Dear Readers,

The competition is growing, globalisation is advancing and digitalisation is increasing exponentially in all fields. These are just a few reasons why companies are asking themselves which solutions are out there to help them contact their customers in a personalised manner and without great expense.

For many years now, one of the most important channels of communication has been email marketing. To help you stand a head above your competitors, we have compiled a list of the 10 most important factors in successful email marketing.

Steffen Schebesta
Managing Director Newsletter2Go
Contents

Current statistics surrounding email marketing 04
Email marketing performance 04
Desired contact by end-customers 05
Sending frequency in ecommerce 06

The 10 most important best practice tips 07
Reaching the inbox 08
Capturing the inbox 09
Optimising open rates 10
Avoiding display errors 12
Securing content display 13
'Above the Fold' 14
Relevant, direct content 15
Lifecycle emails 16
Mobile-optimised newsletters 18
Test, evaluate, optimise 21

About Newsletter2Go 22
Contact 23
93% of all ecommerce businesses rely on email marketing as a sales and marketing channel - and with good reason. With a turnover that yields €28 for every €1 invested (ROI), email marketing is 40 times more effective than Facebook and Twitter marketing combined.

Statistic #01

**Email marketing performance**

- Email Marketing 93%
- SEM - Search Engine Marketing 79%
- AM - Affiliate Marketing 36%
- Banners und Videos 29%

Percentages of online marketing channels used in ecommerce
Newsletters enjoy a high level of customer acceptance. Having visited an online shop, customers would rather receive contact by email newsletter that by any other means of communication – in particular by newspaper, television or social media.

**Contact points desired by consumers**

When receiving information about brands, products, prices and current offers, which of the ‘contact points’ below would be your preferred communication method?

- **Online shops**: 93
- **Newsletter**: 71
- **Catalogue**: 61
- **Word of mouth**: 39
- **Newspapers**: 35
- **TV advertisements**: 24
- **Facebook page**: 13
- **Forums, blogs**: 13
The majority of all ecommerce companies rely on customer contact by newsletter and send newsletters at least once a month. But depending on the product, a different frequency may be the right solution. Make sure you test this out to find the answer!

**Statistic #03**

**Sending frequency**

*Average sending frequency in ecommerce*
The 10 most important best practice tips

Many companies use emails to maintain regular contact with their customers. But even in email marketing it can be easy to make grave errors that are detrimental to your company.

The following 10 tips will give you essential guidelines as to how to put your email marketing together successfully and unleash its full potential.
Tip #01

Reaching the inbox

Certified newsletter service providers are whitelisted to ensure that your emails reach the inbox without being filtered as spam.

Look out for certification logos and stamps such as the CSA, ISIPP, Return Path and Spamhaus.
Tip #02

Capturing the inbox

Quality email content can be easily swamped in the daily flood of emails. Make sure that your emails gain the visibility that they deserve. The best way to achieve this is to make sure that your recipient is online when you send an email. We recommend that you test various sending times during the day yourself to find out what the best time is.

The rule of thumb:
• **B2B** – workdays (in particular mornings)
• **B2C** – daily, also at the weekend in the mornings or evenings
Tip #03

Optimising your open rates

If your email reaches the inbox and is well-placed to be noticed, you need to make sure that a trustworthy sender address and interesting subject line win over the reader – because an unopened email is a lost email.

• **Unusual and creative** subject lines generate curiosity
• **Time deadlines** (e.g. sale ends tomorrow) motivate the reader to take instant action
• **Unicode symbols** can attract attention if used correctly and this increases your open rate.
### Creative & unusual

<table>
<thead>
<tr>
<th>mydays</th>
<th>The worst valentine's presents for 2014. Dear Sophie</th>
<th>Tue 04.02</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dear Sophie, We will show you which presents to send!</td>
<td></td>
</tr>
</tbody>
</table>

### Time deadlines

<table>
<thead>
<tr>
<th>Lingerie News</th>
<th>We are giving money away - today and tomorrow only</th>
<th>Tue 04.02</th>
</tr>
</thead>
</table>

