



### Email Marketing: Campaign Analysis, Metrics, Best Practices

From [www.kaushik.net/avinash](http://www.kaushik.net/avinash) by Avinash Kaushik

With all the sexiness oozing out of social media it might seem insane to write about email. It's been relegated to the "OMG that cesspool of spam that no one cares about because everyone is using Google Wave and Facebook!"

Not true. Email remains an immensely credible and profitable channel, with an immense reach to boot. To not have it as an active part of your marketing portfolio is sub-optimal.

The only requirement is that your mental model (and indeed, company culture) should be solidly rooted in permission marketing. Every fiber of your being. Every thought that crosses your mind. Every person in your company. Embrace permission marketing and email will be a surprising and loyal BFF. I dare say even more than Search (and without a shred of doubt, more than Social Media). Because you control everything. The message, the customer data, the ability to reach current and prospective customers, drive new sales as well as repeat sales, experiment with new ideas and offers, and so much more.

So Email = totally worth dating, engaging, marrying and having babies with.

You just have to have the right mental model and you have to... wait for it... wait for it... measure everything you do! Just to ensure you are executing against your right mental model.

Analyzing email campaigns requires three important insights:

1. You must use metrics that are unique to the medium.
2. You can't track everything. Sorry.
3. You need to think end-to-end, and not just your silo.

Seems simple enough, right? Amazingly, and sadly, I see examples of failure simply because the above three "simple" things are not clearly understood or executed against.

One of the core challenges with email is that you have to deal with multiple data sources. There are three primary sources:

1. Your campaign data. How many emails went, to whom, what happened to them, yada, yada, yada.

2. Your website data. What happened after someone clicked on your email links?

3. Your company cross-channel outcomes data. Multi-channel customer purchase behavior, customer lifetime value. You know, Analysis Ninja territory!

This means that the key enabler of gorgeous analysis is your ability to ensure that for #1 your email campaigns are tagged correctly (with tracking parameters), for #2 your website landing pages are tagged completely (with the correct JavaScript tag) and finally, for #3 you've thought of the primary key that you need to pass into your backend database.

Do that, and you've met the minimum requirements and the possibility of achieving awesomeness.

Ready for the best email marketing campaign metrics?

Macro Perspective: End to End means ABO.

For everything you do it is important to measure your effectiveness of all three phases of your effort:

#### Acquisition. Behavior. Outcomes.

ABO. If your measurement effort is missing one of those three, you'll be less successful than you deserve to be. So for our email campaign analysis let's look at metrics using that framework.

#### Optimal Acquisition Email Metrics.

You're trying to measure how well you are doing to: Send emails. Get people to read them. Click.

The key metrics you'll measure will typically come from your email service provider (so make sure you check they can provide these metrics before you sign up and fork over the cash!).

A secondary thing would be to ensure, or your mom will really be mad, that \*every\* link in your email is tagged with campaign tracking parameters your web analytics solution needs



(without this you can't do the B and O analysis). Most good email providers will do this automatically for whatever web analytics tool you use. Here's a post detailing vendors and process for Google Analytics: [Tips for Tracking Email Marketing Campaigns](#).

Beyond the standard tactical stuff like number of emails sent etc., here are the metrics I'd recommend to analyze your acquisition greatness:

$$\text{Delivery rate} = (\# \text{ of emails sent} - \# \text{ of bounce backs}) / \# \text{ of emails sent}$$

This is your bread-and-butter outcome metric when it comes to your campaign; it answers the following simple question: did we stand a chance at success? Note that the increasing use of junk and spam boxes means that bounce backs are not the cleanest way to measure deliverability. The emails might have just ended up in the junk email box where they never stood a chance of being opened. But life and lemons and lemonade. Right?

