

# Effective Email Marketing with Integrated Technology & Measuring for Business Success

## Introduction

Many organizations are utilizing email marketing as part of their internet marketing strategy. There are numerous email marketing service providers that support all types of businesses such as: Emma, ConstantContact, Aweber, etc. In today's environment, businesses are sending emails to promote products and services, cross-sell additional services, inform customers, and provide discount coupons. The question is: Are businesses leveraging email marketing to support multi-tactical internet marketing campaigns?

In most cases, businesses are not leveraging email marketing to drive successful campaigns. Marketers continue to see email marketing as a single tactic that has a limited impact on the goals of their campaigns. The biggest example of this is the lack of integration between databases, website, and email marketing campaigns. A local business owner has a limited amount of hours in a day and a limited amount of resources. However, most of them do not streamline the lead acquisition process to work together. If the systems were integrated, a similar scenario can be applied to large corporations that employ or utilize three different employees to do the job of a single email marketing professional. Simply put, the website form does populate to the database, and neither of these automatically feed to the email marketing system. In general, this is a manual process that costs businesses time, resource, and money.

## How can effective Email Marketing Help Your Business and Drive Results?

How you ask? Well, let us start with efficiency. The ability to integrate your website with your organization's database and email marketing system may cost additional money upfront; however, in the long-run you will not need to use manual processes that require more resources. At DaBrian Marketing Group, we provide businesses with the tools to connect website forms to an email marketing system and eliminate the database itself. In our client's case, the email marketing system is the database. In addition, you can use event or email triggers to confirm opt-in email addresses after receiving a contact form submission. In less than 30 seconds, you have populated your database to a specific list, confirmed an opt-in email, and responded to a prospect with relevant content.

Event and email triggers can be a useful and impactful tool for customer acquisition & lead generation. We live in a society of instant gratification so being able to deliver relevant information or set the expectation to receive a

response to a question is critical. This can help to separate your business from the competition.

The ability to reduce the resources used for an email marketing campaign will reduce the campaign cost. If implemented effectively, email marketing can position your business to be on your customers' minds and reduce your overall acquisition cost. The bottom-line is Return-on-Investment.

### **How do I Know what is Working?**

In our opinion, web analytics is the best way to determine what email campaigns are driving results. In some cases, Google Analytics or Webtrends can be integrated with your email marketing tools to provide actionable information. Both tools will help your business to determine which email blasts or campaigns are driving customers to the website. In addition, you can see which web pages are working best with your email marketing. With Google Analytics, you can add parameters to the URL with the URL Builder Tools to see the result in the Traffic Sources. You can also do something similar with Webtrends by adding WT.mc\_ev=EmailOpen to the URL or use Webtrends Tag Builder. Keep in mind, there are also several other web analytics tools available for businesses of all types and sizes. There are even tools to track Social Media sharing.

### **Testing to Drive Results and Revenue?**

Once you have become proficient with your automated process, it is time to start testing your email campaigns. There are a number of different tests you can do with a single email campaign. These tests include A/B, A/B/C, and multivariate testing of headers, subject lines, layouts, landing pages or calls-to-action. The more successful your business is at getting customers to open emails, the greater the probability that the customer will respond to your call-to-action. Usually, better open rates and click through rates translate to better ROI.

### **Conclusion**

The truth is that just about every business uses email marketing to communicate with customers. Unfortunately, not every business takes the time to evaluate opportunities to integrate technologies, test, or measure their results. These are simple fundamental business practices that should be gone. The ability to establish internal processes and best practices are critical to every business's success.

The fact that you have an email marketing tool does not mean that what you are communicating is relevant to customers, or even driving results. It is our recommendation that businesses start to take a holistic approach to all internet marketing strategies and tactics. Continue to push the envelope for maximum results that will lead to maximum returns.