Breaking Through the Clutter:

A GUIDE TO EMAIL MARKETING

haley MARKETING

Stand out. Stay top-of-mind. Sell more.

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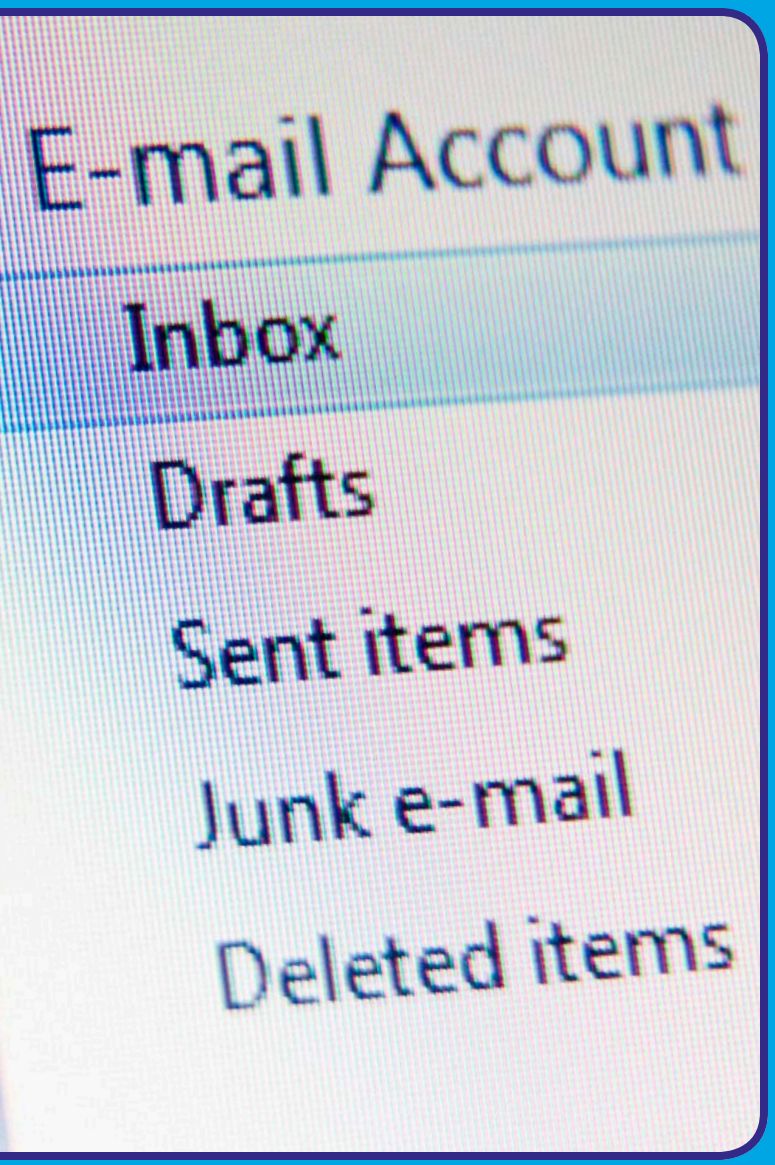
Did you know...



The average corporate email user receives 121 emails per day, not including spam?

13 hours – 28 percent of our workweek – is the time corporate users dedicate to email-related tasks.

Yet, despite the clutter, no other form of marketing drives a more immediate response or higher ROI.

CONSIDER THAT:

- 77% of people check email within the first five minutes after turning on their computer.
- 74% of users state that email is their preferred method of communication.
- 74% of users check their work email on weekends and after hours.
- 54% of users check corporate email while on vacation.

Given the popularity of – or more likely our addiction to – email, it's no wonder that marketers love email. In fact, email remains the most pervasive form of communication in the business world.

Sources: The Radicati Group 2014 Email Statistics Report, Checkpoint eLearning, Inbox Detox blog.

Fun Facts:

- If email were a country, its 3.3 billion users would make it the largest in the world.
- 247 billion emails are sent each day. That's one email every 0.00000035 *seconds*.
- In the time it takes you to read this sentence, 20 million emails will be sent.
- Every second, the world's email users produce messages equivalent in size to more than 16,000 copies of the Complete Works of Shakespeare (assuming a 30KB average email size).
- Smart Phones are now the dominant email client, with 26% of all emails being read on iOS devices, Outlook (the most recent number one) is now second with 14%.
- 13.4 billion: The number of direct-marketing dollars spent on email in the U.S.
- $583 billion: The return from that investment if you use DMA figures on email marketing ROI. That's four times the market value of Microsoft.
- 181: The number of marketing emails it would take to produce enough revenue to buy one share in Microsoft.
- 83,689,738,832,367: The number of marketing emails it would take to produce enough revenue to pay the U.S. National Debt.

So What are Staffing Firms Doing **with Email Marketing?**

So What are Staffing Firms Doing with Email Marketing?

Glad you asked!

Email marketing in the staffing industry has evolved to be an important sales tool – maybe even more valuable than the phone!

Here are a few of the ways staffing firms are using email:

LEAD GENERATION

- Personal sales emails
- Seasonal promotions
- Top candidates emails
- Staffing education
- Event invitations

LEAD NURTURING

- Client newsletters
- Event invitations
- Company news
- Sharing educational articles
- Satisfaction surveys
- Employment law updates
- Seasonal eCards
- Increase web traffic

RECRUITING

- Candidate newsletters
- Hot jobs emails
- Referral incentives
- Reactivation emails
- Assignment orientations
- Requests for feedback

So What are Staffing Firms Doing with Email Marketing?

But these days, email doesn't just mean email. It can also be:

- LinkedIn InMail
- Direct messaging through LinkedIn and Twitter
- Facebook messages
- Shared content within LinkedIn Groups for daily digest emails

The **BIG** Value

Why do staffing firms love email marketing?

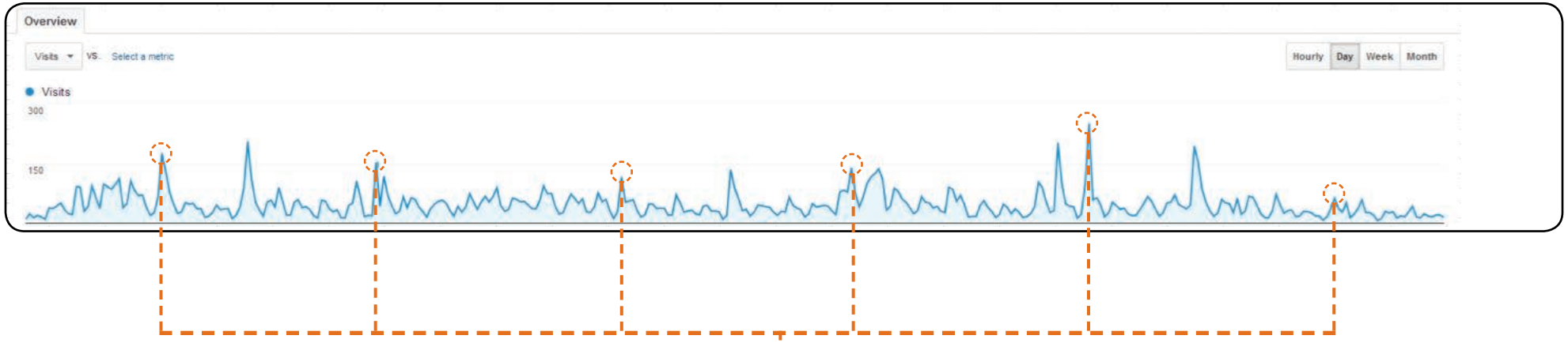
- It's low cost.
- It's targetable.
- It's timely.
- You get immediate response.
- It's easy to test.
- Your results are 100% trackable.
- It's personal.
- ***It makes sales reps more effective!***

And the biggest reason...

So What are Staffing Firms Doing with Email Marketing?

