

Carrier Direct Marketing presents:

E-mail Marketing & SEO

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E-mail Marketing

With E-mail Marketing, you can learn today and start developing a campaign tomorrow!

- Theory
- Examples
- Copywriting and Design
- Segmentation and Personalisation
- Testing
- 10 Top Tips
- **Maximise Response Rates**

Advantages of E-mail Marketing

- Relatively low cost
- Quick to deliver (time sensitive campaigns)
- Environmentally Friendly
- Intimate and targeted (personalised)
- **Highly Measurable**
 - Real Time Statistics allow you to accurately compare past campaigns in order to tailor the content of future campaigns

What's your Goal?

- Why are you sending? Each campaign **MUST** have a clear purpose:
 - Encourage more website visits
 - Receive more brochure requests/downloads
 - Advertise special offers
 - Encourage competition entries
 - Promote an event
 - Sell tickets
 - Sell products
 - Get feedback
 - Send out news or announcements?
 - Promote your brand

Examples...

In the event of problems please note the e-mail is duplicated top right of the www.moneysavingexpert.com home page.



MoneySavingExpert.com
FREE TO USE, FREE OF ADS, UK CONSUMER REVENUE

Martin's Money Tips E-mail

Home Cards Loans Reclaim £1000's Shopping Spending Utilities Phones Banking Savings Travel Transport Insurance Mortgages Houses Family Health Protect Pocket

Give yourself a [Money Makeover](#) To receive this e-mail (it's free) go to www.moneysavingexpert.com/tips
Sent: Wednesday 3 June

Highlights below include ...

£10 off Tesco & Waitrose Top New 3.26% Cash ISA

Piz Exp. Meal & booze £10 £9/mth Healthcare plan

50% off home ins, Free Mascara, £50 8MP camera

£1,000s of missold insurance reclaimed!
Check NOW if you've had loans or credit cards in last six years

Misselling of expensive Payment Protection Insurance (PPI) has long been rife. It's designed to meet debt repayments if you're unable to, yet unscrupulous lenders sold it with financial products without customers realising, or to those who don't need it. You can reclaim, for free, and possibly get £1,000s back.

- **Nine out of 10 PPI reclaimers WIN.** A Financial Ombudsman report says complaints to it TREBLED in the past year, with over 30,000 new cases. Brilliantly, a whopping 89% were ultimately decided in consumers' favour, meaning reclaiming's working, and people are getting £10,000s back.
- **Carry on reclaiming, FREE!** Despite a ban on all single-premium PPI last Friday, there's still thousands to reclaim. EVERYONE with a loan, credit or store card needs to urgently check if it includes insurance. Unknowingly, you could be paying £1,000s for potentially worthless cover. Read the full step-by-step [PPI Reclaiming Guide](#) inc. template letters.
- **But half needlessly pay to reclaim!** The Ombudsman reported the number of complaints via claims handlers is rising; almost half of PPI cases now. These grab 25% or more of your compensation, and don't increase your chances of winning, so do it for free instead!
- **Over half of ALL complaints won by consumers.** The Ombudsman resolves disputes about any financial service provided by a financial company: credit cards, home insurance, mortgages & more. 70% of cases in the past year, a big 57% were won. If you've a complaint



**The Top 10
Most Read Guides**

*Week of Tue 26 May - Mon 1 June '09
(Last week's position)*

1. [Council Tax Rebanding](#) (New)
2. [Boost Your Loyalty Points](#) (New)
3. [Cheap LCD TVs](#) (New)
4. [Top Savings Accounts](#) (1)
5. [Freebies, Freebies, Freebies](#) (2)
6. [Top Cash ISAs](#) (4)
7. [Cheap Travel Money](#) (5)
8. [Cheap & Free Flights](#) (6)
9. [Top Regular Savings](#) (New)
10. [Cheap Car Insurance](#) (New)

The top 10's awash with new articles this week with council tax topping the charts; no surprise as last week gov't figures revealed 130,000 homes are in the wrong council tax band. Savings has been knocked off its perch for the first time in



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Examples...

