EMAIL MARKETING CAMPAIGNS

Tips & tricks for successful email campaigns.

Boosting your revenue growth through digital marketing strategies & execution.

Digital marketing mastery.

Our Digital Marketing Mastery content is an initiative to share our knowledge and enable you to gain more traction with your customers. We know that the demand for expert digital marketing skills is growing and businesses like yours, need to ensure that they can keep up with the challenging pace that marketing technology poses.

The team at Engagement Factory are here to share with you our expertise gathered over years of experience on concepts such as email marketing, always-on campaigns and content marketing to take your digital marketing to the next level. With content ranging from detailed guides and formulas to 2-minute-tip videos designed to get results immediately, you're sure to find something useful for you. Each expert from Engagement Factory offers a range of insights, hints, methods and techniques that have been tried and tested. Large and small organisations across industries, countries, cultures and the world have found success with the approach and methods we're about to share with you.

So dive in, have fun and get started. A world of opportunity awaits you.

Table of contents.

CHAPTER 0

An **introduction** to successful email campaigns.

The three pillar foundation.

We believe there are three crucial pillars that help you turn email marketing into a success and in doing so positively impact the entire marketing mix.

A new decade began with the start of 2020 and a lot has changed in the last 10 years. Where email was believed to lose its grip on the market it continued to reign as the channel of choice for marketing and business communication for consumers across all age groups.

Email marketing can be complex but with some hands-on advice, proper tooling and background knowledge you and your team can deliver the best possible results.

With consistently high Return on Investment (ROI) the channel can't be ignored, the efforts you put in can even go further if you know where to look. Within Engagement Factory we build campaigns around three fundamental pillars that have proven to drive successful marketing programs and ensure your processes are streamlined.

Pre-send, ensuring your campaign succeeds.

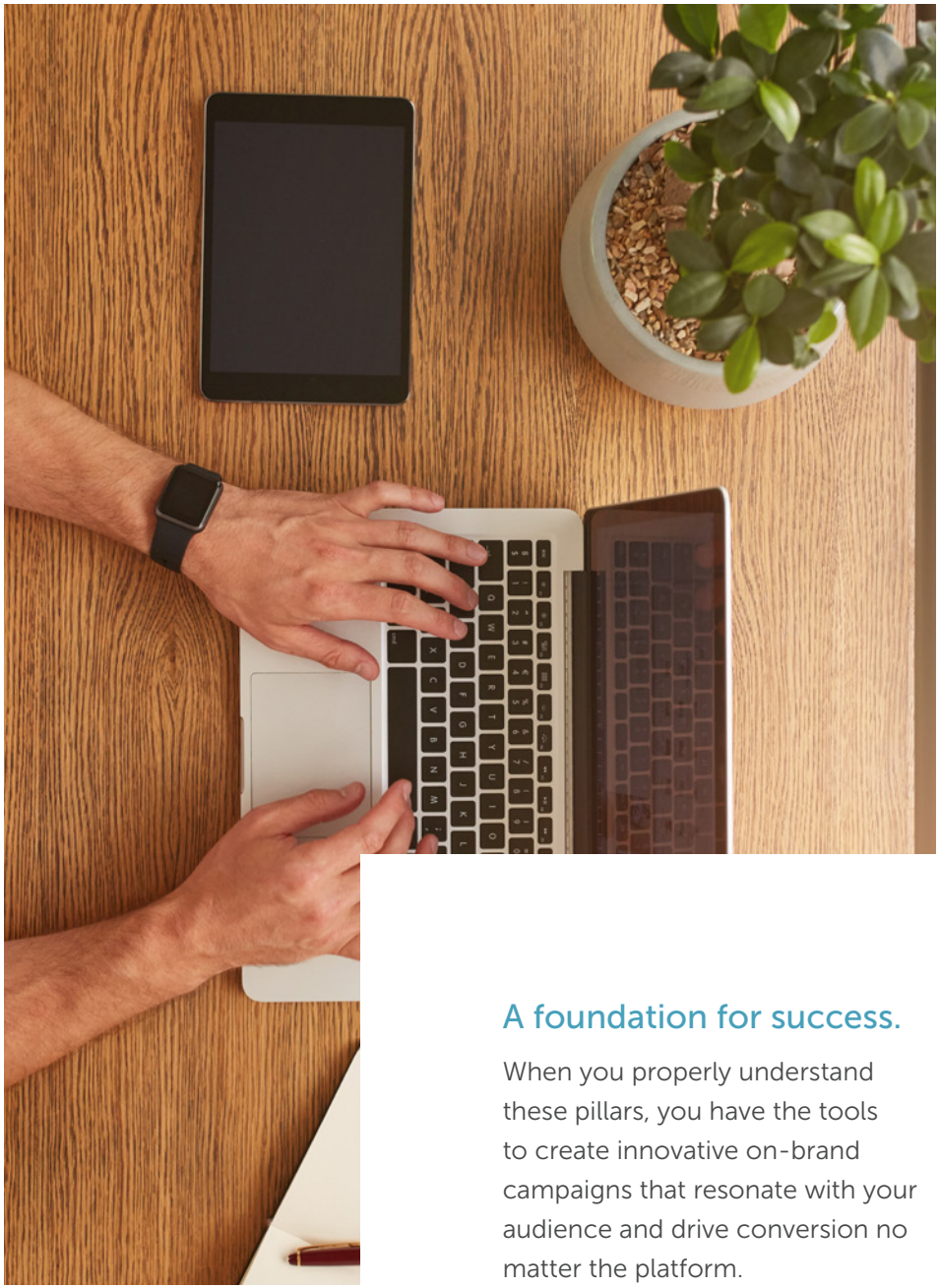
Emails might seem simple to most people but those that create them known better. Most of the time teams are working on multiple campaigns and getting an email delivered error-free takes a lot of work. We share our tips and tricks on how we manage multiple emails and campaigns at a time. For us it's part of our daily business as we service multiple customers at a time.

Post-send, learn, adapt and evolve with insights.

If you think that looking towards the future is the key to success then think again. For emails a lot can be learned by looking at the past. We will show you three steps to gain actionable insights from your email performance to ensure you improve your future campaigns.

Break the silos, improve overall marketing effectiveness.

An engaged email list can be used as a mirror reflection of your target audience, which means it can teach you a lot about what drives results. This allows you to break down silos and share insights across teams within your company to make informed marketing decisions.



A foundation for success.

When you properly understand these pillars, you have the tools to create innovative on-brand campaigns that resonate with your audience and drive conversion no matter the platform.

