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IMPROVING CUSTOMER LOYALTY WITH EFFECTIVE EMAIL MARKETING



INTRODUCTION

Ideally, only **13%** of customers are loyalists, who purchase from particular brands and don't even look around once they get the experience they expected (Source: [McKinsey Research](#)). But, the other **77%** buyers need strategies to turn them into loyal customers.

Businesses keep on focusing on improving their buyers' loyalty towards their brand because-

- *It costs 5 times more to capture new customers than to retain the existing ones. (Source: [The National Law Review](#))*
- *A mere 5% increase in a business' customer retention can improve their profitability by 75 percent! (Source: [Bain & Company](#))*
- *On an average, loyal customers carry a worth equalling 10x the value of their first purchase. (Source: [Marketing Tech Blog](#))*

THE DYNAMICS OF BUILDING LOYAL CUSTOMERS

Loyal customers come at a price. Ideally, at about 6-7 contact initiations! B2B businesses have a hard time keeping track of their leads and often miss out on selling opportunities. Here, we have something that can be learned from small and medium businesses.

These businesses focus on the individual buyer's interests and communicate with them accordingly. Over time, they build a trust with their clients that solidifies as the business association kicks in. Maintaining constant contact and communication becomes hard for businesses. This is where email marketing comes into the picture.

Communications and messages play a vital role in sealing that loyalty bond between you and your prospect. And, when you have achieved their loyalty, studies show your customers will give you three mistake opportunities before they go on and try your competitors

EMAIL AS A WAY TO TURN PROSPECTS INTO CUSTOMERS

Loyal customers come at a price. Ideally, at about 6-7 Through consistent and effective email marketing, customer loyalty can be boosted, which, in turn, leads to higher sales and growth. By proactively communicating with your customers, you remain top-of-mind with them. When your business and brand stays on top of their minds, they think of you when they need the products/services you offer.

By focusing on email marketing, you can turn one-time visitors into buyers and one-time buyers into repeat customers. Email marketing is a great way to solidify the existing relationships you have with your customers. Channel your marketing efforts towards emails and reap the benefits of the simple and profound email methodologies

WHY EMAIL MARKETING WORKS

51%

of U.S. consumers are loyal to brands that interact with them through their preferred channels of communication. (Source: [Accenture](#))

73%

of millennials say email is their preferred means of business communication. (Source: [Procurious](#))

Clearly, your B2B prospects and customers want you to send emails. Email marketing has improved in popularity because working professionals spend as much as 13 hours a week looking at their emails. And, they are comfortable reading about businesses through their inboxes. Most customers today reveal that they are more likely to read the text in an email than in a tweet or a Facebook post.

This makes us aware of the fact that email marketing actually works!

Betting your growth on email marketing can put you on the path towards success as a B2B business or a B2C company. Emails deliver your message to your audiences right into their inboxes, every single time. Whereas, studies show that only 2% of your Facebook followers see your posts. With a broader reach and a fail-proof communication channel, email proves to be a stronger tool for business communications and marketing strategies.

EMAIL AS A PREFERRED CHANNEL FOR B2B COMMUNICATIONS

Since emails have always been associated with professional communication, customers like to receive similar updates and messages in their email inboxes. On the contrary, the social media is full of everything! Amid personal posts, family pictures, and relationship updates, your business messages get diluted on the social media. This contributes another reason why email marketing works.

Emails are not just powerful communication tools, but they convert big time! While emails enjoy an average click-through rate of about 3% of total recipients, the average click-through rates tweets get is around 0.5%.

EMAIL
MARKETING
WORKS
BECAUSE YOU
GET YOUR
CUSTOMERS
WHAT THEY
WANT, WHERE
THEY WANT IT.

HOW TO MAKE EMAIL MARKETING WORK

Building a working email marketing strategy is no rocket science. But, subtleties play a vital role in deciding whether or not will your email marketing campaigns fetch results. Communicating deeper levels of information at regular intervals is the key to succeed at email marketing. As a rule of thumb, businesses stick to schedules deciding the frequency of their emails and the nature of their emails.