...RESULTS!

As the chart below illustrates, email marketing can cause a huge spike in traffic to your website.



Dates emails sent corresponding to website traffic

So What are Staffing Firms Doing with Email Marketing?

Still not convinced?

Check out what these staffing professionals have to say about email marketing:

"Within an hour of sending out our March newsletter, we had a customer send back a reply email requesting that someone contact her for an administrative temporary for their local office. I'm thrilled to say we got the order exclusively, negotiated an attractive rate for a temp-to-hire assignment, and our temp started there this past Monday! This translates into approximately $11,000 in billing for our company!"

"We had a call from a Regional HR person for a company we do business with. She heard about our newsletters, but not from their local branch, from a person in a networking group that we sent our newsletter to. She wants all our back copies. She heard the newsletter got rave reviews. She wants to start putting together consistent policies for HR for all the branches. She also wanted to know all about our services. Score!"

"The response from the launch of our first newsletter has been overwhelmingly positive! The professional content and streamlined look was a hit with our internal staff, clients and prospects. Plus, we had a ton of activity on our website from the newsletter. We even jumped from 4th to 1st place on Google search. Thanks for a job well done."

Making Email Work

(aka, What are the secrets of success?)

Making Email Work (aka, What Are the Secrets of Success?)

Think strategically.

"Hey, let's send an email blast," is not a strategy. Neither is, "We need to do email marketing."

To get the best results from your email campaign, know what you want to accomplish – and how email will fit into the bigger picture.

Like any marketing or sales tactic, you'll get the best results from email marketing when you have specific goals and an understanding of how the tactic will be used as part of your overall process for selling.

Need ideas for your strategy?

Check out **Getting Started with Email Marketing** on page 36 for a few specific ideas.

Making Email Work

"Marketing is telling the world you're a rockstar. Content Marketing is showing the world that you are one." – ROBERT ROSE CMI

Your email marketing will succeed – or fail – based on content.

Think of it this way, every time you send an email, you are interrupting someone's day. If you want your email to be read, make the interruption worthwhile.

So what makes great content?

- Timely statistics
- How-to advice
- Insights about your industry
- Best practices
- Case studies
- A great story
- Market research (conducting surveys, sharing results)

But don't limit your content to "work stuff."

Unless you are placing robots, you're selling to people. People with interests. People with fears. People with lives outside of work.

And your email marketing should be about building relationships with these people. So when you plan your content, think about the things your readers will find interesting. Things like: humor, cartoons, current events, pop culture, local information and even puzzles and games.

But skip the politics and religion. They're rarely good for B2B relationship building!

What Content Do Staffing Buyers Want?

- Local market salary data
- Employment law updates
- Sample forms and policies
- Case studies - "What's working for others?"
- Results of surveys - "What do others like me think?"
- Insights - "How does this issue affect me?"
- Top candidates / hot jobs

Don't Spam!

One of the most common questions we get at Haley Marketing is, "Do I need permission to email?"

Technically, no.

You can send emails without permission.
But, why would you?

Sending emails to people who don't want to receive them is a waste of time and money. Even worse, it annoys your prospects, damages your reputation, and it can even get you "blacklisted."*

* *Blacklisted refers to the lists of disreputable email senders that are maintained by firms like Spamhaus. Most ISPs reference these blacklists when determining whether or not to forward on your email. Once you're on the list, your clients, prospects and candidates will no longer receive your regular emails. To avoid the risk of being blacklisted, only send permission-based email, and more importantly, use a 3rd party email service provider to send on your behalf.*

So how do you get permission?

Easy! Ask for it.

Develop a culture of permission. Find ways you can ask people for "permission to stay in touch via email" everywhere you can. Teach your sales team how to ask. Have recruiters get permission from current clients. Ask for permission on your website, application forms and any other document where you are asking for information.

If you have great content to offer – and you consistently ask, you can develop a terrific email list in very little time.

Making Email Work

10 Ways to Build a Killer Email List:

- Ask on every sales call.
- Add an opt-in to your website…on every page!
- Ask for an email address on your job application.
- Encourage email subscribers to refer friends.
- Collect email opt-ins at job fairs.
- Ask for opt-ins on landing pages.
- Call all your old sales leads.
- Reconnect with people you placed.
- Ask clients who in their firm would also enjoy your emails.
- Add a voice mailbox so that people who call after hours can request information from you by email.

Entertain 'em.

Standard wisdom says that we see 5,000 marketing messages each day. And that was before the era of Twitter and Facebook!

No question there's a lot of "noise" competing for our time and attention. So, how do you break through the clutter?

Great content is a start. But if you really want your message to be engaging, provide great entertainment value as well.

You don't have to be a singer, songwriter, comedian or designer to entertain. But you do have to understand your audience.

- What do they like?
- What are their common interests?
- What fears do they have?

The first rule in entertaining is to connect with your audience. And you do this by understanding the emotions that drive their actions.

One of the most effective emails we ever sent had the headline "You're fired." It was the lead-in to a terrific article about how to properly let someone go.

How can you add entertainment to your email marketing?

- **Include pictures.** Content with compelling images experience 94% more views on average than content without images. (Source: Liz Ragland, Network for Good)
- **Add video.** While video can't be in the email, you can have a picture and link. People love a good how-to video.
- **Write shocking subject lines.** They work, but be careful not to offend. And don't try to fool people into reading… unless you want angry prospects.
- **Include an irresistible offer.** See **Give 'em a Reason to Respond** on page 18.
- **Write with a strong voice.** People are drawn to personality, so write with style. And don't be afraid of offering controversial opinions…they get people to respond!
- **Incorporate "fun" into every email.** Include a joke, cartoon, puzzle or game.
- **Have a contest.** In our experience, contests are usually more work than they are worth, but they do increase response for some types of readers.

Making Email Work

One shot never works.

If you are offering free puppies, a one-off email might be effective. But when you are selling a professional service and your goal is to build trust, it takes repetition to succeed.

Email marketing is a commitment.

If you're afraid of commitment, don't get started.

How to ensure your LONG-TERM success:

- **Do Your Homework.** Determine the issues that matter most to your clients and prospects.
- **Find Content Sources.** Writing is hard work. Find places you can source great content.
- **Create Your Editorial Calendar.** Plan at least three months of mailings. Consider all the types of content you want to share, including: articles, blog posts, videos, eCards and promotions.
- **Think Like a College Professor.** Break the information you want to share into a curriculum. Use your emails to deliver one piece at a time. Augment the learning content with some fun content.
- **Assign Ownership.** Whether you assign the work to someone on your team or outsource, you need one person who is responsible for content production and managing your email.
- **Do More Homework.** Your email program is a dynamic thing. Study the results, so you can really see which content most engages your readers. You can (and should) follow up with readers to stay on top of their challenges and interests. And you must continue to find new content sources and create new editorial calendars to plan for the continuity of your marketing.

Making Email Work

Give 'em a reason to respond.

This may sound obvious, but if you want someone to do something, tell them what you want them to do.

You would not believe how many email newsletters and promotions lack a call to action. It's kind of pathetic.

While you should not bash prospects over the head with a sales pitch in every email, you should ALWAYS offer something. And that offer can be anything your readers would find valuable.

Here are a few ideas for offers:

- A great article or blog post
- A funny story
- A cool picture or video
- Timely information the reader can't afford to miss
- A quick tip that could make someone's life easier
- A free eBook
- A promotional offer for your services
- An invitation to a webinar
- Survey results

Want more ideas for offers?

Download Haley Marketing's *"Marketing Best Practices Guide."*

Step 1: Have an offer. Step 2: Sell the offer.

Having a great offer is only half the battle. You also have to get people to react.

In email marketing, the most common call to action is the phrase "click here." But that phrase has become so overused that it is actually a word that triggers spam filters.

So while there are times that "click here" still makes sense, consider other directives like "download our guide," "reserve your seat," "call us today," "get 50% off now," "more info," "get the full story," "read now," or simply "go."

