

Email Marketing Best Practices:
Six Easy Engagement Tactics that Work



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If you're still thinking of email as a means of blasting out your marketing message to your entire subscriber base it's time for you to adopt better sending techniques. Just because your subscribers gave you permission to email them doesn't mean that they care about everything you have to say. If you continue to send them every message that comes out of your marketing department, you'll lose them. And right now, when customer retention is paramount for so many businesses, losing subscribers will negatively impact your bottom line.

Relevancy is the key to subscriber retention. If you engage each subscriber with relevant information and offers, they'll continue to read and respond to your email messages. And the key to relevancy is the ability to segment your list.

According to MarketingSherpa's "Email Marketing Benchmark Guide 2008", click rates for segmented email campaigns were double those for broadcast, non-segmented campaigns during the first 30 days of subscription. After 90 days, click rates for segmented campaigns were five times higher.

Listrak 4.5 features six new automated profiling tools that make segmenting your lists quick and easy. When used with Listrak's [dynamic profiling](#) feature creating relevant email campaigns is a snap.

Listrak, an innovator in the email marketing industry and the email service partner to companies like The Islands of the Bahamas, Hitachi, and Motorola, has published the following white paper to show you how the new profiling filters work and to offer suggestions on how you can use them to send each of your subscribers individualized, relevant messages that keep your audience members engaged with your brand on an ongoing basis.

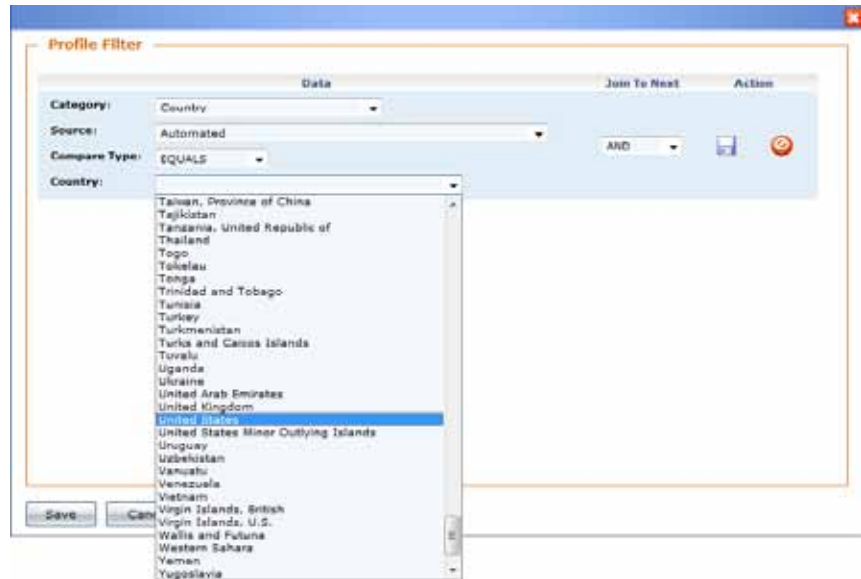
Automated Geo-Targeting Profile Filters

Three of Listrak's new profiling filters allow you to automatically segment your audience based on geographical location. Listrak pioneered Geo-Tracking in email marketing through its integration with Google Maps. Subscribers' locations are captured when they open, read, or click on a message and the data is stored in Listrak. Previously, users had to segment this data manually, but the system has been updated recently with three built-in filters that allow you to automate the process.



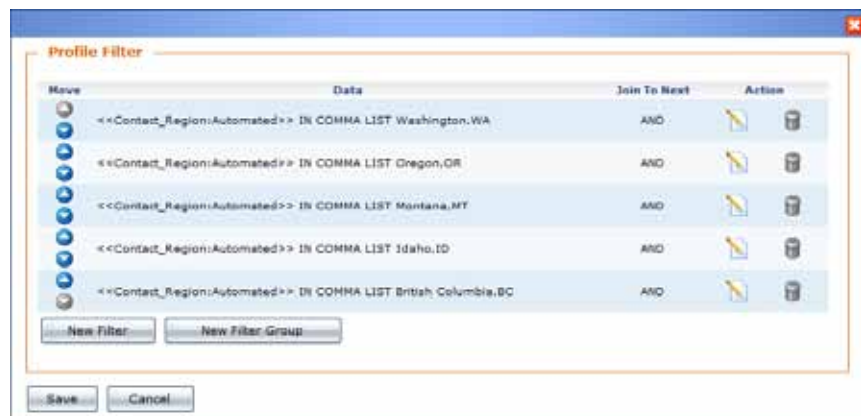
1. [Filter by country](#)