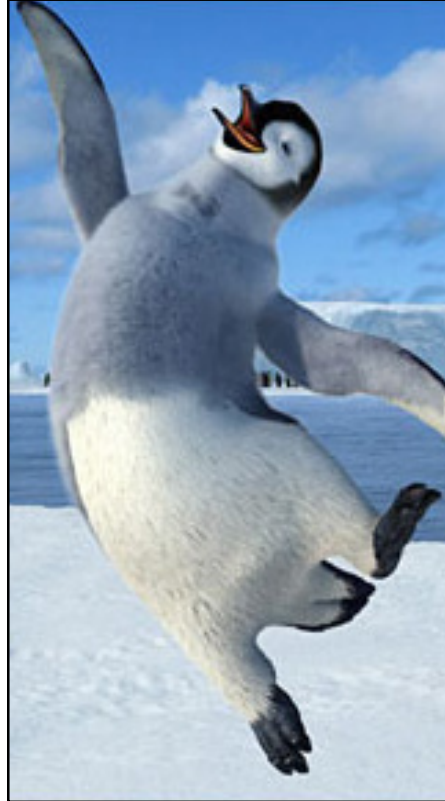


## Emotional Marketing

Jeanette McMurtry - Principal, e4marketing : Author, "Big Business Marketing for the Small Business Budgets"

Marketing in a complex world requires far more than interesting graphics, entertaining story lines and copy. It requires a total experience between customers and brands. Experiences must be memorable and satisfying to the point that customers get excited about doing business with you, assign their loyalty to you, and refer qualified leads. It goes without saying that the most effective marketing is word of mouth. Experiences create word of mouth, not a high frequency of expensive entertaining advertisements.

Creating memorable experiences for your brand is affordable and actionable by any type and size of business. Experiences can be as simple as extraordinary customer service, free seminars, thank you lunches or even a friendly thank you call. They can also be as complex as a customer event such as Saturn's customer rallies that attract nearly 100,000 people or the Harley Owners Group (HOGS) events that keep the passion alive for more than 600,000 HOGS nationwide. Getting emotional with customers in a way that build results and profitability depends on creating campaigns that are personalized, relevant, and memorable. To start, you must have a strong understanding of what emotions drive your customers' decisions, and what experiences are relevant, actionable, and remarkable to them.





## Why use “Landing Pages” to boost conversion rates

Staff

With an industry standard hovering around 1 to 2 percent, most sites are failing to capture all the business they can. Once a company makes a commitment to boost its conversion rate, there are several key areas it needs to monitor to measure whether its efforts are successful.

Conversion rate is the percentage of visitors that turn into a lead, sale or some other desired outcome. A retail site is frequently considered a success when its purchase conversion is in the high single digits, but for lead generation sites, numbers in the high teens are considered good. An average retail site is converting about 1 to 2 percent of visitors and an average lead generation site is doing 5 to 6 percent. If you are 2 percent or less, the good news is that you have plenty of room to grow your business.

Increasing the number of transactions by one or two percentage points can make a substantial impact on your company's bottom line. If you have 5,000 unique visitors per month and you're generating 50 sales transactions per month (1 percent) with an average sale of \$90, boosting your site's purchase conversion rate one percentage point generates an additional \$54,000 annually.

But once you get them to land on your site how do you keep them there? 10 percent of visitors leave a site after the first click, but many of these visitors constitute either accidental traffic or are unqualified buyers. You probably wouldn't have converted them anyway. An astounding 55 percent however, have dropped off after the second click, and 80 percent of the visitors have left after the third click. In your marketing plan you develop an excellent “call to action”, your offer is outstanding, you have targeted the right demographics and the timing of your event or product is perfect. Still 4 out of 5 will leave your web site if they can't get them to the right information in 3 click. Try it, pick a product or service on you or any site. See if you get there in three clicks. Some do but most don't.

Landing pages are just what they seem. You land on the page that has the information you are offering when using social media, banner, direct mail or e-mail. In ONE click, you send them right where you want them to go. That is what creates interest. Engages your clients and gets you more sales.

