

Tune Up Your Email Campaign



Does your day spa rely on one-size-fits all newsletter campaigns? Do you use “best practices” to get the most out of every message? Has it been more than six months since your last newsletter tune-up? If you answered “yes” to any of these questions, read on...

Email rendering and deliverability has never been more challenging, and guess what...it's not going to get any easier. In this era of blocked images, preview panes, CANSPAM, and tough ISP deliverability rules, each email campaign should be optimized for campaign success.

Why are some email marketers so successful while others fail miserably? What makes an email message work and why? Follow these guidelines and reap the rewards:

Opt-in Process: Test it! If you're like a lot of day spa owners and managers, you've been sending opt-in newsletters for a long time. Your opt-in process was probably set up years ago. It's time to go back, sign up as a new recipient, and test the process.

Are you happy with your initial sign-up message? Have you clearly articulated the benefits of your spa newsletter? How many clicks does it take to sign-up? More than three clicks spells trouble!

Email clients: Almost all email clients feature preview panes and blocked images. Many others block CSS (styles), background images, and rich media. If your newsletter is “heavy” with imagery and content placed low in the body of the email, recipients may never see or read your message!

For maximum effect, try moving content up and using creative fonts to add pizzazz to your message. Many Email Service Providers (ESPs) offer tools that check your email for deliverability issues. Use them!

Links: Test all your links with every campaign! Do they all work? Do they take users to the right spot on the destination page? Be sure to test image links too. How about the links at the bottom of the message? Does the unsubscribe link work? If not, you're in violation of CAN-SPAM. FIX IT now.

Message Review: Every single message needs to be checked for words that may trigger spam filters, CAN-SPAM compliance, and coding errors. Internet Service Providers (ISPs) are constantly updating filters and upgrading to more stringent programs that filter mail. An email message that got through previously, may not make it through now. Once again, the best advice is to use the free email checkers offered by your ESP.

Subscribe list: Your subscriber list should be segmented by interest, relationship, and perhaps even frequency. Send only to subscribers in the appropriate interest group.

Be sure that you are not sending messages too frequently. If you've promised once-a-month messages and you increase to weekly, you may be pushing people toward opting out. Bi-weekly messages may be more welcome.

How will you know? Check your email and your stats! Monitor un-subscribes, spam complaints, as well as clicks, conversions, and sales.

Clean up your subscriber list. Remove bad emails and bounced emails. Try to re-engage inactive subscribers who have not opened or clicked on an email in six months. Send a special email to this group and ask them to update their preferences. Present them with a limited time special offer. If these measures aren't enough to bring them back into the fold....cut them from your list.

By following these simple steps and periodically tuning up your email campaigns, you'll ensure that your marketing message makes it to the inbox of active recipients who actually want to hear from you.

Need help with your email marketing campaigns? Call Spa Marketing at 860-655-2283.