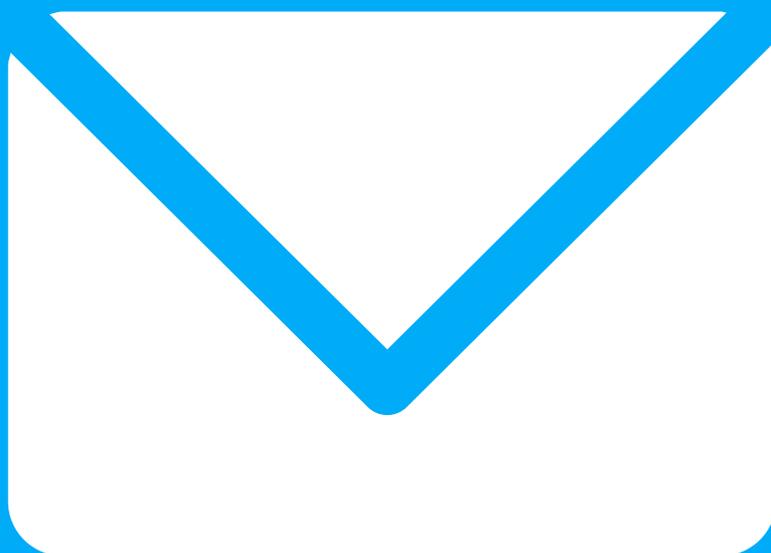# THE ANATOMY OF A GREAT

ECOMMERCE EMAIL

Betaout

"Ecommerce Email Marketing is the art and science of using email to engage with your prospects and customers."
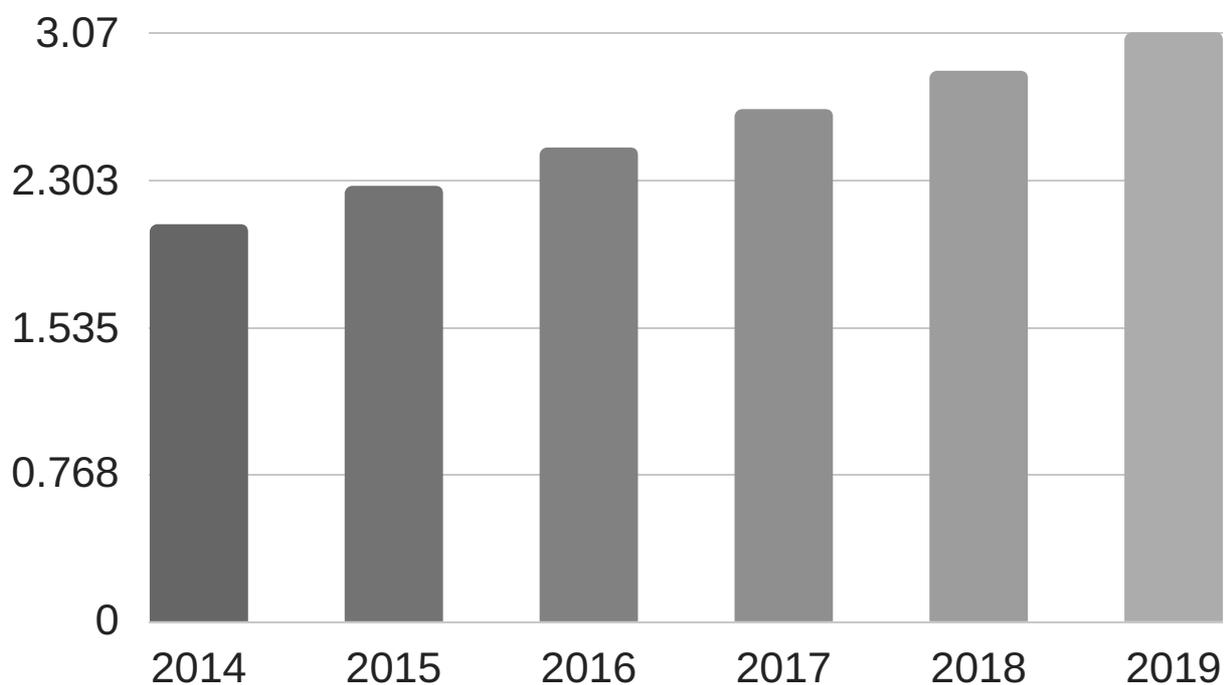
When done correctly, email marketing serves as a powerful and cost effective way to promote your business, engage with customers, and generate sales. They nurture relationships with prospects, collect invaluable information regarding your customers, and enhance marketing ROI potential. According to research, it reaps an ROI of $38 for every $1 spent.

