

THE COMPLETE GUIDE FOR

EFFECTIVE EMAILS



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Writing an email is not always an easy task. There is so much to think about if we want to make everything perfect, that sometimes we forget some. In this white paper, you will find everything you need to know on when and how to do email marketing. We also give you all the elements you should add to create even more effective emails. Just have this guide at your fingertips when creating your emails and you will not have any worries for the future!



OUR TIPS TO START WITH



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TIP #1 - BE BRIEF

Our first tip is the key to success when you want to get a message out so people remember it. No one will remember your words if your message is too long.

You've got a lot on your mind? Fine. Write it all down. Then, cut. Cut seriously. Know that there's ALWAYS a simpler, clearer way of saying it. Make direct and impactful sentences. Avoid misleading interpretations and ban fancy words.

Email is a central touch point in an effective marketing strategy. A concise and clear email creates a more enjoyable customer experience with your brand.

TIP #2 - FIND YOUR VOICE

Artificial intelligence may be the new popular phenomenon, but for now, we still write our emails for humans. In addition, with the amount of emails we receive each day, it would be an understatement in saying that they all end up looking alike. So, don't be scared to be up close and personal with your reader, at least in your tone.

To define that tone, it will take a little branding exercise beforehand with your marketing team. Whether you choose fresh and young, bold and fierce, or mature and reassuring, this depends on your strategic objectives, audience, product, etc.

One thing is sure, you can't go wrong by showing the human side of your company, to be caring and considerate in your wording, and letting some personality shine through. That is what will make your email stand out, as well as make readers appreciate your brand.



TIP #3 - PERSONALIZATION

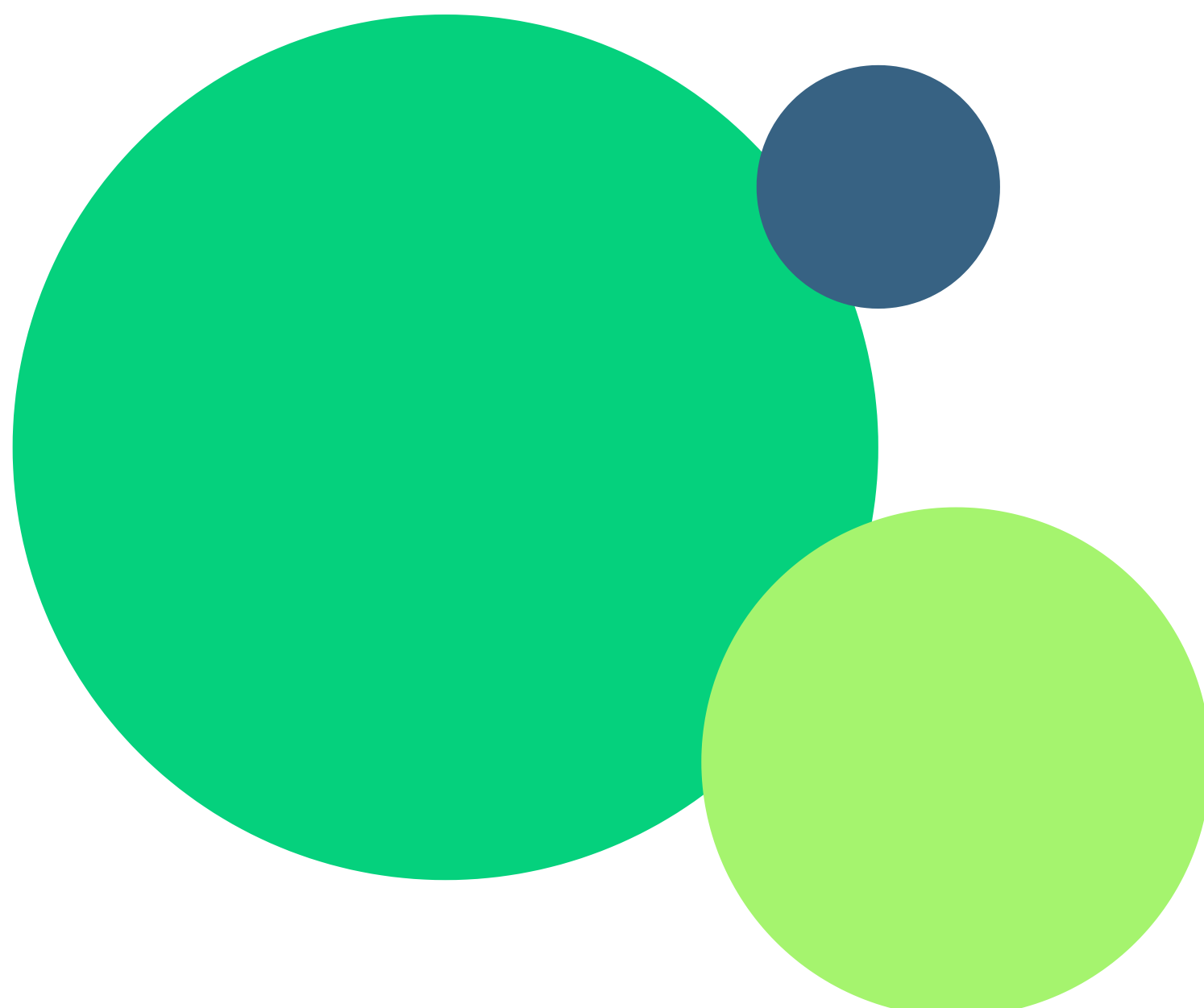
Nowadays, more than ever before, consumer push for unforgettable experiences, authenticity, and relevancy. Personalization is then top-of-mind for many marketers.

