GREAT EMAIL LEADS *to* GREAT MOMENTS.

Even in uncertain times, your customers maintain their email inboxes with a keen eye. The first permission-based digital marketing channel, email remains the highest driver of ROI. It's one of the earliest touchpoints to introduce your brand to customers.

But using email to market during times of crisis can be tricky. It takes data-driven decisions as well as a thoughtful touch to create email that moves customers closer to important moments.

To master this balance, we've assembled tried-and-true tips to guide you. If you're just getting started with email – or if you're looking to improve what you've already built – this e-book will help you create email that both resonates with customers and proves its own value.

SETTING GOALS *and* MEASURES

Creating an email campaign takes time, energy, and resources – but it can be tremendously rewarding. Ensure that your efforts end with a big ROI and plenty of high-fives. Kick things off with some discovery to align everyone involved and get set for success.

1. Get your mantra ready.

First things first. Your team should develop a statement to rally around – and share it with your boss. This is your succinct response any time someone asks, "So, what are you working on?" For example: "We're developing an email program to engage current customers, inspire new customers, and stand out in the inbox."

2. Set customer-focused goals.

Once you understand your email program vision, establish goals focused on the customer. Define clear intentions to improve the value of your emails for customers. Perhaps you'll aim to add the ability to reach customer service in one click within all of your digital marketing over the next 12 months. It could be anything designed to benefit that special individual opening your email.

3. Get other teams involved — and invested.

Share your plan for the year with executive leadership, other channel marketing teams (like social and advertising), customer service, and anyone else you'd like to include. It's easier to address challenges with a holistic understanding of where your business is and where it needs to go. Plus, your vision could wind up inspiring other departments to change their strategies.

$1 → ✉ → $44

FUN FACT

For every $1 spent on email marketing, the average ROI is $44.*

*Data and Marketing Association (DMA).

4. Know what worked before.

Establish a benchmark for success. Gather data on previous email programs to see what subscribers responded to before – and where there's room for improvement. Were there periods of high engagement? Were there periods of mass unsubscribes? Understand your history.

5. Align within your marketing organization.

Conflicting business goals between teams can lead to challenges as your email program grows. It will be tough to scale without alignment among merchandise teams, content and creative departments, leadership, and so on. Early on, establish the expectation for cross-functional teams to agree on workflows. Collaboration should be second nature.

6. Determine your KPIs.

Knowing your benchmarks for success up front will influence how you build and send email. Established KPIs (for instance, click rate by link over time) ensure you get the data feedback you need. You can even dig deeper for hard data on conversions and customer lifetime value. Set your program up to measure list growth, for example.

7. Understand your objectives.

What targets does your email program need to hit? Is it a 5% increase in subscriber base over six months? Is it a reduction in unsubscribes or a boost in clicks to conversions? If you don't know, you could wind up oversending emails just for the immediate conversions. Sending too many emails without established goals causes subscriber fatigue and hurts your customer file.

8. Check up on your progress.

Regularly review how your emails are performing. Look high and low, at an aggregated top level, at categorical campaigns, and at individual email sends. See which ones are driving the best engagement. Add what works to other campaigns. Compare your findings to the benchmarks from step two. Share your insights with broader organization partners.

9. Turn data into action.

Regularly translate your data and findings into actionable insights. An increase in open rate is terrific news. Take a bow – then identify the steps to apply this victory to your other sends.

10. Recalibrate.

With the data you uncover, point out where there's room to grow. Consider which adjustments you can make to reach your objectives. Pivot toward the strategies and tactics that have worked the best. Remove or correct any that haven't met expectations. Make a tangible plan for addressing your challenges and opportunities.

WHAT'S NEXT?

Now you've got **10** tips for creating data-guided, emotionally resonant email. That's a lot to think about. Consider choosing only a couple of tips from each chapter to implement at first.

When implementing any new practice, it's best to keep a reasonable pace so benefits can be tracked and changes can stick. Why not kick things off with some goal-setting?

Use the conversation starters on these pages to determine your first steps. Work with your team to determine what happens after you close this e-book. In this exercise, you'll create three goals you can start working on right away.

When working through these exercises with your team, remember to ask yourself:

- · Is this specific?
- · Can we measure this?
- · Is this feasible?

- · What's our timeline?
- · Can this be revised later?

Let's identify your areas of focus: what's working and what needs work.

Think about email campaigns from the last year or two. Bring in thoughts, numbers, reports, or feedback. Which performed best? Why? What could be improved?

After you have this discussion, write down the three most important themes and needs you discovered.

1. _____

2. _____

3. _____

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