

The Secrets of Successful Targeted E-mail Campaigns

Network World Targeted E-mail Campaigns are a great way to:

- Brand
- Generate awareness
- Capture mindshare
- Educate
- Create interest in your white paper or other special offer

The following guidelines will help you to get the best results from your program.

Creative considerations are:

Target carefully.

- Choose the most appropriate audience for your message.

Highlight the benefits.

- Use a creative subject line that highlights the benefits of your solution from a reader's perspective to ensure that the e-mail is opened.

Follow up with clear benefit statements within the content of the e-mail.

- 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 bolding 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 immediately following 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.
- 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.

Getting through the Spam Filters.

- Keep text focused and succinct.
- Use a maximum character count of 1300 (1500 with spaces).

Choose your words carefully.

- Words like "free" or "offer" unwittingly capture the attention of spam filters.
- Check the Internet frequently for the most up-to-date list of "spam phrases" and ways to work around spam filters.

Use graphics sparingly in HTML versions.

- One to two images with a maximum graphic size of 500x80 are ideal. (Images can be jpg, gif or animated gif).

Keep hyperlinks to a minimum.

- Use a maximum of two hyperlinks.