CHAPTER 1

Pillar one.
Pre-send, ensuring your campaign succeeds.

Pre-send, ensuring your campaign succeeds.

The predictions indicated that email would not be a thing anymore going into this decade but as we can tell they were wrong about that.

Email is driving results like no other channel does, with an ROI of 42:1, which makes it outperform other channels. So, it has the potential to be a game-changer, but how can you effectively use the channel for all that it's worth?

First, you got to get organized and intentional about emails and the underlaying processes to ensure you can send error-less emails.

The efforts that go into what happens before we press send take up the most time and energy – 53% of brands take two weeks or more to produce a single email. Timings like this increase when teams become bigger and more emails are in production at the same time.

The pre-send process:

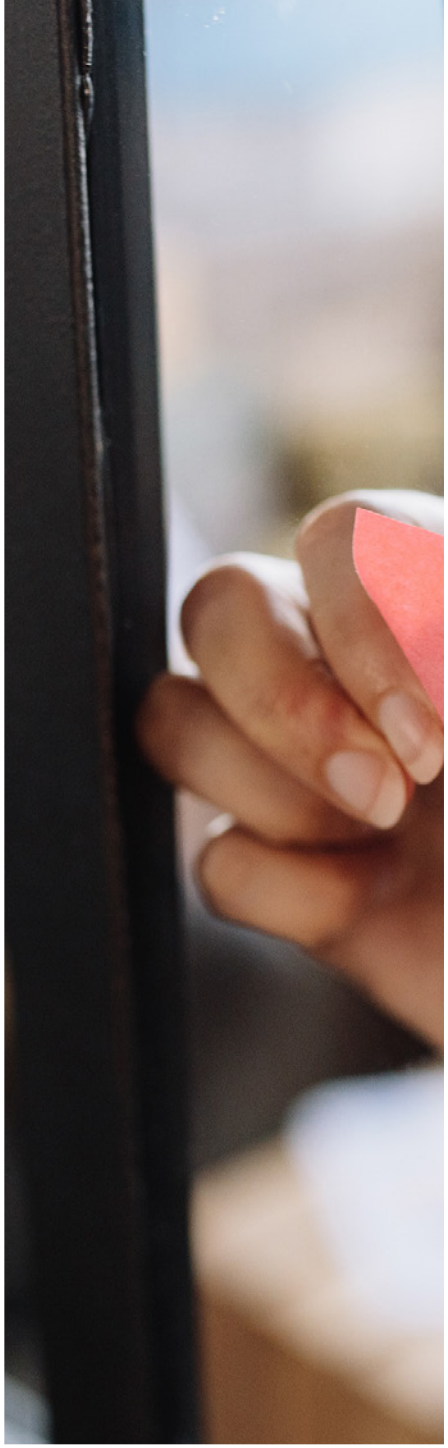
The pre-sending process consists out of the following tasks:

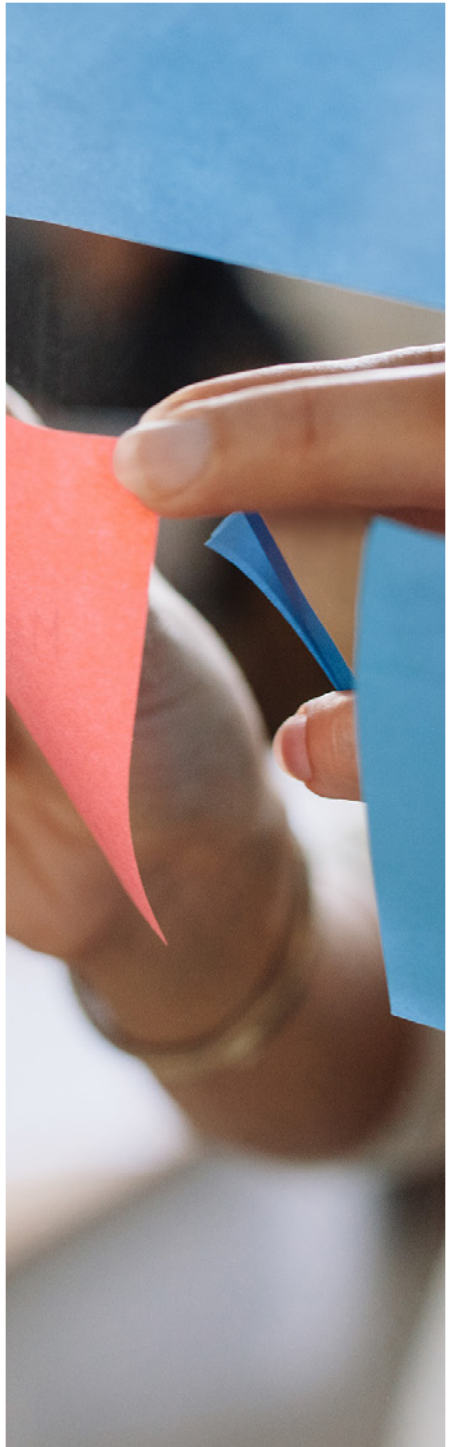
- Email concept and planning
- Copywriting
- Graphics and design
- Coding and development
- Data logic and setup within the Email Service Provider (ESP)
- Testing and troubleshooting
- Review(s) and approval(s)

Working without a proper processes can be maddening; scattered feedback, back and forth copying and pasting between tools and most importantly last minute changes that lead to mistakes. All in all, this leads to heaps of frustration within the team. So, a good pre-send process ensures an organized and automated workflow, this way you keep a clear mind and errors to a minimum.

Tips for a strong pre-send process:

The longest process of your team's job is most likely to turn an email idea into an active campaign. The more you consider during the pre-send process, the greater the efficiency at each step and the insights you unlock at the end. Bridging the gap to where you are and where you wish to be starts with assessing each step in the pre-send workflow.





