

# How to be Effective at Promotional Emails

如何有效做好邮件促销

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## Why do you want to email your customers?

- Allows you to promote, inform, and reach out to your customer base
- Keep in touch and create a loyal, appreciated, and active customer base
- Represents 10% of enterprise level clients gross sales = **significant source of revenue**

# What is the first step?

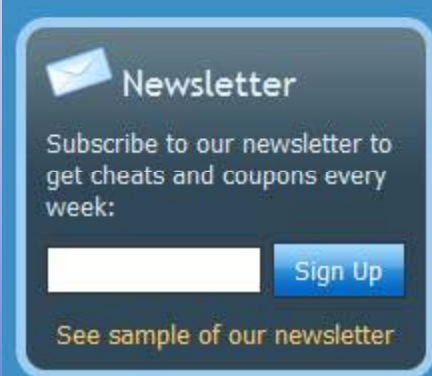
## Need to collect customer emails & build a list

➤ Always obtain permission! Only email customers that opt-in.

We would like to keep you informed via email about product updates, upgrades, special offers and pricing. We will not pass your details onto third parties. If you do not wish to be contacted via email, please uncheck the box.

➤ Ways to collect email:

- Sign-up form on your website for newsletter
- Request email upon trial downloads
- Refer a friend options
- Offer incentives to opt-in (bonuses, special offers)
- Provide signup in shopping cart - Digital River order forms offer this
- Look out existing lists – transform inactive subscribers to active



**Newsletter**

Subscribe to our newsletter to get cheats and coupons every week:

[See sample of our newsletter](#)

# Design Best Practices for Conversion

**There are several important design factors to ensure you have a good open and conversion rate**

➤ **Use a template for consistency**

- Customers recognize offers
- Adds professionalism
- Reinforces your brand name and style

➤ **Include Box Shots of the Products offered**

➤ **Include only 1-2 products per promotion**

➤ **In promotion describe how this benefits the customer – why they want it**

➤ **Strong call to action – let the customer know what you want them to do**

➤ **Bullets that contain the product features**

➤ **Buy Now buttons at top and bottom of email**

➤ **Include customer testimonials**

➤ Example used for SEO product: **Ed Keay-Smith, AdWordsMarketing.com, says:**

"I now have many of the top positions on Yahoo, MSN and have far improved my position on Google to the 1st, 2nd or 3rd pages for keywords relating to my website. I liked that I could download the \*product\* trial version to test drive it before I spent my money.

I was so impressed with it that I would have been stupid not to use it. I really liked the way that I could customize the reports for my clients when doing SEO work for them. This aspect alone has won me tens of thousands of dollars worth of fees when using this part of the software."

## Email – Example

### Uniblue:

- > Strong Call to action
- > Bullets of Product Features
- > Awards and Testimonies
- > Result: 8% increase in response

**Uniblue** Special Offer

**SpeedUpMyPC™ 3.0** "WINNER OF OVER 100 5-STAR AWARDS"

**FREE SpeedUpMyPC 3.0 Test**  
Now available to all Uniblue Customers

Dear Valued Uniblue Customer,

Are you sure that you are getting the best performance out of your PC? Do you ever suffer from system slow-downs or unnecessary crashes? We are today inviting you to check your PC through our FREE Performance Scan. Scan your system and find out whether your PC is giving you all the performance you paid for. [Check Your Performance Scan](#)

**Click Here to Start FREE Performance Scan**

**About SpeedUpMyPC 3.0**

- Over 5,000,000 copies downloaded.
- Winner of over 100 5-star awards.
- 5-Star Rating from Tucows and Download.com
- Automatically scans the Performance of your PC.

"Most PCs are NOT Optimized for Peak Performance!" Check Yours Now!  
[Click Here for a FREE Performance Scan](#)

**Acclaim for SpeedUpMyPC 3.0**

Without a doubt I struck a home run with SpeedUpMyPC 3.0! I have used Registry Booster for the last 6 months without a complaint, but had no idea how well both products would work together. My PC has not worked this smoothly since I took it out of the box!

— T. Malloy, Anaheim, California

I initially purchased SpyEraser and was impressed but I was knocked off my feet by how SpeedUpMyPC 3.0 drastically increased the speed of my computer.

Both these products have really enhanced my computing experience and I can't wait until new products become available!