EMAIL REAPS AN ROI OF
$38
FOR EVERY $1 SPENT

At the end of the day, when you look behind the promotions, offers, free shipping coupons and lead nurturing emails — email marketing is about building relationships with your prospects and customers. With emails, you can foster a deeper, one-on-one relationship with your audience. Taking the time to develop a thoughtful and engaging email marketing campaign can help ensure your emails are being opened, and read instead of getting trashed.

EMAIL USE WORLDWIDE WILL TOP

3 BILLION USERS BY 2020

Email users are expected to grow 3% year-over-year over the next four years to top 3 billion users by 2020 according to estimates from analysis firm The Radicati Group, an increase from 2.6 billion worldwide email users in 2016.

Year	Value
2014	~2.05
2015	~2.28
2016	~2.45
2017	~2.65
2018	~2.85
2019	3.07

y-axis values: 0, 0.768, 1.535, 2.303, 3.07

INCREASE IN E-MAIL MARKETING SPENDS FOR UNITED STATES (IN BILLION US $)

Email marketing is much more than just blasting a vast number of promotional content to prospective customers and waiting for a positive outcome. In today's times when consumers value personalization, relevance and benefits, e-commerce merchants need to focus on catering their email messages to customers' expectations. These efforts will require a lot of investment, hence the projected growth in the spend on email marketing.

βetaout

"When 205 billion emails are sent out each day, your emails need to stand out and compel your target audience to take the desired action."

When 205 billion emails are sent out each day, your emails need to stand out and compel your target audience to take the desired action. But all that pressure to create an email that raises your conversions and click-throughs can be overwhelming.

So how do you create that perfect email? How do you make your offer exciting and enticing enough to get them to click through and visit your store? How do you compel your readers to open your email when they have 20 others sitting in their inbox?

Whether you're just getting started with your email marketing strategy, or you've been doing it for years, the following pages will walk through the methods and tips to optimize your emails and ensure that you send out the best email every time.

#1 *BRAINSTORM AN ENTICING, ACTIONABLE SUBJECT LINE*

You need to grab the reader's attention. Aside from the sender's name, your subject line is the first thing your recipients will take into consideration when deciding whether or not to open your email in the first place. It's important that your subject line stands out in cluttered inboxes filled with other promotional messages. Your sole focus here is to get readers to actually open and read your email. An optimized subject line will help you capture your audience's attention and convince them to open your email to read more.
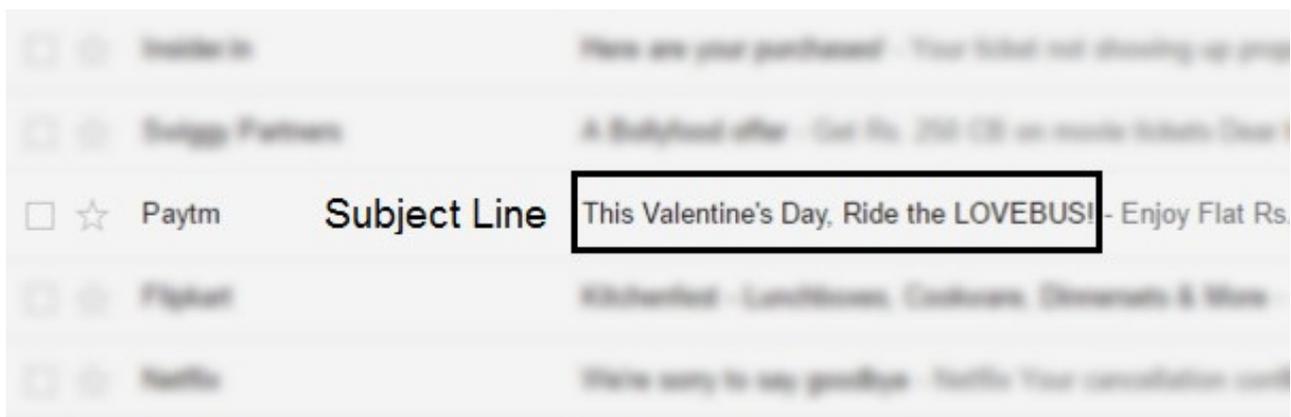
Keep It Clear and Relevant