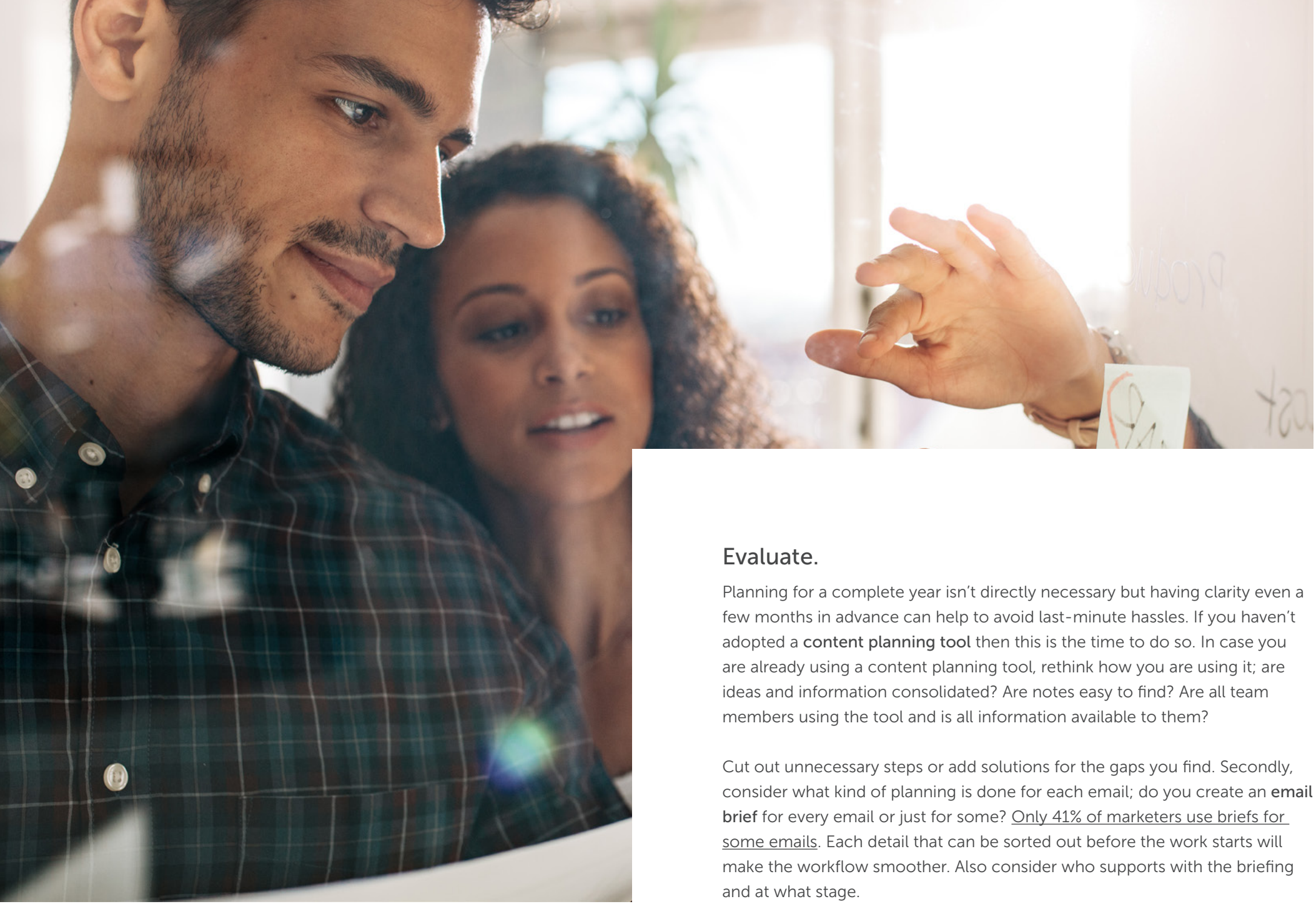
Step 1 – Planning.

In the midst of email creation, testing, gathering approvals it might be hard to step back and create proper strategies for upcoming campaigns.

However, you don't want to wake up one morning realizing the holidays snuck up on you, or that you forgot to set a clear goals for your campaign.

Content planning ensures performance and sanity within the team and helps to identify gaps in the strategy and bring new members up to speed. Research has shown, that around 58% of marketers use a content calendar year-round and 24% also use an email brief for every email. These planning sessions are of inconsiderable value and when ignored most problems come back to bite you later. Taking the time to complete an **email brief** and to use **content planning tools** gives you strategic advantages:

- Ensures alignment on the strategy of the email, the involved parties and enables everybody to work on a universal goal.
- Briefings provide a 'single source of truth' to reference with all key documents attached to it.
- All team members are aware of the upcoming projects.
- It helps to identify gaps in the strategy or team members knowledge.
- It provides the company with insights into the workload of the staff.



Evaluate.

Planning for a complete year isn't directly necessary but having clarity even a few months in advance can help to avoid last-minute hassles. If you haven't adopted a **content planning tool** then this is the time to do so. In case you are already using a content planning tool, rethink how you are using it; are ideas and information consolidated? Are notes easy to find? Are all team members using the tool and is all information available to them?

Cut out unnecessary steps or add solutions for the gaps you find. Secondly, consider what kind of planning is done for each email; do you create an **email brief** for every email or just for some? Only 41% of marketers use briefs for some emails. Each detail that can be sorted out before the work starts will make the workflow smoother. Also consider who supports with the briefing and at what stage.

Act.

Content planning tools:
Simpler sometimes is better, if you try to add too many bells and whistles too quickly you might get frustrated and revert back to old ways where there was no planning. Always consider the number of people that will be using the tool, the type of information it should be able to provide, and the skillset required to do so effectively.

Example tools:
Google Docs, Office365, Slack, Jira, Trello, Asana, Basecamp, Confluence, SharePoint, ActiveCollab or other homegrown tools.

Email briefs:
Everything is easier to create once there is a clear purpose. The best way to ensure everybody is on the same page is when they agree on what each email needs to accomplish during a brief. The brief should outline the email's: goal, audience, messaging, timing, Key Performance Indicators (KPI's) and other vital details.

EF briefing template:
The briefing template provided with this guide is a good starting point.

Step 2 – Design.

The design of your email and its accessibility have significant impact on the experience your subscribers have.

