

Guide to Email Success

In this guide, we'll walk you through the basics of email marketing and share valuable tips for optimizing your campaigns.



Whether you're just starting out or a well-established company, an effective email marketing strategy is key to achieving success.

AWI's Email Suite is the proven solution for your **toughest email marketing challenges.**



Deploy at scale



Boost performance



Acquire new customers

Have a great marketing message but struggling with Customer Acquisition?



List Building

Your email list is your biggest asset. Continually building on this asset is vital for successful outreach efforts. Here are some ideas to effectively build your list.

Social Media

Include a sign-up button on every social media platform to **encourage your followers to receive your communications**. For example, you can add a call-to-action button for sign-ups on your Facebook business page.

Add a Sign-Up Form in Your Site's Footer

Add a strong CTA above the form to further add value to signing up. The incentive could be a coupon, offer of exclusive content, or enrollment of receiving regular updates.



Leverage Data from AWI

Want to supplement organic growth? We specialize in delivering **multi-sourced, timely, high-value data**. AWI connects clients' specific needs with optimized audiences ready for success.

The key to a steady flow of new subscribers for your email list is to give your target audience ample opportunity.



Increase open rates, drive engagement, and increase revenue with personalized marketing!

Personalization

The basis for any successful marketing is establishing a personal connection. Try some of these suggestions in your strategy.

1. Segment Your List

The best way to personalize your emails is by segmenting your list. Group your list(s) by geography, gender, and/or presence of children to deliver targeted messaging.

2. Human Sender

68% of Americans say the “From” name plays a huge role in their decision to open an email*. Sending your emails from a person rather than a business is a great strategy to garner trust.

3. Factor in Intent

Identifying a buyer who has already shown purchase intent is key to translating an interested prospect into a customer. Leverage **AWI’s Web Intent Data** to further personalize your marketing efforts.

*Campaign Monitor’s Comprehensive Guide to Writing High-Performing Emails



Email Append

Improve deliverability and impression rates

Successful Email Append starts with **AWI's Actionable Compliant US Consumer Email Database**

Over 500,000,000 Unique Records

All records contain Full Name, Post Address, at least one Email Address, Origination Date, Last Activity Date, IP Address, and Phone Number*.

*Phone Number on MOST records



Identify and refresh outdated addresses to **improve deliverability and reach**



Fill in the missing data fields in any set of inaccurate or incomplete records



Enrich contact profiles for more targeted messaging with lifestyle characteristics



Re-activate former buyers through targeted re-engagement email campaigns

AWI's API allows you to efficiently enhance your customer data with our proprietary resources on an ongoing basis - no manual intervention or scheduling required.

Automated processing via API expands your database - quickly! Resulting in more precise and personalized targeting.

First Impressions Matter

The way we greet a person is the foundation of any relationship.

Your Customer Acquisition efforts heavily rely on the impact of your welcome email.

Here are some tips to garner a positive response.



The first thing your customer sees?

Your Subject Line!

Subject Line Tips

Motivate Your Audience

Power words can entice your audience to click. Hook them at the start!

Test

Not every subject line will appeal to your audience. Test and test again and then test some more.

Try a Question

Engage your audience with a question to make them curious to find out more.

Is your messaging effective? **Content is key.**

Copywriting Tips

CTA

Create a clear call-to-action in your copy to ensure your audience's engagement.

Don't Forget the Preview Text

Just like subject line matters, preview text further engages the reader.

Conversational

Get personal with your audience by interacting directly with them.

30% of subscribers change their email addresses each year

Are you proactive enough to accommodate these changes?

Email Hygiene



AWI's Email Hygiene service is a multi-step process that includes **Verification, Validation, and Suppression**. Our proprietary process **identifies** malicious and low-quality records on your list to **improve deliverability and sender reputation**.



IDENTIFY

- Valid
- Invalid
- Unknown
- Honey Pots
- Spam Traps
- Known Complainers
- Non-Compliant Emails
- Global Campaign Opt-Outs



Achieve higher inbox delivery



Improve sender ID reputation



Increase overall engagement

What is a Spam Trap?

The unsolicited, unwanted emails we get are classified as “spam”. To reduce the incidence of their users receiving these messages, Internet service providers and spam monitoring services maintain email addresses called **Spam Traps**.



Pristine Spam Trap

The classic spam trap consists of email addresses that **were never valid and cannot receive email**.

Common Types of Spam Traps

Recycled Spam Trap

This spam trap contains email addresses that **were once valid, but are no longer**.

A person may have signed up with this email address, but it is **no longer being used**.

Typo Spam Trap

The typo spam trap is similar to the recycled trap. Instead of recycling legitimate email addresses, **typo traps contain subtle typos**, even though they are unique addresses.



AWI's Email Hygiene is a smart solution for successfully avoiding spam traps!

How Do I Best Avoid a Spam Trap?

Regularly Clean Your Lists
Double Opt-Ins
Avoid spam words



Successful deployment
is our specialty.



Deployment

Sending Reputation is EVERYTHING and

a strong sending reputation takes time to achieve.

ISPs look for the following criteria when determining acceptable sending reputation:

- **Relevant, Properly Formatted Email**

Ever try to send out a poorly coded email? It's a disaster! AWI can ensure your email has the appropriate dimensions for multiple uses or application environments (mobile vs desktop, different email servers, etc).

- **Consistent Volume**

Been sending a lot of emails? Inconsistent senders are always a red flag. Consistent send volume is a key consideration for ISPs.

- **Very Few Complaints**

Screamers, Complainers, and Reporters can damage your reputation with just a click. Even a slight increase in complaints can cause your email to be blocked by the ISPs.

- **Spam Trap Sends**

What's the fastest way to take a hit to your reputation? Sending even ONE email to a spam trap (aka Honey Pot).

Successfully Deploy with AWI!



Ensure Mobile
Ready
Rendering



Maximize
Hygiene



Improve
Deliverability

Why AWI?

Experience Matters

We've successfully solved just about every challenge you can think of. With over 35 years of experience, we understand the concerns and issues that arise during the Email Marketing process and can deliver the success you're seeking.



Campaign Management

AWI will monitor the results of your campaign and provide you with insightful reporting of vital metrics and KPIs to properly evaluate overall email campaign effectiveness.

Third Party Prospecting at Scale

AWI's Email Suite team specializes in third-party prospecting emails so you can successfully turn strangers into consumers.

**Let's
Get Started**

www.andrewswharton.com

succesdelivered@andrewswharton.com

Tom Smith

tsmith@andrewswharton.com

631.470.4546 x218