

Tips for a Successful eMarketing Campaign

The success of your eMarketing campaign depends on a wide array of variables...

1. It's Delivery
2. Your choice for the From text
3. Your choice for the Subject line
4. Your Message
 - Your message content
 - HTML text and images
 - Text Only Intro
 - Your message size
 - HTML
 - Images
5. Attachments

1. Delivery

Using the latest of email conformity standards and practices, e-interchange fulfills its responsibility and achieves maximum delivery of your messages to your contacts email server. However, this does not necessarily mean that every email will arrive in your contacts inbox. Your use of the following information will determine your rate of receipt.

2. Your choice for the "From" text

This is generally the first field viewed by your contact in the process of determining whether or not they are going to open your email...statistics have shown that based on the content you enter in this field, your read rates will vary.

tip: enter a word/words that imply familiarity and fun or importance... avoid anything that directly implies sales or obligation.

3. Your choice for the "Subject" line

Not only do SPAM filters read and filter based on your choice for the SUBJECT line, so do your recipients...statistics have shown that based on the content you enter in this field, your read rates can vary dramatically.

tip: enter words that indicate fun, entertainment and amusement or importance... avoid anything that directly implies sales or obligation.

4. Your Message

Your message is important for reasons of both size and content...Filtering can occur based on either. Size equates directly to the text contained. Content relates to both choice of words and content type; text, HTML and images.

tip: Send your campaigns in HTML format unless your contact is unable to accept HTML. For these contacts, check the text only checkbox in their contact detail so that they alone receive the text intro message.

Your message is the most important portion of your email where SPAM filters are concerned.. Many SPAM filtering solutions read the body of your email and based on the words contained, determine the probability of SPAM.

Keep the size of your message to a minimum..Filtering based on message size is a common method of reducing network traffic and blocking your email from getting to its intended recipient.. The larger your message, the greater the likelihood that it will be blocked.

tip: Keep your message short and to the point...avoid using words that indicate sales of products and/or services...Use images that contain these words or phrases, filters cannot read text contained in images.

5. Attachments

Avoid attachments...Historically, email attachments are the primary method for distributing viruses. Additionally, they add directly to the size of your email and result in size based filtering.

tip: Avoid sending attachments. Rather, host any attachments on your website and include a link to the file.