— A. Marren, Madison, Wisconsin

**Recent Awards**

Microsoft & WUGNET.  
Pick of the Week

DOWNLOAD.com  
5 Star User Rating

TUCOWS  
Best User Tools

CNET  
"This easy-to-use tool lets you remove faulty registry entries that slow down your computer"

**Click Here to Start FREE Performance Scan**

"Most PCs are NOT Optimized for Peak Performance!" Check Yours Now!  
[Click Here for a FREE Performance Scan](#)

Forward this email to a friend  
Your friends can benefit from this offer! [Forward Now](#)

[Click here to forward now](#)

# Design Best Practices for Conversion Continued

- Feature Awards for product – if strong industry recognition
- Screenshots of program
- System Requirements of product
- Subject line – should summarize offer not sell it
  - Keep to 50 characters or less
  - Avoid all Caps words, word “Free”, and exclamation marks
  - Example: **Rip, burn and convert your DVD and audio - best selling DVD Ripper suite almost 50% off**
- Buy Now button links Direct to Cart –reduce # of clicks in purchase process
- If available, use personalization – insert person’s name into email
  - Increases open rates by as much as 10% (Jupiter Research)
- Consistency with timing
  - Set timing or frequency of email upon opt-in of the customer to your list with intro email
  - Once established make sure you deliver on the commitment you have made to your list
- Vary product and types of offers to customer list so they don’t get bored and opt-out
  - Single discounted product (\$ or % off)
  - New version or release
  - Unique bundled product
  - Buy one get one free
  - Informational Newsletter

## Design Best Practices Example



### Presentation & Digital Photo Toolkit

Whether for business or play, these powerful tools let you create professional presentations and slideshows quickly and easily!

**\$400 value for only \$99.96!**



Create rich-media presentations for trade shows, digital signage, conferences, online learning, training and web publishing. Or showcase your photos and flash video with slideshows on DVD, the Web and more!

This exclusive offer from SWREG and Wondershare is available for a limited time only. You won't find this Wondershare bundle anywhere else — **all for only \$99.96.**

**BUY NOW - ONLY \$99.96**

## Design Best Practices Example Continued



### PPT2DVD

**Directly burn presentations to DVD**

Retail price \$79.95 (sale price in bundle less than \$21.00)

PPT2DVD empowers you to create DVD or video from Microsoft® PowerPoint® presentations retaining animations, transitions, timing settings, sounds and videos. With the DVD menu you can navigate through presentations using a remote control, just like presenting with PowerPoint.

#### System Requirements

- Microsoft PowerPoint® v2000/2002/2003/2007
- Windows® 2000/XP/2003/Vista
- 256MB RAM (512MB Recommended)
- 2GB HD space
- DirectX® 8.1 or above
- DVD or CD writer
- Windows-compatible display with at least 800dpi x 600dpi resolution
- Windows-compatible sound card (recommended)

You don't have to be a genius in technology to use PPT2DVD, simply import the PowerPoint files, select from the built-in DVD menu templates, and start the burning process. It's all that easy!

- Create real DVD presentation loops that will run unattended, or with hand-on controls in transitions, links and actions using a DVD remote control
- Burn to DVD/HD-DVD with built-in DVD/CD burning program
- Retain animations, transitions, sound tracks, movie clips and even the inner hyperlinks from the original presentation
- Create professional looking DVD menus to navigate through presentations with remote control
- Supports PAL/NTSC TV mode
- Choose a DVD region to meet local requirements
- Convert to WMV, MPEG or AVI video
- Works with Microsoft Office 2000/2002/2003/2007

# Design Best Practices for Deliverability & Avoid SPAM Filters

**There are several important design factors to ensure your promotional email doesn't get block by ISP's or go into the spam filter**

- Avoid certain words such as free or money, excessive capital letters, and exclamation points
- Keep email simple and professional
  - Need a good balance of graphics and text as image blocking is common
  - Excessive use of different colors, fonts, sizes, and images will cause high spam filtering
  - Avoid overly large fonts
  - Keep email clean and stick to at a maximum 2-3 different font types and sizes
- Send a HTML and text version
- Avoid file attachments
- Outlook 2007 results in using older HTML styles for higher deliverability
  - Inline CSS style definitions
  - For table layout designs use no DIV tags
  - No background images
  - No floats or CSS positioning
  - No animated GIFs or FLASH
  - No forms, JavaScript, or Active X
  - Maximum width at 600px – very important for proper rendering in email clients

## Design Best Practices for Deliverability & Avoid SPAM Filters

- Include unsubscribe information at top and bottom of email – make it easy for customer's that don't want emails to remove themselves

- Include your Company's contact information, address, and phone number – conforms to US SPAM laws

- Include an option for the customer to add your email address to the safe senders list

  - Example: To ensure you receive future customer-only offers, please add [swreg@reply.digitalriver.com](mailto:swreg@reply.digitalriver.com) to your address book. If you no longer wish to receive email offers from SWREG, please [unsubscribe here](#).