Whether you need to target a country or group of countries with a specific offer, or if you need to exclude a country or group of countries from a campaign, this filter gives you the tools you need to segment your audience appropriately. Not only can you target specific subscribers in countries where you're hosting events (like a global book tour or international conferences) or exclude subscribers in specific countries where your products aren't relevant, but you can also use this filter to engage subscribers in new ways. For example, instead of only sending out an English version of your email, you can reach your global subscribers with messages written in their official languages.



2. [Filter by region](#)

Similarly, you can filter your audience by U.S. state or Canadian province. For example, if you want to send an email to subscribers in the Pacific Northwest, you can quickly and easily filter the audience to target those subscribers only. Filtering subscribers by region helps you engage groups of subscribers in a new way. It could be as simple as word-smithing your content and changing some of the phrasing to give it a more local flair. Small touches like these really help you connect with your audience and help you build strong and lasting relationships.



3. [Filter by postal code](#)

The more targeted your emails are, the more relevant they become.

Listrak's postal code filter lets you segment your audience down to the U.S. zip code level so you can

send highly-targeted emails to a very specific location. Or, you can target subscribers within a defined radius of a particular zip code. Filtering your audience to this degree allows you to send your messages to an exact and precise audience – the subscribers who are most interested in your offer and who have the highest possibilities of converting.

To learn more about Geo-Tracking, read Listrak's white paper "[Geo-Tracking through Google Maps: Increase Email Campaign Relevancy](#)" and watch this short [video tutorial](#).



The screenshot shows a 'Profile Filter' dialog box. The 'Category' is set to 'Postal Code'. The 'Source' is 'Automated'. The 'Compare Type' is 'WITHIN'. The 'Postal Code' field contains '50' and 'miles of 17543'. There are 'Save' and 'Cancel' buttons at the bottom.

Automated Engagement Profile Filters

Another, more advanced, way of profiling your audience is to segment them by engagement levels. David Daniels from Forrester Research spoke to Listrak's audience at the Email Marketing Days conference about the importance of speaking to their engaged subscribers differently and more frequently than their inactive subscribers. Listrak 4.5 features three automated engagement profile filters to help you reach each segment with messages targeted to their specific needs.

These engagement filters are flexible and allow you to sort subscribers by open, read, or click dates. You can segment subscribers based on a specific date, date range, or if the action took place before or after a specific date or range. That way, you continue to reach out to engaged subscribers with relevant messaging while you target inactive subscribers with re-engagement campaigns.

1. [Filter by date of last open](#)

The open rate is great way to gauge the activity of your subscribers as it includes everyone who opened, read, or clicked on the message.



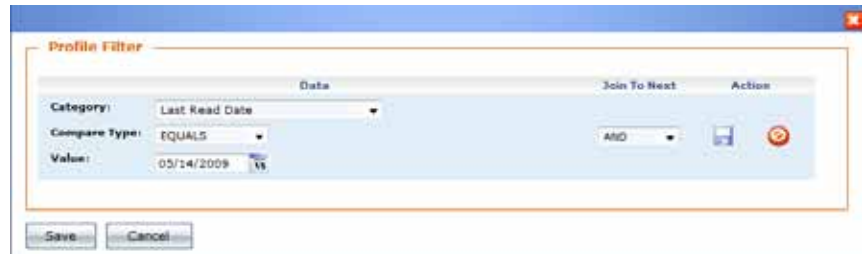
The screenshot shows a 'Profile Filter' dialog box. The 'Category' is set to 'Last Open Date'. The 'Compare Type' is 'BETWEEN'. The 'Value' field shows a date range from '04/20/2009 12:00:00 AM' to '04/30/2009 12:00:00 AM'. There are 'Save' and 'Cancel' buttons at the bottom.

