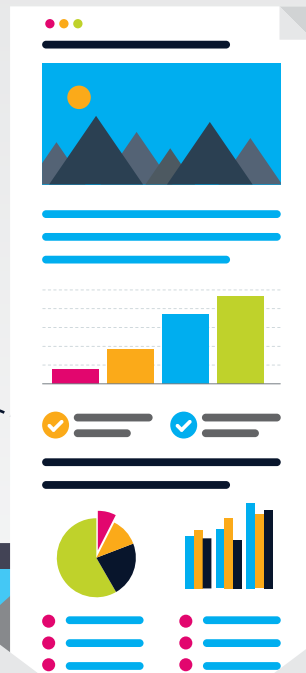# EMAIL MARKETING

Spitfire

Spitfire Communications can help you with your email marketing — from simple to complex campaigns, we can engage your employees.

TIPS AND STRATEGIES

- **Brand it.** Coordinate your email design with your brand identity.

- **Keep the Design Simple.** Use a clean design with a clear call-to-action button. Do not use too much text. Make it easy to skim, by using bold section headings and easily digestible paragraphs with bullet points. Adequate white space improves readability.

- **Personalize it.** Emails with a personalized subject line have 50% higher open rates. *(Yes Lifecycle Marketing, 2017)*

- **Make it Fun!** 56% of brands using an emoji in their email subject line had a higher open rate than those that did not. *(Forbes, 2017)*

DID YOU KNOW?

Open rates have increased from 20.39% in 2019 to 25.2% in 2020.[1]
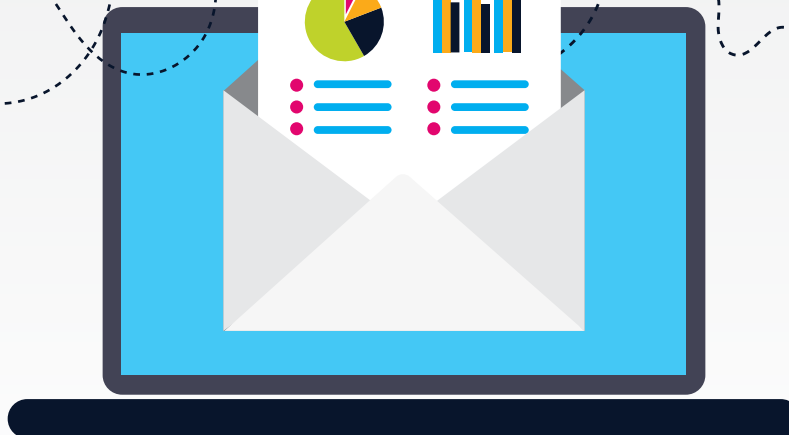
Tuesdays have the highest open rates.[1]

78% of marketers have seen an increase in email engagement over the last 12 months.[2]

[1] (Campaign Monitor, 2020 Global Emailing Marketing Benchmarks)

2 (Not Another State of Marketing, 2020)

THE PROCESS

DEFINE YOUR CAMPAIGN

TEST

DELIVER IMMEDIATELY OR SCHEDULE SENDING LATER

MEASURE CLICK RATES

REPORT BOUNCES, OPENS, ETC.

HOW CAN SPITFIRE HELP?

- Email Service Provider (ESP) setup
- Coordination with IT and HR staff
- Email testing
- Secure mailing list management
- Security and multi-factor authentication

- Comprehensive reporting and analytics
- Secure Personal Identifiable Information (PII) management and processing
- Personalized engagement
- Call-to-action campaigns
- Expertly designed and developed emails and/or matching landing pages

- Incorporate a survey or questionnaire
- Corporate/CEO messaging and announcements
- Event/meeting announcements and/or registration
- Program and culture engagement/launch/announcement

WHY SHOULD YOU USE AN EMAIL SERVICE PROVIDER (ESP) INSTEAD OF AN HTML EMAIL THROUGH AN EMAIL CLIENT?

- To track your email bounce rate
- Provide greater deliverability
- Mobile readiness with responsive formatting
- Comprehensive reports/analytics of your email campaign

- Ensure that all current email and mailing list requirements and standards are met
- Personalization
- Send from your own domain for legitimacy and to avoid being marked as spam and Domain-based Message Authentication, Reporting & Conformance (DMARC) authentication filters (DomainKeys Identified Mail (DKIM) and Sender Policy Framework (SPF) authentication)

If you'd like to learn more, please contact:

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