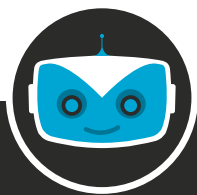


THE SECRETS

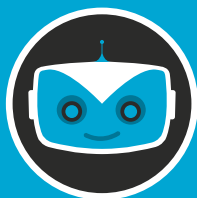
— of email marketing —



cyberimpact

SUMMARY

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Why run an email marketing campaign



9 Reasons to Run an Email Marketing Campaign

Every business that sells something strives to **communicate effectively with its customers and boost its sales**. There is a host of tools out there to do just that, from social media and online marketing to public relations and advertising. Within this range of solutions, there's **one that stands out for its simplicity, effectiveness and low cost: email marketing**.

In the following paragraphs, we'll explain why it is crucial to integrate email marketing into your promotional strategy.



1 - Everyone has an email account

There are more than 3.2 billion email addresses in the world today, 95% of online consumers have an email account, and 91% check their email at least once a day^[1]. Do you know of any other medium with a better penetration rate? We don't. Email is such an integral part of our lives that it's not going anywhere anytime soon.

2 - Each email is processed individually

Unlike social media, where your message appears as part of a news thread, emails are processed individually—this results in a **special connection between your brand and the person reading your message**.

Plus, unless your reader knows how to activate filters to automatically classify different types of email, each message will remain visible in their inbox until they have taken action. It's up to you to set yourself apart.

3 - It's low-cost and high-profit

Sending a letter can prove to be expensive when you calculate the cost of printing, postage, and envelope-stuffing. For less than a penny, you can send the same message by email, and it'll reach the recipient's inbox instantly.

What's more, according to [The Direct Marketing Association \(UK\) Ltd.](#), email marketing generated an ROI of \$74 in 2014 (a 53% increase over 2013). In other words, companies made \$74 for every \$1 they invested.

No other marketing approach is as economical, effective or profitable.

4 - It's measurable

How many people opened your email? How many clicked on links? Who clicked on which links? This is just some of the information available to you when you use Cyberimpact for your email marketing campaign. Combine these statistics with those from your website, and you can accurately measure the financial spinoffs from your email marketing activities.

Interested in doing telephone follow-ups? Target the people who opened your email or clicked on a specific link.

Email marketing offers a wide range of possibilities for measuring customer engagement. All you have to do is decide how you want to go about it.

5 - It's a highly effective way to inform customers and win their loyalty

The more your customers know about you, the more likely they are to 1) buy your products or services, and 2) recommend you. So, keep them in the loop about what your business activities are. An e-newsletter is your best bet, and be sure to include sections like News, Promotions and Advice. Most importantly, be sure to provide information that is relevant and interesting to your customers in order to earn their loyalty.

It's said that 80% of a company's sales stem from 20% of its customers. Many businesses opt for business development strategies focused on building up new clienteles, instead of increasing repeat sales and/or average spending among their current customers. Are you sitting on a gold mine?

6 - It's the promotional tool par excellence

According to a 2012 study, 77% of consumers prefer to receive promotional content by email, compared to 4% through Facebook and 0% through LinkedIn^[2]. The best part of this is that people like receiving well-targeted promotions. If you send a discount coupon to a customer who is interested in the product in question, it's a safe bet that you've just prompted them to buy the product. What's more, a 2013 [Nielsen survey](#) revealed that 27% of U.S. online shoppers subscribe to store or product emails.

7 - It's mobile-compatible

A study by [Pew Research Center](#) found that 52% of U.S. cell phone owners read their email on their smartphone. Mobile-friendly emails, such as those offered by Cyberimpact, means your content arrives directly in the hands of each recipient, which is no small feat. Email is also more effective than SMS (text messages)—it's free to receive, which is not always the case for text messages, and it allows you to include a lot more content.

The trend of checking email from smartphones is growing steadily. Therefore, it's increasingly important to use a solution optimized for mobile devices for your email marketing initiatives.

