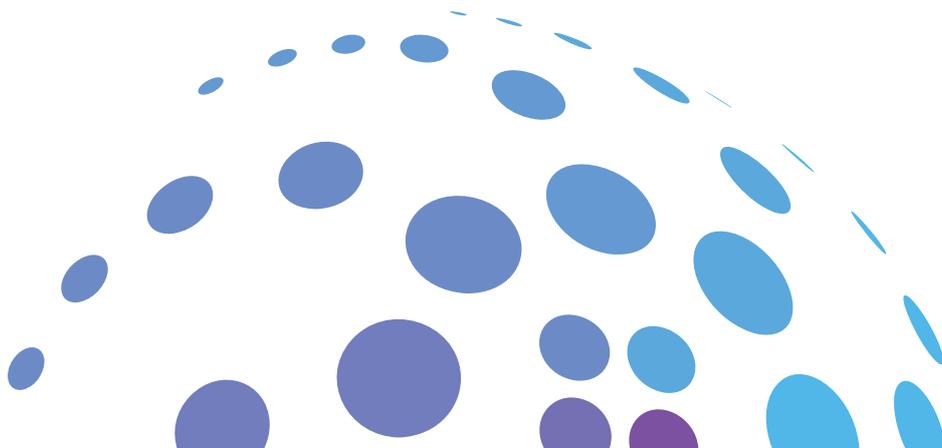




SMARTCOMM
MULTI-CHANNEL SOLUTIONS

EMAIL MARKETING





WHAT IS EDM OR EMAIL MARKETING?

eDM stands for Electronic Direct Mail and these are generally used by businesses to build brand loyalty or drive sales. An eDM campaign in its simplest form is focused on email send-outs or 'blasts'. It involves building an email database of customers and potential customers and directly sending them email communications and promotional offers.

However, an eDM can involve more than just email communication. The best performing eDM's utilise cross media channels to communicate and reinforce the campaign message. This is usually achieved through the incorporation of printed materials, digital promotion and SMS messaging.

TYPES OF EMAILS

There are many different types of emails you can send. The type of email you choose generally depends on what action you want your customers to take. For example the type of email you'd use to build brand loyalty and strengthen customer relationships would be very different to an email driving a promotional offer or the purchase of a new product.

Here are some examples of different email campaigns.

Brand and relationship focused eDMs:

- Company e-newsletters
- Industry news and updates
- New client "Welcome"
- Meeting follow up
- Updating contact information
- Customer surveys
- Testimonials/case studies
- Tips & advice
- Event information and registration

Sales focused eDMs:

- Promotional offers
- New product launches
- Seasonal specials
- Checkout "Thank you"
- Re-orders
- Sale reminders
- "We miss you"





ADVANTAGES OF EDM MARKETING

Reduced Time & Effort – With email marketing you can typically send marketing communications within a few hours. By utilising existing and recurring email templates, you can streamline the process. What is normally weeks' of work via traditional channels can be achieved in just a few hours and by just one person.

Real time messaging – With email marketing's quick lead times, you can maximise the opportunity of short term and limited time offers. You can also send personal, real-time messages for customer birthdays, holidays and special events. You can even develop trigger and automated emails that communicate updates in real time i.e. "Your order has been dispatched".

Personalised messaging – With email marketing you can send truly personalised communications. Beyond simply including a customers name or individual login, emails can be tailored to include customer relevant information such as local news and the nearest store. By using your database you can also segment customers according to their unique demographics, recorded purchasing behavior and stage within the customer journey then customise the email with relevant products and services. All these things improve the customers experience and increase the likelihood of conversion.

Customer dialogue and data retrieval – eDMs allow you to start a direct dialogue with your target audience and are a great avenue for using incentivised surveys and questionnaires to improve the depth of your customer data.

Campaign tracking - Email campaigns produce detailed tracking data, such as how many people opened your email, how many took action as a result, how many emails weren't opened or bounced, what device it was viewed on and what time it was viewed. All this data is vital in helping calculate an exact Return on Investment.





TOP EMAIL TIPS

Provide interesting content:

Never miss the opportunity to provide your readers with relevant content. If you know your readers' interests, send them content related to those interests. For example, don't just send a 'thank you' email, instead include links to extra content that your customers might find useful. Also provide your content in multiple formats so readers have the choice to download it in whichever format they prefer.