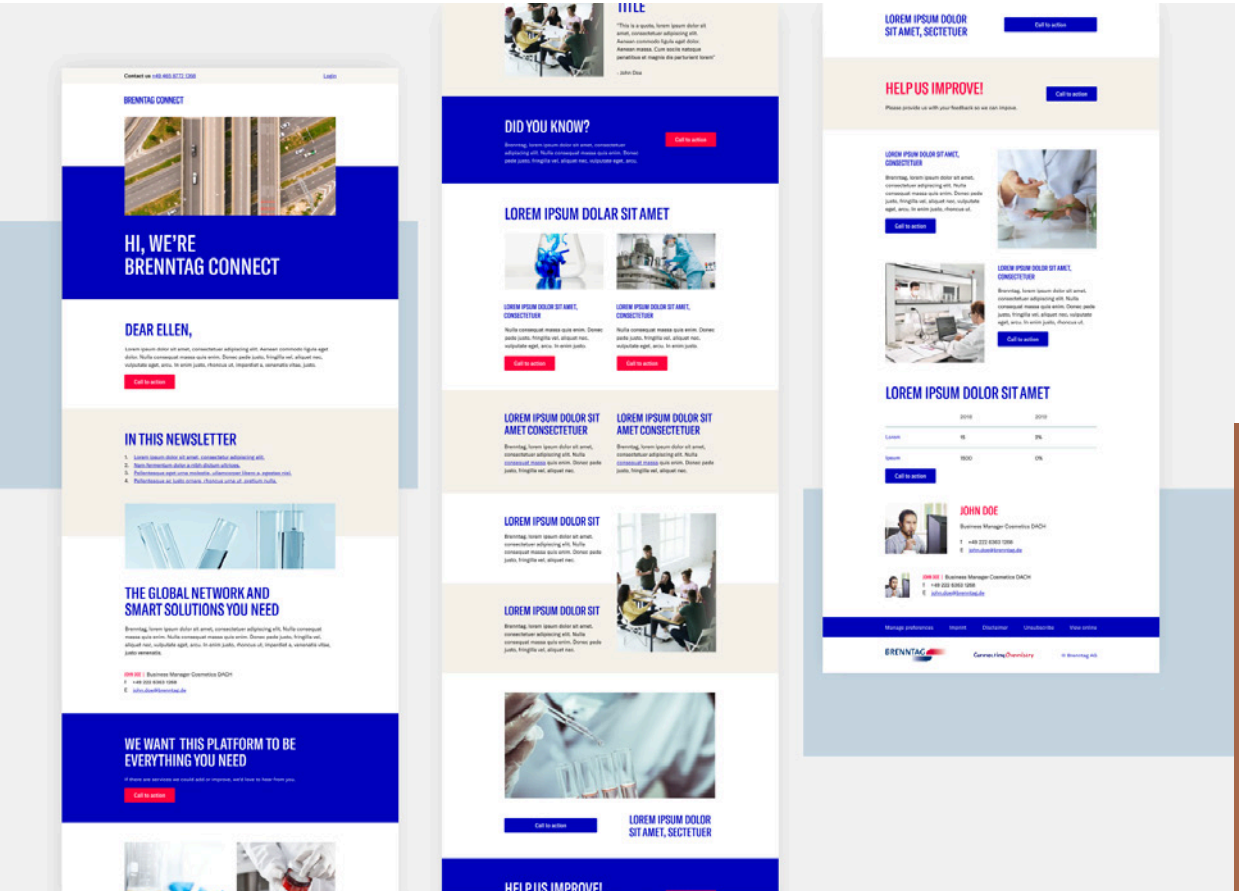
Recent years have shown an increase in companies who use **brand or design guidelines**. It is effective in designing new campaigns faster and ensuring a consistent experience for subscribers. Within 39% of the teams emails are designed by replacing text and image in the coding of a template or by updating previous emails. Only a mere 15% still create from scratch. If you are still starting from scratch, it's really time to change!

Any time you can start from a templated process, you reduce the amount of errors and make it easier to distribute tasks and for new hires to learn the ropes. Next to that you prevent reinventing the wheel for every email if new bugs arise you can fix the template and ensure the next emails you create are according to the most recent email standards. Marketers who describe their email programs as successful, are 27% more likely than less successful programs to have brand guidelines.

Evaluate.

Do you use **templates**? Are there **brand guidelines** available? If you haven't got a template then start by creating one for the different types of emails you send the most; such as newsletters. You can check examples over at Litmus.com and here at Engagement Factory can create templates which are on brand and tailored to fit your every need.

Organization that use templates should question themselves when they last updated or checked their templates. Around 42% of marketers redesign templates every two years and 40% would update each year.



Act.

Brand guidelines:
These guidelines need to cover every facet of email design. Think about fonts, alt-text guidance, image types and their size, logos, bulletproof buttons, layout components and more. Also check if your brand guidelines take accessibility best practices into account. Another tip would be to setup these guidelines in a web-based format, so they don't get lost like a Portable Document Format (PDF) in your downloads folder.

Refreshing templates:
Keep in mind that these guidelines are not set in stone forever. By doing A/B testing and learning from your audience you figure out what works and what doesn't. Update the guidelines accordingly and ensure changes are reflected within templates and automated emails.

> *Tip: we advise to do this in the slower seasons. Having a content calendar provides you with clarity on when that would be.*

Helpful links

Why you need brand guidelines and what to put in them.
10 Email email design trends hitting your inbox in 2020.
The ultimate guide to accessible emails.

Step 3 – Coding.

Did you know that coding and developing an email takes teams, on average 3.8 hours of time?

In some cases, it can even be 9 hours or more per email. Once templates are established it still takes time to create an email but in recent years repetitive tasks such as Cascading Style Sheets (CSS) inlining by hand are starting to fall behind in popularity as tools become more advanced. At the same time code snippets and partials are on the rise as they drastically reduce the risk of errors and help to ensure a quicker build-out process. Secondly using snippets and partials allows templates to be updated quicker whenever a new bug is found, and it helps by implementing new features across the board.

Evaluate.

Improving the coding process requires you to focus on speed and accuracy. Are you creating code from scratch that is similar or identical to past emails? Are you reusing code? How is code moved between the development platform and the Email Service Provider (ESP)? The more manual movements or processes the higher the risk for human errors which can lead to frustratingly large issues.

Act.

Streamline the build-out workflow:
Switching between too many tools is annoying, leads to errors and isn't time efficient. Choose a tool that has Cascading Style Sheets (CSS) inlining capabilities, code snippets & partials and integrates with your Email Service Provider (ESP). This will save time, make edits more manageable and makes for a seamless workflow.

Best practices, trends, inbox changes and accessibility:
Email clients change all the time so ensure your development team stays on top of their game. They need to keep up to date with the latest email trends and they should track changes made to Inbox Service Providers (ISP's) and Inbox providers. Secondly your emails need to be accessible, so think about the visually impaired for instance. Learning how to code accessible emails comes with a learning curve, but it ensures that everyone can enjoy the emails you put effort in to create.

Helpful links

Accessibility in email marketing: 7 tips for development.
Special characters, emojis, optimize for screen readers.

Step 4 – Integration.

Integrations are always a lifesaver in reducing errors and speeding up the production workflow.