According to a BDC study, approximately 9 out of 10 consumers say they are influenced by companies' personalized emails to make a purchase.

Why ditching email blasts and getting on board with personalized emails makes good business sense?

- **E-mails with a personalized subject line generate, on average, 50% to 58% higher opening rates.**
- **Click-through rates can be up to 119% higher in personalized promotional campaigns compared to campaigns containing no personalization.**

In short, the amount of stats hailing the powers of personalization go on and on!



CONCRETELY



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SENDER'S ADDRESS

Your recipient's trust for your sender address is valuable. It is the reason why he continues to open your emails week after week. Therefore, try not to change the name or address of the sender too often as it builds a reputation and help retain your readers. Indeed, if people do not recognize the name of the company or the sender's address, they will simply not open your emails. You may even have spam complaints, which you don't want.



EMAIL SUBJECT LINE

The email subject is one of the determining factors of the opening rate. It is also what indicates your email relevance to your readers. According to a study, 35% of people open emails from the subject line alone (Convince&Convert). That's why it's critical to stand out with a powerful email subject, but also to reflect the relevance of your message.

Here are our best tips to make clickable email objects:

- First, make sure your email object is **relevant**, that means directly related to its content. Think about the purpose of your message and try to reflect it in your email subject.
- Show your email **value**. Underscore a problem and provide the solution or offer an irresistible, time-sensitive deal. Give them a sneak peek of some compelling information found in your downloadable collateral that will make them crave more.
- **Grab the recipients' attention** with a question, shocking stats, a sense of urgency and scarcity or by using humor.
- Be **concise**: make sure you do not exceed 50 characters, otherwise your subject will be cut and you will have a hard time getting your message across.
- Add **customization**: objects that contain the recipient's name have a higher open rate than those that do not.
- Use **emojis** to reinforce your message: 56% of brands that use emojis in their email subject lines get a higher opening rate (Experian). But make sure the use of emojis suits your brand's tone.

Here are some examples that incorporate one or more of these tips:

Fulfill your library at low prices!

Mary, earn twice the points only today!

New ! A must-have for your office.

Free gift packaging on all purchases!

Increase your contact list x10 ✂ faster with these 30 content ideas.

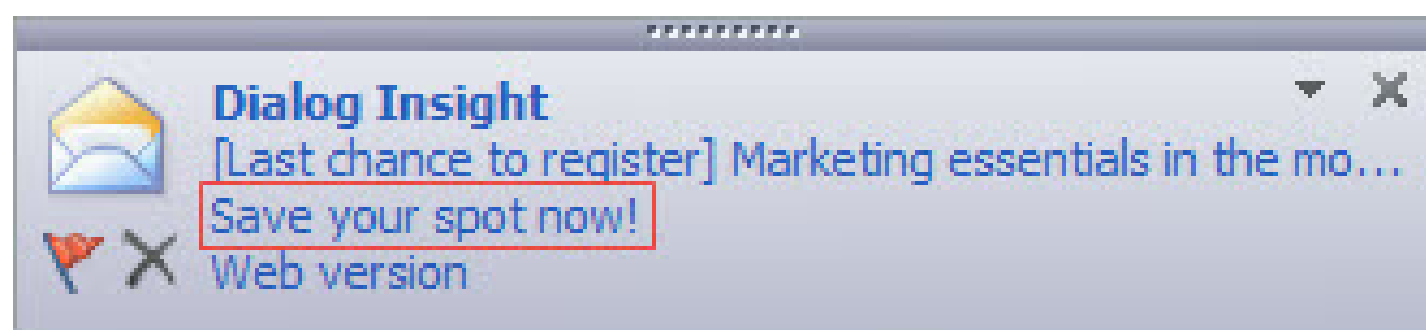
A/X TESTING

A/X testing should not be relegated to your email content alone. You can determine which variables ring most true with your recipients: do they prefer longer or shorter subject lines, do they respond more favourably to having their names or which tone do they prefer. Play with different subject line variables but do not forget that test groups should be equal in numbers and go out at the same time of day, as not to mislead the results with different external conditions.