Put key information first:

Research has shown that people scan emails in an "F" shape and that most readers will skim your emails for relevant and interesting information. It's important to keep these things in mind when you create your templates. Your important information should be at the top, along with your company logo, calls to action and any key points you want your readers to take away.

Break up heavy text:

Use bullet points whenever possible so it's easier for your readers to scan through important information. Long paragraphs can scare your readers away before they even reach your key email content.

If bullet points don't work, break up the copy into smaller paragraphs with headings so readers can easily scan for sections of interest to them. All this makes your emails far less daunting once opened, which will encourage clicks and increase engagement.

Calls to action:

Make sure your call to action is at the top of your email. Many people don't scroll to the bottom of their emails, so a call to action at the end of an email may be missed. To help your email calls to action stand out use color, placement, size or a border to draw attention.

Video links:

Adding video links in your email can increase engagement and click-through rates. When looking to include a video, add a screenshot that links to your video location rather than embedding the video within the email as these can often decrease the email deliverability rate.

Use graphics over text:

If you have graphics that can convey the same message as text, use them. Visuals are known to increase engagement levels and are easier for readers to scan than big blocks of copy. If you do use visuals and graphics, don't go overboard. Remember to keep your email as uncluttered as possible.



WHO IS SMARTCOMM?

Smartcomm is far more than a traditional mail house. With over 100 years industry experience, our team of smart communicators are the best in the business and we aren't afraid to boast about it. From your dedicated Account Manager to technical, print and warehouse support we've got your back. Our highly experienced team will deliver expert management of your projects and provide you with multiple campaign options to ensure cost efficiencies.

SMART1:1 EDM TECHNOLOGY

Whether email plays a big or small role within your marketing mix, we'll ensure it delivers results. Our skilled IT experts can be involved in any stage of the development and execution of electronic communications. With our customised, highly personalised and measurable email system, we'll ensure your message reaches the right audience.

Our **SMART1:1** technology includes a Drop & Forget Email Broadcast System. You simply drop your data into a hot folder and the system does the rest! Utilising your data, our **SMART1:1** system will automatically tailor your communications with variable templates, text and imagery to deliver customised messages to the right customer, at the right time. It will also report on how many were opened, how many people clicked on a link, referred the email to a friend and importantly how many bounced.

A SMART1:1 email marketing solution provides:

- Personalised Email broadcasts
- Personalised URLs and website landing pages
- QR codes
- Management and storage of data and imagery files
- 70+ free professionally designed mobile friendly email templates
- Hassle free drag and drop editor with built in image editor
- Multi-channel integration with SMS and printed mail campaigns
- Social sharing options
- Web forms for customer surveys and event registrations
- Payment gateway integration

All electronic campaigns include real-time reporting including:

- Number of eDMs sent/received/opened
- Bounce back management for un-subscribe and bounced emails
- Percentage of HTML to Plain text
- Links clicked (Unique vs. Total)
- Who actually clicked links
- Click through rates
- Forward to friend activity
- Profile updates
- Social & business network integration
- Integration with Google Analytics for full campaign reporting

It's that simple to find and engage your customers via email when, where and how they want.

WANT A DEMONSTRATION?

Our committed Account Managers can easily take you through our **SMART1:1** eDM broadcast system. We can even bring our technical and production staff for expert consultation to make sure we meet your unique business needs.

Our focus is always on understanding your business from your point of view. Whether you're thinking about a single project or more integrated communications, our **SMART1:1** technology will make sure your marketing dollars work smarter.

So call us to organise a personal demonstration today!

WHY CHOOSE SMARTCOMM?

We believe when it comes to your business, it's quality, not quantity that will give you a competitive advantage. That's why we'll focus on understanding your vision and unique requirements.

Our experienced team will partner with you to gain insight into your customers and their optimal channel journey. We'll then develop integrated marketing workflows and automated multi-channel, 1:1 targeted communications specific to your business and customer needs. This proven approach almost ensures a heightened experience, engagement and response from your customers.



SMARTCOMM
MULTI-CHANNEL SOLUTIONS

3/60 Enterprise Place, Tingalpa, Qld 4173

P 07 3393 9555 F 07 3393 9511

info@smartcomm.net.au

www.smartcomm.net.au