8 - It's eco-friendly

Imagine all the paper, stamps and gasoline involved in mail delivery that's saved by opting for email. Not that it's the first thing on the minds of email marketers, but for those of us who are earth-conscious, it's definitely a plus.

9 - It's simple

Today, you no longer have to be a marketing or programming expert to run an email marketing campaign. With Cyberimpact, all you have to do is choose the template you want, adapt it to your needs using our simplified editing software, and you're good to go. No technical expertise required.

To see just how simple it is, watch this short video.



Conclusion

To summarize, email marketing is simple, effective and economical. There's no other way that lets you communicate directly with each of your contacts for less than a penny per message. For growing businesses with little time and no marketing budget to speak of, it allows you to reach customers, share information, and generate sales.

The best part is that email marketing is simple and easy, especially with Cyberimpact. So go ahead, choose this proven marketing strategy, and get started today!

¹ Source: [Exact Target](#)

² [Exact Target](#) : [2012 Channel Preferences Study](#)

Your email content



Without Content, You've Got Nothing

In this chapter, we'll discuss the very core of your email marketing strategy—the content. Follow these 6 rules of thumb for email success.



1 - Put yourself in your readers' shoes

The people on your mailing list have given you permission to communicate with them by email. This is a privilege and is not to be taken lightly. Put yourself in their place. What do they want? To be informed and to feel like they're getting special treatment? Create your content accordingly. **The content doesn't have to be long and drawn out**—on the contrary, it has to be relevant.

Don't try to sell anything. Obviously, the ultimate goal of your marketing efforts is to increase sales. The newsletter's purpose, however, is to inform customers and grab their attention. That's what will help ensure you're top-of-mind when it's time for them to make a purchase or refer a company.

2 - Create quality content

Content is central to your newsletter. The higher the quality of its content, the more memorable it will be. Avoid overly corporate content; it should be informative yet entertaining. This will give your newsletter some personality and ensure it stands out from the crowd.

Here are some content ideas:

- New products or features
- News about your business or an award you recently won

- Blog article
- Tips and tutorials
- Webinars
- Contest and contest winners
- Customer testimonials
- Graphic design
- Analysis, white paper
- Industry news
- Events calendars, important dates
- Interesting facts and quotes
- Seasonal announcements

Always ask yourself the following questions when creating content:

Will my readers find this content interesting?

What value does this content have for them?

If you can't confidently answer these questions, it's time to rethink your content.

3 - Use catchy titles and action verbs

We often spend a lot of time drafting an article but little time on the title, and that's a mistake. Headlines are what grab attention... so don't neglect them! A **catchy title is short, clear and to the point**. The aim is to pique readers' interest, and using the imperative is often effective, e.g. "Boost your revenue by 150% with our product."

Action verbs incite people to take action, so use them to inspire your readers to click on your links. Instead of "The full article," write "Read

the full article." Use the imperative, such as *click, watch, discover, find, and download* to get your readers to act.

4 - Keep it short

Your readers receive countless emails every day. Make sure your message is brief, relevant and above all easy to understand. Use short paragraphs with concise sentences. Encourage your readers to click a link to your site to see the full article. Once on your site, they'll find and share other articles you've published.

Put your most important content up top. The longer your newsletter, the greater the risk that readers will lose interest. And it shouldn't be any longer than two screen lengths. If you're struggling to keep it short, a useful tip is to add a clickable table of contents at the beginning of your newsletter. Better yet, divide your content into several newsletters.

5 - Draw inspiration from what you love

You yourself undoubtedly subscribe to newsletters. Which ones grab your attention? What tone do they use? How are they laid out? Be inspired by what you like and adapt it to your business needs. If you're passionate about it, chances are your readers will be too.

6 - Use eye-popping images

They say that a picture is worth a thousand words. Just imagine how far a beautiful photo can go in illustrating your products and services to win over your customers. That's why it's crucial to include a few captivating images in your newsletter. Use your own photos whenever possible—with today's cameras and editing software, it's easier than ever to create high-quality shots, without having to be a professional photographer.