A link? A graphic? Better yet, include both!

As humans, we're more attracted to pictures than words, so where possible, it makes sense to make your calls to action part of a button or other graphic element.

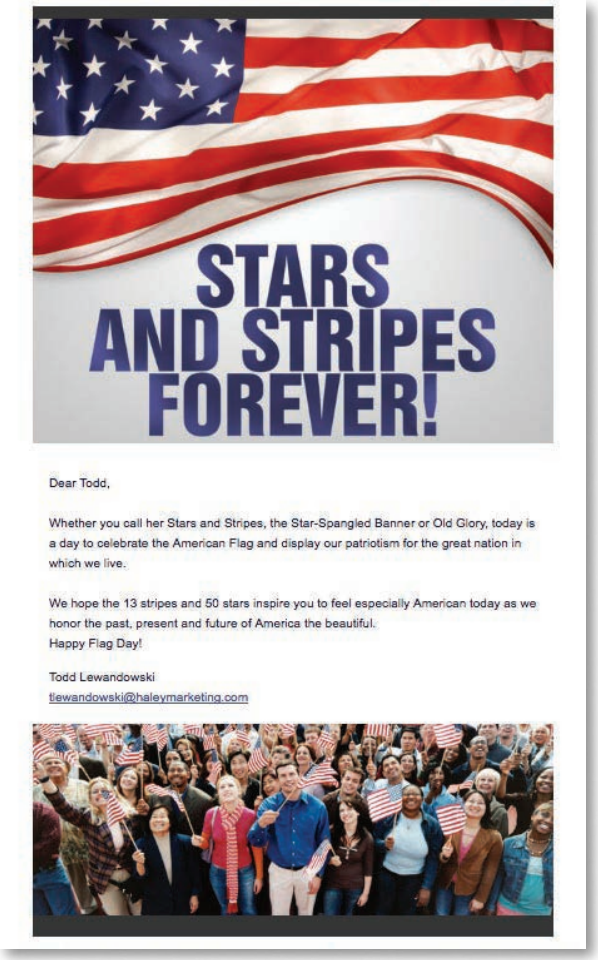
Unfortunately, 70% of us read email with graphics blocked, so if your call to action is only a graphic, most people won't see it.

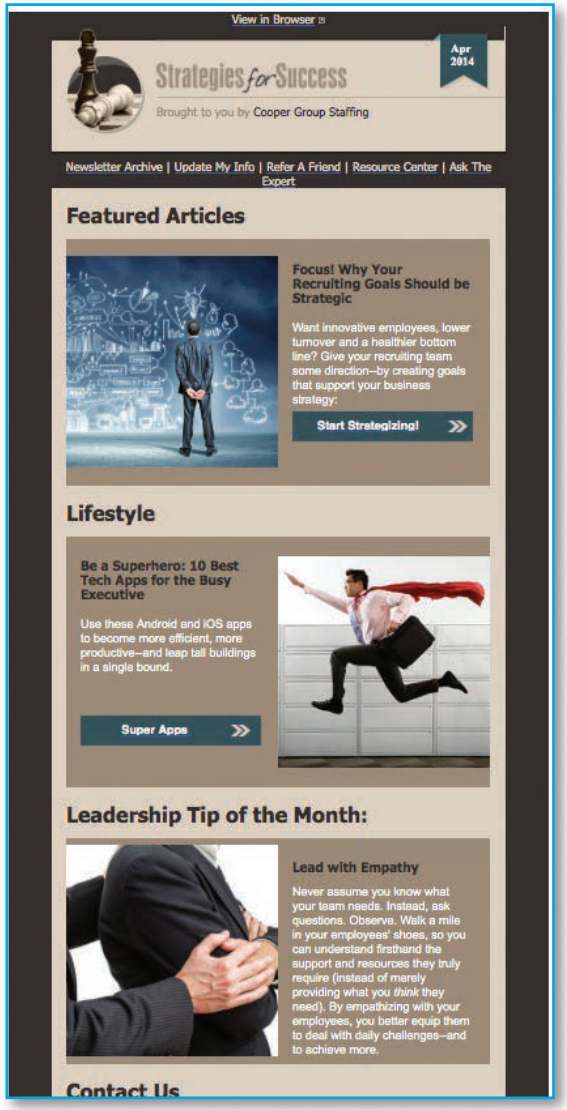
Ideally, you should create a call to action that is text and include it next to a graphic. And you can use background colors to highlight your text and complement the graphic.

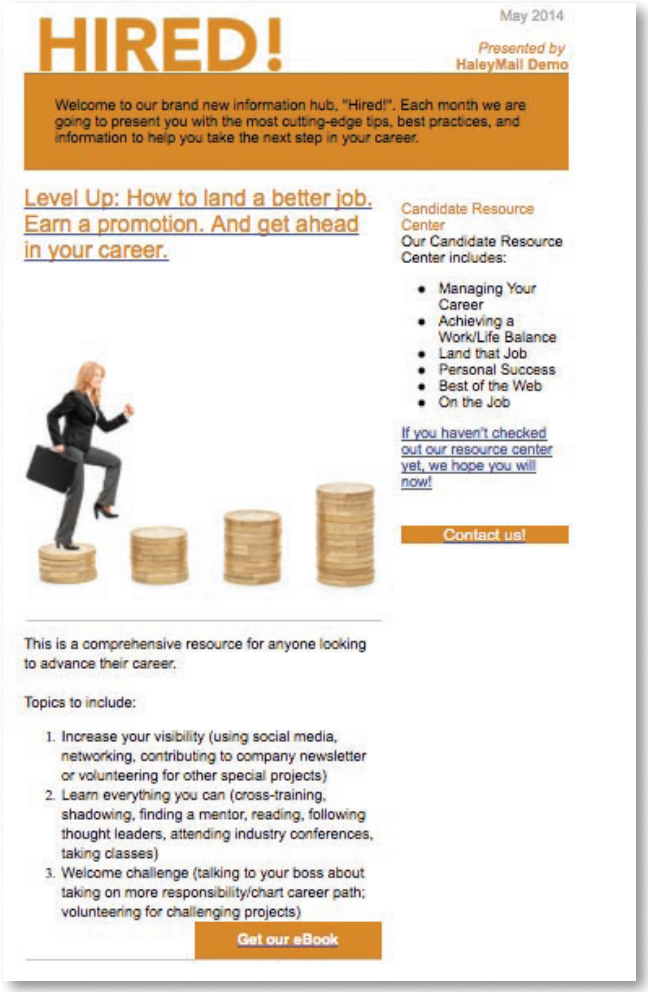
You can also include the call to action link more than once in an email. At Haley Marketing, we commonly promote our featured offer three or more times in each email.

Making Email Work

Here are some examples...







Mobile Revolution

Are you ignoring half of your email list?

