

Healthy Opens, Wealthy Campaigns

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Good open-rates are great boosters to start with an email marketing campaign

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Introduction:

The sender has to go through a lot of efforts to reach the correct readers' inboxes. In the inbox also the mail's future is not safe. It runs the risk of going into the junk folder. To make the situation worse, if the mail even reaches the inbox (and in its right place), corridor for the recipient's noticing is very narrow. Increasing competition amongst fellow marketers doesn't make it any easier. So, how to get your message across?

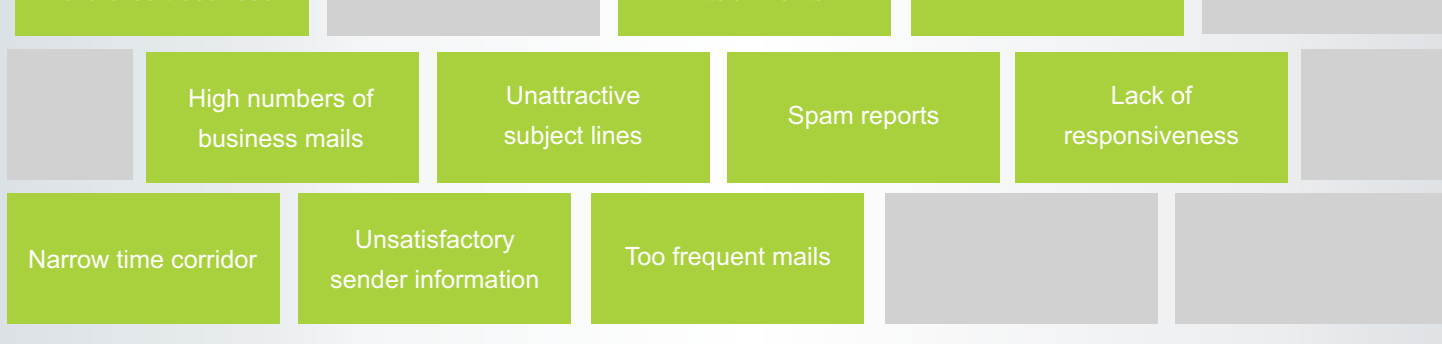
Email Open Rate (EOR):

$$\text{EOR (\%)} = \frac{\text{Emails Opened}}{\text{Sent Emails} - \text{Bounces}} \times 100$$

Bounces = Un-delivered Emails
(Temporary reasons = soft bounces;
Permanent failures = hard bounces)

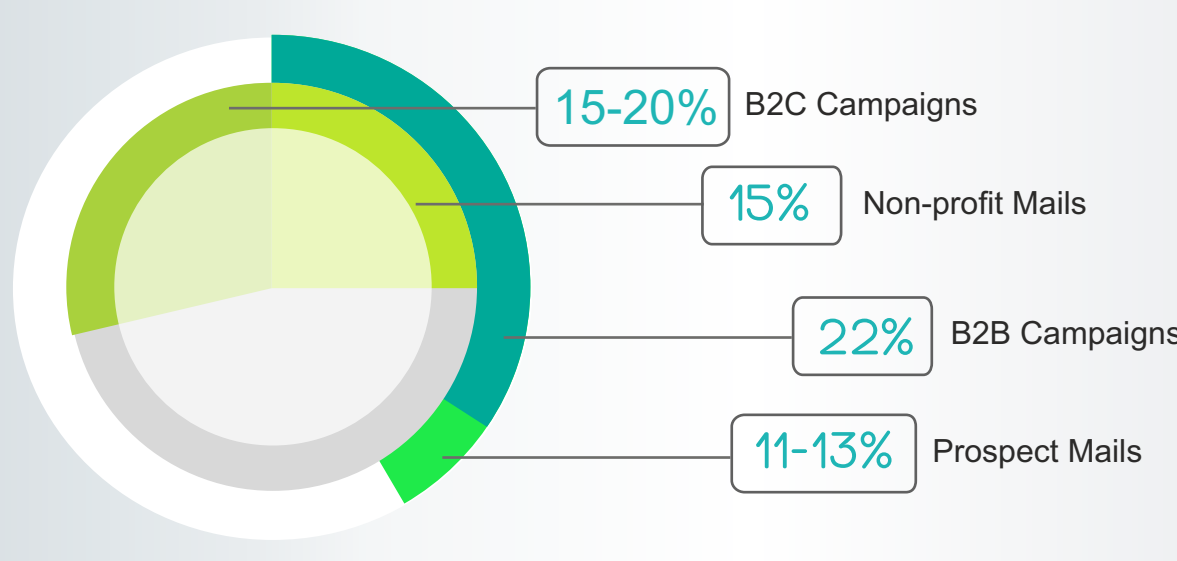
Challenges Faced by Emails before Being Opened

