

# The Secrets of Successful E-mail Newsletter Advertising



## Target carefully.

- Take advantage of the ability to choose the most appropriate audience for your message through highly targeted newsletters.
- Contextually relevant offers in targeted newsletters receive the highest click-through and conversion rates.

## Draw them in with a compelling offer or headline.

- White papers, downloads and unique offers will grab attention and increase click-through and conversion rates.
- Consider offering research, executive summaries and special reports from respected third parties to add credibility to your offer.
- Create scarcity or exclusivity where appropriate. Limit the time frame for your offer and invite viewers to act quickly.
- Change the offer every four to six weeks.
- Test several creative approaches at the same time and plan to optimize for the best results.

## Cluster ads and go for top left corner.

- Cluster ads over a tight period of time for multiple impression hit. If you can only afford several issues, cluster them together.<sup>1</sup>
- Place ad in top left corner to be viewed in e-mail preview pane. Many readers never open the message, only reading it through the preview pane.<sup>1</sup>

## Follow up with clear benefit statements within the content of the advertisement.

- Answer the viewer's primary question – "What's in it for me? How will this help my company to be more productive, successful or increase the bottom line?"
- Use capital letters sparingly to call out key benefits or actions.

## Create a clear call to action.

- Indicate what the viewer should do: "Click Here" or "Download Now."
- Clearly position the call to action to immediately follow the offer or at the end of the copy.

## Create a well-defined landing page.

- For downloads that do not require registration, bypass the landing page and immediately begin the download.<sup>2</sup>
- When registration is required, direct the respondents to a customized page that presents your offer front and center, is easy to navigate and minimizes content clutter. Keep the focus on the registration without offering other navigation options where possible.
- Limit the number of fields respondents must complete to register for your offer.

1. MarketingSherpa, 3/06; 2. Recent data from MarketingSherpa indicates that white paper download rates increase significantly when there is no requirement for registration.

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## A Sampling of Successful E-mail Newsletters

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