Mobile Revolution

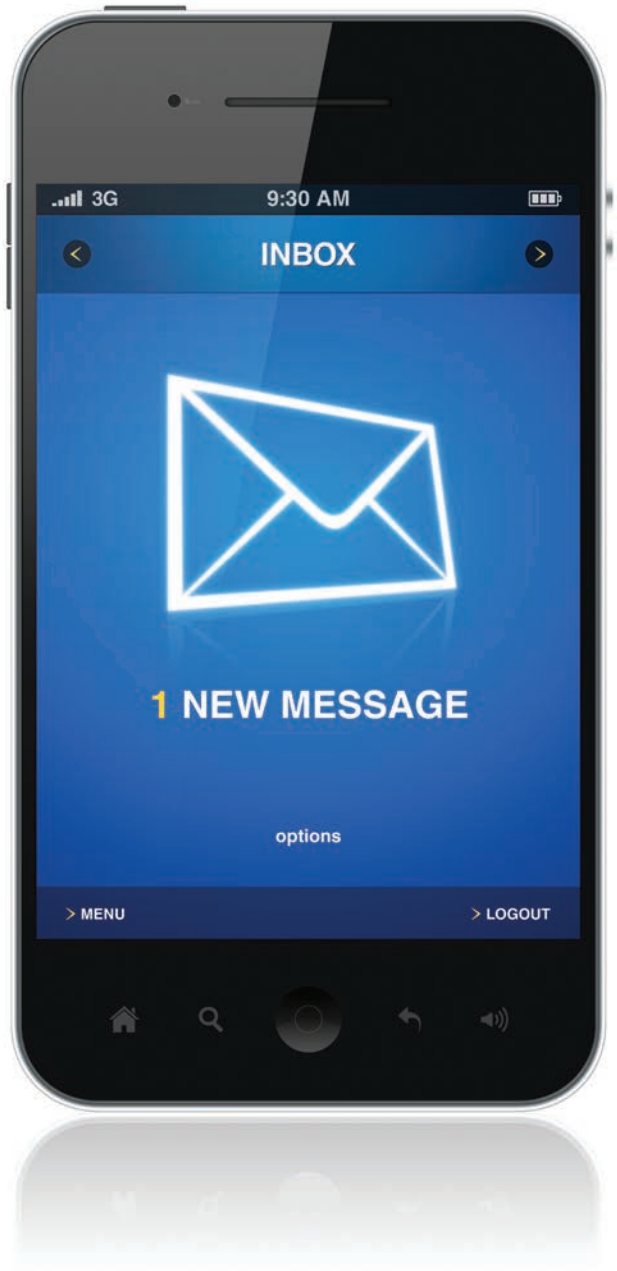
In 2011, 16% of emails were opened on a mobile device (iPad, tablet, smartphone, etc.).

In 2013, nearly 50% of all emails were opened on a mobile device!

If your email is not mobile friendly, half of your list might be ignoring your content.

(Source: Experian Marketing Services)

Mobile Revolution



Is your email mobile friendly?

- **Subject lines.** Keep 'em short, sweet (and attention getting).
- **Less is more.** On mobile devices, images are compressed. So, think simple headers, single columns, and simple imagery.
- **Readability.** With a smaller device, you should use a larger font. An iPhone's iOS, will automatically adjust any font to its minimum 13-point standard. But some phones don't do this for you. We would recommend using a 14-point minimum for body copy, and a 22-point minimum for headlines.
- **Choose background colors wisely.** A bright background might be distracting. Use soothing neutrals instead.
- **Call to action front and center.** Scrolling left, right or down to find out what the message is and what you want the reader to do won't work here. You want your message and call to action up front and center. (Another thing to note is that image-based links might not appear or render well on a mobile device. Keep calls to action text based.)
- **If all else fails — always include a "view as web" link.** Email services, such as our own HaleyMail, automatically include these on every email. This is a good way to ensure everyone can see your message the way you want it seen.

Landing Pages

Congratulations – you got someone to open your email.

Now what?

Landing Pages

If you're not familiar with the concept of landing pages, they are web pages (that may or may not match the look of your website) that are designed to get the visitor to take a specific action.

Landing pages coordinate with your email, so that by clicking a call to action link, viewers understand that they have taken the correct next step. Ideally, the graphics and message will carry over from the email design to the landing page.

Your HOME page is a LOUSY landing page.

The biggest mistake most email marketers make is that they send people from the email to the home page of their company's website. That almost guarantees little to no response.

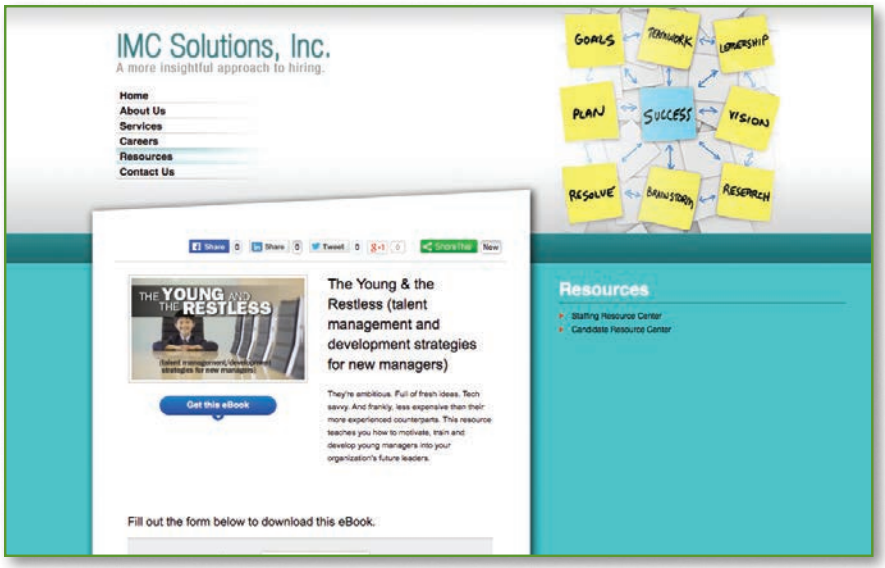
To maximize results, create a specific web page that coordinates with your email.

- If you're emailing about blog posts, your blog is the landing page
- If you're sharing articles, have a page to display each article
- If you're promoting your services, create a page that explains the promotion
- If you're offering an eBook, go to a page where you collect the visitor's contact information in exchange for access to your eBook*

** Note: Many marketers disagree with requiring people to provide contact information to download content. While we understand the logic behind providing totally free access to content, we find that qualified prospects are willing to give you their contact information in exchange for really good content. And those are the sales leads you want.*

Landing Pages

Article landing page
(this example is included with our HaleyMail service).



Landing page with eBook download link.

Event promotion landing page (yes, it's a Haley Marketing example).

Landing Pages

Deconstructing a Landing Page

1 **Graphics:** Repeat key graphics that were contained in your email.

2 **Offer:** If you want someone to take action, make the offer obvious.

3 **Response Form:** The shorter the form, the more leads you will get.

4 **Links:** Act carefully to avoid driving people away from your landing page without taking action.

Teaser email with and landing page link.

Landing page with ebook download offer via registration form.

Be Social
Social media is
a turbo charger for
your email marketing.

Be Social

Email is direct marketing. Your message goes to one or more selected recipients. Social media allows your direct marketing to go viral. It allows – actually, it encourages – people to share your content with their personal and professional networks.

Social media exposes your ideas and offers with a much wider audience... and that helps build your email list!

Be Social

8 ways to integrate social media with email marketing:

1 Include buttons for social sharing on your emails and landing pages:

- Facebook Like
- Google +1
- Share on LinkedIn
- Share This
- Tweet (with or without a tweet counter)
- Twitter Follow

2 Add a "Forward to a Friend" link to emails and landing pages

3 Provide an RSS feed of your email content

4 Have a "Refer a Friend" link on landing pages

5 Share your email content as a discussion on LinkedIn

6 Tweet a link to a web version of your latest email newsletter

7 Post an excerpt from your newsletter on Facebook

8 Share community activity (Tweets, comments) on landing pages

Tracking Results

What happens to your email after it's sent?

Tracking Results

Sounds obvious, right?

Then why do so few people do it?

For some, they don't have the time. Others don't know what to track. And a few just don't care.

But you should.

You should track metrics to help improve content, increase response, and more importantly, drive your sales and recruiting goals.

Here are a few of the stats you should track:

Open Rate

The percentage of people who "open" your email. This is an indicator of the people who view your email by either opening the message or reading it in their preview pane.