Larger project with a lot of moving parts often require multiple tools and a diverse team including email marketers, designers and developers who each work across their own set of tools. Working across many different programs and platforms also increases the risks of errors such as copy-and-paste mistakes and continuous back and forth transferring emails between building tools, testing tools and the Email Service Provider (ESP). **Integration tools** can therefore be a lifesaver reducing errors and speeding up the workflow.

Evaluate.

A good place to start would be to perform the following exercise with your development team. Let each member take note of the tools they use and the amount of times they need to switch between the tools to complete one email. After that reflect on the common patterns and search for options to integrate and sync the processes to be more streamlined.

Act.

Integrate the most commonly used tools:
The code of your emails doesn't live in one place, feedback often is scattered, and email testing often is done manually. It is key to prioritize integration options for the most critical and time-consuming tasks so you free up your team's time. This time can then be used to give greater focus to uncovering post-send insights, instead of pre-send processes.

Remove repetitive task such as copying and pasting between code editors and the Email Service Provider (ESP) tool. This decrease the chance of human errors and saves time in the process.

Example tools:
Here at Engagement Factory we value the integration options and extended email marketing functions of the Litmus Platform which ensure a smoother pre- and post-send process.

Step 5 – Testing.

This step is non-negotiable for any reliable email program. Brands that invest the time in extensive pre-send testing see a 26% increase in ROI.

When the previous steps have been taken into account, email testing is a smooth process most of the times. However, Inbox Service Providers (ISP's) and Inbox Providers change the way how emails render without giving you a notice upfront. Therefor it's always a best practice to **test your emails** before a send-out.

On average 57% of email marketers test every email they send which means there is 43% that doesn't. And don't think that having an email template means you don't need to test every email. Most **Inbox Service Providers (ISP's) and Inbox Providers update every few days** thus meaning that changes for something to go bad are quite frequent and this is the reason you should test before every send.

Evaluate.

If not every email that gets send is tested, it's time to alter the workflow. Start by asking why aren't we testing every email? Determine the ways to remove barriers that prevent testing. Does testing take too long? Is the gap between a production ready email and sending too short to test? Most people care about testing but feel it takes too long and luckily this doesn't have to be the case.

Problems that a good QA process can prevent are:

- Emails trigger spam filters.
- Emails don't follow best practices for accessibility.
- Emails break in some Internet Service Providers (ISP's) or Inbox provider.
- Your subject line and preview text aren't optimized.
- Emails contain broken links or lack link tracking.
- Images are not including alt-tags or take too long to load.

Act.

Automate pre-send testing where possible:
Nowadays email previews, spam testing and accessibility checklists can be automated with tools such as Litmus. This leads to reduction in manual work and gives time to focus efforts elsewhere.

Don't forget to also **review transactional email(s)** which run in the background. They need the same treatment as your normal emails, so setup a reminder and ensure they work across all email apps.

A/B testing gives insights:
In order to truly find out what resonates best with your audience you should also do A/B testing. By splitting your audience and providing one half with a slight adjustment, you gain valuable insights into what works best and what doesn't. As an example, you could change the Call to Action (CTA) color, insert a different header image or implement a small copy change during an A/B test. This helps you to better understand your target audience.

Brands that include A/B testing in their emails programs generate an ROI of 48:1, compared to an ROI of 35:1 for those who never A/B test their emails.

The goal of A/B testing is to connect your pre-send work to the post-send insights, more on this in the second pillar.

Step 6 – Review & approval.

When you are working on something the most obvious mistakes can fade into the distance because you've been staring at the same email all day.

A fresh pair of eyes that provide feedback are crucial. As they can spot overlooked mistakes and give you a **new perspective**. However, the review process can be a rough one to get right. Around 58% of the marketers feel their review and approval process is just right, so there is still a big chunk that feels it's either not strict enough or too cumbersome. On average 4.2 hours are spent on gathering reviews and approvals for a single email.

Evaluate.

Review your 'review process'. In case you're consistently or increasingly catching mistakes post-launch then there is a problem. Underperforming emails can also benefit from more varied feedback outside of the standard team. But keep in mind, the review process should not become too burdensome and take as long as creating the email.

Act.

Assign reviewers:
Far too often the executive team is looped in on individual email decisions, which may not always be as helpful. The sweet spot normally sits around 2-3 people either from the department or across teams such as legal.

One source of truth:
Consolidating and centralizing feedback can make it feel less overwhelming for the person in charge of the edits. Next to that, it ensures others can see input already provided. This way everybody is aligned which streamlines the approval process and prevents too many back-and-forth conversations.

Helpful links

How to make collecting campaign feedback less painful.
How to improve email review cycles and email approvals.

CHAPTER 2

Pillar two.
Post-send, learn, adapt and evolve with insights.

Post-send, learn, adapt and evolve with insights.

Arguably some of the most important work you can do in email marketing, is analyzing the results of your campaigns, to make your emails even better.

You've optimized your pre-send process with planning, streamlined development and executed a flawless campaign – now what?

The second pillar is aimed at gathering insights – by analyzing subscriber engagement and campaign performance. Insights found in this manner enable you to learn and effectively adjust your campaigns but also inform the decision making within the company. This is also where most teams don't spend enough time. On average 2.6 hours are spent on post-send analytics and analyzing. There are even more that devote less time than that. Within 42% of the organizations less than an hour is spent on their post-send process.

The risk this imposes is that without taking the time to understand each email's performance, you also risk a disconnect with your target audience. Learning from the past enables you to create personalized messages that resonate with your audience, this prevents you messages from getting lost within their inbox.

So, what is getting in the way of spending more time on post-send analysis?

Email marketers struggle to find the time or structure to properly analyze the performance of a campaigns or individual emails. Some even don't feel the need to gain insights into metrics beyond just email opens & clicks.

Secondly being able to read analytics is one thing but actually understanding and properly acting upon the data is something else. In order to drive action with your audience you need to really understand what resonates. Lets look at some post-send tips, they allow you to create a workflow and the means to analyze your campaigns and emails properly.

Decide what to look for.

Taking the time to look back and reflect on past emails and campaigns makes planning for future campaigns easier, so define the baseline.

We know that email analysis feels easier said than done. Maybe there is no **formal process** in place yet due to lack of knowledge on where to start. Maybe only some campaigns are analyzed instead of each and every one. Of all email marketers only 47% track **Return on Investment** (ROI), 39% track **revenue per customer** and 28% track **subscriber lifetime value**. However, taking the time to look back and reflect on past emails and campaigns makes planning for future campaigns easier.

With so many other priorities in an email program and the vast amount of metrics to track, it's easy for some insights to go unmonitored. Luckily no matter your skill level, there's always a way forward.