First, your subject line should be relevant to your audience. Be clear about what's inside. The best way to do this is to clearly explain what they can expect by opening your email. Are you sending a newsletter or are you sending discount coupons their way? Whatever it is, be sure to clearly state this in your subject line. Phrase your offer in terms of a value proposition that is relevant to your audience, so they'll be intrigued and want to find out more.

Include Personalisation Tokens

Personalization gives you an added advantage. According to Statista, including the recipient's name to the subject line increases the open rate for emails from 11.4% to 17.6%. You can add a location to your subject line as well, such as "What to do this week in DLF Cyber Hub, Gurgaon." or "What to wear this summer in Mumbai?" This subtle personalization adds just the right touch to prompt recipients to open your email.

PERSONALIZED EMAILS DELIVER

10%

**INCREASE IN CONVERSION RATE**

Choose Action-oriented Verbs

Finally, when writing strong subject lines, use actionable language, like "join us," "download," "get your free," etc. Use action-oriented verbs just like you would use a call-to-action in your subject lines. It helps the reader visualize taking the next step, and creates a sense of urgency in the reader.

#2 USE A FAMILIAR "FROM" NAME

How your name is displayed in the "From" field of your email may seem like an insignificant detail, but it's one that leads to an impactful effect. The 'From' name is one of the few things marketers have to leverage to get people to open their email newsletters. The key to success here is to use one which your subscribers will recognize.

"Emails sent from an actual person generate better open and click-through rates than emails sent from just the company name."
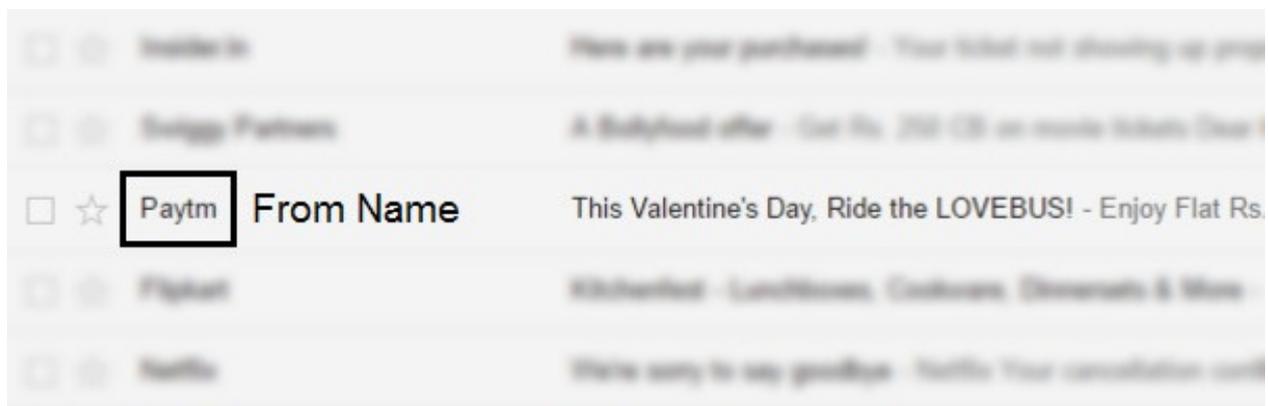
You need to build trust with your audience. If an email is seen to come from an actual person, you are more likely to get more opens. Optimizing your choice of sender name, and using that name consistently, will help build a sense of trust in that name and allow readers to recognize your emails more easily going forward.

