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Guerrilla Sales & Marketing

Time to Up Your E-mail Game

LORI TURNER

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Editor's Note: This is the third in a three-part series.



Lori Turner

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Every day, the marketing landscape changes. New technology is introduced, customer communication preferences change and consumer expectations continue to rise regarding how specifically we target our marketing messages to them.

We have to continuously "up our game" especially when it comes to technology-based marketing channels such as e-mail. We must get smarter about how we execute e-mail-marketing strategies. To help ensure you generate a solid return from your time and financial investment in e-mail marketing, use these tried and true distribution and measurement techniques.

Know when to send. While results vary by industry, the rule of thumb is to distribute e-mails on Tuesdays and Wednesdays for highest readership. On Mondays, people are mass deleting e-mails to clean out inboxes. On Fridays, it's likely your customers will be out of the office or focused on wrapping up the week.

Generally, the best times of the day for distribution are between 10 and 10:30 a.m. and 1 and 1:30 p.m. Avoid sending e-mail early morning or late afternoon.

As the rule of thumb doesn't hold for every industry, it's always best to test to determine the ideal day and time for your e-mail campaigns.

Practice restraint. Test to determine the ideal distribution frequency for your subscribers. Start with distribution every three to four weeks. Expect open rates to drop after the first distribution, but continued declines could indicate too much frequency. Avoid sending too infrequently as well. If you wait three months between e-mails, once-interested subscribers may lose interest.

Track it. A key e-mail marketing perk is measurability. You can track precisely who opened your e-mail, clicked each link, forwarded it to a friend and opted out. Compare metrics across several e-mail campaigns and adjust your strategy accordingly.

Test it. With e-mail marketing, testing one campaign concept against another requires little expense. For your next campaign, consider splitting your list and testing two different subject lines, messages, offers or calls to action.

Automate it. Even the more inexpensive e-mail marketing software tools allow you to schedule automatic e-mails to work behind the scenes for you. For example, have your sales team capture and import prospect e-mail addresses every week. Set up a series of e-mails to fire automatically each week or month until the prospect purchases. Each e-mail can tout a benefit of doing business with your company and a related customer testimonial. These e-mails keep your brand top of mind with your prospects between sales calls.

Integrate e-mail with social channels. If you have company Facebook,

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MORTGAGES	102	102	24,929
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BUILDING PERMITS	0	0	40,826
BANKRUPTCIES	60	60	18,966
BUSINESS LICENSES	15	15	5,348
UTILITY CONNECTIONS	103	103	26,767
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Twitter and LinkedIn profiles, add corresponding buttons to the header of your e-mail template.

Also, ask your subscribers to share your e-mail newsletter with friends via social media sites. When a subscriber clicks on the “Share on Facebook” link, a link to your newsletter and corresponding image will appear on their personal Facebook wall for friends to see.

So, why should e-mail marketing be an integral part of your brand’s strategy? It’s easy to learn how to do it right, highly measurable, and has few barriers to entry. What more could you ask from a marketing channel?

[Lori Turner](#) is managing partner of RedRover Sales & Marketing, www.redrovercompany.com. You can follow her on Facebook and Twitter.

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