With API-Marketing we provide easy and affordable “landing pages” for any event, product or service. Download the white paper below on how easy it can be, or if you have any questions send us an e-mail or give us a call 888-282-8764



**UPGRADE YOUR MARKETING "ROI" WITH**  
**LANDING PAGE**  
*Booster*

**GET YOUR STANDARD LANDING PAGE a \$150.00 value FOR FREE**

**Landing Pages are the sales force of your website.**

**Use the Landing Page Booster for...**

**Special Events**  
Our Landing Page Booster will give your event an added promotional punch whether you're using tickets, banners, flyers, posters or direct mail. Effectively draw your audience to where they can find everything they need to know about your special event including where to buy tickets and how they can contact you in multiple ways. In addition, you can display a variety of different images and photos on the landing page as well.

**Promotions & Sales**  
By utilizing a QR Code and "Landing Page Booster" you will have the ability to get more sales information to your customers that otherwise may not be printed on our window poster or mailed postcard alone. We'll help you get them in the door to spend more money on your products and/or services.

**Launch New Products or Services**  
Important announcements, press releases and much more all need a great first impression. By using the "Landing Page Booster" link in your social media campaign and by adding a link in your email messages you will give your clients instant access to the product or service information.

An effective landing page will sell your products or services using integrated marketing. This will bring several channels of marketing all focusing on making your event a success.

You don't need to be the "salesman". You don't need to be attached to the side of your vehicle. And you sure don't want to go door-to-door. That is exactly what a landing page can do for you. "Landing Page Booster" can be used in conjunction with:

- Banners - Google Searches - Posters - Tickets - Websites
- Newspaper Ads - Flyers - Direct Mail Postcards - Business Cards
- Back Cards - Table Tents - E-mail Blast

When combining QR codes is only limited by your imagination. Utilize all the social media that you want and bring your "posting to the world" and put your sales force into coordination.

Our standard landing page comes with photos of your event, call or announcement. You get lots of room for a description along with banner file and space for the "sales info" of your project. It also comes with all the major links to simplify your message. Standard landing pages are active for 90 days but may be extended for an additional charge.

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## 11 Useful Tips for Marketing Your Brand on LinkedIn

From [thenextweb.com/socialmedia](http://thenextweb.com/socialmedia) by Ekaterina Walter

With over 135 million users, 59% of which are located outside of the United States and with 75 of the Fortune 100 companies using the network for marketing and recruiting purposes, LinkedIn has become a critical platform for building, connecting with, and growing your personal and professional networks.

As the leading business social network, LinkedIn offers the chance to connect with professionals all around the world and from all industry backgrounds. But how do you convert networks into customers, and 'likes' into sales?

### 1. Learn from your peers

Successful marketing is all about listening to what your market needs. The LinkedIn Groups feature provides a space where you can discuss issues with others in your industry and learn from their advice. You can bounce ideas off industry experts and stay informed on new developments. You also have an opportunity to establish yourself as an expert in a certain industry/area allowing you to build relationships with current and prospective customers in a more organic and credible fashion.

### 2. Build on your niche

It doesn't matter how specific your company's product or service, LinkedIn allows you to connect with companies or individuals by industry, company size, geographic location, and more. By targeting your network-building, you are able to focus your time on building relationships that count.

### 3. Use Company Status Updates

You can post the latest news, product updates, videos and promotions on your Company Profile and instantly learn how it is being received with likes, comments and shares. Just like with any community, make sure your content strategy is relevant, adds value and promotes discussion. Use feedback to adjust your posting frequency or alter your content based on what is popular or what is missing.

### 4. Ask your audience

LinkedIn provides a channel to your audience, but communication doesn't have to be one-way. You can use your Company Profile to ask customers what they think, and engage with issues they might face. Asking for feedback can provide a wealth of market information from your core audience. If your Company Profile is too limiting, consider setting up a group or groups that meet a particular need among your audience.

You can also use LinkedIn's polling feature. LinkedIn Polls is just like any other polling service: everyone can ask any query, include possible answers (as much as five) as well as select how much time it's going to run. There is an ability to share content out via your social networks or upload it on your website to acquire the highest possible voting power. Analytics data is what's valuable here: you can break down voters by age, gender and even seniority.

