



## Mailer Tips and Tactics

Based on our experience of working with some amazing clients who truly capitalised on the Big Egg mailer, here are top tips and tactics to convert your mailer into highly effective engagement tool.

# 1. Content

Content is king. No matter how well designed your emailer or well researched your list of subscribers, if your content is seen as irrelevant or boring your emailer and its messages will get ignored. Here are our top content tips:

- Firstly, you need to see your emailer from the perspective of your target audience – what would be of value to them and would entice them to read more? What are the 'hot' topics that are of interest to your customers? Base the topics of your emailer on this perspective and you will take an important step to creating a very effective emailer.
- Put your strongest story first. The strongest story is the one that is of most relevance to your target audience and not always the story you feel is the most important.
- The emailer should entice people to read more and you should only include headline and a very brief paragraph followed by a "click here to read more" message. Therefore, the headline and opening paragraph are the most critical elements of your emailer. They should draw attention to the story but also be clear and unambiguous. The first paragraph should communicate the most important point of the story. Avoid trying to be "too clever" as this might leave your target audience confused or alienated. Think of your emailer as a magazine cover, where the strongest stories or emphasised to draw people in to read more.
- Consider using content from other websites not just content you develop yourself. For example, if your customers are facing specific legislative changes than a link to a guidance document on a governmental site may be the most useful content in your emailer. Make sure any links to external websites are credible and will remain valid.

## 2. Design and Layout

Content may be king, but design and layout can really enhance the effectiveness of that content. Here are some considerations in designing your emailer:

### Templates

Choose a template that meets the purpose of your emailer. If the emailer is to communicate a single message, such as an office relocation, then use a template that enables you to communicate a single message quickly and with attention grabbing graphics. If your emailer is a regular newsletter to staff or customers then a template that allows you to add multiple stories, with as many as possible being visible in a standard email screen.

### Branding

Ensure that design and colours that you use are consistent with the branding of your organisation. Consider not only the imagery and colours used but also the 'tone of voice' associated with your contact.

# 3. Scheduling

Make sure that when you send out your emailer out, it hits your target recipients' inbox at the right time. This may require some additional research or testing because the time can vary between industry, culture and lifestyle of your recipients.

In broad terms, it is generally viewed that business to business emailer is best sent on a Tuesday, Wednesday or Thursday and to be targeted at 'quieter' times of day – 9 AM to 9:30 AM, 12:30 PM to 1 PM or 4:30 PM to 5 PM.

But there can be many exceptions to this which is why testing and research are important.



## 4. Monitor and Follow-up

Consider your emailer not only as a communication tool but also one that can give you significant insight to the interests and motivations of your target audience.

You can monitor the success of your emailer in real-time. Those who've opened your emailer can be seen, as well as those who have clicked on a particular story. This can give you a powerful insight that can create business leads or assess engagement in various issues. For example, if your emailer has a special offer on a product and you can determine that 100 people from your emailer list has clicked on this story then there is a good chance that these individuals are interested, and you can follow them up as 'hot leads'. So, in planning your campaign, consider not only what you will do in terms of the emailer but also any other follow-up activity.

This insight can be extremely useful and should be viewed as something of significant value to the organisation or business. If you have a CRM system, then this insight should be recorded on your CRM. If you don't have a CRM, then you can simply download a report from the Big Egg mailer that lists in an Excel spreadsheet those individuals interested in a particular story or topic.





## Any questions?

If you have any questions about the Big Egg mailer please email us at [support@big-egg.com](mailto:support@big-egg.com)