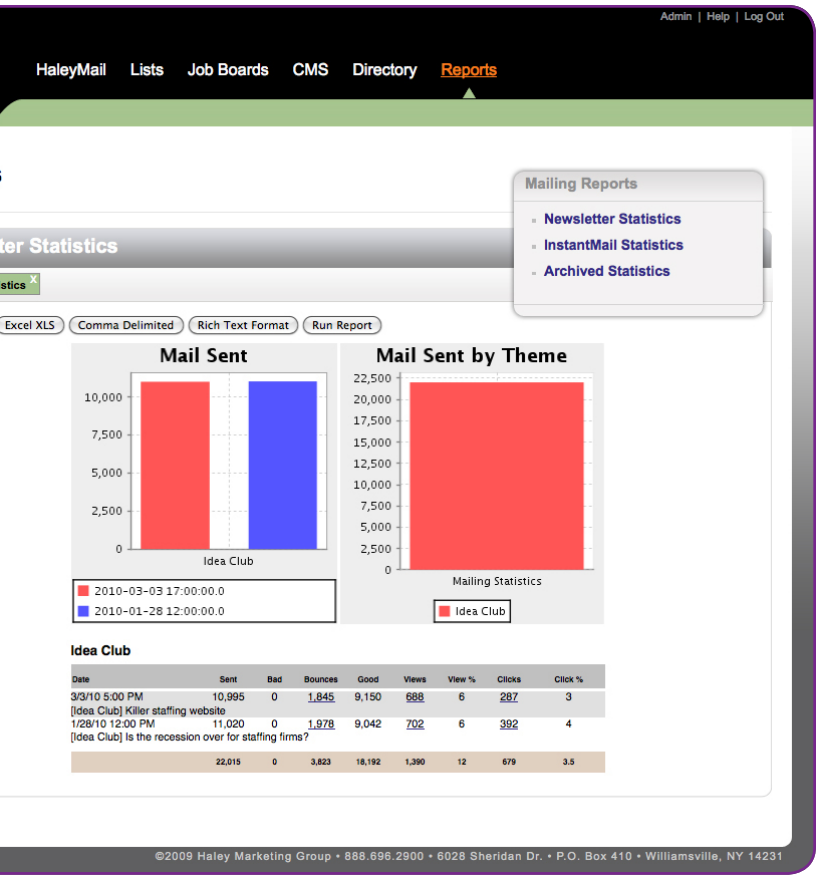
NOTE: Open rates are calculated based on views of graphics in your emails. So if people are reading with graphics turned off (as 70% of people do), they will not show up in your open rate calculation.

Click Through Rate

The percentage of people who click on a link in your email. This is one of the most important statistics to measure. A decline in clicks may indicate that your list is old and/or your content is not engaging your readers.

Be sure to look at the types of messages that generate the greatest clicks. This is an indication of the kind of content (or style of messaging) that your subscribers like best. Ideally, you will adjust your content plans based on your click stats.

Tracking Results



Bounces / Bounce Rate

Bounces are emails that could not be delivered. This may be due to an invalid email address, the recipient's inbox being full, an email being labeled as "spam" or a host of other reasons.

You want to check your bounces to determine if you have problems with your email list (i.e., we're mailing to people who are no longer at the company) or if you are having problems with deliverability (i.e., people are not getting our emails). The easiest way to check this is to place periodic follow-up calls (which you're doing already, right?) to verify that you have accurate data and ask people for their feedback on your content.

Do not keep email addresses that bounce on your mailing list. Bouncing emails can actually get you blacklisted by the ISPs! Most email service providers can automatically remove bounces from your list after a certain number of bounces.

Who Clicked

Ideally, your email service provider will provide a report showing the specific recipients who clicked on links in your email. You should see the name of the person who clicked and what they clicked on.

This information is invaluable for your sales team as they plan their sales calls. They can target those people who are actively engaged with your content and use the content as the basis of a conversation.

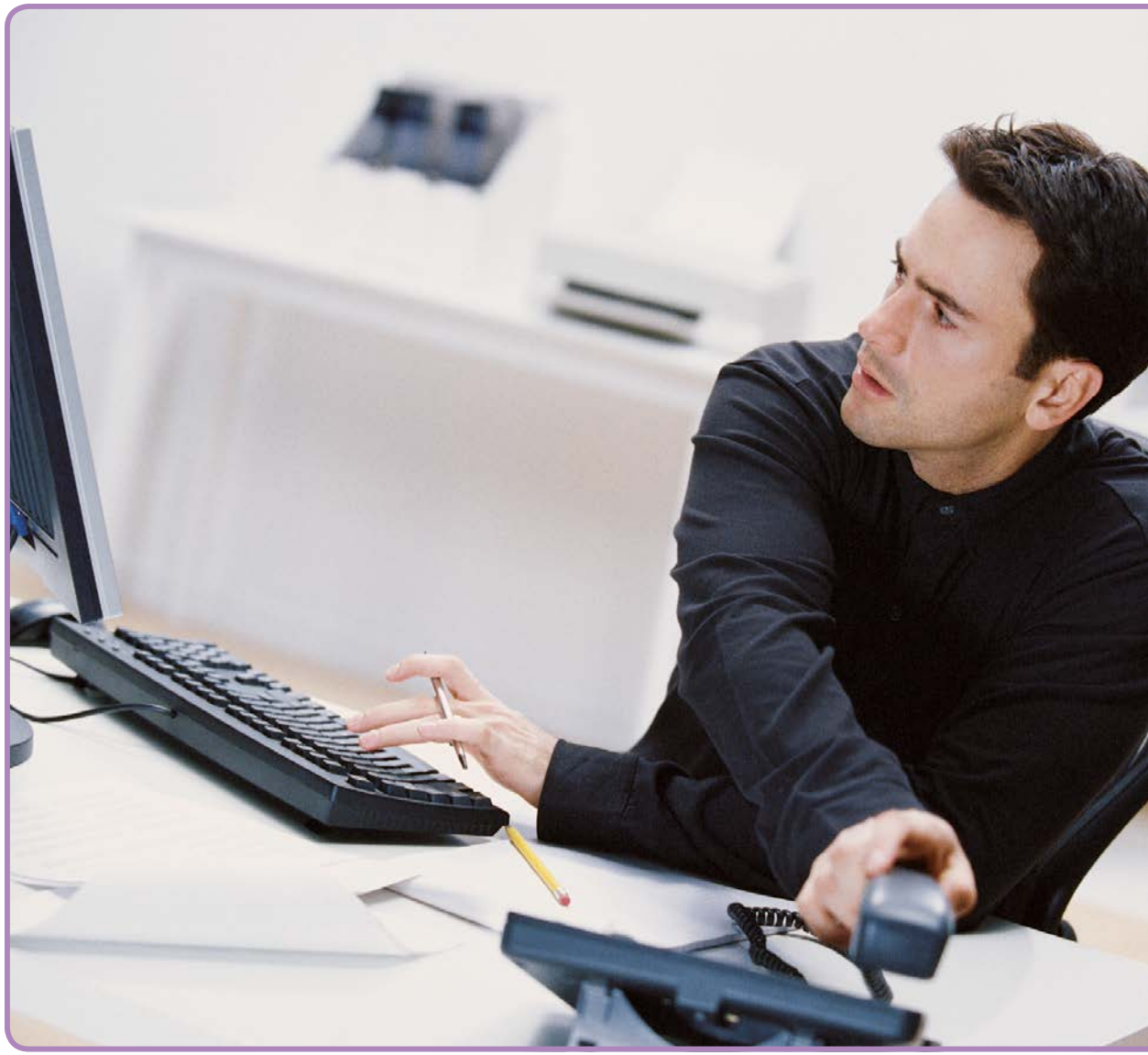
You can also follow up with people who are not clicking, and use your content as a lead-in question. For example, "Did you see our recent article on employee motivation? No? Oh, I'd be happy to send you a copy…"

Tracking Results

Conversion Rate

This is a measure of the percentage of people who responded to the offer on your landing page. It's the number of people who completed the response form or picked up the phone.

Ultimately, the success of your campaign will depend on how well prospects convert to clients (or candidates convert to placements). While you cannot directly track conversions in your email marketing software, you should track it with your sales management systems, so you can see not only how many people converted, but also what revenue was generated by these conversions.



