

Managing Email Campaigns

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Part 1. Why Use a List Management System?

Part 2. How to Manage a List of Contacts.

Part 3. Segments- Targeting Specific Contacts

Part 4. Sending & Scheduling Campaigns

Part 1.

Why Use a List Management System?

Why should you use a list management system?

- Track which emails were sent to which addresses
- Reduce email communication
 - Less frequent interaction increases response rates.
 - Try to send only one survey per month to each respondent.



Collecting Email Addresses

- Don't "find" a list
- Don't purchase a list
- Offer sign up forms on your web site and blog
- Build sign up opportunities into other online events
 - webinar registration
 - product purchases
 - survey completions
- Encourage list sign ups via social media.

Let's Get Started

Just fill out these fields below to start your 14-day trial run of SurveyGizmo!

What's your name?

Email? (This will be your login)

Phone number (optional)

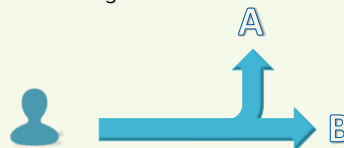
Create a password

LET'S GET STARTED

By signing up you agree to our terms of service/privacy policy.

Offer Choices to Contacts

- Text or html emails
- Choice for frequency of received emails
- If no choice is offered, describe how frequently you will send messages.



Protect the Privacy of Contacts

Let contacts know about your privacy policy.

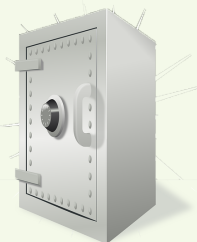
If email addresses are internal use only.

- or -

If info may be shared with a third party.

- or -

If info will not be shared with a third party.



Part 2.

How to Manage a List of Contacts

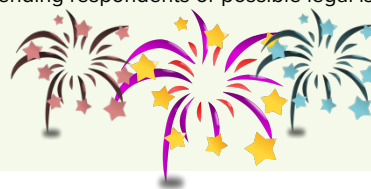
Good List Management

- Make sure that names and company names are correct and stay that way.
- A typo in a person's name or company name can have a big impact, but not a positive one.



Tips for Good List Management

- Always remove duplicate addresses.
- Make updates when you are notified of an email address that has changed.
- Respond to unsubscribe requests quickly to avoid offending respondents or possible legal issues.



Tips to Avoid Spam Filters

- Have permission to email to the address – double opt-in is the best standard
- Identify yourself to the respondent
- Good subject lines can help here

The Secret of Highly Successful lists

- Bounced addresses should be removed, unless the bounce is a temporary. Ex. Overloaded inbox.
- Consider removing inactive addresses if they have not responded to attempts to re-engage.

Which list has better performance?

List Example 1

Total Contacts	28,406
Response Rate	11%
Click Thru Rate	2.4%

List Example 2

Total Contacts	20,739
Response Rate	15%
Click Thru Rate	3.3%

Reducing SPAM Scores

- Know the applicable laws – CAN-SPAM in the United States and is relevant for all commercial messages.
- FTC site – business.ftc.gov



Email Addresses to Avoid

- Group email addresses – support@sgizmo.com
- Any email addresses with “spam”
- Honey pots (spamtraps)
 - Ex: honey.pot@sgizmo.com



Professional List Cleaning Services

1. Upload a list
 2. Emails are verified
 3. A clean list is provided
- <http://www.datavalidation.com/>
 - Offers free analysis!
 - <http://www.leadspend.com/mailchimp-promo>
 - 50% off first-time customers! (\$1.5K for 0.5M)
 - <http://www.briteverify.com/>
 - Works continuously with ESP to clean lists

Part 3.

Segments: Targeting Specific Contacts

Segment List When Possible

A good list is an organized list!

- Segmenting your list into smaller, specific groups, will allow you to send more effective messaging.
- If lists are old, confirm the addresses before using them in a campaign.



Part 4.

Sending and Scheduling Campaigns

Batch Delivery

Batch Delivery

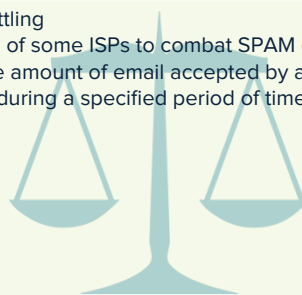
- Sending method delivers campaign messages as groups separated by time
- Decreases floods of traffic to website
- Prevents website crashing



Email Throttling

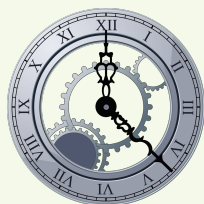
Email Throttling

- Practice of some ISPs to combat SPAM email
- Limit the amount of email accepted by a particular sender during a specified period of time.



Plan and Coordinate Campaigns

- Schedule survey emails to coordinate with other campaigns.
- Consider the customer lifestyle



Follow-up Emails

Reminder Emails:

- Reminder emails can be sent to boost participation in a survey, however, only a few should be used.
- After the first reminder, any successive ones should contain only a few sentences.

Testing Emails

Schedule time for testing in the project timeline.
Look at the email in various browsers:

- Internet Explorer
- Chrome
- Firefox

Don't forget to test on mobile devices!



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