

mōengage

**THE MODERN
MARKETER'S
QUICK GUIDE TO
EMAIL MARKETING**



Table of Contents

03

Introduction

04

Best Practices
for Deliverability

06

Best Practices
for Email
Engagement

07

Email Testing
and Optimization

08

Reporting and
Evaluating Your
Campaign

09

Multi-channel
Engagement as Part
of Your Customer
Experience

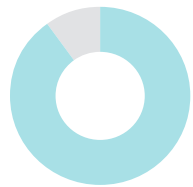
10

Optimize Your Email and
Customer Engagement
Campaigns with MoEngage



Introduction

Email marketing continues to be one of the most widely used channels by marketers to connect with their audiences. If done right, an email campaign offers a cost-effective way to reach a large audience and convert new interest into sales.



It's no wonder email has emerged as a key piece of the modern marketer's toolkit — with nearly 90% of organizations¹ using it to make the sale.

With email campaigns so common, marketers need to find ways to break through the noise and ensure they're making a connection. That means establishing best practices for deliverability, optimizing emails for maximum engagement, and constantly evaluating important metrics. All of this should be done with a larger, multi-channel approach in mind.



Best Practices for Deliverability

While the words may sound similar, there's a big difference between delivery and deliverability. Unlike delivery, deliverability tells you if your emails are actually reaching the recipients' primary inbox. Every marketer aims to avoid the 'Spam' folders² so their emails are visible and opened by their intended audience. As you begin to craft a campaign, remember to:



Send Emails from a Dedicated IP: Establish a dedicated address for marketing emails. This can prevent instances when your IP reputation is tainted due to spam reports by recipients.



Warm-up Your IP Address: You shouldn't start sending bulk email bursts from a new IP on day one. Instead, send a consistent trickle of emails³ in the initial days, slowly increasing volume with each cycle.



Avoid Spam Words: When spam filters sift through your email, they check for use of spam trigger words like 'cheap,' 'FREE,' 'lowest price' or 'buy now.' Even excessive use of capital letters, poor spelling or grammar issues can land the mail in spam.



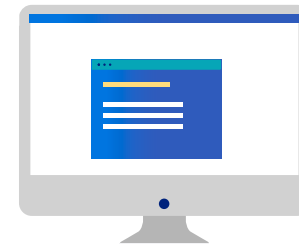
List Management: Regularly update your subscriber list to include only active users. That means removing any hard bounces and users who have complained or been inactive even after multiple attempts to reach out to them.



Sender Authentication: ISPs run a series of authentication tests to ensure that email senders are who they say they are.



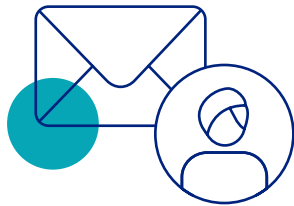
User Engagement: Providers also track how their customers interact with everything they receive and move emails to spam accordingly.



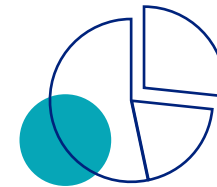
Create a Plain-text Version of Your Email: It's important to remember that spam filters look at the plain-text version of your email.

Best Practices for Email Engagement

Of course, getting your emails into the inboxes of potential customers is only half the battle. Your campaigns need to engage viewers, speak directly to their needs and offer solutions. Some of the ways marketers do this include:



Contextual Content and Personalization: To make an impact, try personalizing your emails based on the data you already have from a customer. This can be anything from offering product recommendations based on previous purchases or content recommendations based on what's been consumed previously. You can also consider personalization⁵ based on criteria such as location, preferences, or channel.



Segmentation: Consider segmenting users based on their activity or their collection points and tailor the sending pattern accordingly. Marketers often rely on the Recency, Frequency, Monetary Value (RFM⁴) model, which bases segments on the current level of interaction a customer has with your business and their potential value. For example, you can divide users into extremely loyal, hibernating, or risk of churn, amongst other categories. Leveraging dynamic segmentation will help you adjust these aspects as required.