PREHEADER

A preheader (aka a 'Johnson Box') is the line that follows the subject when emails are viewed in the inbox. They are very useful: they give you a second chance to get the reader to open your email.

These should be the continuity of your email subject line and provide a little more detail to encourage your recipients to open your email.



Many marketers still fail to leverage the preheader, giving you an opportunity to strike. Preheaders can generate up to 30% higher open rates according to Marketing Experiments.

LINK TO WEB VERSION

It is important to provide a link to a web version of your email to your readers. This one is used to offer the option to see the entire message with the images, in case of a bad display in the mailbox.



CONTENT



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Nowadays, the key word in marketing content is: **quality**. Producing quality content allows you to build a reputation as a sender. The more relevant your email content is, the more people will be interested in opening your future emails. To achieve this, some elements are essential, here are a few:

CLICKABLE LOGO

As soon as your reader opens your email, he should be able to identify, from the first seconds, your company by its logo. Inserting your logo in all your e-mails also allows you to create an identity that is continuous. Your logo should also be clickable and lead recipients to your website home page.

IMAGES AND VIDEOS

The images included in your emails should always be a visual support for the text and not replace it. Therefore, a single big picture as an e-mail is not a good idea. Make sure you have a good ratio between the number of images and the amount of text. In addition, remember that most email platforms do not automatically display images when receiving an email. Finally, make sure to add alternative texts to your images, in case they do not display.

Regarding videos, 51% of marketing professionals worldwide name video as the type of content with the best ROI. Actually, simply using the word "video" in an email subject line can increase open rates by 19%. It is now THE type of communication that's growing the fastest and showing the most results. So it's totally understandable that you would want to use it in your emails.

Here are 3 ways to include videos in your emails:

1

Integrated video

Integrating a video using HTML5 will allow your subscribers to view it directly into their inbox instead of having to view it in a browser. A study shows that this method can increase the click-through rate by 200% to 300%. But, because video support is still very limited in email, only about 62% (approximately) of recipients will really be able to view it directly in the content of the email.

2

Animated GIF

Animated GIFs are a great alternative to create movement in emails, with less technical constraints than videos. However, check the size of your GIFs that should be about 1MB or less. This will allow a good display of your campaigns, on your computer, but also on mobile. In addition, to make sure you catch the attention right away, make sure you insert it at the beginning of your email.

3

Static image

The third option is certainly the simplest! It consists of inserting an image of the video that, once clicked, will open the video in a browser. This way, you are certain your readers will see it... if they download their email images of course.

CALL-TO-ACTION (CTA)

Now, once the email has been opened and that you have gotten your readers interest, you shouldn't leave them hanging. It's the CTA that allows you to score your email's goal.

Marketers tend to multiply hyperlinks in an email, making things confusing for the readers and greatly dampening the email effectiveness. Be considerate and smart. Guide your reader towards ONE clear call-to-action. Make it a big bright button with a label to help readers see what to do.

The call to action is only the beginning of the journey towards conversion. Every step of the way after that, also has to be carefully planned out to make it a frictionless user experience.

Please do not direct your recipients to the home page of your website! If you want conversions, lead them to a page that is meant to convert, and is linked to your email. Whether it's a product page or a landing page created specifically for this email campaign, be sure to direct your contacts to continue the conversion process in a natural way.



PROFILE UPDATE

Adding an option for the reader to update his profile is an opportunity for him to change his contact details, interests or email address. This will certainly avoid avoidable unsubscriptions.

CONTACT INFORMATION

Add your physical address and details on how to reach you by phone or email to facilitate contact with your company. It is also mandatory under Bill C-28.

UNSUBSCRIBE LINK

In order to comply with Bill C-28, always add a functional unsubscribe link in each of your e-mail submissions. An email that does not contain an unsubscribe link is more likely to be considered as a spam and therefore increases your chances of being the subject of a complaint by your recipients.

OTHER LINKS

Before making a mass mailing, make sure all the links in your email are working and that none of them are pointing to a non-existent web page. Links that are broken or do not lead anywhere hurt your brand reputation but also in relation to anti-spam filters. Short URL links can also harm you.