### Unicode symbols

<table>
<thead>
<tr>
<th>Germanwings</th>
<th>🛫 Set off on the cheapest weekend break ever!</th>
<th>Tue 04.02</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Only until sunday</td>
<td></td>
</tr>
</tbody>
</table>
Tip #04

Avoiding display errors

If your recipient opens your email, the last thing that you want is for display issues to cause any professional impression to evaporate. To guarantee flawless display in all current email programs, you should definitely test your newsletter before dispatching it. Professional newsletter software offers pre-tested templates that you can use without having to worry about display.
Tip #05

Securing content display

Preview windows in email programs are limited in size. Therefore it is important to make sure that your newsletter does not exceed 600px in width, otherwise your recipient will be forced to scroll across laterally to reach all of the content.

You should also ask the recipient to allow the images in the newsletter to be displayed.
Tip #06

'Above the fold'

The preview window is limited not only in lateral space, but also vertically. Even if it is indeed easier to scroll down than across, you should endeavour to make sure that all important information is visible above the page break (‘above the fold’), i.e. without the reader having to scroll down to reach it. This will greatly increase the likelihood of the recipient taking action.
Tip #07

Relevant, direct content

Use images that are visually appropriate and text that is clearly formatted. Colour highlights and raised buttons help to provoke the customer to react and optimise your click-through rate.
Tip #08

Lifecycle emails

Lifecycle emails are based on the customer lifecycle and therefore ideally target the customer with the right content at the right time. This raises the relevance for the recipient and increases the performance of your campaign.

Advantages of lifecycle emails
Implementing lifecycle emails

A mere 16% of email marketers benefit from the advantages of lifecycle emails these days. This is surprising, given that they have been proven to increase the success of campaigns by up to 900%.

You can find more tips at: www.newsletter2go.com
The growth in smartphones and tablets has resulted in a greater percentage of email opens occurring on mobile devices.

Today, 50% of all emails are opened on mobile end-devices – and 95% of those are opened with iOS or Android operating systems.

Tip #09

Mobile-optimised newsletters

*Development of mobile opens over time*
Problems with mobile newsletters

If a 'normal' newsletter is opened on a smartphone, perfect display is usually not to be expected. Images and text blocks that are scaled down often end up becoming illegible or cropped.

The most frequent problems with newsletters on end-devices

- 31% Email displayed incorrectly
- 48% Too much scrolling
Responsive design helps you to guarantee that your newsletter is displayed perfectly on computers as well as on smart phones and tablets. For example, whilst an email is displayed with 3 columns on a computer (see below), the smart phone only shows 1 column and the content blocks are placed underneath each other. This makes it possible to increase the size of the elements in the block shown and improve the clarity and legibility of the text.
Tip #10

Test, evaluate, optimise

If you wish for your email marketing to be sustainably successful, you need to make improvements with every newsletter. Analyse the reasons for which recipients unsubscribe, create recipient segments, define some measurable and achievable goals and use A/B tests to test multiple newsletter variants against each other.

Example A/B test results
About Newsletter2Go

You will find a powerful partner in Newsletter2Go's sales-driven email marketing software:

✅ Create newsletters
   Over 50 free templates with responsive design

✅ Ecommerce functions
   Web shop integration, 1 click product transferral, customer synchronisation

✅ Send emails
   Anti-spam certification, lifecycle emails, A/B tests

✅ Evaluate email campaigns
   Real-time analysis, comprehensive reports

✅ Import and manage email recipients
   1 click importation, subscribe and unsubscribe management, segmentation
Contact

Newsletter2Go
Marie-Elisabeth-Lüders-Str. 1
10625 Berlin
Germany

Please get in contact if you have any questions:

✉️  support@newsletter2go.com
📞  +1 858 365 086 0
🌐  www.newsletter2go.com
Download this white paper for free:
www.newsletter2go.com/whitepaper