Emails are a comparatively cheap way to stretch your marketing a bit when you are a little tight on the budget. Sending out relevant emails more often keeps your business top-of-mind with your buyers.

Personalizing emails is another great way for driving traffic, selling from your emails, or achieving other marketing goals right through your customers' inboxes. With personalized emails, your readers connect to your brand in a better way and feel a sense of value and recognition.

Firing emails in the air can leave you nowhere. Personalizing everything is the cornerstone of marketing efforts today. Personalize your emails for better click-through and conversion rates.

Focusing too much on oneself and lesser on the customers is a great strategy to fail in email marketing. You want your customers to feel that the email was drafted for them, and not for you! A great way to leverage email marketing to its fullest potential is to educate your readers and customers through relevant emails.

When you offer valuable insights and knowledge through your emails, your customers build trust in your business and believe when you say your products/services can solve their problems. Outright marketing your services will seem rude to your prospects. Therefore, make your emails customer-centric and reader-centric to avoid losing business or not getting it in the first place!

7 BEST PRACTICES FOR WINNING EMAIL MARKETING STRATEGIES

Email Marketing is not a fail-proof method of marketing in itself. Emails witness their shares of failures and successes. A study revealed that only 58% of email marketers are finding their emails effective. This tells us that there is a lot of scope for improvements in the way we craft our emails and the way we strategize them.

Here are a few ways that prove effective for email marketing-

01 Foster Long Lasting Relationships

Redefine your sales emails to connect with the purpose of the reader. An email message should be completely in tune with what the customer wants to hear from you and how. Cold emails with no feelings do less good than those that are targeted towards the customer and appear direct and personal. This is another reason why personalizing emails is the trend today. Big brands, as well as small businesses, focus on delivering targeted content in a customized manner to their audiences, digging deeper into the

02 Invest in Emails

Most businesses assume emails cost nothing and make their marketing interns write their emails. This is the definite path towards failure. Email marketing is crucial. Investing in it can boost your business as no other marketing strategy can. The best marketing minds should get down to business when it comes to drafting and strategizing emails. These are the people who know the elements that go into making a winning email. Too often businesses fail to recognize the hidden potential emails carry for their business and take the massive ROI for granted, just because sending

03 Crispy Content Headers

The content stands out when we consider emails. Writing lengthy paragraphs of content isn't the deal here. Emails need to be crisp and clear. When you break your content down into manageable parts and label them with creative and compelling headings, your customers read your emails through. But, when they open your email and find long text, their excitement sinks and you pay for that in terms of missed opportunities. Attractive subject lines, headlines, and subheadings go a long way in improving the readability of your emails.

04 Relevance and Targeting

When you target an email to a specific group of people, it automatically becomes relevant to them, and they read it and take up the action items you want them to do. With a brief email body, you hold their attention and put your point across in the best possible way. People never want to read ramblings in their emails. Keeping the email short and relevant will keep your credibility intact. Remember, this is not the last time you want them to open and read your email. Introduce them to the most compelling benefits you offer as part of your services and give them offers they cannot refuse to. Apply the best email marketing tactics to achieve high

05 Optimize for Mobile

About 53% of emails are opened on mobile devices. (Source: [Campaign Monitor](#)) Mobile phones have revolutionized the way businesses reach their audiences. Since your customers prefer to read on their mobile devices, you need to make sure they get a responsive experience. Optimize emails for mobile by taking care of the little things such as pre-filling the forms, making the buttons and links optimized for the smaller screen, etc. Optimizing the email experience for mobile will lead to higher engagement and better