Betaout

#3 *OPTIMIZE THE PRE-HEADER*

Another often-missed area when it comes to emails is the pre-header. This is the sentence that follows the subject line. It enhances the subject line, prompting the reader to open the email by adding a little more detail. Essentially, this area should be treated like a meta description where you write a custom description to entice readers to open the email and learn more.

Take a look at a few pre-header examples. It's the text that follows the subject line in the inbox preview pane:

It gives subscribers more information about your email. Think of it as a secondary subject line, providing an extra bit of context to your subscribers. It's one of three pieces of information, after the "From label" and "Subject Line" that subscribers consider to decide whether or not to open your email. Spend time crafting the perfect, action-oriented message and higher open rates will follow.

#4 KEEP THE BODY COPY CONCISE AND COMPELLING

"First and foremost, you need to make sure that your body copy clearly conveys what your offer is and why it's valuable."

The content of your email is responsible for getting your audience to think and act. Keep your copy concise, compelling, and interesting.

Through the copy, you have to deliver on the promise you made in the subject line. You should do this by beginning your email with what you have to offer and why your audience will find this valuable. You should address the value of the offer, product, or service you're promoting in the email.

Use easy-to-understand language that clearly states what's in it for your receivers.Your email should immediately address two important value propositions:

1) who your company is and why it matters, and

2) what your offer is it of value to the receiver.

#5 *HAVE A FOCUSED, PROMINENT CALL-TO-ACTION*

The ultimate goal of your email is to get people to click on it and take the desired action. So, a call-to-action is arguably the most important part of your email. This is the action you want your readers to take when they read your email.

**EMAILS WITH A SINGLE CALL-TO-ACTION INCREASE CLICKS BY**

3X

Here are a few best practices to optimize your CTA:

- Create a CTA with a button apart from the text link.

- Focus on the primary action of your email.

- The CTA should be prominent and visibly-distinctive in your email.

- Keep your CTA "above the fold".

- Use urgency and action-oriented words in your CTA.

#6 INCLUDE CONSISTENT COMPANY BRANDING

While your emails don't need to be identical to your company website, giving all your marketing collateral a consistent look and feel helps improve your prospects and customers' overall experience with your brand. The color of your emails should be consistent with your company branding. Because you want people to recognize who you are, so using complementary brand cues can help your emails stand out from the crowd.

To achieve this, use the same imagery, color scheme, language, and tone for every email you send. Your emails don't need to be exact replicas, but they should be stamped with your company's unique style. In this case, the email echoes the look and feel of the Paytm company website.
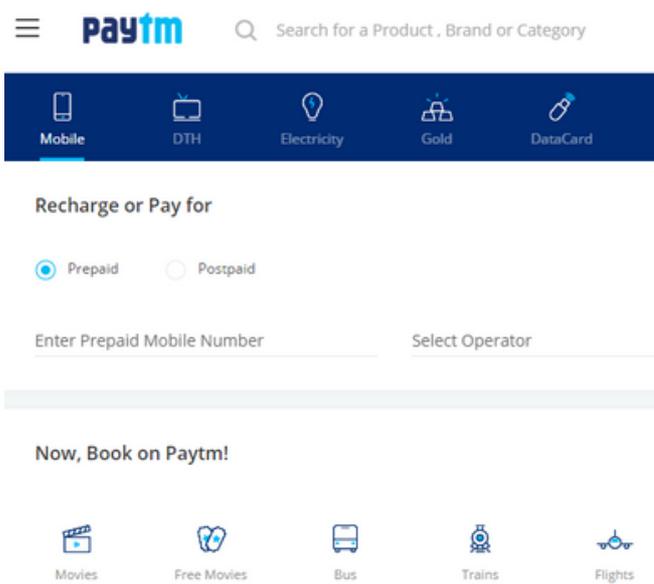
PAYTM WEBSITE   **PAYTM EMAIL**

#7   ADD RELEVANT IMAGERY

"The average time spent reading an email after opening it is only about 15-20 seconds."

