



Hairy Goat
DESIGN



EMAIL MARKETING MADE EASY



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Top 5 reasons to use us as part of your marketing strategy

1. it works!

The biggest selling point for email marketing is simply that it works! Email marketing gets results, and gets them for less cost than other marketing methods.

Why email marketing works

- **It's cost effective** - While the cost of actually designing your email creative can be comparable to direct mail, the big savings start when you consider there are no printing costs and you can get your message delivered for 2p per recipient. Also you only pay for people you are actually sending to - instead of shot-gunning out to the world at large.
- **It's immediate** - Email generates an immediate response, instead of waiting for a subscriber to visit your site you can get your message to them when it counts. The majority of your recipients will see your message in the first 24-48 hours.
- **It's relevant** - Email makes it easy to segment your subscribers using a variety of criteria like demographics and past campaign behaviour (such as clicking a certain link). This way you can ensure your message goes to the individuals most likely to be interested in your offer.
- **It's completely measureable** - More than any other form of marketing, email can provide actionable data on the results it generates. Keep track of who opened your email and when, what topics they were interested in, who forwarded it on to a friend, how many sales were generated and much more.
- **Get in closer contact with customers** - It doesn't rely on your customer remembering to visit your site, or seeing a print advertisement.
- **Personalise emails** - to suit the particular interests of that customer, instead of sending a generic brochure.



2. you can measure it working

One of the frustrations with many marketing activities is that it can be very hard to tell what is working, and what is just costing money. When you conduct email marketing with us, you can see very quickly what is working, and what is not. Here are some examples of the reports you get with us.



Campaign snapshot

See how your email campaign has performed at a glance. Find out how many recipients opened your email, clicked a link, unsubscribed, forwarded your email to a friend and loads more.



Opens Over Time

Our simple Opens Over Time Report shows exactly who is checking out your email, how many times they're doing it, and when they did it. You can get an overview for the life of the campaign or drill down all the way to minute by minute detail.



Recipient Activity

Our recipient activity report lets you get down to some serious detail on your campaign. Easily see who opened, who clicked, who bounced and who unsubscribed. You can even search for a specific subscriber to see exactly what they did with your email.

3. it's easy to manage

If you have tried email marketing in the past, you may have been overwhelmed by unsubscribe requests, or bounces coming back to you. Or you might have tried a system that was just not fun to use.

We can offer something better - automated processes that handle all the tedious subscribing, makes sure people can get off the list when they want to, and keeps track of emails that bounce. How much time did you used to spend doing those things?

4. its flexible

- You could feature a different product each week, and offer special prices to frequent buyers.
- Maybe you can have case studies of customers using your service, and can segment your lists to send them to other potential customers in similar industries.
- You could email customers who have been out of touch for a little while, and ask if they have any suggestions.

5. view a working example

Want to view a working email design online? Or do you want to see a sample email in your mail client inbox? Seeing the real thing is much more convincing than words and graphs! Email us to request a sample.

[view email online](#)

[request email sample](#)



Different types of email marketing we offer

To a lot of people, the term “email marketing” automatically conjures images of an email intent on one thing - selling. In actual fact, there are a number of types of email communications, some of which are not directly sales related but can certainly contribute to your bottom line in other ways.

Quick Announcements

Often called postcard emails, these are simple, brief announcements you might want to make, informing customers of a special offer, a popular new product or quick fire sale. These types of emails are typically restricted to a single call-to-action and should be easy for the recipient to scan in a few seconds. Here are 2 quick examples of a quick announcement in action.



Email Newsletters

The primary purpose of an email newsletter is to build upon the relationship you have with your own customers. Of course, this might (and should) indirectly result in an increase in sales, but the focus should be on providing relevant, useful content your subscribers might be interested in.

Often the content isn't directly related to your products either. For example, an online grocer might send a monthly newsletter featuring a few recipes, a story on the benefits of organic produce and a column with exercising tips. To get the creative ideas flowing, here are two quick examples of great looking email newsletters.



◀ Catalog Emails

A catalog based email is fairly self explanatory, being an electronic version of a print brochure listing particular products, with the primary goal to encourage customers to purchase. Often catalog emails are referred to as newsletters, and admittedly the lines can get blurry sometimes.

Press Releases

If you have a list of media contacts that have given you permission to contact them, email press releases can be a great way to attract news coverage. Of course, there are a number of services that can distribute your press releases to the media, but maintaining your own list of media contacts can be a great way for you to send targeted, personalized press releases only to those contacts who will be interested.

One size does not fit all

When considering which types of email to use, it's important to remember that you don't need to take a one-size-fits-all approach. Some mail outs will be much more suited to email newsletters than one-off announcements, while the reverse might apply to others.

The best thing about email is that it's so measurable. Try a newsletter mailout for a month or two and then look at the results. Mix up the the topics you cover to see which garners the most interest. Try a different layout for each issue. As long as you stick to the expectations you set for your subscribers, use our creativity to find what works best.



Email marketing and the law - what you need to know about permission

What does it mean to ‘have permission to email’ someone? How can you ensure you meet our permission guidelines? By far the most important aspect of email marketing is the concept of permission. It’s the only thing separating you from the spammers of this world, but for many it remains a grey area. **It doesn’t need to be.** First of all, let’s clarify what spam is, and then what kind of permission you will need to use us.

This is so important, because not only will you land yourself in legal trouble if you don’t comply, but us as your designer can also end up at the wrong end of the law.

Being ‘legal’ is not enough - our definition of spam

While the **CAN-SPAM** laws are a step in the right direction for classifying and reducing spam, we don’t feel they go far enough. Our definition of spam goes beyond the laws in most countries and encompasses what we believe to be true permission email marketing.

[view CAN-SPAM laws](#)

Spam is any email you send to someone who hasn’t given you their direct permission to contact them on the topic of the email.

But that’s not enough. Permission is a fuzzy word open to interpretation. Let’s get into some specific scenarios so it’s clear what does and doesn’t constitute permission.



The type of permission you MUST have

You can only email subscribers using us if you obtained their permission in any of the following ways.



They opted in via your web site

This could either be through a newsletter subscribe form or by ticking a checkbox on another form. This checkbox cannot be checked by default and it must clearly explain that checking it will mean you will be contacting them by email.



They completed an offline form *and* indicated they wanted to be emailed

If someone completes an offline form like a survey or enters a competition, you can only contact them if it was explained to them that they would be contacted by email AND they ticked a box indicating they would like to be contacted.



They gave you their business card

If someone gives you their business card and you have explicitly asked for permission to add them to your list, you can contact them. If they dropped their business card in a fishbowl at a trade show, there must be a sign indicating they will be contacted by email about the specific topic.



They purchased something off you in the last 2 years

By making a purchase from you they have provided their permission implicitly. Feel free to email them but at the same time, we think it's always better to ask anyway, so why not include an opt-in checkbox as part of the checkout process.

Scenarios that DON'T equate to permission

Basically, anything outside the examples above doesn't equal permission in our eyes, but here are some examples to make sure we're crystal clear.



You obtained the email addresses from a third party

Whether you purchased a list, were provided one by a partner or bought a bankrupt competitor's customer list, those people never gave YOU permission to email them and they will consider your email spam. No matter the claims of the source of this list, you cannot email them with our system.



You scraped or "copy and pasted" the addresses from the Internet

Just because people publish their email address doesn't mean they want to hear from you.



You haven't emailed that address for more than 2 years

Permission doesn't age well. Even if you got their permission legitimately, they won't remember giving it to you. If you haven't sent something to that address in the last 2 years, you can't start now.

Got any more questions? Then drop us an email...

email us