Can't see Privilege's promise of cheaper car insurance? [Click here.](#)

You don't have to be posh to be privileged | **privilege**

BRIGGS 01

Asyutka - Shovington - Smythe Dealership

*We promise to beat your
car insurance renewal quote
(and if we can't, we'll give you a £50 discount on our premium)*

Dear Mr Briggs,

Car quote >

We contacted you a short while ago telling you about our promise of cheaper car insurance. As your renewal date gets closer we thought a reminder might be helpful.

If you've got 4 years' no claims, **we'll beat your renewal quote** (cover on an equivalent basis to ours, minimum premiums apply, introductory offer). And if we can't, we'll give you a £50 discount on our premium. Offer ends 31/12/09.

Each has a very clear purpose

1 Online Business Starter Kit
paying \$235 A DAY!!

You must be able to work from home!

CLICK HERE

FREE!
as in you DON'T have to pay for it REALLY!

Hurry - There are LIMITED SUPPLIES!

Life's for Sharing T-Mobile

You'll love the sound of the new LG Arena with Dolby Mobile

FREE LG Arena
Unlimited texts + 1000 mins
For just **£36**/mth (was £40)

Order yours now >



Staying Focussed

- You can be sure that your audience will receive your message loud and clear
- Your stats will be more valuable - you'll be able to gauge what your audience thought of the information you provided.
- Over time, this will help you to build up a profile of your audience and their interests..
 - Special Offers vs Latest News
 - Competitions vs Opinion Polls



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Examples...

Main subject of e-mailer

Prominent Calls to Action

Minimal Text, clear headings,
Bullet points

Contact Details

Less is More!

If you cannot see this email, please [click here](#)



HARNESSING THE POWER OF TWITTER
How to maximise return on tweets

internetworld TFM&A
23 JUNE 2009 CENTRAL LONDON

Book before 22nd May and save £50!

With a population of over 600 million and continued exponential growth, can your organisation afford to miss out on a new wave of digital customers?

Whether you are a total twitter newbie or want to improve your current tweeting strategy, **Internet World's Harnessing the Power of Twitter** conference will give you the most critical advice from some of the world's most prolific tweeters.

Everything you need to become a twitter expert!

- Launch your twitter campaign and learn how **Woolworths** are re-inventing their brand online
- Discover how **10 Downing Street** monitors and reacts to public opinion by using twitter
- Best practice from the **USA** with insight from PR Newswire
- Technical twitter: **Jargon-busting** session with TweetMeme – a leading twitter application
- Interactive panel discussion: how to make money on twitter

Register now for just £249!

Organisations all over the world are using twitter to increase their online presence and gain that competitive edge. Attend **Harnessing the Power of Twitter** to learn how you can optimise your online strategy, marketing and all-around customer experience.

For more information:
Visit: www.iw-twitter.co.uk
Phone: +44 (0) 20 7921 8039
Email: conferences@ubm.com

Our Twitter gurus include:

Ian Green,
Managing Editor
Digital Communication
10 Downing Street
@DowningStreet

Matthew Jacques,
Shop Direct Group
Head of Brand
Woolworths.co.uk
@team_woolies

Vikki Chowney,
Consultant
Six Degrees & Technology Blogger
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Nick Halstead,
CEO & Founder
TweetMeme.com
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Vicky Harres Akers,
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Writing great Copy

- Approach this as if you were one of your customers – what would catch your eye?
- Look at emails you've received – good & bad!
- Consider the tone of your copy – does it match your audience?
- Recipients will (subconsciously) ask themselves 3 very important questions:

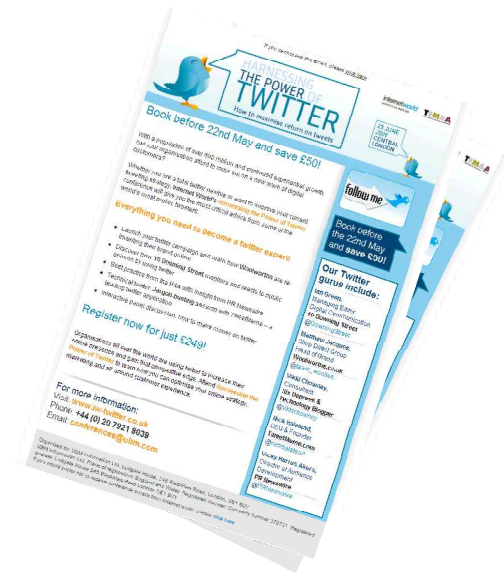
1. Who is it from?