Conclusion

To recap, content is the core of your newsletter. To create it, put yourself in the readers' shoes. What are their interests? What type of

information could you offer to inform or help them? The better you can answer these questions, the better you'll be at writing newsletters that your customers will read and share.

Importance of a good title



The Art of Writing a Compelling Subject Line

As the saying goes, you only get one chance to make a good first impression, and that certainly applies to emails as well. Since the subject line is the first thing readers see, it's crucial that you pay it extra special attention so you can to maximize your open rates.

So how do you craft a subject line that **allows your email to stand out** in in a crowded inbox?



Be relevant while piquing curiosity

Avoid using the standard advertising formula (e.g. Make your dreams come true). This can seem contradictory, but with all the spam out there, Internet users have learned to be wary of this type of email. And so they should be.

Instead, keep it **short and simple**. State what your email is about rather than trying to sell something. This way, the reader knows what to expect. Here's a perfect example: *Winter 2019 newsletter*. The open rate for this email was an impressive 71%.

Be sure your email is relevant to your audience. Try to **look at it from their perspective**, not your own. Here's another good example: *Download your 2018 log book*. The offer speaks to the reader, and if they're interested in the log book, they'll know what to do—download it. The open rate for this email was an enviable 76%.

Here are some Do's:

- Keep the title short (ideally less than 50 characters).
- If your email is promoting something, use subject lines in the form of questions—they yield better results. Think of the questions your customers ask most often, and go with those.
- Use uppercase letters sparingly—a word or two at most, and only when absolutely necessary for you to stand out. In most cases, it's best to avoid them altogether.
- Similarly, be frugal with your exclamation points—they tend to be overused.

Here are some Don'ts:

- Use special characters and symbols. It looks unprofessional.
- Cheat by forwarding the email, as if the email came from a third party.
- Include the recipient's name in the subject line. Studies have shown that this lowers the open rate.

A few examples of effective subject lines

Subject line	Open rate
2019 Day camps—important documents	77 %
Download your 2018 log book	76 %
Treat yourself to a trip down south: Offer for December 11	74 %
Your date with a pop star	72 %
WINTER 2019 newsletter	71 %
Customer's name - Limited-time promotion	70 %
<i>New contest from customer's name</i>	68 %
<i>Discount at customer's name</i>	66 %

And a few examples of what to avoid

Subject line	Open rate
Best prices in town!	7 %
As discussed	7 %
The deadline is approaching!	9 %
Visit our new website!	10%
Reason to celebrate!	11 %
Unbeatable offers!	12 %
This summer, celebrate!	14 %
Mix work with pleasure	14 %

Actual data compiled by Cyberimpact.

Conclusion

Writing an effective subject line is not easy, but it's probably the step with the greatest impact on your open rate. That's why it's worth your time and energy. So start writing, and you'll be an expert in no time..

Graphic design



The Secrets to an Effective Email Design

Designing an email is undoubtedly the most intimidating step if you've never done it before. But if you follow a few rules of thumb, the results can be astounding. A well-conceived design will also reflect your professionalism.

Before you dive into designing your first email, identify the types of content that will appear in each email—promotions, news, training, product updates, holidays, and so on. Use them to develop a template for subsequent emails. This will:

1. Promote a habit among your readers, since each type of information will appear in the same place; this will allow readers to easily find the content that interests them.
2. Save you time, since you won't be starting from scratch each time.

Your email should have a primary objective and, if necessary, 2 or 3 secondary objectives. It is preferable to send shorter emails more often than to send longer ones less often..



Layout

Your business likely already has a brand image, promotional material and the like. Your email communications should be consistent with this brand identity, and it should have a similar look from one email to the next. You can, of course, customize the colours to match the season or the current promotion, but readers should always feel like the emails came from the same company.

The logo shouldn't be too prominent in a newsletter. Readers know who the email is from before opening it, so it's best to focus on the main purpose of the email.

People are increasingly reading their email on their mobile phone, and this should be taken into account in the design. On a mobile device, content will be displayed vertically, and images will be smaller, so any text included in them may not be legible. Feel free to use the mobile preview or to do a test email.