06 Call to Action

You are not sending emails just for the sake of it, we guess. Make sure to end your email with an effective call to action. What is it that you want your customers to do? Download a PDF you created? Sign up for your newsletters? Watch a video you created? Whatever your marketing goal is, make it clear to the customer and then give them an easy way to access your content, if that's what you'd like them to do. A clear call to action can be stated more than once in an email. This is a tactic used by influencers and businesses when they send their emails. Include the link to your webinar about 3-4 times in your email, and you can highly increase your

07 Keep Coherency Intact

When your emails deliver a different experience than what your website does, your readers lose interest and question your credibility. It is crucial to make sure your website conveys the same message in the same tone as your emails. Building a brand voice is vital to marketing, and emails are no different. Use the landing page of your website to add more value to what you've conveyed through your email if what you're doing is directing your customers to your website.



AN EXTRA TIP:

Something that didn't make it to the list above, but is an obvious tip is to build an email format. Choose a text font and size that makes reading your email easier. Couple these text options with the right designs and colors to give a spotless look to your emails. Maintaining a single email format with colors and fonts will further build your brand image in your readers' minds.

DO YOUR CUSTOMERS VALUE YOUR EMAILS?

61%

of consumers enjoy receiving promotional business emails weekly. (Source: [Marketing Sherpa](#)) About **38%** would like receiving emails even more frequently.

So, the fact is, your customers do like emails. But, knowing when and when not send emails is an essential email marketing tactic. The ideal email frequency depends on your customers' preferences, your services, your content, and your campaign type. Businesses can choose an email rate and then stick to it. This way, your customers wait for your emails and expect them.

It is considered highly professional to stick to one email strategy for a particular customer segment. It is also essential to realize that emails should not be sent by formula. Even if you have to break your frequency,

do not send an email that has nothing to offer. Only disturb your customers when you have something to say!

On the flip side, it is completely okay to take your readers by surprise by emailing them out of your schedule. When you have something really crucial to convey, and you know your customers will appreciate it, break the protocol of your email schedule.

RETAINING CUSTOMERS – INCREASING ENGAGEMENT THROUGH EMAIL MARKETING?

Direct marketing does not allow you to improve engagement with your customers. However, with email marketing, you can focus on building meaningful conversations and strike a relationship with your readers. People interested in your business will proactively respond to the content that they found valuable in your emails.

Therefore, it is important to outline your emails not just with cold and direct information, but with a conversational tone. Introduce creative content formats such as GIFs to make your emails personal and exciting. GIFs are getting increasingly popular, and there is a reason why. *If an image is worth a thousand words, a GIF is worth a thousand images.* They connect you through with your users' state of mind and impart a personal touch to your emails.

Humor-based GIFs are a great way to lighten the mood of your readers and make your emails something your prospects look forward to. Creativity knows no bounds when it comes to putting a message across for your audiences! *Get Creative with your emails, and you'll skyrocket customer engagements.*

Customers are more likely to engage when your emails are highly targeted and focused towards their interests. If your services and products cater to different industries, you may want to repurpose your emails for each of them. This way, you send out relevant emails that talk to the readers in their own language.

Know what your readers expect from your emails. Fill in your emails with the right content links that your prospect may be interested in. Have you just put up a blog post on your website that may be relevant to what you email is about? Leverage your emails to market all aspects of your business. When prospects will spend time clicking and reading over your email, you will have found a future customer.

BECOMING THE CUSTOMER – THE HOW OF EMAIL MARKETING

Thinking from the standpoint of your customers will reveal a lot of other ways you can improve their experience of your emails. Each one of us is a customer. Step into their shoes, and look at your email strategies from your customers' perspective. *Would you feel loyal towards a business if they promoted their services through emails the way you do?*

81%

of U.S. consumers said they felt loyal to brands that are there for them when needed, but otherwise, respect their time and space, and leave them alone (Source: [Accenture](#))

Imagine receiving one email every day from someone. It can drive a person crazy. Know when to stop with your emails. Respecting the time and space of your customers and recognizing their preferences will keep you relevant and credible before them in the longer run.