Evaluate.

Don't try and find out every insight possible, take small steps, first look at a particular type of data you've had success within the past, gradually deep dive by adding more metrics. **Locate the gaps** in your strategy or gray areas that require clarity. Email analysis should start based on a question to which you want to find the answer. Another approach could be by **defining the 'baseline'**. Calculate the Return on Investment (ROI) of your past campaigns and current subscriber values. After that you can use your current performance as a benchmark to test, learn and improve for the future.

> *Marketers who describe their email programs as successful are 116% more likely than those with less-successful ones to measure subscriber lifetime value.*

Act.

Questions that need answers:
Just looking at metrics doesn't make for added value. Within your organization there are multiple teams and each one might have different questions. Start by indexing the questions to which they need an answer. In case you're uncertain about how to answer those questions. Look back at past email briefs; find areas where a greater understanding of the customer, their knowledge and how to segment them could have been helpful.

Schedule time to analyze:
Knowing what to look for is just one part of the equation. Actually, setting time aside to do so, is a necessity. Setup recurring time to gather and assess the metrics you require; in a lot of cases a monthly review is a good interval. Also ensure somebody is assigned to the post-send process, this ensures the time required to collect and analyze the metrics is actually available to them.

Measure the actual impact:
Knowing that your emails perform well doesn't directly relate to your email also performing as best in class. Therefor you need compare metrics such as engagement time, lifetime value and Return on Investment (ROI) to proof your efforts are paying off when compared to the competitors within your market. Put your data where your mouth is.

Helpful links

The 5 metrics you should add to your email reporting.
State of email analytics.

Get the right tools for the job.

Look beyond email opens and clicks, ensure the tools provide you with the scalability needed to gather advanced performance metrics.

A lot of the smaller Email Service Providers (ESP's) don't always show marketers the full picture. While many provide good data on the performance of the email not all ESP's can provide metrics such as how much time users actually read vs. glance at your emails or provide an accurate breakdown of device and operating system usage.

If you need **scalability** and want to be rest assured you are getting the right insights, choosing the correct email analysis tool is an important factor. A good amount of email marketers also use **third-party tools** to track increased email performance metrics; Google Analytics is a popular choice, with 62% of marketers using it.

While 99% of email marketers currently track email opens and clicks, only 71% track email device and client usage, and 33% track email read times. Having **the right tools and integrations** would give many email marketers clarity into these sometimes overlooked, but ever so important, metrics.

Evaluate.

Which tools are you currently using to analyze the performance of your emails? Which metrics does this tool provide? Keep in mind opens and clicks are useful, but they don't offer ground-breaking insights. **Analyze the gaps** your team currently experiences when it comes to analytical insights and create a wish list.

In-house developed analytic tools in the end can give you greater control but they require more upfront work and continued maintenance. Choose a third-party email analytics tools that integrates well with your ESP platform and is designed to provide you with the insights you need to push you forward.

Act.

Visibility and potential tool acquirement:
Start with getting a clear picture on what you are tracking, what you could be tracking and the (potential) gaps. If you lack metrics and insights that your current tool can't provide, index third-party option that can. In case you have the tools required to do so then look into improving the post-send process.

Insights to prevent issues:
During the pre-send process it is important to proactively run blacklist or spam tests to ensure the pre-send process runs smooth. But afterwards you need to look into deliverability monitoring tools as they can provide insights into post-send emergencies. Start to create guidelines for smaller processes and automate the outcome such as how to treat soft-bouncers within your send-outs.

> *Soft-bouncers will in time negatively impact your sender-score and they clutter analytics. Setup rules within your system; for example, after three soft-bounces the contact becomes a hard-bounce. Initiate sales to do a follow-up using a different channel to see if you can re-engage them or to verify / update their details.*

Helpful links

Tool tips: Most used third-party analytics tools.

Pick a usable format for insights.

The last step to ensure the post-send process doesn't fail is translating metrics and numbers into actual insights and a strategy for your campaigns.

Being able to **translate metrics into insights and strategy** is a skill that benefits your entire marketing program and company.

Some examples on how metrics lead to insights and improvements:

- Recent emails have shown that a segment is not converting, these insights can spark a win-back campaign with a greater incentive to re-activate these contacts.
- You're A/B testing shows that newsletter in which you include an overview of all the news items has higher conversion rate, so you rework your newsletter template to by default include this component.
- The subscribers that show the best engagement can be used to launch a customer loyalty program and on the other hand implementing a survey for disengaged subscribers to learn why they might be unhappy.

Evaluate.

When you think about the current decision-making process you can determine where you are able to influence the strategy. Who is involved in campaign creation? What is their thought process? Which future decisions can you bolster with data?

Who can benefit from the insights, what format is easiest for them to consume? Insights from email analytics are so valuable to a vast majority of the teams within your company.

Knowing which Internet Service Providers (ISP's) or Inbox provider they use. Which specific devices they operate and the region they are based in. All this information can help for instance design to build a stronger visual narrative, development to push the boundaries because they know which email clients are used and copywriting to write effective copy when the audience for instance is more mobile acquainted.

Act.

Allocate where data matters:
Within the email planning process choose a spot where knowing what subscribers like would matter for the decision making process. Then reverse engineer by looking at what you need to know. This will help you to discover the relevant metrics and data.

Insights need to be put to use:
Not everybody within the team might have a complete understanding of the full picture that is email. Describe your email insights in terms that everybody can understand, doing so also helps you to better understand the insights you've found due to reformulating them.

Progressive profiles and enhanced personalization:
There's more that can be done other than just showing the subscriber's name within an email. Nowadays most companies have a wealth of data around their customers such as purchase data, customer preferences, website behavior and more. Unfortunately, most marketers don't utilize their data to the full extend which allows for highly personalized emails.

CHAPTER 3

Pillar three.
Break the silos, improve overall marketing effectiveness.

Break the silos, improve overall marketing effectiveness.

The previous steps were mostly focussed on email marketing. Now we are going to look at how email can inform other departments and vice versa.

Once the pre-send and post-send processes are running efficiently, the results should provide valuable insights. Now it's time to **break down the silos** within the company. Just as the saying; sharing is caring.

During this stage leaders and marketers from other channels should come together and share their personal learnings about the 'combined' customer. The exact tactics other members might be using across the mix can vary, but the mission is the same, ensuring the target audience receives the strongest message possible to ensure conversion.

