

Successful Email Marketing

Do you want to improve responses to your email marketing campaigns? Follow our tips below to increase the effectiveness of your email marketing and see the increase in open and click-through rates.

Write a great subject line

Subject	Sender	Date
Killer Email Marketing Tips	Colin	15:57
Re: email marketing guide	Mark	15:01
Re: email marketing guide	Mark	11/15/07 17:33
Re: New Datadrums website	Mark	11/15/07 16:50

This is the first thing that is seen in the inbox, make it appealing and interesting to the audience. Avoid using all capital letters or vague subjects such as "You won't believe this!", as your email may be disregarded as spam.

Brand the email




Make sure that people clearly know who the email is from. If you are using an email service such as Datadrums' [Easydrum](#), you will be able to have a branded email template.

Successful Email Marketing


The art of content

MARKETING CASE STUDY



Datadrum roll the dice and launch new warranty campaign for Fläkt Woods. This is a case study of a recent B2B campaign we produced for leading fan manufacturer Fläkt Woods and is a great example of an integrated marketing campaign which included direct and email marketing, above the line advertising, PR and the internet. [To find out how we made warranties look interesting with giant dice, click here!](#)


SUCCESSFUL EMAIL MARKETING



We have been working with some of our clients on **email marketing campaigns** and it is clear that this is becoming an important part of marketing communications (which is why we're sending you this!). Our email marketing guide shows you how to make your emails more successful through better structure and use of words. [Click here for our email marketing guide.](#)

COLLEGE WEBSITE GETS A REVAMP

Colleges need effective websites to promote courses both locally and nationally. [Find out how Datadrum redeveloped Barnfield College's website to be more appealing and easy to use.](#)



- Make your headlines grab attention with benefits and words that will appeal to and interest the reader. For example **“Find out how our new product can save you money”**.
- Make sure that your articles are divided into sections so that people can scan through and see what is of interest to them.
- Do not always put all the copy into the email. Instead, the email should provide a taster of what the information or offer is, then link to the full article on your website. You can then track the clicks from each article to see what people are most interested in.
- Always add clear calls to action such as **“Find out more”**, **“Apply today”** etc., make sure they link to the right page on your website.
- Strong images can add impact to your email. One image per article is sufficient and ensure they are appealing, focused and relate to the article.

Successful Email Marketing

Privacy and Data Protection

Always include an unsubscribe option – it's the law! Email services such as Datadrum's [Easydrum](#) will manage unsubscriptions for you.

Do not disclose other recipients details by adding all of the email addresses into a 'To' or 'CC' list – it is illegal. We recommend either sending the email to yourself with other recipients in a 'BCC' list, or using a professional email service provider such as Datadrum's Easydrum service.

The Data Protection Act regulates how you build and manage your database. The law states that consent is needed from the recipient before sending unsolicited email marketing to individual subscribers. A common misconception is that this consent can only be gained by an 'opt-in' however this consent can be gained via a 'soft opt-in' when all of the following cases apply:

- You have obtained a person's details in the course of a sale or negotiations for a sale of a product or service.
- The messages are only marketing similar products or services.
- The person is given a simple opportunity to refuse marketing when their details are collected and if they don't opt out at this point are given a simple way to do so in future messages.

It's important to note that these rules don't apply when sending emails to organisations, though you must still identify yourself and provide an address.

UK Companies Act Compliance

You must include your full registered company name, registered office address and country of registration at the bottom of every email you send.

New rules on displaying company information on all business websites and communications came into effect on Jan 1st 2007 and not complying risks a fine. [You can find full details here.](#)