### 5. Use LinkedIn Ads

If used correctly, LinkedIn Ads can offer a low-cost alternative to traditional advertising. Because of the number of LinkedIn accounts (135 million worldwide), each with detailed profile information, LinkedIn Ads can specifically target your demographic by industry, geographic location, seniority, age, or by LinkedIn Group in a way few other channels can.

### 6. LinkedIn Recommendations: Give Generously

Your LinkedIn profile might look great, and you may have hundreds of connections, but in a crowded market what is going to make your company stand out? How will potential clients and customers know to choose you above your competition? The answer goes back to one of the basics of marketing: a positive recommendation by others is worth a hundred times what you will ever say about yourself. The secret to attracting great LinkedIn recommendations is to offer them yourself. Businesses, whether suppliers, clients or partners, are far more likely to give you a positive recommendation if you offer one first.

### 7. LinkedIn SEO

When people search for your industry or product, how are you going to come out on top? Just following the basics, such as making sure your profile is complete and accurate can help, but spending a bit of time over the keywords in the Specialties section is also important for driving traffic. You can also customize your URL to give your company's name rather than a sequence of numbers, which can help search engines to find you.

### 8. Enrich your profile with LinkedIn applications

You've driven traffic to your LinkedIn page with targeted ads, great networking, and an informative profile, but what now? You've got so much more great information that will benefit your customers, but how are you going to tell them about it? LinkedIn apps can help, giving you the ability to add your blog to your profile, upload presentations, add polls and your Amazon reading list, collaborate with document sharing, and many other ways of enriching your profile to help it stand out and offer new ways to engage.

### 9. Meet like-minded people at industry events

The LinkedIn events tool is a great way to easily search for relevant events (physical events, webinars, workshops, roundtables, etc) where you can meet your peers. LinkedIn search will display events related to your network connections as well as industry and geographic location, both past and present. Utilize this feature to extend your network face-to-face.

### 10. Integrate your LinkedIn presence into your other properties

Prominently display "Follow Us on LinkedIn" button on your other social properties to help grow your network. You can also add "LinkedIn Share" button to your other properties to make it easy for people to share your content and help it travel faster. The "Recommend" button can be prominently displayed on your website to give visitors to website a little bit of a nudge to recommend you on LinkedIn. The recommend comes in two formats: one for the company page itself and also one for the products and services page.

### 11. Measure your success

Make sure to track your performance as you go and make changes to your strategy based on that data.

On your Company Page's Analytics tab, you can now see how many LinkedIn members are visiting your Company Page and how many of them are following your company. You can also see what industries, functions and companies these professionals come from as well as track how they are interacting with your Careers Tab or Products and Services Tab, how many are clicking on your promotional banners, and how many choose to contact employees at your company. And for every one of these data slices, you can compare yourself against similar companies to benchmark your performance.

Just recently LinkedIn also launched a brand new Group Statistics dashboard that delivers unique insights into groups: demographics, growth, and activity.

LinkedIn can seem daunting at first. If you think of your social media marketing as an extension of your traditional marketing, you can start to think of ways to integrate your standard practices into your LinkedIn networking. You don't have to start from scratch; much of your marketing media, from videos to presentations and documents, can be shared through your profile and used to reach new, targeted audiences, especially those you may have trouble reaching through traditional marketing methods.



## Goodwill Ambassador of the Year

Staff

Jackie Weston, Emerging Services Manager of Auburn Printers and Integrated Marketing received the Goodwill Ambassador of the Year award presented by the Auburn Chamber of Commerce. “I never thought that I would be presented with such a distinguished award for doing what I enjoy. I am passionate about representing the Chamber and being so tremendously involved in our community”, says Jackie.

Jackie was presented with her award at the Auburn Chamber of Commerce’s annual installation dinner on January 7th.

“We are all very proud of her award and the significant amount of work she has done with our community, not only for the Chamber, but for our Company as well. She is a great asset to our company”, states Merrill Kagan-Weston, President of Auburn Printers and Integrated Marketing.