According to research by 3M Corporation, the human brain processes visuals 60,000X faster than text. Given the above two facts, including compelling images & visuals in your email newsletters can be an effective way to capture your audience's attention and get them to open your email. It can also help solidify your company branding and improve your engagement rates.

When using images, ensure you balance them with text. Be sure to reduce the file size of any images to prevent long load times. Too many images and little text or image-only emails can sometimes trigger spam filters.

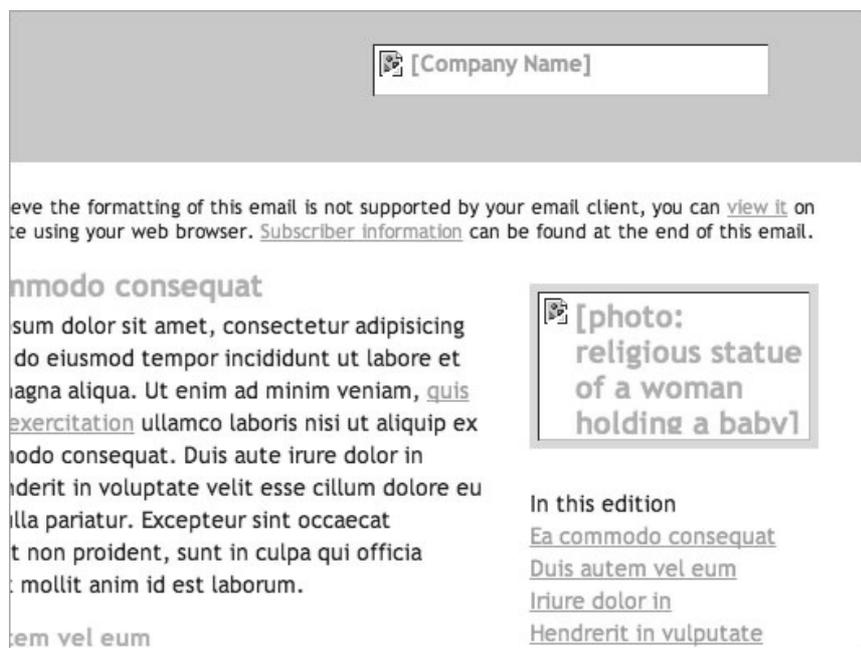**THE HUMAN BRAIN PROCESSES VISUALS**

60000X

FASTER THAN TEXT

#8 *MAKE SURE IMAGES HAVE ALT TEXT*

"Alt text is the alternative text that appears when images aren't loaded in an email, or are blocked."

43 %

OF GMAIL USERS HAVE THE IMAGE BLOCKING FEATURE ENABLED.

Many email clients have images blocked by default, so ensure you have good, formatted Alt text with your images so that your message still gets through to your reader. This is especially important if your CTAs are images — you want to make sure people are clicking even without the image being enabled. Following is an example of how Alt Text works:

[Company Name]

eve the formatting of this email is not supported by your email client, you can view it on te using your web browser. Subscriber information can be found at the end of this email.

nmodo consequat

sum dolor sit amet, consectetur adipisicing
do eiusmod tempor incididunt ut labore et
agna aliqua. Ut enim ad minim veniam, quis
exercitation ullamco laboris nisi ut aliquip ex
nodo consequat. Duis aute irure dolor in
derit in voluptate velit esse cillum dolore eu
lla pariatur. Excepteur sint occaecat
t non proident, sunt in culpa qui officia
mollit anim id est laborum.

[photo: religious statue of a woman holding a baby]

In this edition
Ea commodo consequat
Duis autem vel eum
Iriure dolor in
Hendrerit in vulputate

em vel eum

Source: Campaign Monitor

#9 *MAKE YOUR EMAILS MOBILE RESPONSIVE*

Movable Ink found that, 68% of emails were opened on a mobile device, so it's essential to optimize your email for mobile phones. Design your emails to adapt to whatever device your audience is on, so that you don't miss a chance to convert a lead just because they're on one type of device instead of another.

