

DMA insight: Email campaign creation – strategy

A successful email campaign requires acute strategic nous and a methodical approach.

Your strategy - made up of what you send, when you send it and who you are sending it to - will live or die on the way this is researched, approached and integrated into your entire marketing plan.

Learn how to build a more solid platform for effective results and longevity of campaign activity with our latest infographic.

Strategy

'Tactics without strategy is the noise before defeat' Sun Tzu (The Art of War, 512 BC).



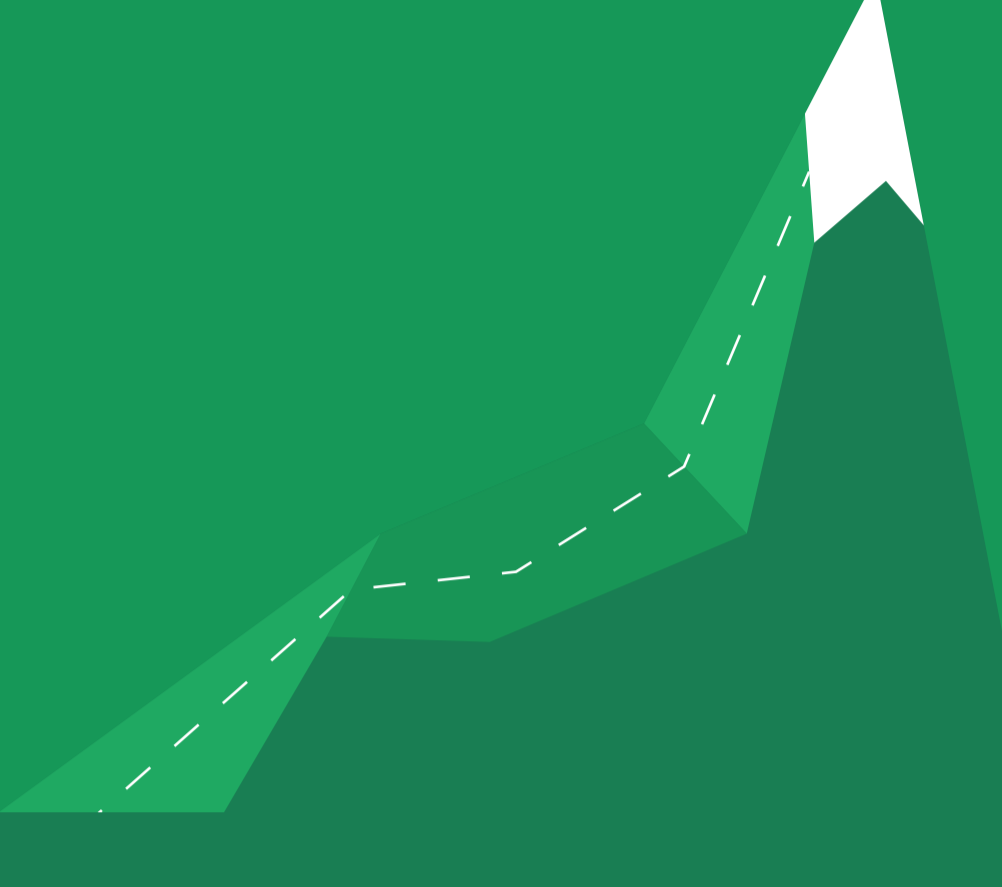
Strategy defines the what, why and where.



Tactics are how you will execute the strategy.

The importance of an email marketing strategy

Strategy is a plan to achieve your goals and objectives



Strategy defines what to send, when to send it and who to send it to



Market research, industry insights and performance analysis of your own campaigns will contribute to your strategy

The difference between strategy and tactics

The strategy is all about what you're going to do. The tactics are all about how you are going to do it.

The strategy

The tactics



What is your key message?



What do you want to achieve?



What will get the audience to respond?



Which members of your audience will be interested in this message?



What content will you use to present the message?



What should your call to action be?

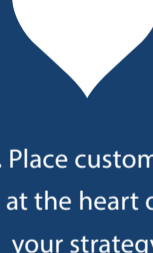


What kinds of things will grab the attention of the audience segment?



