

5 Reasons why you need to 'get to grips' with email marketing

Email marketing continues to be a mainstay of marketing activity. Email marketing has the power to engage, capture, increase product/service sales, and convert non-members to members.

Members, non-members and stakeholders can be re-engaged and these programs can be set up and run with very little resource required to maintain. This is where email marketing becomes very cost effective with a major impact on engagement and return on investment (ROI).

What every campaign must do however is follow good practice and be built with the audience in mind.

In this short article Tink Taylor, CEO of email marketing solution provider, dotMailer, will introduce why email marketing should be whole heartedly adopted by membership organisations and associations.

Who is Tink Taylor?

Tink is on the email marketing council with the Direct Marketing Association (DMA) and the E-Communications Council of the Interactive Advertising Bureau (IAB).

He has 15 years experience of email marketing and he will be delivering a dedicated membership body email marketing seminar (that will cover top tips and examples of the good, bad and ugly!) at our forthcoming *Recruiting and Retaining Members During Challenging Times* conference.

We posed some 'killer' email marketing questions to Tink to establish why membership organisations and associations should embrace email marketing technology.

5 reasons why you should 'get to grips' with email marketing:

- 1) Accountability – Digital and email are acutely measurable
- 2) Cost effectiveness – Email marketing is much cheaper than traditional means
- 3) Meeting member expectations – 42% of UK adults use the internet in their own spare time according to a recent [Egg survey](#), communicate with your audience where they want to communicate with you
- 4) Enhancing member/non-member engagement – Digital not only encompasses email but also video/social networking
- 5) Integration – Campaigns work best when integrated, including hard copy marketing, whether as a driver to online, or as a key component. It's about finding the right mix for your audience, and allowing them to choose. (and then the marketer's listening!)



How can you determine if email marketing is cost-effective?

Reporting is key as is tracking and analysis. Integration with analytics tools (e.g. Google Analytics) will allow comparisons to be made between email and other sources of website traffic.

Return On Investment (ROI) tracking is also important. A good email marketing system should offer you the code to be able to track product/service sales, new joins, and/or conversions directly from campaigns.

What functionality should you expect?

Good email marketing tools will enable membership organisations and associations to easily integrate with online social media offerings (e.g. LinkedIn, FaceBook and Twitter) to enable integrated multi-platform online marketing campaigns. dotMailer, for example, enables users to track who has shared the campaign and how many times their contacts within their network viewed the campaign. Other core functionality includes self-service templates, field merging (e.g. name), sign-up forms and recommend a friend/colleague.

We understand that 'open' and 'click-through' rates are key indicators of how engaged recipients are, however what would you define as a good rate?



As nice as it would be to be able to give a figure, it all depends on your audience, your content, your subject line, your time of send, and the engagement level of your database. Tink recommends benchmarking against yourself, test 'call to action', time of send, segmentation of data and content to keep improving the open and click through rates for your members.

Considering the steady move towards online social networking as a means to communicating with audiences what is the future for email marketing tools?

Email will always be a part of the mix, and a communication tool to alert users that there is new content to share and view, that's why Facebook introduced email addresses - @facebook.com.

How can membership organisations and associations find out more about email marketing?

Tink Taylor will be leading an email marketing good practice seminar at our forthcoming *Recruiting and Retaining Members During Challenging Times* conference on 5th March 2012.

Other sessions will include:

- **'Recruiting members during challenging times'**
Sue Froggatt, Trainer & Consultant
- **'Retaining members during challenging times'**
Abby Wright-Parkes, Membership Professional & Consultant
- **'Delivering events that drive recruitment and retention'**
William Thomson, Membership Professional & Consultant
- **'Driving retention and recruitment through online engagement'** (sponsored by ASI Europe)
Jyotirmaya Hull-Jurkovic, Software Consultant, ASI Europe
- **'Optimising member recruitment and retention by getting the design right'**
Steven Randall (Ocean Design) & Andy Jarvis (Aura Creative)
- **'The Big Debate: Print V Digital'** (sponsored by Redactive)
Chaired by MemberWise Founder, Richard Gott
- **'Recruitment & Retention Expert Panel Session'**
Panel comprises key speakers of the day

[Find out more...](#)

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What sets dotMailer apart from competing email marketing suppliers in the UK & beyond?

dotMailer has been described as NASA technology with a Fisher Price interface. dotMailer sets out to be the most user friendly email marketing platform and our 20,000 users would agree. Enterprise level email marketing such as complex trigger series, behavioural segmentation and dynamic content, can be performed by email marketers, without the need for assistance.

dotMailer never lets data outside the UK, let alone the EU and enforces data best practices throughout clients, our reputation for deliverability is second to none.

Alongside our support, knowledge and service, dotMailer allows email marketer's to easily create, send and report on engaging campaigns that drive traffic and revenue.

What has dotMailer got planned for the future that would interest membership organisations/associations?

dotMailer has a strong development plan that our 8 strong Technical Development team are excited about. Where membership organisations and associations may become excited is in the introduction of a new survey tool, and online shop, allowing members to easily collect more data and run competitions cost effectively, and generate revenue from their members.

dotMailer's new EasyEditor with drag and drop functionality makes creating emails a breeze. Simple for the most novice of email marketers, EasyEditor has revolutionised how email campaigns are created.

MemberWise Offer: Membership organisations and associations with registered charity status can enjoy up to 85% discount.

Find out more - www.dotmailer.co.uk/charities