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As a rule of thumb, give your customers an easy option to unsubscribe. At first glance, you may feel putting out an 'unsubscribe' link would do you more harm than good. But, it is the other way around. An unsubscribe option makes it clear to the customer that he reads your emails by choice. Build brand credibility by respecting the basic norms. Email etiquettes are old-school but work like a charm, just like email marketing does!

Without a proper way for your customers to unsubscribe, they may be pushed towards flagging your emails as spam when they no longer want to receive them. Save yourself a lot of trouble by making it easier for your customers. You know it's the right thing to do!

WHY SEGMENTATION MATTERS

Customer segmentation is the deal today. When you segment your marketing prospects according to various factors, you are able to tailor email marketing strategies to suit their different interests. Customer segmentation can be carried out through the following effective strategies-

DEMOGRAPHICS

You may find that segmenting your customers as per their gender, age, income level, and company position may work out good for you. For example, if you are a software development company looking to partner with female and male entrepreneurs as part of your strategy, it would serve you great to classify your customers according to their gender. However, if you want to target software developers, company position and income levels can be your demographics of choice.

EMAIL ENGAGEMENT

Classify your audiences according to their levels of engagement on your emails. This way, you can focus differently on the prospects who highly engage with your content and those who do not. Persuading the latter will take a different strategy and maintaining the former prospects will demand a different approach. Here, you get to redefine your email strategy according to what suits your customers best.

PAST PURCHASES

This is another great metric to track and leverage for improving your email marketing ROI. With this segmentation type, you can build highly personalized emails for your customers. If you are an E-commerce business and a customer just bought a mobile phone from you, the next obvious step you can take is to sell them phone covers! Target your emails according to the purchases made by your existing customers to improve sales and retain customers.

WEBSITE BEHAVIOR

You may even track the website behavior of your prospects to know what they are looking for on your website. When you have that information, segment customers according to their activity on your website. Drive traffic and sales by catering to different prospects uniquely.

Customer segmentation holds immense potential when email marketing is concerned. Classify your audiences as per the factors that work best for your marketing goals and build suitable email strategies for each segment.

TEST, RE-TEST AND REFINE YOUR EMAIL MARKETING STRATEGY

Email Marketing is not a one-time task. It takes persistent testing and improving to ultimately get it right. It would serve you well to try out an email, test it for your audiences and then send it out. Double-check that your emails appear the way you intended them to and that they convey the right message. Before finalizing the look and feel of your emails, test them on a variety of desktop and mobile devices.

Run tests on your subject lines and email headings to check what works and what doesn't. You may take help of tools or test them yourself. Customer engagement should be your prime motto, and you must gauge the effectiveness of your emails on the same parameter.

Also, track data such as the time of the day when your prospects open your email, the emails that had lesser engagement, etc. This will allow you to redefine your email content as per what works best for your customers. Tiny details about your email's performance can offer you valuable insights into your customers' preferences and interests, allowing you to mold your future emails accordingly.

EMAIL MARKETING IS NOT DEAD IN THE WATER

With a customer-centric approach and a fail-proof strategy built over time, you can leverage email marketing for your business. Emails have lived long and how! In all its glory, an email marketing strategy put right can bring your business to become a brand. Establish yourself as a thought leader and influencer by sharing valuable content with your customers consistently.

Email marketing is far from being dead in the water. More so, it can be used to revive your sales and marketing ROI when you need something to hold on to, within your budget.

LEVERAGING EMAIL AS A MARKETING TOOL – GET THE DATA RIGHT

Email is the [third most influential](#) source of information for B2B audiences, behind only friend recommendations and industry-specific influencers and thought leaders.

When you leverage emails in your marketing strategy, you first look for capturing email addresses of your prospects. Market analysis and segmentation are two major steps when you need the right contacts you want to pitch your services and products to.