Keep the text short and add calls to action to encourage readers to visit your website for more information.

Calls to action

Whether their purpose is get the reader to buy, subscribe or seek more information, calls to action must be clear. They usually take the form of buttons or hyperlinks, and they often have a bold, distinctive colour so they stand out from the rest of the page. The chosen style of calls to action should be uniform throughout the email.



Images

Obviously, adding images can make an email more attractive. Use high-quality shots of your company if possible. Because your message is directed at customers or people who know you, be sure to project an image of your company that reflects who you are. With today's technology, it's easy, even for a novice, to take quality snapshots—even cell phones can produce good results when used properly.

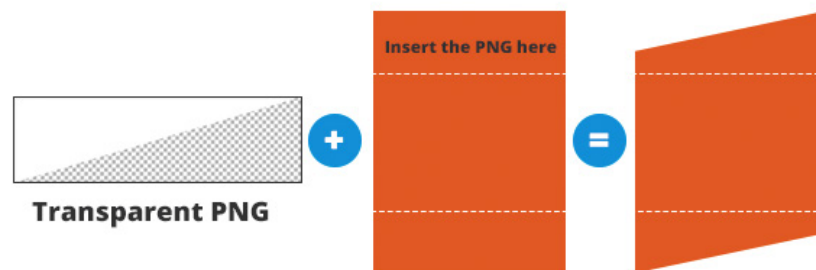
That being said, it is sometimes more appropriate to use stock photos. They can help illustrate a season or holiday, for example. These images are usually generic and high-quality. For just a few dollars, you

can purchase photos that will give your email a professional look. Here are a few sites to check out: [Istock](#), [Fotolia](#), [Adobe Stock](#).

Photos are great, but they're not everything! Remember that when people receive your email, the images have to be downloaded before being displayed on the screen. Your email must not only be legible, but also understood—regardless of whether the image displays.

Font

Consistency is once again key. It is recommended to use no more than two different fonts: a less common one for the main title and another for the body. You can play with bold and colour to emphasize certain elements. The body font should be no smaller than 14 pixels, but no larger than 16 pixels. The font size should be the same throughout, except for the titles and legal text. What's more, to ensure your email looks the way you want it to in all email applications, use web fonts.



Pro tip

Here's a little tip from the pros looking to instantly enhance the look of their emails: transparent PNG. It'll allow you to create more fluid designs. You can also change the look of an email in a few clicks by changing the background colour of a cell, e.g. Christmas gift template.

Conclusion

With Cyberimpact, you can create professional-looking designs with ease. In fact, the application includes several free templates. All you have to do is choose your favourite model and personalize it with your company colours.

To learn more about creating newsletters using our templates, check out this video: [CREATE A TEMPLATE](#)

10 Tips for Building up Your Mailing List



10 Tips for Building up Your Mailing List



Do you find your mailing list too short to run an effective email marketing campaign? Here are 10 tips to help you build it up.

1. Add a subscription form to your website

Each visitor to your site is either an existing or prospective customer. Give them the opportunity to sign up for your mailing list. Email marketing solutions like Cyberimpact allow you to easily add a subscription form to your site even if you aren't tech-savvy.

2. Add a subscription form to your Facebook page

Social media are all the rage—use them to your advantage by adding a subscription form to your Facebook page.

3. Talk to your customers

Every day, you speak to and exchange email with your customers. Ask them if you can add their name to your mailing list. The results might surprise you.

4. Hold a contest

Contests are one of the most effective ways of building up your mailing list. Organize an online (and in store, if possible) contest. The prize doesn't have to be spectacular to achieve good results. Remember to ask contestants for their consent before sending them email. Add a checkbox and the statement I would like to receive email

updates from company XY. This way, you'll comply with anti-spam legislation, and only people who are truly interested in your product or service will receive them.

5. Get your stationery to work for you

Do you send out invoices? If so, use them to encourage people to sign up for your mailing list. Be creative, and use your stationery to promote your list.