BEFORE YOU PRESS SEND



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MOBILE EMAIL

The mobile emails opening rate has now exceeded the one on the computer. It is therefore essential, before sending your email, to ensure that your mailing is well displayed on mobile.

To do this, choose a structure with a single column. Design any call-to-action so that they can be easily clicked with a finger. The text should also be large enough to be easily read. Also think of using responsive email design so that your template adjusts to any device on which the email could be read.

In the Dialog Insight platform, all email templates are automatically adapted to be responsive, so you don't have to worry about it. Just make sure that everything looks the way you want on mobile, and that's it!



CONTACT LIST

It is important to clean up your contact list so you do not keep inactive email addresses. We also strongly recommend not buying a contact list. It doesn't help in increasing your opening rate because of a lack of interest.

You can also invite your recipients to add you as an authorized sender. It reduces your chances of landing in the spam box.

EMAIL FREQUENCY

The number of emails sent over a period of time can have a significant impact on your revenue and on your engagement rate.

Sending too many emails can negatively impact your results:

- Loss of interest and decline in engagement rate;
- Increase in unsubscribe rate;
- Increase in spam complaint rate;
- Delivery issues related to high complaint rates;
- Negative perception of the business.

Not sending enough emails can also have negative effects:

- Missed revenue opportunities;
- Increase in the complaint rate due to people forgetting their subscriptions;
- Go unnoticed in the inbox;
- Increased risk of falling into a "spam trap."



How to determine the ideal email frequency ?

Compare yourself to the competition

First, look at your competitors. If you send a lot less than your competitors, you are probably missing out on opportunities. If you send a lot more, you might consider decreasing the number slightly to see the impact on your engagement rate.

Analyze your statistics

If the number of spam complaints or unsubscribe rates are very high, you may be sending too many emails. Feel free to ask people why they are leaving on your unsubscribe page.

Make adjustments according to the nature of your products and services

The number of emails sent will depend largely on what you offer. For example, if you are a media company, you may want to communicate your news on a daily basis. For a seasonal business, the frequency is high but only for a while.

Give the subscriber the choice

During subscription or through a preferences form, ask your contact how often they want to receive your communications. So you can adapt to each subscriber's rhythm.

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Make adjustments based on the engagement

Calculate the engagement level of each contact based on his/her actions (website visit, email openings and clicks, purchases, etc.) then adjust your email frequency accordingly.

FINAL CHECK

You know that brief moment of stress when it's time to hit "Send". Whether your contacts are a few or thousands, it's your reputation which is at stake and that's why it's important to be careful. Here is a list of key points to verify before each sending:

- ☒ The name and the sender's address are easily recognizable and constant.
- ☒ The « Reply-to » address is operational.
- ☒ My email subject line is relevant and catchy.
- ☒ The preheader is significant and is complementary to the email subject line.
- ☒ My company's logo is easily recognizable and leads to the home page of my site when clicked.
- ☒ I added a link to a web version of my e-mail.
- ☒ My call-to-action is clear and includes an action verb.
- ☒ I tested all the links in my message to make sure they are all functional.
- ☒ I checked the layout and the spelling.
- ☒ I added alternative texts to each image.
- ☒ My contacts have the possibility to update their profile.

FINAL CHECK (SUITE)

- ☒ I added a note to encourage my recipients to add my address to their authorized senders' list.
- ☒ My email has a functional unsubscribe link
- ☒ I added my company's physical address
- ☒ I have verified that my Google Analytics (or else) tracking code was in place
- ☒ I checked the mobile display was appropriate

CONCLUSION

The art of writing e-mails is a time-consuming process. For example, a low open-rate can be caused by so many different factors. Finding the cause is sometimes difficult. That's why, by following our tips listed in this white paper, you will create the most effective and complete e-mail ever !

SOURCES

Litmus

BDC

Web Presence Solutions

WordStream

Convince & Convert

Experian

Marketing Experiments

Ipsos Creative

Vidyard

Forrester

Email Strategies

ABOUT DIALOG INSIGHT

One of the most effective ways to achieve your growth goals is to take control of your customer data to maximize your marketing efforts.

At Dialog Insight, we believe that each of our customers is unique and that their needs are specific. Therefore, we have developed a platform that adapts to your changing context. On the one hand, we provide you with a unified platform that centralized customer database, campaign orchestration tools, and detailed analysis of your performance. On the other, we offer strategic support services aligned to your needs.

Whether you're looking to increase sales or engage your customers, leverage customer insights you've gathered over time. You will communicate in a more relevant, coherent and personalized way than ever before. Make every point of contact an opportunity to offer your customers a brand experience beyond their expectations.

With Dialog Insight at your side, you are more than ever the master of your success.