Most customers perceive your entire marketing mix as a single experience they have with your company. **They don't analyze each channel's activity separately**. Meaning, all your channels should share the learnings of your customers to create a cohesive and actionable experience. Collaboration is multi-directional and sharing insights can do a lot for your business. Working in separate marketing teams leads to the loss of this collaborative spirit. So how can you make all of this work? The answer is with people.

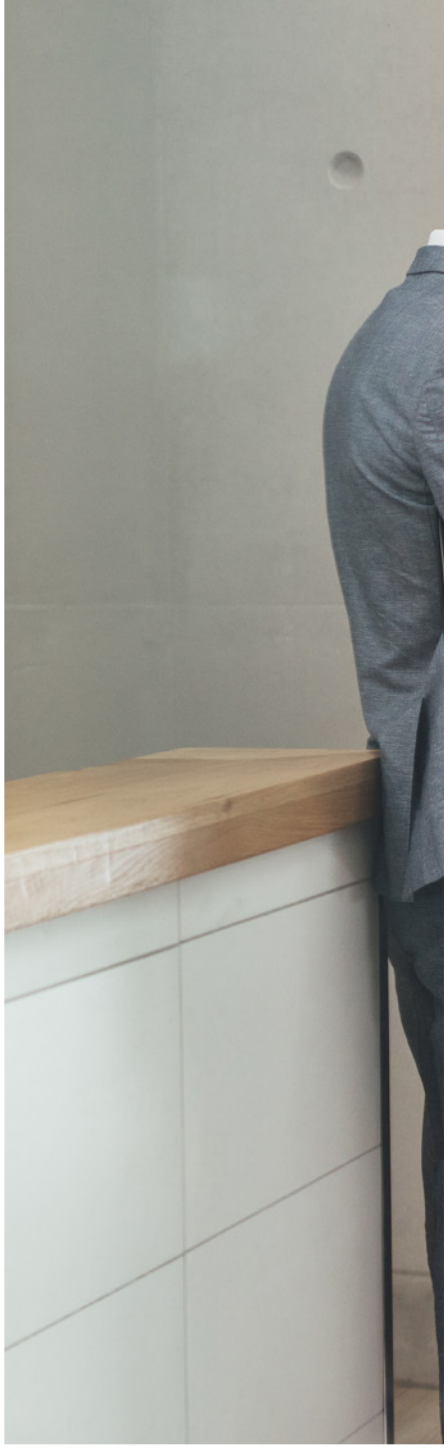
Known that your company can go further and faster, if everyone is collaborating and sharing their insights towards the common goal.

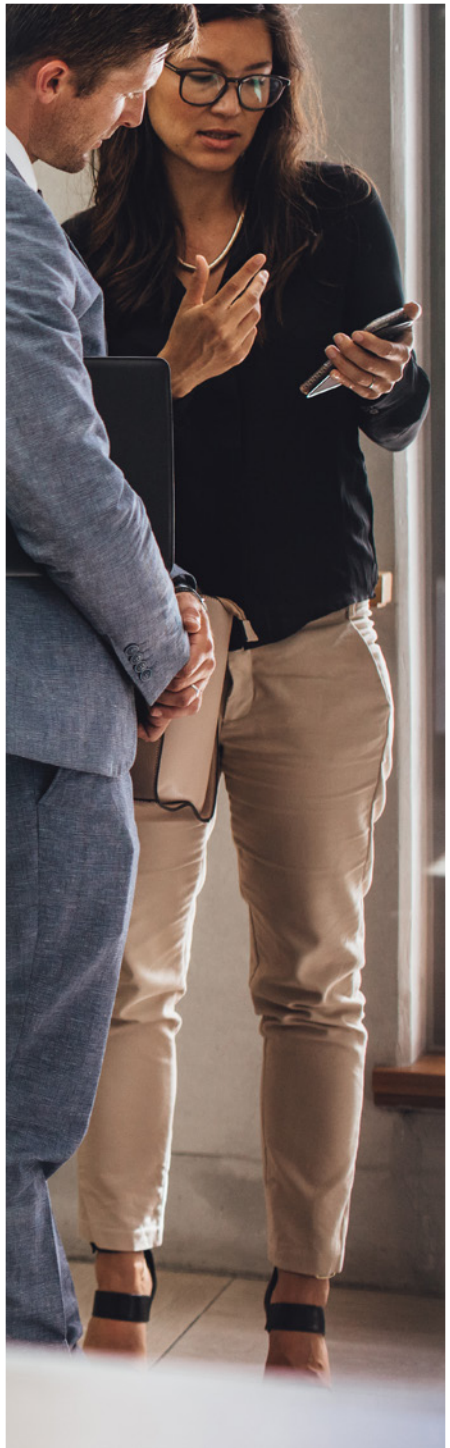
Transition into a collaborative company.

