

ProspectSoft Email Marketing

Why Email Marketing?

"Email is second only to search in companies' online marketing budgets today, with 80% of marketers using, piloting, or planning email marketing programs and 88% expecting email effectiveness to increase in the next three years."

- The Forrester Wave™

Whether it is welcoming new customers, cross selling or turning prospective clients into committed customers, emails are a fantastic way to engage with people in a quick, simple and cost effective manner.

Many companies fail however to understand the dynamics of email marketing; sending thousands of emails in an attempt to beat the numbers game. This approach usually ends up with your email in their junk-box, with no hope of further interaction.

The essence of all marketing campaigns, digital or otherwise is planning. Clear objectives and measurable criteria are important. Often, the more successful campaigns are identifiable by their simplicity.

What should it be?

The real "gem" in email marketing is the ability to collect instant feedback from your target audience. What is first needed however is the ability to successfully deliver and clearly communicate your key message.

Email marketing should be:

- aimed at a specific target
- a means to capture information and take further action
- provide a key message
- generate a response
- scientifically increasing success rates

Email marketing is about [planning](#), [targeting](#) and [delivering](#). Furthermore, it's about [analysis](#), [integration](#) and continual [refinement](#).

Beyond the click...

Many organisations will send emails, but fail to collate and utilise the information gathered from their campaigns. There is great potential at this point to further interact with the target audience once they have opened and clicked through an email.

ProspectSoft Email Marketing allows full tracking beyond the click, including what pages the visitor viewed, any survey responses, and importantly any actions on your site that may directly lead to a sale. Information is stored in the CRM system, making it available to both office and mobile sales staff who may not have been directly involved with sending the original email.

Sales staff can now see which pages of your website the customer has viewed, which emails they have responded to and what actions they have subsequently taken. For an eCommerce website, a monetary value can then be applied to email marketing activities, giving a real return on investment.

Why CRM Integration?

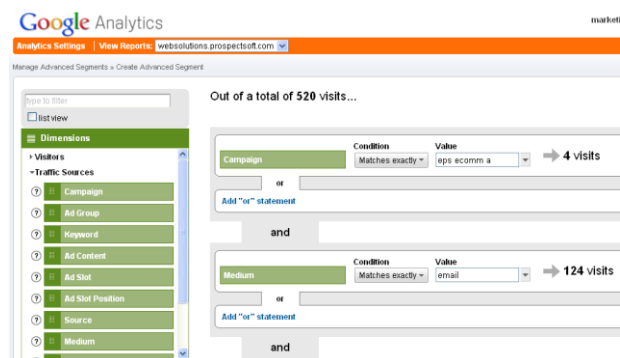
Tracking and analysing reactions allows marketers to identify general points of success and failure in a campaign, as well as a subject's specific responses.

With CRM integration, information is centralised and up-to-date. Any clicks, survey responses or actions can be used to bring master data up to date. This information can then be used to improve a campaign as well as execute and manage specific follow-ups.

Utilising master data from the CRM system ensures your email campaigns are targeted and relevant. Email recipients can be defined accurately, using specific, accurate and up-to-date information. Relevance can be increased further with sub campaigns and subject specific information, such as "bought model XYZ", "took a survey", "clicked through to your product page" or an almost infinite range of other criteria.

Google Analytics

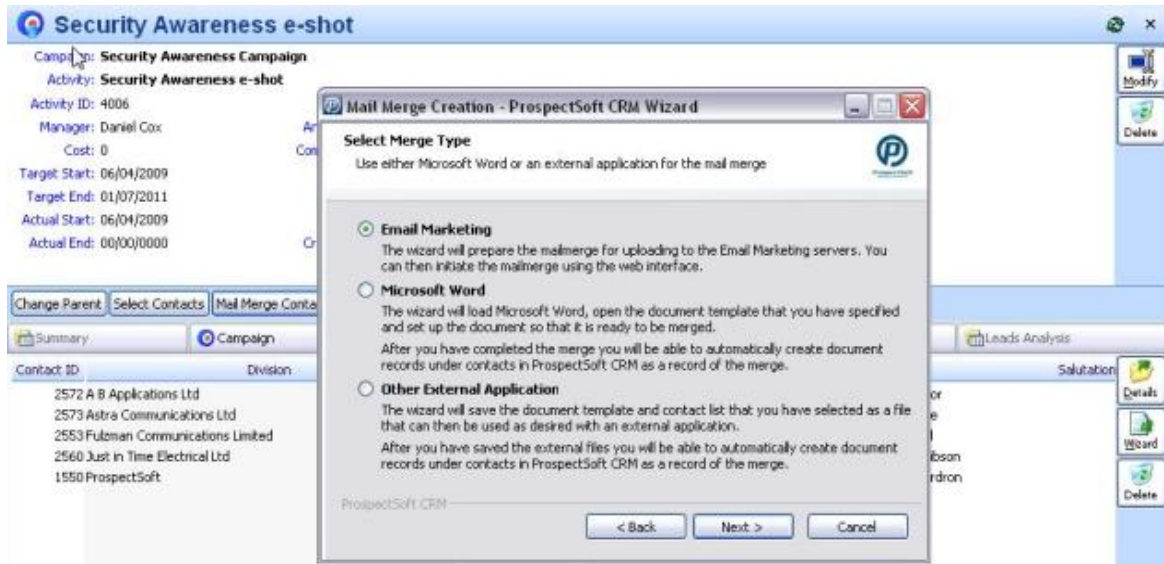
If that wasn't enough, integration to Google Analytics takes your email marketing insights even further. ProspectSoft email marketing can be set-up to auto-tag your e-shot links, allowing you to segment your website traffic by the actions recipients have taken.



Advanced segments can be created in Google Analytics for your email marketing campaigns, allowing further in-depth analysis.

Step 1: Plan

As well as carrying out standard mail merges, ProspectSoft Email Marketing allows contacts to be assigned to email marketing campaigns without the need to export or edit contact lists.



Step 2: Design and Edit

Templates or brand new emails can be created and modified for each campaign, with full and easy access to document and image libraries. Design and edit emails in either WYSIWYG mode or through pure HTML.



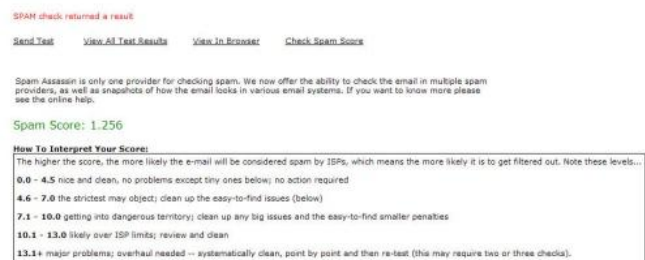
Step 3: Preview and test

Check your design and HTML formatting across major email clients. Different email programs render emails in different ways, and this tool returns a preview of your email across a range of inboxes.



Spam Test

With over 15% of all emails blocked by Spam filters, this facility will ensure high deliverability with an indicative spam score before delivery.



Step 4: Analyse

Analyse and understand the target audience across both campaign on an aggregate bases, and against individual contacts in the CRM system.



Track clicks and carry out appropriate secondary action with specific contacts.

