



Rhino Email Marketing.

Manage your email marketing to engage your audience and grow sales.





£35.10

The average return on investment for every £1.00 spent on email marketing.

Source: Statista

**5.6
Billion**

In 2021 there were estimated to be 5.6 billion email accounts, 4 billion active daily.

Source: HubSpot

40%

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

Source: Software Advice Survey



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: Drive 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 to increase conversion ratios. Without the right content, senders risk losing customer engagement when increasing volumes and the frequency of email contact.

How to create a winning email marketing strategy?

Each EDM (Email Direct Mail) should follow a standard delivery process to ensure that once created it can be managed effectively in-line with your exact business needs.

01

OBJECTIVE 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.

In other words, you should be able to answer the question:

“Why are you emailing your customers?”

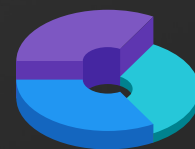
Your answer should be concise and focused, such as announcing new products, offering the members of your email list a discount, or inviting subscribers to participate in a contest on social media.



02

SEGMENT YOUR AUDIENCE

With segmentation, you separate your subscribers into different “buckets” based on previous purchases or indicated interests. You can then customise your welcome emails, product suggestions, and other promotional emails based on segmentation.

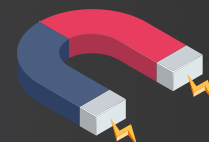


03

CREATE A COMPELLING HEADLINE

Your subject line must answer the question of why your email subscribers should open your email. Think of the subject line as a preview of the email's main offer.

Create a sense of curiosity, scarcity and brevity. Use offers and personalisation to create immediate loyalty.



04

TIMING IS KEY

When you send your email is crucial. Optimal timing is easy to implement in most email marketing programs, however it's important to understand the purchasing behaviours of your customers. If B2B, they're likely to be more active during office working hours, if B2C certain software uses the time a subscriber opened previous email to predict the optimum delivery time.



05

BRANDING

You will likely have invested a great deal of time and resource in your website. Your emails should represent your brand equally as well ensuring a positive familiarity for your customers.

Here's a few tips:

- Display your logo clearly.
- Use your brand colours.
- Mimic the design of your website.
- Use your brand name in the 'From' field.
- Use an email address from your site's domain.
- Create a Header / Footer.



06

DESIGN & COMPATABILITY

Good design to get your message across and encourage customer action is key. The imagery, animation, and content will stem from your brand and the type of campaign you're running.

It's important to make sure your email is compatible across all mail clients and device types. Our advice is to create a responsive email. Responsive has become the standard, so make sure your campaign performs flawlessly on all (mobile) devices.



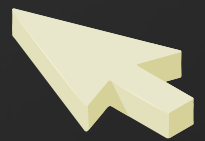
07

CONTENT & CALL TO ACTION

The message is dependent on your objectives. Ensure your copy is well written, brief, and to the point.

A well-crafted email however can easily fall down without a strong call to action. The CTA should always go back to the initial objective of the campaign. What action are we expecting the user to take?

If the subject line includes a preview of the offer / message, then the call to action should emphasise that. Try to limit it to one per email.



08

CREATE AN EFFECTIVE LANDING PAGE

The call to action should lead the end user or customer directly the offer, product, service, or content that you want them to see. To make sure all this work to get people to your site doesn't go to waste, you can opt for a specific landing page – free of distraction, reflect the intent, and persuade a purchase.



09

CAMPAIGN MANAGEMENT

Time to connect all the dots. Set up the campaign, complete testing, insert HTMLs, connect the necessary databases

Next – TEST, TEST, TEST.



10

REPORTING

Once your mail is sent it's time to gather reports.

Most email programs will give you stats about open rates and click through rates, but you should measure more than that. To get real insight into the success of your campaigns you want to track the people who convert to your website.

Ensure goal conversion tracking is setup on your website.



We understand that email is a critical component of your marketing strategy, but it's not always easily executed. With the right email service, you can quickly and easily create engaging campaigns that resonate with your audience. Rhino's robust step-by-step email development process helps you to plan and deliver amazing email campaigns.

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.



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