act-on

PRO SERVICES

Act-On Email Marketing Best Practices

Effective email

Today, most of the buyer's journey is done digitally. You can set your sales team up for success by reaching out to your prospects via email marketing, and provide them with the information they need to make a purchasing decision in your favor. Let them know what you offer, and how you are different. Act-On has the tools for you.

Email Elements

An effective email campaign gives buyers the content that they need via email messaging. If your buyers aren't banging down your door to purchase your product, it doesn't mean they aren't interested. They may not know about you. If they do know who you are, they may not have yet discovered a compelling reason to give you consideration. It's your job to give them a good reason to take look. Attention to the following best practices will assist you.

Audience Definition Is Key To Effective Results

A targeted, personalized message will always be more effective. As often as possible, segment your audience based on what you know and target them on their interests. Examples of audience definition and segmentation in the health care industry would be:

- Decision Makers
- Internal Influencers
- Field Users
- Marketing Leaders
- Sales Leaders
- Engineers
- IT Teams

Email From Address Determines Credibility

The "from" address should always include a domain that matches the links in your email. Additionally, you should avoid commonly flagged senders such as marketing@ and info@.

Examples of specific aliases would be:
Joe Octavian - joe.octavian@ACME.org
ProServices Team -
Bill.Zimbleman@act-on.com

Target Metrics

Unengaged Opens	**10%**
Unengaged Clicks	**1%**
Engaged Opens	**20%**
Engaged Clicks	**5%**
Subscribed Opens	**40%**
Subscribed Clicks	**20%**

Subject Lines Are Essential To High Open Rates

Subject lines should be about 50 characters in length, and directly resonate with the audience needs. Avoid the use of all capitals, exclamation points, and spam trap words, such as: buy, sign up, free, and Nigeria. For currently known subject line spam trap words see more.

Ask yourself,

"What would cause someone to need this information?"

Message Content Is Key To Audience Engagement

Messages should be short and direct. Avoid the use of overly large hero images that take up the entire top portion of the message as this reduces the audiences ability to be "hooked" by your message.

Remember that the top 3 inches of your email are the most valuable space and likely the only chance you get to grab attention.

Good email messages are typically between 150 and 300 words long. Break text into blocks and consumable chunks (See example next page).

Remember follow up, make sure that there is a plan so that the energy isn't lost.

CTAs Determine Click Rates

Always have a clear call to action. The audience must have a way to show their interest and take the next step.

- Avoid use of linked words
- Avoid direct html links
- Use CTA images or HTML buttons

Sending Times

Ideal sending days are Tuesday, Wednesday, and Thursday. Ideal sending times are between 7 AM and 10 AM. Always A/B test.

Subject lines are key to open rates

Good examples would be:

Topic: Marketers need help with innovative email tactics.

Subject: Three easy ways to fix problems in your email campaign.

Topic: Marketer's need help understanding Marketing Automation Strategy.

Subject: You just paid $15K for Marketing Automation – now what?

Next Steps And Action Items

Every email should have a goal and a follow up plan. What do you do with the likely 80% of your audience that doesn't engage?

What is the next step they should have taken? Who is supposed to follow up with responders. Make sure that there is a plan so the energy isn't lost.

Best Practice Email

Bill.Zimbleman@act-on.com | Three easy ways to fix problems in your email campaign

1

2

3

4

5

Pro Services brings you best practices.

View in Browser

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PR❂SERVICES

New Email Best Practices Guide

Read Guide

Hi Robert,

Today, most of your prospects and customers make their buyer's journey digitally. Email leads the way, with the highest ROI and the lowest cost. Learn how to make the most of it – improve your email open rates and click conversions with techniques from this new guide from Act-On Professional Services.

Act-On Professional Services invites you to download the new Email Best Practices Guide.

Get Your Free Guide Now

" The Professional Services team has helped tremendously, developing strategy with us, and creating campaigns that really engage our prospects. Using Act-On has completely transformed the way we use email, and it's working! "

-Kristin Ries | Communications Manager, Dart Transit Company

1 - Sent to prospect from member of Act-On
2 - Easy to consume – risk centric subject line
3 - Reinforced content summary – quantified into step based instructions
4 - Content is short, and pulls reader to clear "do this next" steps
5 - Clear Call to Action that instructs reader on expectation

> When you send an email with a single focus, make sure you have a landing page tailored to give your prospect a way to take the next step. These people become known visitors to your account. Act-On empowers you to do that.

About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more

www.Act-On.com @ActOnSoftware | #ActOnSW