Top 10 bricks in the wall:



Source: Span Global Services

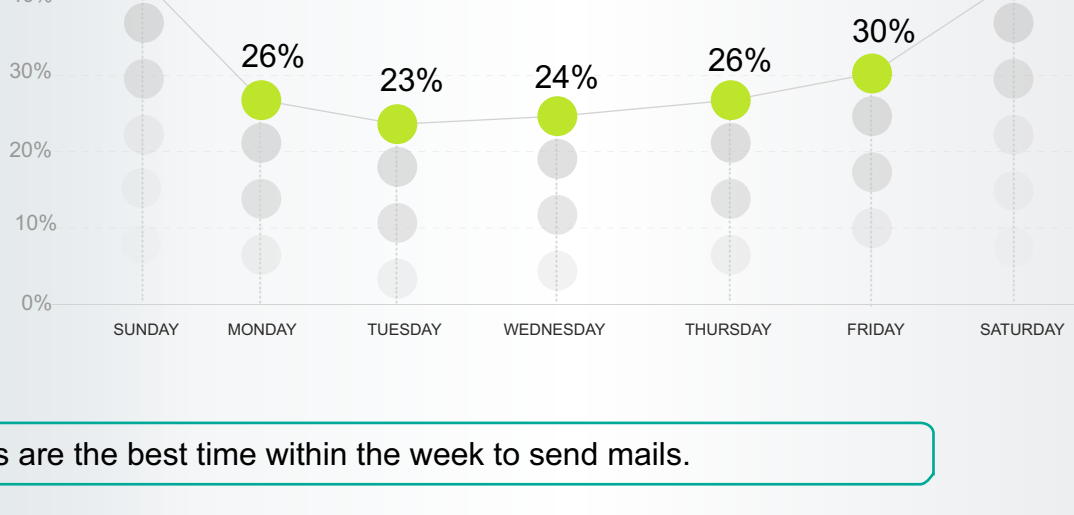
Business Email opens also differ amongst campaign categories:



Profiting like Clock-Work

There's a right time for everything! It's true for your emails too. With so much content landing in your prospect's inbox every day, he is skimming more mails than he's reading. To be at the center of his attention (or at the top of his conversation list), it's very important to land the mail at his/her convenient time – not yours!

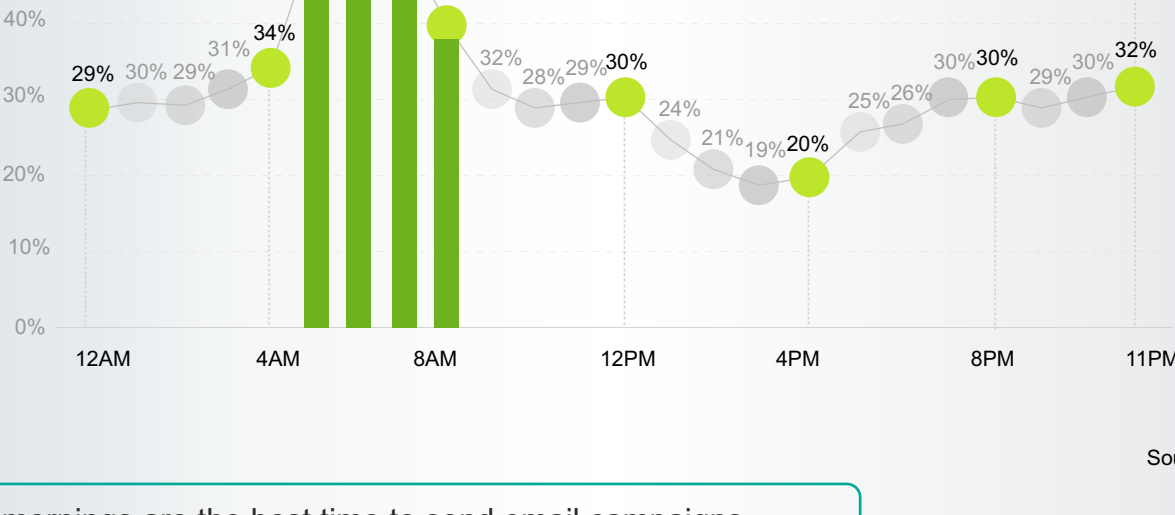
Email Open Rates (By Days of the Week)



Source: BufferApp

Weekends are the best time within the week to send mails.