ABOUT
TWO-THIRDS
OF ALL EMAILS ARE OPENED ON MOBILE DEVICES

Betaout's WYSIWYG Editor gives you mobile preview, allowing you to optimize your email for mobile devices. A few tips to keep in mind when setting-up your next email:

- Use larger text, scalable images and large buttons that are easy to tap with a finger.
- Break up your copy into smaller chunks of text that work on small screens.
- Test your email templates to see how they come across on different mobile devices.
- Offer both plain text and HTML version of your email.
- Use descriptive Alt Text under your images in case they don't display.
- Optimize for mobile the landing pages and forms your email links to.

Betaout

#10 *ADD AN UNSUBSCRIBE LINK*

For compliance with the CAN-SPAM Act of 2003 (and most international spam laws), you must allow recipients to unsubscribe from your email newsletter. Not only is this a requirement, it is simply good practice. If a recipient is no longer engaged with your emails, make it easy for them to stop receiving them. They'll leave with a good impression of you and your engagement stats will improve. This is easily done by including an unsubscribe link in your email. Most important is to make this link easy to find. It is often placed at the bottom of your email along with an option for readers to update their preferences.

The standard placement for the unsubscribe link is at the bottom of the email. Here's an example from Paytm.

Customer Service
Have questions? Feel free to write us at
Paytm.com/care, we love to hear from you.

Stay Connected

It's all about Paytm
Paytm is India's largest marketplace and mobile commerce platform. With the Paytm app and website, you can conveniently pay/recharge your mobile & landline, data card & DTH and also make utility payments like electricity, water and gas. You can also pay your insurance premium and school or college fee. Shop at Paytm's Mall section across categories like Mobile & Accessories, Electronics, Fashion, Sports & Health, Home & Kitchen, to name a few. Also, book movie tickets or plan your travel with multiple bus, flights, train & hotel booking options.
Use your Paytm Wallet to make transactions online with Dominos, Uber and offline with Indian Oil and many local stores. You can also transfer money to your family & friends instantly. It's easy & convenient – recharge your Paytm Wallet and use it across our offerings.

One97 Communications Ltd, B-121, Sector-5, Noida, 201301 Unsubscribe

#11 *SEGMENT YOUR MAILING LIST*

According to Marketing Sherpa, emails that have been tailored to specific audiences through segmentation get 50% more clicks than their counterparts. Use the data that you have about your audience to segment your email campaigns based on customer behaviour and interest. Betaout allows you to segment your customers based upon their individual, real-time properties to hyper-target your email marketing campaigns.

SEGMENTATION INCREASES CLICKS BY

50%

Research by DMA points out that, "Segmented and targeted emails generate 58% of all revenue." Additionally, they learned that "marketers have found a 760% increase in email revenue from segmented campaigns." By segmenting your email list, you're able to deliver the right messages to the right people.

ECOMMERCE EMAIL CHECKLIST

- ✅ Brainstorm an Enticing, Actionable Subject Line

- ✅ Use A Familiar "From" Name

- ✅ Optimize The Pre-header

- ✅ Keep The Body Copy Concise And Compelling

- ✅ Have a Focused, Prominent Call-to-action

- ✅ Include Consistent Company Branding

- ✅ Add Relevant Imagery

- ✅ Make Sure Images Have Alt Text

- ✅ Make Your Emails Mobile Responsive

- ✅ Add An Unsubscribe Link

- ✅ Segment Your Mailing List

Take Your
Ecommerce Marketing
To The Next Level

βetaout

Contact Sales: info@betaout.com

About βetaout

Betaout is an all-in-one eCommerce Marketing Solution. Using the power
of real-time segmentation and hyper-targeted personalisation, Betaout
enables marketers to automate engagement across multiple channels
including Email, Mobile Push, On-site, Browser Push, Cart Recovery,
Facebook Re-targeting and SMS.

www.betaout.com