Strategy should be defined before your tactics

Three key areas to focus your email strategy



1. Place customers at the heart of your strategy



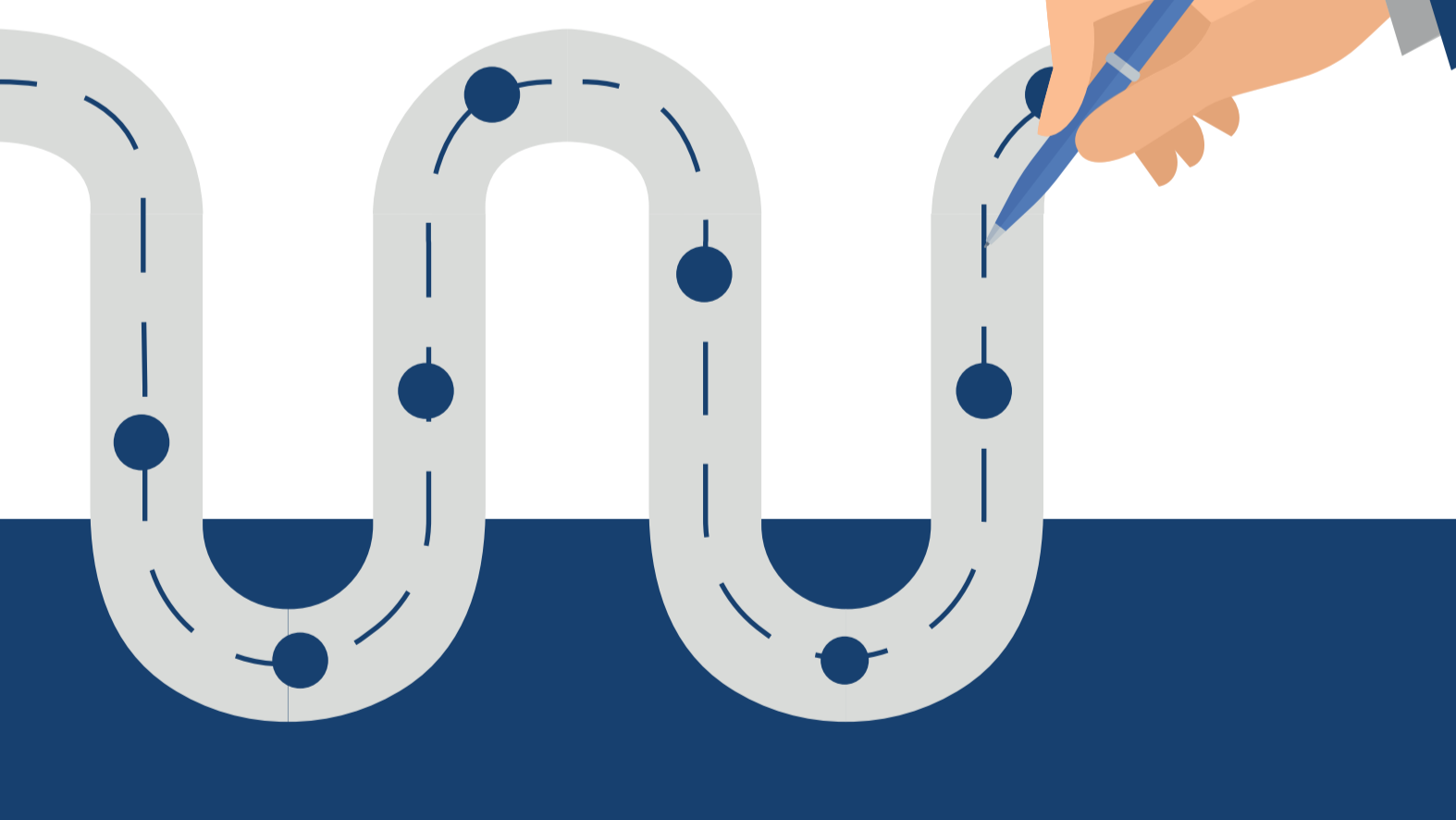
2. Focus on the customer's journey



3. Use data to tailor individual journeys

Defining customer journeys

Draw out the key stages of a customer's engagement with your company



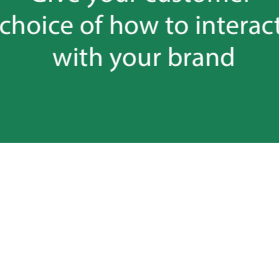
These journeys may differ for different audience types



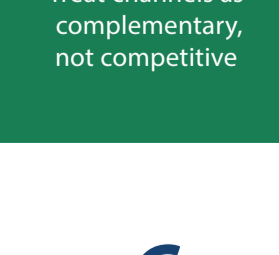
Take in account your customers behaviour, for example, what they purchase from you to personalise their journey

Integration within the marketing mix

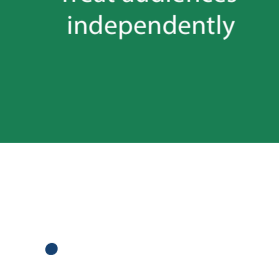
Integrate with wider marketing activity



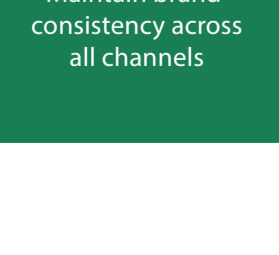
Give your customer choice of how to interact with your brand



Treat channels as complementary, not competitive



Treat audiences independently



Maintain brand consistency across all channels

Conclusion

Effective email marketing campaigns are defined by the strategy behind them.

And although this does not always need to be a lengthy process, it is important to clearly understand what you are trying to achieve; how effective it is; and often more importantly how it's affecting the customer experience in relation to future activity.

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

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