Email Open Rates (By Hours of the Day)

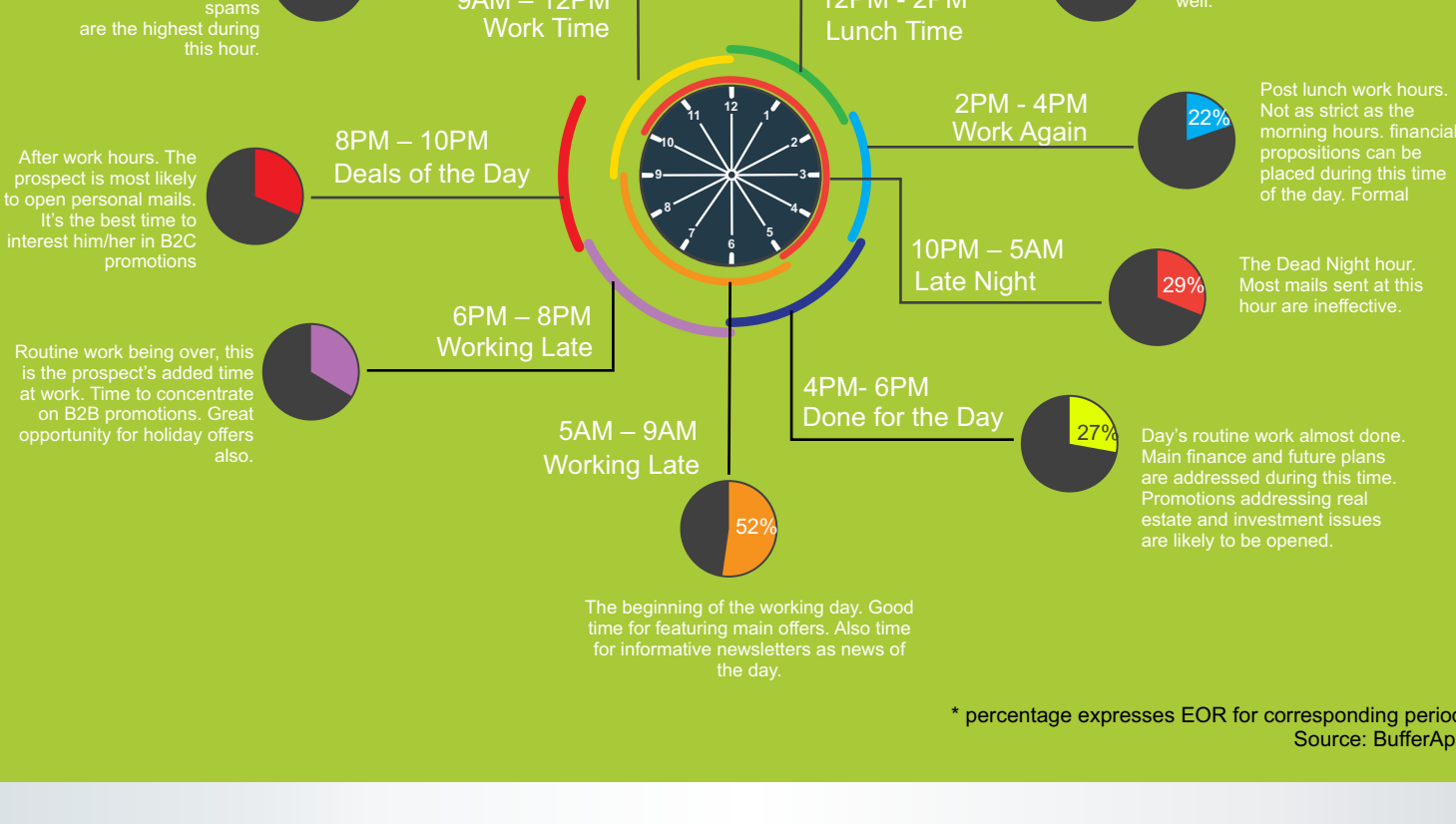


Source: BufferApp

- Early mornings are the best time to send email campaigns.
- 5-8 AM is ideal for maximum readership.