2. What's in it for me?

3. What do I do next?

Design and Layout

- Convey your goals to your web designer
- Share your ideas
- Show them examples of e-mailers you've received – what you like / don't like, what works / doesn't work **and why?**
- Prominent Calls to Action
- Content well formatted
- Forward to a friend link
- Unsubscribe facility
- 600px in width



Testing your Campaigns

Just like web browsers (Internet Explorer / Firefox), Mail programs will render your campaigns differently according their HTML coding.

- Outlook / Outlook Express
- Hotmail
- Yahoo
- Gmail
- AOL

Set up accounts for each and TEST!

What's in a Subject Line?

The key determinant for whether a recipient will open an email, delete it, ignore it, file it for future access, report it and/or filter it as spam.

- Should convey something important, timely or valuable
- Should say to the recipient “If you don’t open this email, you’ll miss out”
- Should reflect your goals

What's in a Subject Line?

Is also a major component in the algorithm of many ISP and recipient-level spam filters.

- Avoid using words that might trigger spam filters such as "free" or "discount"
- Avoid unnecessary punctuation (lots of !!!)
- Avoid using all CAPITAL LETTERS
- Avoid G.a.p.p.y T.e.x.t
- No more than 45 characters in length

Segmentation and Personalisation

With inboxes busier than ever, how do we make sure our message is getting through?

...Relevance

- Segmentation = Tailoring the content of your campaign to a specific group within your list
- Personalisation = Using personal information within your copy

Segmentation and Personalisation

- How could you use their DOB?
- How could you use their postcode?
- How could you use their gender?
- How could you market to a parent?
- How could you use data on previous opens/clicks?

The more relevant the campaign, the better your response rates and return on investment.

Subscribe process

The more information you can gain about your visitors when they sign up, the better you can target your campaigns.

- Validate their email address with double opt-in
- Offer an example of one of your newsletters
- How often will you be sending?
- Will you share their details – link to Privacy Policy

Convince your visitors to subscribe!

When should you Send?

- Tuesday / Wednesday statistically best
- Try to send consistently – same time/day each week/month
- Analyse open and click times
- Analyse enquiry times
- Analyse you list – personal/business addresses?

Top Tips for Maximising Response

1. Define your goals and stay focussed ✓
2. Spend time on your Subject Line ✓
3. Approach copywriting as a customer ✓
4. Discuss your ideas with your web designer ✓
5. Build up a library of e-mailers, good and bad ✓
6. Tailor your content - segment and personalise ✓
7. Use statistics to refine your campaigns and deliver the content your audience want ✓
8. Get your subscribe process right ✓
9. Send on Tuesday or Wednesday ✓
10. Test, Test, Test! ✓

Search Engine Optimisation (SEO)

“The process of improving the volume or quality of traffic to a web site from search engines via natural (organic) search results.” *wikipedia*

- Google, Yahoo, MSN Live Search (Bing)
- Editing HTML Code
- Keyword Density & Placement
- 1 Keyword Phrase per page

A fresh approach...

Search Engine Optimisation (SEO)

Instead of building a website that we **HOPE** people will find, shouldn't we be finding out what people are **ACTUALLY** searching for and building a website that they **WILL** find...?

- Do your Research!
<https://adwords.google.com/select/KeywordToolExternal>
- Create content that people are searching for
 - High search volumes
 - Low competition

Inbound Links

The acquisition of inbound links is now one of the most important aspects of Search Engine Marketing.

- Search engines give sites with quality inbound links a higher ranking
- Inbound links help to build trust
- One of the best ways for people to find new sites
- Google - link:www.yourwebsite.com

Would anyone link to your website?

Acquiring Inbound Links

Like most aspects of e-marketing it's important to have a strategy.

- Partners, suppliers and clients
- Industry related directories
- Article submission websites
- Social networking– Facebook, MySpace, Twitter, Bebo, Digg, Stumbleupon, Company Blog
- <http://www.addthis.com>



Thank You

<http://www.carrierdirectmarketing.co.uk/presentations>