List Size

The number of people in your email database. Ideally, this should be growing every month.

Opt-Outs

The number of people who request to be removed from your mailing list. Ideally, this will be 1% or less. And if you start to see long-time subscribers leaving, you may have a problem with your content.

Testing...Testing...
1...2...3...
Is this thing on?

Testing…Testing…1…2…3…

Want to improve your email results? Don't guess, test!

The beauty of email marketing is that you get almost instantaneous feedback on your marketing. This makes it very easy to test changes to your campaigns and find ways to boost response.

75% of the response to an email campaign happens in the first 24 hours.

What can you test?

- Subject lines
- "From" names
- Preview pane content
- Types of content (education vs. promotion vs. just for fun)
- Content format (pictures vs. video vs. text)
- Promotional offers
- Email format (HTML vs. plain text)
- Graphic designs
  - Changes to banner images
  - Changes to call to action buttons
- Landing pages
- Time of day
- Day of week

Testing...Testing...1...2...3...

How do you test?

The key to effective testing is to only test one variable at a time. Otherwise, you don't know which change affected results. While there are sophisticated ways to do multivariate testing, the most common ways for email marketers to test are the following:

A/B SPLIT TESTING.

Randomly divide your list into two parts (an A and a B list). Send one email to the A list and the altered version to the B list. Compare metrics after the send to determine the winner.

MULTI-SEND TESTING.

Many email marketers either don't have the time to create two tests or don't have a large enough list to generate a meaningful response. In these cases, you can test variables from one email send to the next. While technically not as valid as the A/B test, this method is great for evaluating content, design and email format.

Testing…Testing…1…2…3…

Deconstructing an Email

Want to maximize your response?
It helps to understand all the elements of your email – and then find ways to optimize each part.

1 **Pre-header:** Quick access to key content, view HTML email as web page.

2 **Masthead / Header graphic:** Used to grab attention and brand your firm.

3 **Subject:** This is your headline; make it irresistible and repeat it here in the body.

4 **CAN-SPAM compliance:** Must have content.

5 **Body:** Keep it short, relevant and interesting; sell your offer.

6 **Call to action:** Give people a reason to take action, for additional resources, social media participation, etc.

Other things to consider:

- Internal email header. Stuff you don't see but your email software does. If you're sending via a 3rd party, SPF and DKIM should be set up to ensure deliverability.
- Preview pane appearance (with and without graphics).

Getting Started

With Email Marketing

Getting Started with Email Marketing

Okay, so you're convinced.
Email is a smart investment.
But where do you start?

At the beginning, of course!

Step 1: Define your goals.

What do you really want to accomplish with your email marketing? Of course you want more sales, but is your goal to send email or generate sales leads? Or to get referrals to fill the orders you have?

As a starting point, here are some ideas for email marketing goals:

- Generate job orders
- Generate sales leads
- Give sales reps a reason to make calls
- Generate candidate referrals
- Fill open job orders faster
- Nurture relationships with existing clients and/or candidates
- Educate prospects about the value of staffing
- Expand contact networks within client organizations
- Increase client share

Getting Started with Email Marketing

Of course, good goals are measurable, so in addition to defining WHAT you want to accomplish, you also need to determine HOW MUCH you need to accomplish for your campaign to be considered a success.

Some examples of good goals include:

- How many sales?
- How many dollars of gross margin?
- How many new clients?
- How many candidate referrals?

"Goals are the scorecard for your marketing. Without them, how will you know what works?"

Calculating Target ROI

One effective way to quantify your goals is to work backwards from your target ROI.

Here's how:

1. Determine the ROI you will consider acceptable, typically from 200% to as high as 600%.
2. Estimate the cost of your marketing campaign.
3. Figure out the average gross margin produced by a new client in one year.*
4. Multiply your campaign cost (#2) times your desired ROI (#1), and then divide by the average gross margin (#3).
5. The result is the number of new clients you need to achieve your target ROI.**

* *If you don't know this number, you can determine a rough average by looking at your total gross margin last year and dividing by the number of clients you billed.*

** *In addition to calculating your target ROI, you may also want to repeat the calculations, looking at break even for the campaign (#2 divided by #3), or the lifetime value of a new client rather than one year gross margin (determine the target ROI based on lifetime value by multiplying #3 by the average number of years you retain a client before completing #4).*

Getting Started with Email Marketing

Step 2: Know your audience.

Does HR have the same interests as a C-level exec? Of course not. So why would you send them the same information?

If you want your email marketing to work, make sure the content matches the audience.

The key in email marketing is relevancy. Remember, every email you send is an interruption of someone's day. Waste their time, and they are not going to allow you in.

Before you plan your editorial calendar, take some time to really understand your audience.

Who are you trying to reach?

- Existing clients
- Prospects
- Current temporary employees
- Job seekers

Now, get more specific. Who are you *really* trying to reach?

- Senior executives
- Front line supervisors
- HR managers
- CIOs
- Operations and plant managers
- Hiring managers

Step 2: Know your audience (continued).

Don't stop at just a job title. Think about demographics.
Is your email list mostly male or female? How old are these people?
What stage of their careers are they in?

Once you know WHO you are trying to reach,
understand what makes them tick.

- Senior executives
- Front line supervisors
- HR managers
- CIOs
- Operations and plant managers
- Hiring managers

The more you know about the people you are trying to reach,
the easier it is to come up with content that they will find irresistible.

Which brings us to...

Getting Started with Email Marketing

Step 3: Plan your content – and the offers!

What are we going to send this month? It's a question you should never ask.

As the cliché goes, failing to plan is planning to fail.

And nothing could be truer when it comes to email marketing.

At Haley Marketing, we recommend planning a rolling 90-day editorial calendar. Your plan should include topics for your newsletter articles, promotional and educational emails, and the timing of other emails like top candidates, hot jobs and event invitations.

BE SURE TO ALLOW FOR FLEXIBILITY IN YOUR PLAN.

When changes happen in your industry, the local market, or the economy as a whole, you want to be able to react with timely information. Leave room in your email publications for current events or design a "News Flash" email template to allow for the inclusion of last-minute content.

A GREAT EDITORIAL CALENDAR STARTS WITH THE CLIENT.

In planning educational content, focus on the issues and challenges your clients are facing, and then integrate educational information that teaches people about the value of your services.

For example, when the economy is weak and employers are not hiring, you may want to share information on topics like: managing resource constraints, protecting budgets, driving cost out of operations, and improving productivity.

Integrate staffing into the content by showing how an intelligent approach to workforce management allows employers to deal with their challenges without raising costs or increasing business risk.

And finally, think about your knowledge and expertise that the audience would value. When it comes to staffing, you're an expert in all kinds of issues that your clients and prospects find challenging. And you have access to incredible information about the local job market.

Yes, you are an expert.

Here's some of the information you can share:

- Local market wage and benefit data
- Local hiring trends
- Keys to recruiting and retaining employees
- Hiring best practices and how-to's
- Employment law updates

Better yet, get FREE marketing data!

Each month, have your sales reps conduct mini-market research surveys. Give them one, two or three provocative questions to ask clients and prospects, and then use the responses they collect as the basis for your email content.

Step 4: Assign ownership.

There may be no "I" in "team," but there's no "team" in task.

Do you know the biggest cause of failure in email marketing?

It's…not implementing!

And why don't campaigns get implemented?

HERE ARE THE MOST COMMON EXCUSES:

- I don't have the time...
- I didn't know what to write...
- I thought so-and-so was taking care of that...
- I'm not good at writing...
- I didn't know how to get it done...

When it comes to your email marketing campaign, it's best to have a team approach to goal setting and content collection, but implementation of the campaign should have specific tasks assigned to specific people.

If you have a full-time marketing department, assigning ownership of these tasks is relatively simple. Someone in your department will be assigned the campaign manager role, and then that person will invite others to research and write content, design, manage list development and analyze results.

