EMAIL MARKETING

Nitel Partner Accelerator Program

Love it or hate it, email is an important part of any marketing effort. It enables you to instantly reach a large audience with trackable metrics and a relatively low cost, making it an attractive option for marketers and business owners.

MOST EFFECTIVE USES

/ Warm Audiences

Email is an effective way to communicate with existing customers, known contacts or opt-in subscribers. You'll keep your business top of mind with people who have already shown some interest in what you do.

/ Engage and Disrupt

An effective marketing campaign can expect two possible positive outcomes: engaging and disrupting. Fortunately, both of these can be measured. As you receive your post-campaign metrics, your open and click-through rates will reflect engagement, or how interested your recipients were in what you sent. While this won't *necessarily* mean they'll be knocking down doors to sign a contract right now, providing useful or interesting content over time provides a few key benefits:

- Increases the likelihood that they'll open your next email
- Increases the perceived value you bring to that customer
- Keeps your name top-of-mind so when the time comes, you're the first one they think of

The second possible outcome is more of a "right place, right time" scenario where your email just happens to come at a time when they have a need. These do result in leads, so it's key that your email provide an easy way for customers to get in touch.

SPAM IS FOR BREAKFAST, NOT EMAIL

Buying or otherwise acquiring email lists that consist of people who don't know you or your company is a big waste of time.

Everyone receives unwanted business email...some of us, tons of it! When was the last time you responded to one of them, or even opened it? Exactly! You'll have much more success building your lists organically and delivering valuable information to a receptive audience.

HOW IS THIS GOING TO WORK?

Our goal is to make this as much of a hands-off process as possible for you. Here's how this works:

/ Strategy

You'll work with our partner marketing manager to determine a strategy for your email campaign. Within the framework of your customized Partner Accelerator Program, we'll develop a plan that includes:

- The frequency of your campaigns
- The timing of your campaigns
- What you'd like to promote (products, service, etc.)
- Who the campaign will target

/ Campaign Design

With this information, our team will design and write the individual emails that will make up your campaign. For multi-step campaigns, we will likely create only the first couple, so we can use the results of earlier emails to create better subsequent ones.

We will share these with you to gather feedback and confirm timing. At this time, you will also share your prospect/customer list with us and we will load it into our email marketing system.

/ Execution and Follow Up

When all the pieces are in place, we'll execute your program according to the plan. At the end of each piece of the broader campaign (each email blast), we'll compile and communicate results. From the reporting, you'll learn:

- Open rate – the percentage of people who opened the email
- Click-through rate – the percentage of recipients who opened the email who also clicked a link
- List – we will also provide a list of people who clicked on email links.
- Click breakdown – how much each link was clicked (if your email contains more than one click)
- Unsubscribes – the number and email addresses of the people who chose to unsubscribe to your list. These people cannot be emailed again.

Along with your metrics, your channel marketing manager will also provide comments and suggestions for future emails. Email campaigns contain numerous variables (send day/time, subject text, email content, layout, imagery, landing page content… just to name a few). Adjusting any of them could affect your results.

Our team will use our years of email marketing experience to make recommendations to get the most out of your campaigns.

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