

Email Writing Tips

How important is email to the success of your event? Critical.

No matter what your audience tells you:

- “I hate email”
- “I never read email”
- “I delete every email without reading them”

They’re lying. Email remains a fundamental building block of any promotion.

The goal of any successful email is to stimulate audience interest. That means understanding your audience, focusing on their interests and tying your event to those interests. If you don’t, then all of the above comments become true. If you do, then you will have a crowd at your next event.

Here’s how to make your emails work for you:

Focus on each part of the email:

- Subject
- Sender
- Salutation
- Body Copy
- Signature
- Links

Here are the details on each of these items:

Email Subjects + Senders:

- At least 40% of the readers’ decision to open or take action is based on the email subject + sender
 - Fact: 69% of recipients decide whether to report email as spam based on the subject line (source: ESPC)
- The 80/20 Rule of Email Subjects
 - 8 of 10 people will skim/read your email subject line
 - Less than 2 in 10 will read the rest / take action

10 Best Performing Email Subjects

1. MyCompany Sales & Marketing Monthly Newsletter
2. MyCompany Newsletter - January 2009: Teaser Subject/Topic
3. [Webinar]: N Tips to Improve Email Responses
4. MyCompany Webinar: Case Studies - Join Us Feb 15
5. Webinar Topic - Webinar Slides Available
6. This Week's Phone Call / Meeting (personalized from sales rep)
7. John - 8 Customer Service Tips that Work
8. Exciting Update from MyCompany - IBM Approved Supplier
9. Reminder: Storage Survey - Your Input
10. Invitation - Breakfast on Specific Topic

9 Worst Performing Email Subjects

1. Join Us for a FREE Webinar on April 2 2009!
2. Shop Early and Save!
3. Register to Win Your FREE iPod!!
4. Security Spending
5. Post-Trade Show Webinar: Expert Insights Into the Key Trends and Observations from the Trade Show Floor Last Week
6. European Lakefront Elegance
7. (Company) Announces Partnership to Work with (Other Company)
8. Product Launch: New "Widget" Available
9. Full Press Release Title "(Company) Announces New Widgets"

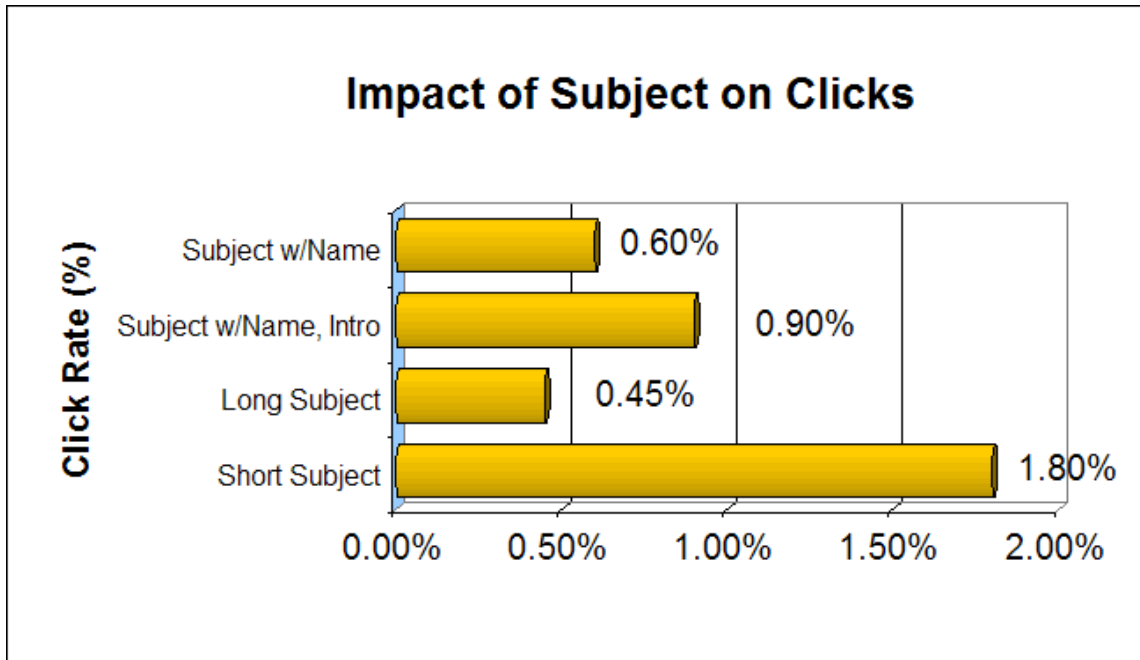
Best / Worst Subjects: Observations

GOOD

1. Popular, specific and *relevant* keywords
2. Offer value, resources ("give vs. take")
3. Honest / non-hyped
4. Length: 50 ~ 55 characters
5. Clearly stated benefit(s)
6. Lead-in with a teaser / ask a question

BAD

1. Pushy / salesy - ask for an order ("take vs. give")
2. Non-descript / vague / (sometimes meaningless)
3. 70+ Characters



Subject Line Results (Click Throughs)

- Short outperformed Long by +524%!
- Short is 2x better than “subject + name + <Dear>”

The Email ‘From’ Field

Keep it personal - Reinforce “1 to 1 relationship”

- “Usually” better to use name+company vs. company
- Legitimate / valid email address (!)
- Consider: person as send-from + company in subject

GOOD / Better:

- “Craig Stouffer” cstouffer@pinpointe.com
- “Steven Smith, Pinpointe” ssmith@pinpointe.com

BAD:

- “info@company.com” <info@company.com>
- “Do Not Reply” Prospect_list@company.com

Remember the 50/50 Rule:

- Spend 50% of your time on the subject + Intro
- 50% on everything else (including design)

The Opening: “Above the Fold”

- “FOLD”: The “First 3 lines / 300 pixels (Preview pane)
- You have email subject + 3 lines to get attention...
... Use it wisely!

Consider:

- Can your opening sentence stand on its own?
- Think: “The 5 + 30 approach:”
- Tell the 5 second version of your story first
... Then tell the 30 second version

The Body - Structure

WHAT: (In this order)

- The offer (or the main point / objective)
- Main benefit
- Response instructions

HOW:

- Divide key message into sections
- Short vs. Long?
 - Short and concise works best
 - Exception – complicated offering / big ticket item
- Consider: Shorter paragraph with link to landing page(s) with supporting details

Do multiple links improve results?

Results (Average across 20 campaigns):

- Average CTR (click through rate) for campaigns with 1 link: 6.8%
- Average CTR for campaigns with 2 links: 8.57%
- Improvement: Extra link = +25%

Optimal click-rate occurs with 10-22 words between links

The Signature

Newsletters, quick updates, event invites, any outreach

Stay CAN-SPAM compliant-

- Always include a signature
- Don't forget physical address, Phone, Contact email address

TIP: It is OK to 'advertize' below the signature:

- Social links (e.g.: Twitter, Facebook, Blog)
- Text + link to special offer
- Offer for free demo / trial / etc

One More Email Tip:

TEST YOUR CAMPAIGN!

There's no better way to know if your audience will read your email.

And...

Have at least two follow-up emails ready to go.
The first email "touch" rarely is enough to stimulate interest.

Good luck!