Email Testing and Optimization

Once you have crafted a series of emails, it's time to put your emails to the test. Some of the key tools email marketers use are:

A/B Testing: A/B testing⁶ allows you to gather data on how one element can impact engagement. To draw statistically significant conclusions, you'll need to send test emails out to an appropriately sized sample of readers. This will depend on the overall size of your list (if you have fewer subscribers you'll need to test emails on a larger share) and your predicted margin of error.

Multivariate Testing: A more advanced option is multivariate⁷, which measures two or more variations. To set this up, you'll need one email to serve as the control group — or a baseline that other variations will measure against. Unlike A/B testing, each variation does not have to be sent out to an equal number of subscribers. Rather, emphasize the variables you think have a higher chance of delivering favorable metrics, so you can get a better understanding of how they perform.



Reporting and Evaluating Your Campaign

As you get your campaign underway, it's important that you have a plan for tracking metrics and evaluating the success of a campaign.

It goes back to your email^B marketing goals. Every email is sent with a purpose — whether it's generating leads, making a sale or simply demonstrating thought leadership. The metrics you choose to evaluate your campaign should connect directly to these goals.

Ultimately, your goal should be to use the data from each successive campaign to continually optimize your emails and improve each metric. You can also consider looking at the impact your email campaign has on the overall customer journey - did your prospect open your email, but convert through another channel?

Some common metrics to evaluate the success of an email campaign include:

- » Delivery rate
- » Click-through rate
- » Open rate
- » Bounce rate
- » Revenue per email



Multi-channel Engagement as Part of Your Customer Experience

Your email marketing strategy⁹ should be a part of your larger marketing strategy and customer experience. Leveraging a multi-channel, customer engagement platform will ensure you are able to deliver relevant, in-the-moment content and engagement to your audiences no matter where, when and how they like to engage.

Two complementary channels to focus on are:



Mobile App and SMS: For best results, try setting up a separate inbox for app-related queries and focusing on in-app marketing¹⁰ tools like mobile push notifications. Consider leveraging SMS¹¹ for real-time engagement and outreach, promotions or notifications that your audiences would be interested in.



Website: Utilize data gathered from email campaigns to personalize the web experience¹² for individual users. Information such as previous purchases or previous content pages viewed can inform email campaign segmentation.

Optimize Your Email and Customer Engagement Campaigns with MoEngage

A great way to ensure you are following best practices and thinking about the big picture is by using a data-driven email marketing solution. MoEngage helps its users design email campaigns with an omnichannel and insight-led approach in mind. MoEngage starts with the fundamentals — increasing customer email deliverability by 90% using automation technology.¹³ As a full-service customer engagement platform, MoEngage allows you to analyze data across multiple platforms, and effectively communicate with your audience.



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About MoEngage

The modern consumer is different. While their lives revolve around their mobile phones, they also hop between devices, locations, and channels. They expect brands to always be “in step” with them and deliver personalized experiences across all physical and digital touch-points. As one of the first mobile-first customer engagement platforms, our mission is to support the digital growth for user-centric brands across e-commerce & retail, banking & financial services, media & entertainment, telecom, travel & hospitality, and more.

More than 1,000+ brands across 35 countries use MoEngage to send 50 billion messages to 500 million consumers every month. With offices in nine countries, MoEngage is backed by marquee investors such as Eight Roads, F-Prime Capital, Matrix Partners, Helion Ventures, Exfinity Ventures, and Venture East.

MoEngage is also recognized as a Leader in the 2020 **Gartner** Magic Quadrant for Mobile Marketing Platforms, a Strong Performer in the 2020 **Forrester** Wave for Mobile Engagement Automation, and as a Leader in **G2** for Fall 2020 Grid® Reports for our solutions too. To learn more, visit www.moengage.com.



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