- Provide an option to view email online – helpful for customer's that view and buy via mobile devices

- If initial email to your list send out email slowly to avoid email server providers from blocking your IP

  - Each ISP has rules on the number of emails that can be sent in a period of time per hour per day – be sure to regulate the number of outgoing emails per hour

- Lastly, Test! Make sure you test each promotion via several email clients before sending


# Design Best Practice Example

- Opt-out and Safe Sender Option
- Box Shot of Product
- Visible Buy Now buttons at top and bottom with Call to Action
- System Requirements
- Screen shots of program
- Bullets to describe features
- Good Mix of Images and Text
- Minimal font colors and sizes

To ensure you receive future custom-only offers, please add [swreg@digitalriver.com](mailto:swreg@digitalriver.com) to your address book. If you no longer wish to receive email offers from SWREG, please [unsubscribe here](#).

**SWREG**  
Digital River

A special offer from SWREG and Wondershare



**DVD Ripper Pack Platinum**  
PC & Mac users: Rip, burn and convert your DVD and audio  
Save almost 50% on the best-selling and powerful DVD software suite

Wondershare DVD Ripper Pack Platinum bundles three of the most popular Wondershare applications: DVD Ripper, Video Converter and Video to DVD Burner (Mac Version) DVD Creator for Mac). And with this powerful software suite, you have the complete functions to rip DVD, convert video and burn video files to DVD discs.

The Wondershare DVD Ripper Pack is available for both PC and Mac users to rip DVD and convert video with an easy-to-use interface that guides you with just a few clicks. And if you have a Mac, the DVD Ripper Pack for Mac is the most complete DVD converter pack designed specifically for Mac users.

Wondershare Ripper Pack Platinum can convert DVD and various video formats to video and audio formats for playback on all popular mobile devices, and burn your video files into DVD video slideshow with beautiful transitions and resources to create a DVD menu of your own. Using any of the three programs from this pack, you can crop video to remove black video sides, trim file length to capture your favorite clips, and apply different video effects. Buy the Wondershare Ripper Pack Platinum now and be DVD and video master!

**Specifications**

<b>Price:</b> <del>\$99.25</del>
<b>Windows:</b> 98/ME/NT/2K/XP/Vista/2003/2008/7/8/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100
<b>Mac:</b> OS X/10.4/10.5/10.6/10.7/10.8/10.9/10.10/10.11/10.12/10.13/10.14/10.15/10.16/10.17/10.18/10.19/10.20/10.21/10.22/10.23/10.24/10.25/10.26/10.27/10.28/10.29/10.30/10.31/10.32/10.33/10.34/10.35/10.36/10.37/10.38/10.39/10.40/10.41/10.42/10.43/10.44/10.45/10.46/10.47/10.48/10.49/10.50/10.51/10.52/10.53/10.54/10.55/10.56/10.57/10.58/10.59/10.60/10.61/10.62/10.63/10.64/10.65/10.66/10.67/10.68/10.69/10.70/10.71/10.72/10.73/10.74/10.75/10.76/10.77/10.78/10.79/10.80/10.81/10.82/10.83/10.84/10.85/10.86/10.87/10.88/10.89/10.90/10.91/10.92/10.93/10.94/10.95/10.96/10.97/10.98/10.99/11.00

**Features:**

- Supports popular video and audio formats including: M4V, MP4, AVI, MOV, AVI, WMV, MOV, RM, 3GP, 3G2, MPG, MPEG, FLV, WMV, M4A, MP3, AAC, AC3, WMA, ASF and Vob
- Supports popular video and audio players including: iPod classic, iPod nano, iPod iPhone, Apple TV, Zune, PSP, Pocket PC, various mobile phones, YouTube (web), and more
- Built-in iPad video transfer: Integrated with iPad Video Transfer, which allows you to directly transfer video files between your computer and your iPad without iTunes.
- PSP Movie Manager: Integrated with PSP Movie Manager, which allows you to transfer files between your computer and your PSP without reformatting the converted PSP video files.
- Powerful video editing including video trimming and video cropping: Allows you to adjust video brightness, contrast, and saturation. Trim your DVD movie or video file to capture and convert your favorite clips, and crop your movie video to only convert the part you want.
- Supports different styles of transitions and customizable menu templates using Video to DVD Burner.

The Wondershare DVD Ripper Pack has the complete functions to rip DVD, convert video and burn video files to DVD discs. And now, with this special offer you can save almost 50% off the regular price.