But what if you don't have a marketing department?

For small businesses, email marketing is just one of many sales and marketing activities. We suggest you assign someone as "owner" of the following tasks:

Content Planning: This person develops the quarterly editorial calendar.

Content Research: This should be a team activity, and it should include reading blogs, reviewing LinkedIn discussions and talking to clients.

Writing: Each email should be assigned to one author, but writing often works best when you rotate the writers.

Design / Layout: Even if you are using a template, someone needs to lay out the copy and make sure it looks good before you hit the send button.

Implementation: This is the person who uploads data, sends mailings and produces reports.

Follow-up: This task gets assigned to one or more people on your sales team.

Getting Started with Email Marketing

Step 5: Give it a shot.

Produce content. Send email. Track response.

That's all it takes.

Okay, we're simplifying a bit. But at this point, the implementation should not be that difficult. You have a content calendar. You've assigned writers (or someone to source content). All you're missing is a platform for sending your emails.

WARNING!

(Haley Marketing sales pitch starts here)

You had to see this coming. Implementation of email and other content marketing is our specialty here at Haley Marketing. We've been producing and managing campaigns like these since before there was "email marketing."*

So if you need help with writing, design, building mailing lists, sending email, tracking results or managing your email marketing, we'd love to help. And you know where to find us!

(End of sales pitch)

* *Technically, we're lying. We started business in 1996, and there was email in 1996. But almost no one used it for marketing (Can you imagine that?!). From 1996 to 1999, we designed content marketing campaigns via direct mail. In 1999, we developed HaleyMail, the first, and it remains the only, email and content marketing system for the staffing industry. We now send more than one million emails each month on behalf of staffing and recruiting firms all over the world.*

Introducing @haley mail

Content marketing for the staffing industry.

Here's a sample of what we include:

- Monthly client email newsletter
- Monthly candidate email newsletter
- Seasonal eCards (new content each month)
- eBooks
- Landing pages to generate leads
- Employment law and other HR update emails
- Top candidates and hot jobs emails
- Content for your website
- Staffing Resource Center
- Candidate Resource Center
- Print versions of feature articles (for drop offs and direct mail)
- Dedicated marketing advisor
- Coaching Calls
- Access to specific metrics and statistics
- Newsletter archive

HaleyMail is a full-service approach to email marketing. We do the planning. We do the writing and design work. We manage the delivery of your emails, and we give you real-time feedback on your marketing.

Learn more at: http://www.haleymarketing.com/ourservices/newsletters/haley-mail/.

Or, call us at: 1.888.696.2900 for complete details.

Getting Started with Email Marketing

Step 6: Learn. Fix. Try again.

Any good email marketer will tell you that EVERY email is a test. You're always trying to learn something new...something you can apply to future campaigns and improve response.

So as you implement your email campaigns, reflect on your goals and experiment with ideas to better capture people's attention and drive them to take action.

For example, here are a few of the tests we recently conducted at Haley Marketing:

Subject line variations - Clear and professional versus brash.
Brash won by a huge margin. While we may have pushed the boundaries a bit with subject lines like "You're Fired" and "Shut up and Listen???," we were able to generate more than a 100% increase in open rates and click-throughs with provocative headlines.

Increasing links to content.
We increased the number of links in our emails, and made the links more specific to individual pieces of content. Rather than having a link like "Check out our Staffing Resource Center," we created a link to "Download Our Sample Employee Request Form." These specific links lead to a 300% increase in click-throughs.

Email redesign.
We redesigned the format of a newsletter to evaluate the impact of graphic design on open and click rates. The results were mixed. The redesign had a positive impact for some clients and relatively little with others.

No test is a failure.

I'd love to write that all our experiments are a resounding success, but that's just not the case. However, nothing we tested was ever a failure. Why? Because we learned something new that helped us make better decisions going forward.

For example, we often test theories about the best day of the week to mail. Guess what? In our experience, varying mailing days had a near-zero impact on results. Sure, sometimes it makes a difference, but we learned that day of the week is far less important than having the right subject line.

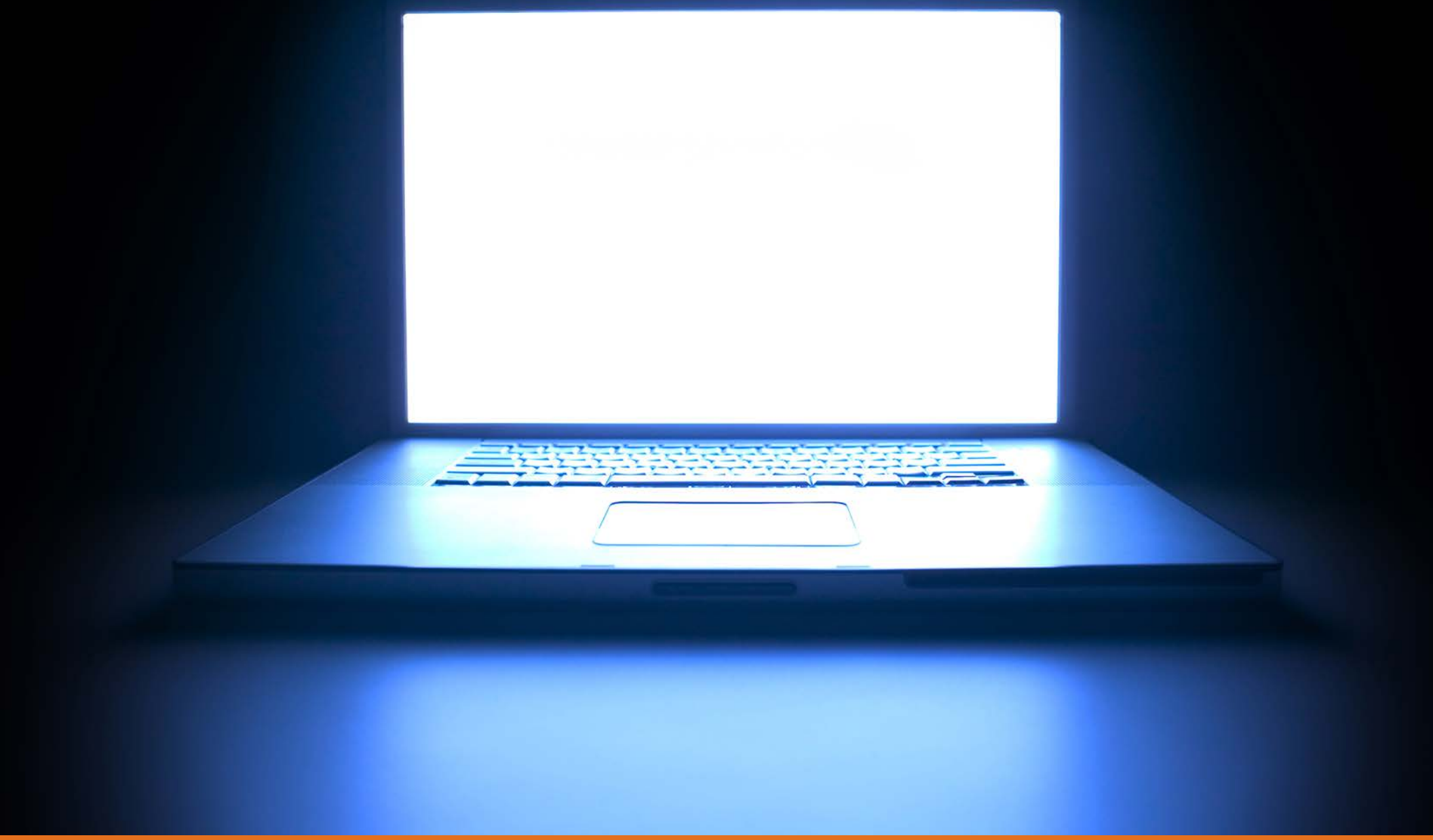
So what are you waiting for?

