

Three factors that will make or break your email marketing campaign

By [David Sylvester](#)

20 Oct 2014

Email marketing has evolved from the 'spam age' and has since found its place as one of the most cost and time-effective marketing tools that can be used at the forefront of almost any marketing campaign.

Here, we take a look at three powerful email marketing considerations and unearth the opportunities they present:

Segment, segment, segment

The stem of any email marketing campaign starts from deciding on who exactly it is you plan on targeting. Whether you operate in a B2C market or a B2B market, the reality of it is that **your consumers are not all the same**.

It's important to consider an email marketing campaign as part of your holistic marketing strategy and how its implementation will propel you closer to [achieving your set objectives](#) - this makes the first step all the more crucial.



Strategise and pinpoint the variables you want to use to help build your list. Choosing the right respondents to receive your email content is fundamental to the entire campaign's success.

Common variables email marketers like to consider are, consumer:

- Age
- Gender
- Geolocation
- Buying patterns and;
- Length of loyalty

The endless flexibility of email marketing means you can build an effective consumer list using more than just one variable. This enables one piece of email content to acquire far greater reach and engagement when sent to the right people.

Think mobile

A recent study showed that [48% of all emails are opened via mobile devices](#). It's a no-brainer that mobile is the now and the future and this makes it even more imperative that email content (images, text, advertising banners, promotional click-through's) should always be mobile optimised.

The digital age, and [mobile marketing](#) in particular, is evolving at speed and isn't showing any signs of slowing down.

Statistics evidently show that consumers are choosing to actively digest content through their mobile over any other communication channel and this should cause you to shift your entire email marketing strategy to the "mobile-way of thinking".

Think of the ideal mobile-mail formula as a mix of targeting the right consumers and delivering a tailored message, that will not only connect with them on an emotional level, but will also be 100% responsive and digestible via mobile.

The graphic below illustrates the contrasting statistics in the mobile-mail realm and visually identifies opportunity gaps for marketers.



Call-to-action

Subtlety has no place in email call-to-action, and this consideration has a bigger part to play on mobile platforms.

Mobile screens allow marketers to present their email content in a 'readily available' manner, meaning call-to-action buttons and links can be right in the readers line of sight.

To put it simply, call-to-actions drive results. Whether it's signups, orders, comparisons or downloads you're seeking, a persuasive CTA within your email message will give your audience no choice but to click.

The bigger and bolder the call-to-action, the better. Visualise how your audience is likely to process and navigate your email. This will provide a strategic platform in deciding how clear and positional the CTA should be to trigger the desired response.

ABOUT THE AUTHOR

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