**BUY NOW! \$59.25**

**BUY NOW! \$59.25**

# Comparison on design for same promotional offer – Design #1

## Initial Design

### Missing Best Practices

- Design width to large
- Too many offers/distractions in email
  - Bundle on top, single products offer below
- System requirement missing
- Not enough text to images ratio
- Too many images
- No Screen shots of program
- Multiple font sizes and colors
- Multiple call to actions (buy or try? which product)

### Best Practices Covered

- Box shots of Products
- Bullets to describe features
- Visible Buy Now Buttons

Proprietary and Confidential

The screenshot shows an email promotional offer for multimedia software. At the top, there is a banner with the text "Time limited Super offer from" and "All in one multimedia solution for iPod/iPhone users". The banner features three product categories: "iPod iPhone Computer transfer", "DVD/Video to iPod iPhone Suite", and "iPhone Ringtone Maker". The price for the bundle is listed as "Only \$49.95" (originally \$100.8), with a "Save 50%" badge and a "Valid until May 20<sup>th</sup> 2009" expiration date. Below the banner, there are three product sections, each with a list of features, a price, and a "Buy Now" button. The first section is "iPod Computer Transfer" (20% OFF, 30% OFF), the second is "DVD/Video to iPod iPhone Suite" (33% OFF), and the third is "iPhone Ringtone Maker" (15% OFF). Each section also includes a "Free Trial" button. At the bottom, there is a "Reference:" section listing supported iPod/iPhone devices.

**Time limited Super offer from**

All in one multimedia solution for iPod/iPhone users

**Only \$49.95** (Save 50% Valid until May 20<sup>th</sup> 2009)

**Click to buy >>** **Click to buy >>**

**iPod iPhone Computer transfer** **DVD/Video to iPod iPhone Suite** **iPhone Ringtone Maker**

**iPod Computer Transfer** **20% OFF** **30% OFF**

**A versatile iPod iPhone to PC&iTunes Transfer**

- Backup iPod/iPhone music, movies, photos, podcasts and TV shows to computer or iTunes.
- Copy any file from PC to iPod/iPhone without overwriting original iPod/iPhone files.
- Transfer music, video, etc among several iPods or between iPod and iPhone.
- Install the software on iPod to manage your iPod on any computer.

**DVD/Video to iPod iPhone Suite** **33% OFF**

**Top rated DVD and video conversion tool for iPod and iPhone users**

- Easily rip and convert DVDs, videos to iPod videos MP4 and iPhone videos.
- Fast rip DVDs, videos and audios to iPod iPhone audio MP3, M4A and AAC.
- Captures images from DVD and videos.
- Turn pictures and photo to videos.

**iPhone Ringtone Maker** **15% OFF**

**The ultimate solution to customize/DIY ringtones for your iPhone**

- Create iPhone ringtones from various videos.
- Convert audio to M4R for your iPhone.
- Directly transfer customized ringtones to your iPhone without iTunes.

**Feel free to forward this letter and share the great offer with your best friends!**

**Reference:**

Supported iPod/iPhone devices:  
video iPod, iPod nano, iPod mini, iPod 4G, iPod nano 3, iPod nano 4, iPod classic iPod touch, iPod shuffle, iPod shuffle 2, iPhone, iPhone 3G



## Measuring Results – What to look for

**Delivery Rate**– number of emails delivered as a % of total emails sent. Need to account for delivery to inbox and delivery to spam/junk/bulk folders

**Abuse report rate**- many email clients allow users to report a message as spam without even opening it. Monitor this metric very closely as a high spam rate will ruin reputation and cause severe deliverability issues in the future

**Open Rate** – tracks emails that were viewed in preview screen or opened in an email client

**Unsubscribe Rate**– number of customers opting out of your list, need to watch as any significant spikes denotes your email lacks relevancy to your list

**Forward Rate**– only if utilize forward to a friend function. It is a good measure of promotional emails relevancy and good way to capture additional emails if they convert

**Click-through rate**– number of unique clicks on your email promotions, specifically the buy now button – great metric to measure relevancy

**Conversion rate**– Depends on what action you want from the customer. Typically this is the order closure ratio for your campaign. (number of sales divided by unique clicks)

**Return rate per subscriber**– revenue generated by email campaign, or the \$ per email. Important to measure success and calculate ROI if paying fees to an email marketing system

# How to be Effective at Promotional Emails

Any Questions?

This presentation, materials, and email campaign templates provided on your Digital River USB drive

Please also feel free to contact me with questions at [jjex@swreg.org](mailto:jjex@swreg.org) or reference: [www.developer-resource.com](http://www.developer-resource.com)

I will also be providing a workshop on Email Best Practices in the Digital River Hospitality Room

Other email site references: <http://www.emailsherpa.com/> & <http://www.emarketer.com/>