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Email marketing

Actively make contact with your customers, members, donors and supporters.

One of the most common online marketing approaches, email allows you to send direct mail with no print or postage costs. It is also much easier to track the response rate to email than it is to track physical mail.

Here, we will cover the following topics:

- benefits of email marketing
- building an email database
- understanding spam
- bulk email services.

Email marketing

To maximise the success of an email marketing campaign, you might like to consider adopting the following strategies:

- only target people with an interest in your information
- give people strong content and calls to action
- create a strong landing page (the page linked to from your email).

Benefits of email marketing

Email marketing is typically used for:

- building on a company's public image
- advertising products, services, campaigns and events.

Email marketing is a natural extension of a website. A website is passive in the sense that people are required to visit it to get information. Email allows you to actively make contact and deliver a message.

Every email you send can have marketing value. Within an email you can provide your company details and include a call to action that links to the specific part of your website you want to promote.

When linking to your website, it is best practice to ensure that your links go straight to the article in question and not just to the website homepage. This is because good email marketing should make it easy for people to reach the information that interests them. Once you have attracted someone to your website, you can try to encourage them to engage more with new calls to action.

To see a good example of how an email newsletter can be used, see the Bungendore Woodworks Gallery case study.

Advanced tips: Email marketing

Various commercial email marketing applications and web-based services may also provide you with analytical information about your email marketing campaigns, such as the number of people who received your email and the number that clicked on links. Using these techniques, you can experiment with different writing and design approaches to see which attract the most clicks and are therefore likely to be most effective.

Building an email database

You can start to build an email database by collecting the details of your customers, donors and stakeholders, provided that you observe Australia's privacy laws.

You can invite people to register their email address with you. In most cases, it is a good idea to give them something in exchange for their email address: for example, a free newsletter about a subject that they are interested in, or the assurance that you will make them the first to know about new products or special prices.

You may wish to offer a place for people to register their email address on the home page of your website. This is a useful call to action and saves them from having to hunt for the sign up form

You may consider creating a document that overviews your users' privacy rights. This is called a privacy policy. It is good practice to include a link to your company's privacy policy whenever you ask for someone's email address or other personal information.

Understanding spam

Spam is a term used for unsolicited commercial electronic messages. If you send emails to people who have not agreed to receive them, you run the risk of creating spam. This may have legal consequences and could damage your organisation's image.

Anti-spam laws

The *Spam Act 2003* regulates commercial e-mail. More information is available from the Department of

Communications's website 🔗 and from the Australian Communications and Media Authority (ACMA) [PDF] 🔗.

Messages not covered by the Spam Act

Certain types of electronic message are exempt or partially exempt from the Spam Act. These exempt messages include electronic messages sent by:

- government bodies
- registered political parties
- charities
- religious organisations
- educational institutions in certain circumstances.

For more information about exemptions from the Spam Act you can visit the ACMA website 🔗.

Bulk email services

There are services available that can help you manage bulk email and email marketing campaigns. These services usually provide tools to help create emails, send them out at nominated times to your specified recipients list, personalise the address field and provide data on how many were read, clicked on and replied to.

These services include:

- Campaign Monitor 🔗
- Constant Contact 🔗
- MailChimp 🔗
- Streamsend 🔗
- Vision 6 🔗.

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