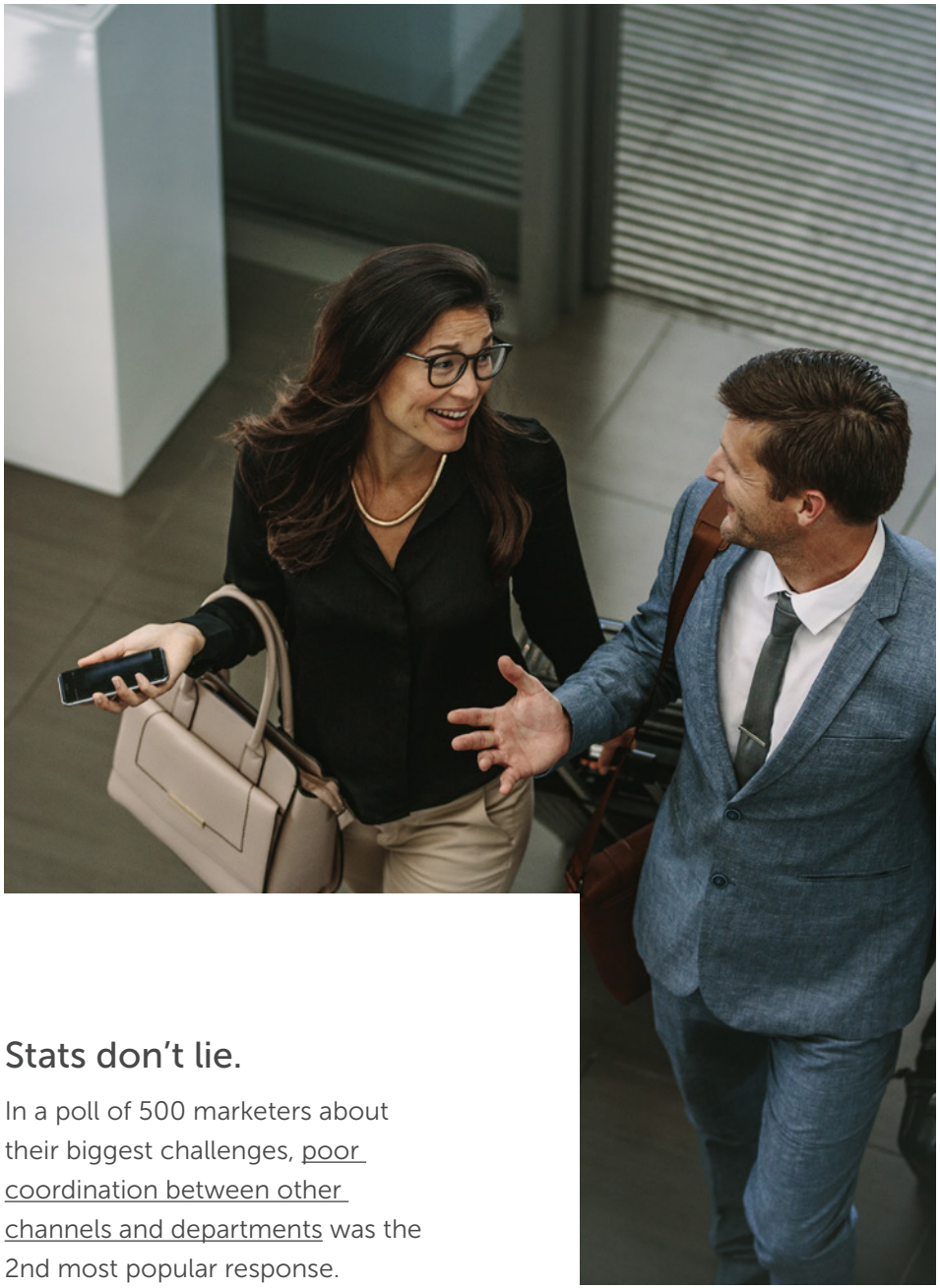
Break down the silos and ensure everybody starts to work together by sharing the insights from the hard work they put in day in and out. This is where the leadership and members of the C-Suite can be of a great influence. They should **encourage consistent collaboration** as a cultural change within the company just as much as a strategic one.

In exchange for ensuring this change is realized they are rewarded with open lines of communication between marketing teams and a way to optimize the marketing spend with an **increased effectiveness** along the entire marketing mix.

However, this doesn't mean that only the leadership is able to influence this change, think about each team and who can support in spearheading this change. What can you facilitate to support this change?







Stats don't lie.

In a poll of 500 marketers about their biggest challenges, poor coordination between other channels and departments was the 2nd most popular response.

Facilitate the change.

The first question you should be asking is whether or not the departments within the company are currently sharing insights. If the answer is no or your teams are not sharing updates on a regular basis there is room for improvement.

Each department interacts with customers in a varying subset, time and location which each creates a different perspective. Sharing is caring if you wish to move your organization further and increase further.

Collaboration day:
The first step to getting everybody on board could be to host a 'collaboration day' with the marketing departments. Working in silos can lead to an incorrect understanding or assumptions of how another department works.
To see where the insights from each department can add value it is important to understand their "lingo", the questions and challenges they face and their upcoming campaigns or initiatives. This makes spotting the puzzle pieces where you can provide insights a lot easier.

Setup shared metrics or goals:
While each department might have their own priorities and goals, there is always room for small goals to start with. As an example, each department could start to share early warnings for trends they spot within the data around the target audience. A loyal and consistent subscriber base might show you a messaging preference which in terms can fuel other marketing departments with insights so they can save time and costs.

The more collaboration between departments the bigger the goals can become such as working towards the company's revenue goals collectively. This is also a responsibility of the leadership to ensure each group knows how they contribute towards the bigger picture.

A collaboration schedule:
It is unrealistic to think that each team will share insights with other departments as they arise. Breaking down silos doesn't happen overnight, the best frequency for sharing is something that depends on the teams. So, ensure that time is allocated within the agenda, not once but recurring. The main goal is to create a habit of sharing what you know, later on this could turn into a more informal but more frequent collaboration using channels such as Slack.

How insights can inform cross-channel strategy.

The pillar system isn't meant to double the workload of the email campaign team or other departments. In fact, it should make everyone's work more efficient and effective. What happens is that everyone will start sharing what they've learned, meaning time and effort can be refocused. It's crucial that everyone knows they play an equally valuable role in marketing. The insights from one department don't make those of another less worthy. It only strengthens the cohesiveness the customer experiences when interfacing with your company.

Examples of how email marketers could inform other departments:

- The email team can identify the most engaged – and high spending – customers via revenue per subscriber and lifetime value. From this segment, your paid ads team can create a lookalike audience to target more efficiently.
- After A/B testing upsell email messaging, there are different winners among each customer segment. With this information in hand, the sales team can tailor their focus and approach for different customer types.
- Emails that touch on some of the "soft skills" your subscribers are trying to learn have engagement rates twice as high as tactical newsletters. Realizing that these are compelling topics, your marketing team creates a panel discussion video series on those challenging topics.
- Customers that showed a higher interest in a particular product feature within emails had higher retention rates. Noting this connection, the product team puts more attention on this product feature during the in-app product tour.

All you need to reap the benefits of this system is to be open and willing to receive insights.

Once you've learned a new piece of information from another department, you can implement it as you see fit. Use the ideas to create or edit campaigns, prioritize spending, or adjust targeting. After implementation of this tactic you might be wondering how you went so long without realizing the insights you needed where right there in front of you, hiding in plain sight.

Learning to find and use insights from other departments for the good of the entire marketing mix may take some time, and that's okay. The best place to start is by sharing these ideas with your entire team and start having discussions about putting it into practice.

These steps might feel overwhelming – a new system and business ideology can be daunting. Luckily we are right at home so if you would like to consult an expert and take your marketing to the next level, don't hesitate, contact us.

We are Engagement Factory, a customer engagement agency to the core. Driven to help our clients transform into a customer-centric business, we do so by combining strategy and insights, fuelled by creativity and technology. By delivering compelling experiences throughout the customer journey, we enable our clients to build long-lasting customer relationships. From our main base in the vibrant heart of Europe's tech hub, the Netherlands, we operate across the globe. Our international team empowers local support, from Sweden to South Africa – and everywhere in between.

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