



Rhino Email Marketing.

Managed email marketing services to engage your audience and grow sales.



Best practice email campaign planning

We understand that email is a critical component of your marketing strategy, but it's not always easily executed. You can use this best practice guide to improve your programme and reach audiences with engaging, relevant and effective campaigns.

Reaching out to your customers utilising email can be difficult and takes a coordinated effort. You would benefit from database segmentation, real-time click-through to landing pages, and compelling calls to action to orchestrate a winning campaign across all channels, devices and screens. These capabilities, integrated and working together as they do with Rhino email campaigns, create consistent customer experiences that drive an impressive return on investment.

Customer segmentation drives better results

Email marketing remains an important piece of marketing communication and marketers recognise this. One of the greatest opportunities for email marketing is the ability to design messaging to the recipient's needs and profile, providing relevant offers or content at the right time, aligned to the customers buying cycle or timing of events. Marketers who take a more strategic approach to email marketing and use data to drive more precisely targeted campaigns will achieve greater results.

Frequency - timing is everything

Internal resources, return on investment and need for engaging content production make frequency of emails an essential strategic consideration. But it should not be the starting point of your strategy. Interesting and relevant content in your email is important in order to increase conversion ratios. Without the right content, senders risk losing customer engagement when increasing volumes and the frequency of email contact.

£31.45

the average return on investment for **every £1:00** spent on email marketing

Source: Experian

3.7
Billion

in 2017 there were estimated to be **3.7 billion email accounts**

Source: Statista

40%

40% of marketers rated the leads generated by email as **high quality**

Source: Software Advice Survey

Each eDM that is created should follow a standard delivery process to ensure that once created it can be managed effectively in-line with the customers exact business needs.

OBJECTIVE

01

SETTING

Objective setting is crucial to email marketing success. Defining your email marketing campaign objectives helps guide the direction of your campaign, and makes it easier to measure the success of your efforts.



If you have limited content available, you'll have to ask your Account Director to create that content for you. You will need time here to gather all the necessary input and assets for your campaign including your database.

CONTENT

02

CREATION

COPY-WRITING

03

Copy input, including financial terms has to be written together into one clear briefing document. Take one round of amends into account following production.



When your content and copy is finalised, it's time to create the design. This includes building a layout, structuring your e-mail and creating the necessary visuals.

DESIGN

04

HTML

05

Next step is to put the design into compelling HTML pages. Our advice is to create a responsive email. Responsive has become the standard, so make sure your campaign performs flawlessly on all (mobile) devices.



Creating the necessary segments and checking all the data fields are aligned pre-send. Rhino provides a unique data source referencing system aligned to your job number to avoid the wrong databases being allocated.

DATABASE

06

MANAGEMENT

Each eDM that is created should follow a standard delivery process to ensure that once created it can be managed effectively in-line with the customers exact business needs.



Should you have an email campaign that you would like to discuss or any questions regarding anything presented in this document please contact a member of the Rhino team on 0161 330 1661.

Let's Talk.

Rhino Design (Manchester) Ltd

Monaghan House

Clarendon Street

Hyde

Cheshire

SK14 2EP



+44(0)161 330 1661



info@rhinogroup.co.uk



www.rhinogroup.co.uk