Breaking down the Hours

Which Campaign – When?



* percentage expresses EOR for corresponding period
Source: BufferApp

Subject Line Mistakes

Subject line is the only part of the mail that is visible before it has been opened. **The silver-bullet subject line is an illusion.** In fact, while trying to achieve that, marketers cram pre-headers and subject lines with excess information and aggression. As a result, they either end up insulting the reader's intelligence or getting skimmed.



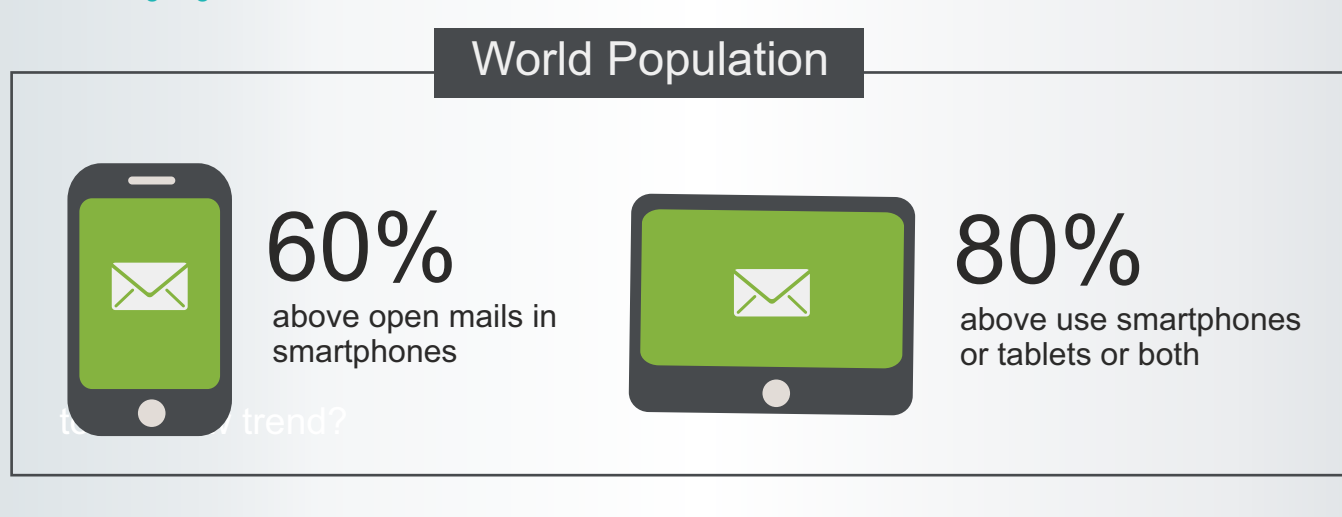
Source: Gloria Rand

Points to Remember:

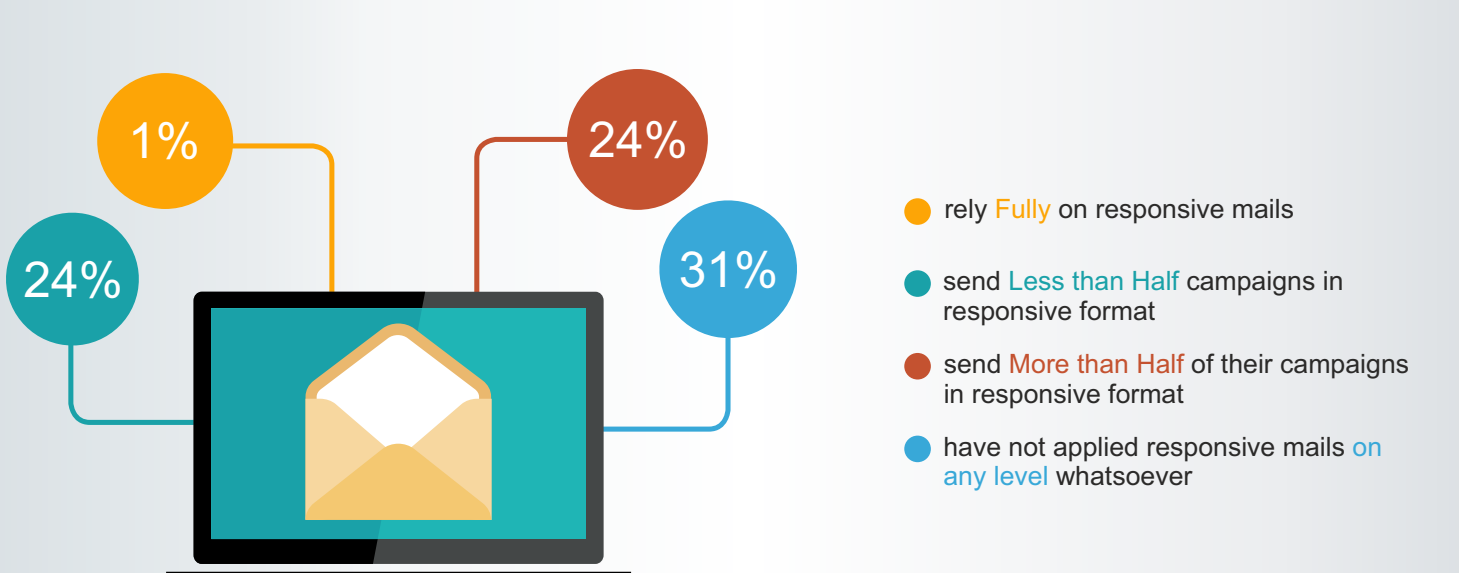
- ☑ Give the simplest description of the information inside the mail.
- ☑ Avoid Spam-trigger words like "Offer", "Discounts", "Free" etc.
- ☑ A personalized email subject line always connects better with the reader.
- ☑ Allot extra time in the work-flow for creation of subject lines.
- ☑ Keep the from-name and address intact throughout. These also appear with the subject line
- ☑ The ideal length of a subject line is 29 characters.
- ☑ Subject lines with the word "secrets" get the highest number of opens.

Mobilization

The world is going mobile. So is email!



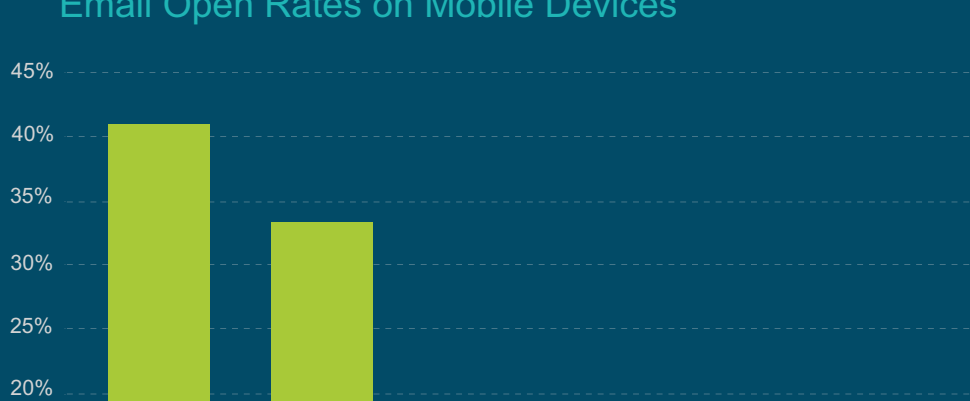
Email Opens on Mobiles – how many companies are actually adapting to the new trend?



Source: MarketingProfs

Where's the Party? Who is leading the pack?

Email Open Rates on Mobile Devices



- As predicted before, by the end of 2016, desktop will be superseded by mobile devices as the Numero Uno digital commerce platform for purchases.
- Mobile devices are already leading digital market purchases by 12.7%

Get more insights about email marketing and open rates. Write to us at info@spanglobalservices.com.
Need databases to run campaigns? Call Span Global Services at 877-837-4884.

Source:

Marketing Sherpa | Gloria Rand | Buffer Social
Marketing Profs | Visualistan | Kissmetrics

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