separate links.
- Inline Font Styles or embedded style sheet:
 - `My text`
- NO Javascript, frames, ActiveX, ASP, PHP – avoid!

Lists: Comparing Results

- Actual results from a campaign
- Sent a total of 103,000 emails
- Comparison of responses, costs for lists

List ->	In-House Developed	Purchased Vendor A	Purchased NetProspex
Bounces	1.5%	13%	8.9%
Unsubscribe	.72%	.65%	.79%
Opened	42.2%	5.5%	7.8%
Clicked	1.41%	.32%	.72%

Lists: “Build vs. Buy”

	Purchased List	Opt-In List
Cost / Name	\$.20~\$.50	7x-50x more
Cost / Registrant	\$57	\$168
Time to Develop	1 week	Months/years
List Size	5k ~ 500k+	5k ~ 50k

Recommendation:

- Use Netprospex list to *complement* opt-in lists
- Keep lists clean
- Track and measure results

About Us.

What Sets Pinpointe Apart?

- The Most Feature Rich Email Marketing Solution
- Permit non-opt-in B2B contacts from Netprospex
- Enterprise version: 5-250+ users, high volume
- Behavioral Targeting – Improves Results 35%+
- 6,000+ companies using Pinpointe platform
- “Constant Contact on steroids!” – *Pinpointe customer*

Tracking and Reporting

Email Campaign Statistics

Statistics Snapshot

Open Stats

Link Stats

Bounce Stats

Unsubscribe Stats

Forwarding Stats

View open rates and email addresses for email campaign 'Reminder: Pinp-Netp-Webinar-10-31-08', sent November 3 2008, 8:24 am

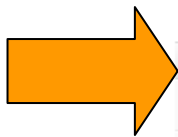
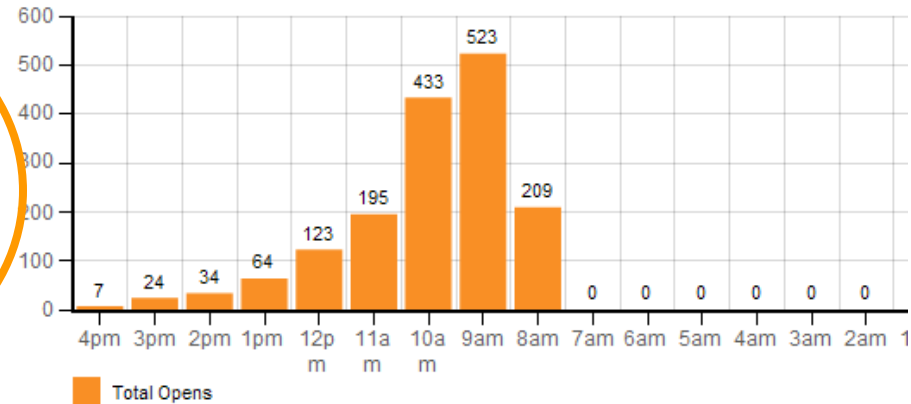
Date Range: Last 24 Hours

Currently viewing results for
November 2 2008, 4:25 pm - November 3 2008, 4:25 pm

Opens Summary

- Total Emails: 7,281
- Total Opens: 1,547
- Most Opens (Date/Time): 9am
- Total Unique Opens: 1,198
- Average Opens: 0.2
- Open Rate: 16.45%

Opens Chart



Email Address	Date Opened
blewis@pcma.org	November 3 2008, 4:24 pm
blewis@pcma.org	November 3 2008, 4:17 pm
blewis@pcma.org	November 3 2008, 4:17 pm
blewis@pcma.org	November 3 2008, 4:17 pm



What Sets NetProspex Apart?

- 19 million decision makers
- User-generated contacts
- **Verified + guaranteed**
- Hard-bounce replacement
- All job titles & industries
- Thousands of new contacts per month
- Title, email address, direct dial, social media, URL
- Buy or trade

Gary Halliwell
Chief Executive Officer

Email available
ghalliwell@netprospex.com

Phone available
Direct: (781) 290-5716
Main: (888) 826-4877

Social Media
<http://www.linkedin.com/in/garyhalliwell>
<http://twitter.com/ceonetprospex>
<http://www.facebook.com/gary.halliwell>

NetProspex
318 Bear Hill Road
Waltham, MA 02451 [map](#)
<http://www.netprospex.com>

Estimated Accuracy: 84%
Verified on: 01/28/2010
[What does this mean?](#)

www.NetProspex.com
hello@netprospex.com
888-826-4877



Recycling: Fast, Easy, Free!

NetProspex | [Find Contacts](#) | [Trade Contacts](#) | [Sales & Support](#) | [Admin](#) | [My Account \(9,413,126\)](#) | [My Folders](#) | [Logout](#)

NETPROSPEX

Recycle Business Contacts

[Upload File](#) → [Select Data Labels](#) → [Import Data](#)

Recycle your old contacts to grow your prospect base

- Upload contact data to NetProspex & earn credits redeemable for fresh contacts
- Earn one new contact credit for each contact accepted by the system
- Credits are awarded within one hour
- Contributions are anonymous

SalesForce users (BETA):

You can recycle your Salesforce contacts directly to NetProspex by clicking [here](#). Please note that this will allow you to trade your contacts to NetProspex by Account. If you wish trade a partial list of contacts or Leads please export your records to a file and upload the file below.

Upload your file:

File

We accept data in the following file formats:
 Microsoft Excel (XLS & XLSX)
 Comma separated values (CSV)
 Tab delimited (TXT)
 Maximum file size 20Mb - [contact us](#) for assistance if your file size is larger

Spotlight: Trading Tips [Trading FAQ](#)

Time: 1:40

00:00

Exporting From: ACT!	Exporting From: 	Exporting From: 	Exporting From:
VIEW	VIEW	VIEW	VIEW

Upcoming Webinars

- **Email Marketing 101: Tips to Improve Results**
- **Email Writing Tips:**
<https://www2.gotomeeting.com/register/254188859>
- **Case Studies: Split Testing to Improve Results**
- **Email Marketing 201: How a SPAM Filter Works**
- **Getting Social with Email**

Contact Information

Goto www.pinpointe.com/get-started

Use coupon code: PPTNPW100 (through 1/31/2011)

Join us for future webinars

For questions, or to request a trial account, please contact:

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