Okay, you now know the secrets of email marketing. There's just one thing left to do. Get started.

If we can help, let us know.
1.888.696.2900

Email Myths & Legends

And Frequently Asked Questions



Myths, Legends & FAQ...

What kind of response should I expect?

8.672%, of course.

Just kidding. As you might expect, the response you get from email marketing depends on a lot of variables:

- Who's on your list?
- Are they expecting your email?
- How timely is the message?
- How relevant is the content?
- How good is your list?
- How often do you mail?

This will sound obvious, but the closer your relationship with the audience and the more relevant the content, the higher the response.

We worked with an executive recruiter who sent industry-specific content to a relatively small list of current and past clients and candidates. He routinely had open rates above 50% and click-through rates over 30%.

Those are *exceptional* numbers.

For most of our clients, open rates range from 15% to 30% of their list, and click-throughs typically range from 5% to 10%.

So what's a "good" response? It depends on your goals. If the response generates enough sales leads to enable you to meet your goals, then you achieved a good response. If not, you need to keep testing to see what will work.

Myths, Legends & FAQ...

What is the best time to mail?

Wednesday at 9:18 am.

Yes, we are kidding again. One of the biggest myths in email marketing is that there *is* a best time and date to mail.

Some of our clients get great responses on Monday mornings; others get very little. Some get huge opens and clicks over the weekend; others get none. One Haley Marketing client even insisted the best time to send was at 4 a.m. on a Saturday morning (we're not kidding!).

Our recommendations:

- Vary the times and days you send. See what works best for your audience.
- Don't assume that what worked last month will work this month. If you repeat a mailing time and it bombs, try a different subject line. Or try the same message at another date and time.
- Spend more time on writing great content, and less worrying about when to mail.
- Spend as much time writing a "must read" subject line as you do writing the must read email content.

Myths, Legends & FAQ...

How do I get past spam filters?

If only there was an easy answer to this question.

247 billion emails are sent each day.

70% are spam (*source: Mashable*).

That's a lot of spam. And it's no wonder that people work so hard to block it.

So what causes email to get blocked?

While the rules change every day, here are some of the most common reasons why an email gets blocked or marked as spam:

- Too many exclamation points!!!!!!!!!
- USING ALL CAPS
- Using bright colors for your fonts
- Having the word "test" in your subject line
- Including words like "free" or "marketing"
- Sending an HTML email with little or no actual text (just one big image)
- Using lots of $$$$$

The Geeky Stuff: SPF and DKIM

What is SPF?

An SPF record is a type of Domain Name Service (DNS) record that identifies which mail servers are permitted to send email on behalf of your domain.

The purpose of an SPF record is to prevent spammers from sending messages with forged From addresses at your domain.

What is DKIM?

DKIM is an acronym for "DomainKeys Identified Mail."

It is a system which allows a mail server to determine whether the mail it receives is legitimately from the domain being claimed that it is sent from. Using DKIM, each message is signed with a private unique key. Working in reverse, the receiving mail server can determine whether the message was signed with the public key you have on file for that domain. In English, this set up dramatically improve your odds of staying out of your client's junk folders!

Myths, Legends & FAQ...

How do I get my email read?

Bribery is always an option. But since that's probably not in the budget, here are our guidelines for maximizing readership:

1 Offer great content.

- It must be relevant.
- It helps if it is timely.
- It helps if it is entertaining to read.

2 Send email to people who want your email.

- Sounds obvious. Most people don't do it.
- Permission lists work best. Period.

3 Agonize over your subject lines.

- Spend as much time writing subject lines as you do the featured content.
- Be bold. Be compelling. Take a few risks.

4 Design so that your email looks great with or without graphics.

- Most people will see your email without graphics first.
- Make sure your message is clear without any images showing.

5 Make it easy to take the next step.

- Have clear calls to action.
- Forget "click here." Make your directives more specific.

6 Give people lots of reasons to take action.

- Offer multiple links in your emails.

7 Use a reputable email service provider.

- Your ESP can do a lot to help get your emails delivered.

8 Get help if you need it.

- Producing great email content is a lot of work. If you lack the time or resources, outsource to a firm that can provide it (hint, hint, we know one!).

Myths, Legends & FAQ...

Can't I just send these myself?

You can. You could also build your own house.
Or do your own dentistry.

All kidding aside, email marketing is best done through a 3rd party. Why?

It's a matter of risk management.

Let's say you send an email on your own via Outlook and you really tick off some of the recipients.

So they complain loudly to the right people who then blacklist your domain.

Now you can't get your regular email to your clients, prospects and candidates.

Getting blacklisted is NOT fun. And it can have a seriously negative impact on your business while you fight to get off the blacklist.

Using a 3rd party to send your emails insulates you from this risk. If the email you send results in spam complaints, the 3rd party sender has the risk of being blacklisted, not you.

3rd party ESPs also monitor feedback loops (which is essential if you want to stay off blacklists), and they have the resources and experience to deal with the potential risks and liabilities of sending bulk email.

In addition, content planning, writing and sending emails is a huge time investment. 3rd parties have all of the resources on hand to manage your email marketing saving you time and money.

Myths, Legends & FAQ...

What information works best?

Cash. Free cars. All-expense-paid trips.

And if these are outside your budget, then go back to the point we made earlier. Every email you send is an interruption of someone's day. MAKE YOUR INTERRUPTIONS WORTHWHILE! Send content that is relevant, timely and interesting to read.

What works best in staffing and recruiting?

- Salary data
- Employment law updates
- Fun, seasonal eCards
- Results of local market research
- Current events and the implications on your clients' businesses
- Hot job openings
- Top candidates available for hire
- Market data and statistics
- Provocative opinions
- "Best of" and "Top 10" lists
- New ideas on managing and motivating people

Myths, Legends & FAQ...

I can't email more than once a month, right?

You can. But the email police will come and take your children!

Yes, that seems to be what many people believe. We've talked to countless staffing executives who think that mailing more than once a month is a crime punishable by death – or worse, client loss.

But, we've found this to be a complete myth.

You can email clients, prospects and candidates as often as you have something valuable to share – something THEY find valuable.

We've found that a mix of different types of emails allows you to mail more frequently without antagonizing the people on your list. Here are some general guidelines:

- **Newsletters:** Once a month seems to work well.
- **Top candidates:** Can range from once a month to once a week depending on your audience, their need for people and how specific your candidate lists are.
- **eCards or other "for fun" content:** Once every one to three months.
- **Event invitations:** Two to four promotions per event. For webinars, we recommend two weeks prior to the event and then the day prior. For in-person events, you should start further in advance.
- **Market research:** For big surveys, once a year. For quick response polls, once a month.

Again, there are NO hard rules.

Frequency is one area where you really need to experiment – cautiously. Look for new reasons to email your clients, prospects and candidates, and then test.

See what kind of response you get and how the additional mailings affect opt-outs. If you see lots of opt-outs (more than normal percentages), it might be time to back off.

Final Words of Advice

- Research your audience first.
- Plan content. Plan continuity.
- Make every contact relevant. And useful.
- Take a few risks.
- Find more reasons to stay in touch.
- Consider triggered events and campaigns.

Let us know if we can help!

haley MARKETING

About Haley Marketing Group

At Haley Marketing, we are staffing industry specialists. We offer a range of services to satisfy the marketing needs and fit the budgets of all kinds of staffing firms.

We founded our company with a simple mission: to make great marketing more affordable. Whether you're looking for an effective way to stand out from the competition or you just need a new website or brochure, we can provide it.

Our services include:

- E-newsletters & email marketing
- Website design
- Blogging and social media marketing
- Integrated staffing campaigns
- Marketing strategy
- Content writing and creative services

Solutions to the staffing industry's challenges.

Prices YOU can afford.

FOR MORE INFORMATION, CALL US TODAY.

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1-888-696-2900

www.haleymarketing.com