



How to

# Email marketing for success.

A practical guide to growing your customer base, nurturing leads, and building trust throughout the purchase process

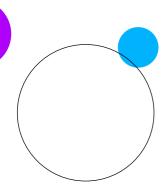
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# The challenge for email marketers?

The marketing industry has experienced a dramatic shift in the past 20 years. What was once based around a Rolodex, sending some direct mail to a target demographic, and scheduling a few meetings has evolved into a much more complicated beast.



### To be successful, email marketers today need the following:

- A thorough understanding of customer behavior
- A means by which to track and segment your customer database
- Knowing you're reaching the right person with the right message at the right time

Thanks to the internet and social media, the way we communicate – both professionally and personally – has changed forever. Email has replaced the postal system. Software has replaced the Rolodex. And because the expectation in the market today is delivering instant results, the industry standard has shifted to email marketing.

As a whole, the process of email marketing sounds like a daunting concept: you must be able to get your message across to the right person, and present the message in a unique and interesting way, attempting to drive more traffic to your website — all with the hope that this increases engagement with your product or service. But take a moment and consider how many times you've deleted a mailing-list email from your inbox after briefly skimming it. How much of it did you read? Was the content compelling? Was anything about it interesting?

Or worse yet – how many times have you deleted the email after simply reading the subject line?

This is the challenge facing email marketers today.

# Email marketing: more relevant than ever.

Despite digital marketers' increased reliance on social media channels, email is still a viable channel to deliver messaging to leads and customers. Most notably, a recent study found that 75 percent of marketers still send email promotions based on website content, compared to only 56 percent who integrate content with social media.

This puts the ball back in the email marketer's court. It means the message you select as an email marketer must be stronger and more compelling than ever.

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Email is going through a transition. Although email is still a vibrant channel, consumers — especially younger ones — use it more selectively, and marketers need to adjust accordingly."

**Yory Wurmser**, director of marketing & media insights for the Direct Marketing Association.

#### Additionally, special care must be taken to:

- Avoid spam filters
- Use a compelling subject line
- · Clearly identify yourself

The essence of creating a more compelling message lies in being able to reach the right subscriber with the right message at the right time. And if you're able to do that effectively, your efforts will have a clear and distinct increase in your overall open rates, as well as click- through rate (CTR.) But what's the best way to get insight into which audience you should send which message to, and when?



#### A game-changing approach

Getting fast, accurate answers into these questions can be obtained by a method known as A/B testing. This approach involves testing different versions of messaging within smaller segments of an overall audience, and choosing one winner out of the variables selected. The top performer is then sent to a much larger portion of your target audience.



A/B testing can be as simple as sending two emails with different page formats (e.g. long versus short), or differing image sizes (or no images at all), to using two different headlines and text styles (e.g. bullets versus paragraph.)

When used effectively, A/B testing is a key performance indicator of which message would be most likely to generate the most leads and clicks with your largest target audience. But to run a successful A/B test, you first have to set the right parameters, and define the outcome you want to reach.

#### Here are some good steps to follow for effective A/B testing:

#### 1. Set your hypothesis.

a la the scientific method. For example: "Does a smiling face in a photo increase CTR on that page?" This will set the parameters of the test, and provides a quantifiable metric - in this case, clicks – on which you can base your success.

#### 2. Know your sample size.

Before anything else, you need to determine the percentage of your target group you want to reach with the A/B test. Should it be a large chunk, or a smaller, more segmented list? This will ensure you get a reliable, valid result.

#### 3. Keep one variable.

Because we're only testing the effect a smiling face in a picturehas on CTR, everything else must remain the same – that includes copy, formatting, subject line, and even the time-of-send. Changing anything else would disrupt the goal of the test.



#### 4. Set your success metric.

In this test, we've set the metric as "clicks." But you can realistically use any metric that's based on the result you want to achieve, i.e. conversion rate, trial downloads, etc. This is especially important, because a common mistake in A/B testing is looking at multiple success metrics after the test has ended, and then deciding which is the most significant.

#### 5. Determine split group sizes.

If you have a variable that's performed well in the past, (i.e. a subject line with high open rates), you can send that to a larger chunk of your test group (75/25, or even as high as 90/10.) If you begin the test without a past strong performer, send the test versions to an even 50/50 split.

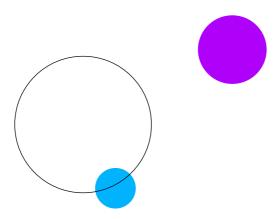
#### 6. Common sense is the best policy.

Like any other best practice, use common sense. Only use the variables that you believe will have a strong impact on performance — not just a marginal improvement. Not every variable needs to be tested, but at the same time, don't omit the ones that could be of great benefit.

#### 7. Document everything.

Keeping a written record of the test you perform can save colleagues from performing the same test in the future. Publishing a blog post on your findings can also be a good method of sharing with colleagues and educating your successors.

By using A/B testing, email marketers have the best possible chance of delivering the right message to the right person at the right time. Taking this approach can dramatically strengthen your email marketing efforts, and lead you to a higher CTR and more conversions.



