

Marketing Tactic: E-Newsletter

Presented By:



RETURN ON YOUR INVESTMENT

The Direct Marketing Association put email marketing's ROI anywhere from:

\$12.00 - \$40.56 per dollar spent in ROI

Want to increase your ROI?
Use the tips below to improve your brand and lead generation strategies.

Brand :

Place company logo in a high profile location

Include a precise and unique value proposition - who you are, what do you do, what makes you different

Always review and revise content and images to keep the messaging and the look fresh and current

Include links to company website home page, blog articles, about us pages and contact us pages

Link to company social properties including Facebook, Twitter, LinkedIn, YouTube, etc...

Having a defined and consistent presentation that rightly reflects your company brand including font color, size, images, graphics, and writing style.

Lead Generation:

Segment lists and target your message to specific interest groups

Feature a specific product or service that will generate interest from your audience

Include a specific and unique call to action

Include a feature for current subscribers to forward to friend and for new users to sign up to receive your newsletter

Set metrics and track open rates, click throughs, forwards and opt out rates to understand the effectiveness and performance of your publication

Always perform A/B testing and optimization of your subject lines to improve your open rates

Benchmarking your Metrics:

Target open rates are between:

18-22%



Target click-through rates are between:

4-6%

Target list size:

Scale for the quantity appropriate to the size of your business

Acceptable Opt-Out Rate:

1%