Getting the right data is tricky. Through reliable sources of contact information such as trade fairs, conferences, opt-in email campaigns, etc., you can slowly compile a mailing list of prospects that may be interested in your services.

But, how do you make sure you are targeting the right audience according to your ideal buyer persona? Your buyer persona reveals the geographical location of your B2B buyers, their business sizes, credit scores, their industry, and many more parameters. Getting a data so highly targeted can take you a lot of time and costs.

WHY DO I NEED THE RIGHT CONTACTS FOR EMAIL MARKETING?

Email marketing works effectively only when the person you send an email to satisfies your buyer prototype. Imagine sending a B2B prospect who works in the construction industry, a pitch about your software services!

It is crucial to realize the value of laser-sharp data when it comes to email marketing. Your prospects should satisfy your buyer persona before you go ahead and make them a part of your email campaign.

When you create targeted emails that address a part of your complete buyer market, you 10x your chances of sealing a deal. Businesses today position their services/products marketing strategies to cater to different segments of their niche market.

A great opt-in email strategy can do this for you. You can collect the data of your perceived prospects, refine and filter them according to your preferences, and then build mailing lists segmenting these prospects according to your choice of parameters.

While going about this strategy may get time-consuming, an opt-in mailing list is essential for you to create success in the email marketing zone.

Addressing this problem is our forte at Sterling Marketing Solutions. When you don't want to DIY your opt-in email list-building strategy, you pass on that hard task to us! We then build an opt-in or double opt-in mailing list taking due care of your filters and your buyer

FUEL-UP YOUR EMAIL MARKETING CAMPAIGNS WITH STERLING MARKETING SOLUTIONS

At Sterling Marketing Solutions, we offer 100% verified email lists so you can focus on building a great email strategy, while we bring your prospects to you. With a targeted email marketing strategy, you cater to various segments in your niche with ease and effectiveness.

Our team at Sterling Marketing Solutions researches and analyzes the market to find your ideal buyers and compile their relevant contact information to add value to your email marketing strategy. We offer GDPR and CAN-SPAM compliant mailing lists, so you never have to worry about breaching your prospects' security.

Email marketing has its core in its contact mailing list. At Sterling Marketing Solutions, we compile reliable information through a wide variety of sources and bring the most relevant business contacts to you. Our methods are fail-proof, and we guarantee the genuineness and authenticity of our mailing lists.

CUSTOMIZED MAILING LIST FOR TARGETED EMAIL MARKETING CAMPAIGNS

We offer scores of customization options for you to literally build your list up with us. You choose from a wide array of options such as the geographical location of businesses, your marketing budget, the credit scores of companies, their industry, the sizes of companies, the level of decision maker in corporate hierarchy who you want to get in touch with, etc.

With these many preferences, we leave no stone unturned in catering to your data requirements according to your specific needs. We regularly update your mailing lists through email verification and Tele-verification methods, so the contact information we offer remains relevant.

Moreover, we offer the provision to add special fields to your data when you need some information we don't usually offer. Even if your choice of a mailing list isn't ready with us, we conduct research and analysis specifically for your business and pull out the right data to help you achieve off-the-charts sales.

Our mailing lists are your treasure houses that contain highly targeted leads for your email marketing campaigns. The data we have could turn the tables around in your industry. In this highly information-oriented world of today, businesses know that data is the king!

CLEAN AND CRYSTAL CLEAR MAILING LISTS TO KICKSTART YOUR EMAIL MARKETING

Your database hygiene defines your email marketing success. With a highly relevant email marketing contacts list, you can hope to up the level of your email marketing campaign. At Sterling Marketing Solutions, we offer mailing lists that are updated to the second you buy them. Our verified email lists can solve your sales woes and direct your marketing strategies to the right segment.

If you are a B2B business, our mailing lists are tailor-built for you. We offer data that can improve your click-through rates and engagement levels when you pair it with the right email strategy. If you are ready to boost your sales and business, have a look at our services.

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