While it alone cannot determine the success of your campaign, it can measure how engaged your subscribers are. By looking at the open rate, you can tell what topics are the most interesting to each subscriber. For example, if a gourmet food company sent out an email with the subject line “Try our New Hot and Spicy Horseradish Mustard,” it’s a good indicator that the people who opened that message would also be interested in hearing about other gourmet items with a kick like wasabi peas or jalapeno jelly. Filtering by the open date, you can target the subscribers who opened the message within a week of the horseradish mustard email deployment. Monitoring the messages that subscribers open over a period of time will give you a picture of what items they are most interested in so you can target them with offers specific to their needs.

2. **Filter by date of last read**

Listrak is unique in that it also measures the read rate of each email that has been opened. Emails are counted as read once they’ve been held open for five seconds

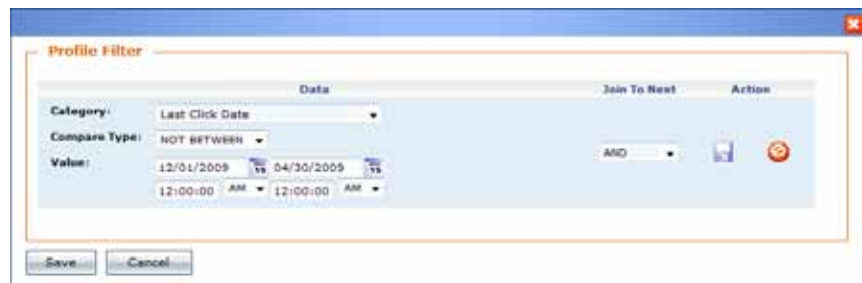
or longer. It helps you identify the subscribers who are truly interested in the message and gives you another level of data to help determine how engaged the subscribers are.



3. **Filter by date of last click**

The best measure of email engagement is click rate. If subscribers click on a link in your message it is undisputed proof that they are interested in that topic. Using Listrak’s last click filter, you

can target subscribers who clicked on a particular message. Or, you can easily build re-engagement campaigns targeting subscribers who haven’t clicked on any message within a specific date range.



To learn more about re-engagement campaigns, read Listrak’s white paper “[Inactive Subscribers: Re-Engage or Remove,](#)” or watch Listrak’s [re-engagement webinar](#).

Engagement Leads to Retention

As Matt Elliott, Listrak's director of client services, stated in his "[Factors that Impact Deliverability](#)" webinar, it's time to remove the phrase "email blast" from your terminology. Broadcast emails that are blasted out to your entire list don't engage subscribers as individuals and they don't provide the tools necessary to nurture lasting relationships. Even your most active brand ambassadors aren't going to be interested in every email you send out and if you continue to send every message to every subscriber, you'll lose your audience.

Instead, you can use the easy profiling tactics discussed in this paper to engage each subscriber with relevant messages. Engaged subscribers have higher response rates and longer life-cycles and are more likely to do business with you. And as the economy recovers, that is what matters most.

To learn more about Listrak's profiling filters or to request a free trial account so you can see firsthand how powerful they are, [contact](#) one of Listrak's email marketing experts today.

About Listrak

Listrak is a leading provider of hosted email marketing software, allowing permission-based marketers to manage, send, track and grow their email marketing investment. We deliver email marketing intelligence through our intuitive web-based application. Leading marketers have come to rely on this intelligence to better manage email in their multi-channel marketing mix.

Listrak software helps companies, agencies and associations better manage customer relations in their marketing campaigns. Its web-enabled interface helps marketers engage their customers using an advanced profiling and personalization engine. Listrak's world-class support and professional services assist clients with enterprise integration. Its clients include L'Oreal, Motorola, Jeep, PR Newswire, The Islands of the Bahamas, and the Pennsylvania Department of Health.

To learn more about the many ways Listrak can strengthen your email marketing campaigns, or to sign up for a 20-minute web-based tour, visit www.listrak.com.