Find New Opportunities By Tracking Your Emails

OK, you can admit it. Tracking your emails and monitoring things like opens and clicks doesn’t exactly sound like the most exciting part of marketing your business. Plus it can be time consuming and you may not see the real potential in the task.

We all have been there. You work hard on your emails. You rack your brain to find the right words, and create a message you think your subscribers will enjoy. So once you hit send, you’re happy give yourself a pat on the back and call it a day.

But some local CEOs that are very serious about using email marketing effectively asked me about how to use the email data to improve their marketing. I had just gotten some advice on this topic from Miranda Paquet from Constant Contact. She gave some great ideas about using the data available from an email company like Constant Contact and I shared several with those CEOs.

The first thing that Miranda taught me was that “Email marketing doesn’t end with a send”. One of the biggest benefits of using an email marketing service to do your email marketing is the ability to track key metrics like opens, clicks, bounce rates, and unsubscribes. But to really use email tracking effectively you need to go beyond vanity metrics — you need to take the information in your reports and do something with it. Let me illustrate with a couple of examples of how email tracking can create new opportunities for your business.

Idea # 1. Reward your most engaged subscribers.

➢ **Where to look:** Your clicks.

➢ **Why:** Seeing which subscribers are actively engaging with your information and clicking on your links will help you determine who is most engaged with your business. Recent data from Constant Contact revealed that 44 percent of all click-throughs come from 10 percent of clickers. These are your “super fans” and the people you want to reach out to drive sales and spread positive word-of-mouth for your business.

➢ **What to do next:** Take the contacts that have interacted with recent mailings, and add them to a list of VIP contacts. Send this group a special mailing to reward their interest. This could be an exclusive offer, a piece of helpful content, or information about joining a brand ambassador program.
Idea # 2. Reengage those who have lost interest

➢ **Where to look:** Did Not Opens

➢ **Why:** Not everyone who joins your list will stay engaged, but reminding subscribers of their importance and giving them a chance to reconnect with you could regain their attention. This can increase your open rates for future emails and ensure your business stays top of mind with contacts that have started to tune you out.

➢ **What to do next:** Send a special offer or incentive to encourage subscribers to reconnect with you. Maybe a “We miss you” coupon. You could also send them a quick survey to gather more insight into what’s interesting to them. Ask two or three quick questions, like what products/services they are most interested in and how often they want to hear from you.

I will share a few more ideas about this important marketing topic in my next column.

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