



Email's "Reach" and Rules for Building Your Database

Email marketing campaigns seem like a fabulous way to reach lots of clients easily, inexpensively and in a timely way with current information. It is important to know what your expected outcome is from any marketing program so you can gauge your results and not be disappointed when numbers fall short of high expectations. So, let's explore some factors to creating effective marketing campaigns.

First of all, you must know your "email's reach". What is "email reach"? Email reach is a function of:

1. How many client/customer email addresses are **collected**
2. How many of the collected emails are **put into your database**
3. How many of those emails are **error-free**
4. How many clients/customers **successfully receive** the email
5. How many clients/customers **OPEN** the email

For example, if you have a client base of 1,000 people and are trying to build your database of emails for marketing purposes, you:

Collect addresses from 50% - 500

Enter 95% into database - 475

94% are correct - 447

98% receive the email - 438

33% open the email - 144

That's a total of 14.4% of your total client base that will actually see your email. Just see it. Depending on the content, sense of urgency, relevance and timeliness of the email, this number will further decrease. If you get a 10% response rate when you send out a "call to action" type of email, you now have about 14 clients out of a client base of 1,000 actually responding to you from an email.

So, what does this tell us? It tells us that the quality and depth of our email database is paramount in actually seeing results from an email campaign. Let's look at some rules for accomplishing the first step - increasing the number of emails you collect.

Collecting Addresses

1. Have Standard Procedures for email collection
 - a. Brainstorm with your team on creative ways to collect new emails
 - b. Define WHO does what and HOW
 - c. Rehearse a “pitch” and response to refusal
 - d. Define who puts the addresses into the database and how often
2. Regularly Request UPDATED Information
 - a. Add a note to the bottom of every email:
 - i. *Changing jobs or email addresses? Remember to let us know of any email address changes!*
 - b. Annual “Update Your Info” Campaign
3. Know which Clients have bad email addresses
 - a. View “Permanent Failures” when sending out an email
 - b. Follow up with those clients to get updated addresses
 - c. Update database with “auto-reply” responses that give you information on a new contact

As we discussed last month, content must be kept professional, brief and to the point. Clients DO appreciate emails that have RELEVANT, timely information that will help them. Include a table of contents when necessary, and organize information logically. It's ok, and preferable, to link to a website for more information. And please - don't forget the UNSUBSCRIBE language!!

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

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