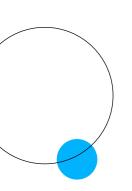
# From start to finish: maximizing email marketing potential.

After your test results are in, your best-performing email is opened, and your site is visited, questions are still left unanswered – what do visitors actually do on your site? How long do they spend there? Who bought something on the first visit? Who spends the most time there, and in which areas?

Having visibility into these areas not only helps email marketers track lead engagement, but it also is an invaluable tool for businesses to track customer behavior. Being able to track customer behavior means having exclusive visibility into what customers enjoy the most, and which areas of your site are performing the best.

Your bottom line: Tracking customer behavior on your website gives you the ability to target specific customers with more of what they like, segment groups of customers based on engagement, and ultimately maximize the lifetime value of each customer.

Kentico is the digital experience platform that provides marketers with the ability to run a full-scale marketing campaign, and also gives businesses the tools required to successfully build and maintain an online store.



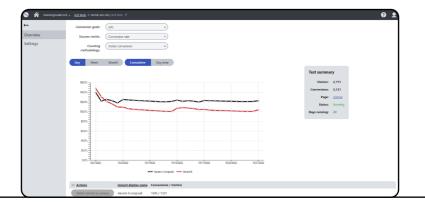


## Must-have capabilities.

With Kentico, marketers see immediate benefits. Not only does the platform act as a vehicle for effective content creation for both types of users, but it continues to deliver results long after the first task is complete.

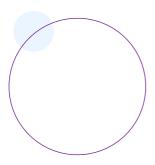
### A/B Testing

With Kentico, your email marketing needs are fully met – from the moment you send an email to a prospect, through when the prospect is converted to a customer, and beyond. For example, performing successful A/B testing is simple with Kentico, and yields accurate results quickly.



Perform fast and easy A/B testing with Kentico's integrated marketing features.

This feature enables you to reach the right customer with the right message at exactly the right time and provides real-time performance tracking after sending the test variables.





#### **Contact management**

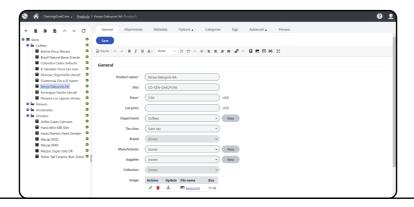
Being able to identify the leads most likely to generate value is one of the best ways to strengthen your email marketing strategy. Using data acquired from website visits, Kentico's contact management feature provides total visibility into customer behavior, saving you valuable time when developing targeted email lists. This also allows sales teams to focus on the most productive tasks, and marketing is equipped with insight to easily discern which leads are most likely to become sales or conversions.



Track customer engagement through an intuitive contact management module.

#### **Boost online sales**

The integrated marketing capabilities of Kentico will also aid in boosting sales through e-commerce. Features such as customizable sales reports, marketing automation and newsletters will give you unparalleled visibility into customer behavior, giving you an edge on the competition.

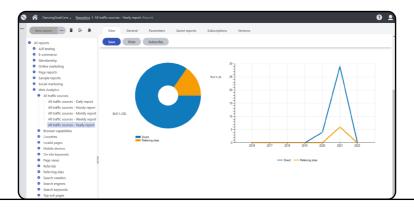


Customize any aspect of your online store with Kentico's E-commerce solution.



### **Analytics and reporting**

Having the ability to see where your website visitors are coming from is a huge benefit to both marketers and online store owners alike. Marketers will get a crystal-clear view of the best generators of web traffic, while online store owners will know which promotions to send to which customers.



In-depth reporting and analytics will dramatically increase your e-commerce sales and lead scoring.



# A complete solution.

From the first A/B test performed to the 1,000th customer to make a purchase on your website, Kentico is the complete solution for email marketing and e-commerce. It provides a full 360-degree into your customers, giving users the most effective features on the most complete platform.

No other comparable solution combines Kentico's integrated marketing features with the wide variety of e-commerce options. It's the complete platform that the modern-day marketer and online store owner needs to get more leads, increase brand awareness, and ultimately, bring in more revenue.

#### The built-in email marketing functions of Kentico allows users to:

- Easily set up, change and manage email marketing workflows and their triggers
- Use a Marketing Automation module together with Content Personalization, Contact Management and Lead Scoring
- Integrate marketing automation with Salesforce.com
- Manage and report on the current state of contacts within the email marketing workflow
- · Choose from dozens of pre-set activities, conditions, triggers and steps or easily add
- Rely on rock-solid technology with an 18+ year history of powering over 35,000 websites

Email marketing is just one of many online marketing features that make Kentico the digital experience platform of choice, helping you optimize your website and achieve higher campaign ROI.





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Using Kentico and its advanced marketing features such as lead scoring, personalization, and A/B or multivariate testing should give any development shop or design agency a step ahead in terms of deliverable functionality out of the box. At the end of the day you should be able to deliver faster, with more functionality, and increase profitability. Anytime we can increase our customer's return on investment it is good for business."

**Brian McKeiver**, Partner and Senior Developer at BizStream



# The DXP that helps you grow.