6. Mention it when networking

When you meet people at networking events, ask them if they'd be interested in receiving your e-newsletter. It's a good way to keep in touch.

7. Use trade shows and conferences to your advantage

Exhibiting at a trade show? Use it as an opportunity to ask visitors if you can add them to your mailing list.

8. Sign your emails

Mention your e-newsletter in your email signature, and invite people to sign up for it.

9. Team up

You surely know of a business in the same activity sector as yours and that is not one of your competitors. Work together to promote your services in your e-newsletters. For example, if your restaurant is located next to a theatre, ask the manager to write a brief synopsis of the next play and publish it in your newsletter. In exchange, you can publish an article of interest to theatre-goers.

10. Promote it in store

If your customers shop at your store, post an ad at the cash inviting them to sign up for your mailing list, to be the first to hear about sales

and promotion, or to have access to exclusive offers and events (such as invitation-only sales).

Should I buy an email list?

Absolutely not! Buying a list of email addresses is a complete waste of money. Here's why.

First, you can't trust the quality of the list. The people whose names appear on them did not give their consent. Do you honestly think that there are individuals out there who willingly check a box marked "Yes, it's okay with me if you sell my email address to anyone you'd like who will send me who knows what"? Would you?

Second, this approach is questionable when it comes to complying with **Canada's anti spam legislation**. Be sure you get a warranty of compliance with CASL from the seller, so you won't be held responsible if a problem arises. Otherwise, you could be subject to fines.

Besides, **it's not the size of the list that matters... it's the quality**. Sending an email to 10,000 people who have no interest in reading your message won't benefit you in any way, and you might even get some complaints. In addition, your reputation could be tarnished and you may be exposed to lawsuits. Sending an email to 500 people who know you and have a favourable opinion of your company, on the other hand, can only have positive spinoffs.

To ensure the best possible results, make sure your email contains information or an offer that will be of interest to the people on your mailing list. For example, if you're a massage therapist, your email should include tips on how to relax and a special offer on a new type of treatment.

Use these 10 techniques and your mailing list will continue to grow. Within a few months, you'll be surprised at how many people are on your list. All you have to do is to stay in touch with them with the help of Cyberimpact, the simplest email marketing solution on the market.

CASL



How to Comply with Canada's Anti-Spam Legislation

Canada's anti-spam legislation (CASL) took effect on July 1, 2014. To help you better understand the law and how to go about your email marketing activities worry-free, we're sharing the answers to the 10 most frequently asked questions on the subject.



1. How does the CASL affect the way I communicate?

The CASL governs all **commercial electronic messages sent to an electronic address**, whether it be an email, SMS (text message) or post on social media. The law defines messages of commercial nature as any **electronic message whose purpose is to promote a product, person, service or business opportunity**, with or without expectation of profit. For example: an offer to purchase, sell or lease a product, services, or land; an offer to provide a business or investment opportunity, etc.

From now on, you must have the **express or implied consent** of the recipient of the commercial electronic message. Otherwise, you are violating the law, and penalties can be costly.

Many people think it means they can no longer promote their product or service by email, but this is not the case at all. You can still use email marketing, and it's still the most profitable and effective way to promote your product or service. The law simply promotes good practices and penalizes those who bog down people's inboxes with spam.

2. What's the difference between express and implied consent?

When someone agrees to receive your communications (e.g. by subscribing to your e newsletter), they are giving their **express consent**.

When you can show that you have a business relationship with someone without their having agreed to receive your communications, this is considered implied consent. The following are considered cases of implied consent:

For published emails without a statement saying the owner doesn't want to be contacted (e.g. list of members of a chamber of commerce, association directory), print the web page as tangible proof. Keep in mind, however, that any email you send must be relevant to the person's business or role in said business.

- ✓ CONTRACT (24 months)
- ✓ PURCHASE (24 months)
- ✓ ONGOING PRIVATE RELATIONSHIP
- ✓ REQUEST FOR INFORMATION (6 months)
- ✓ REQUEST FOR QUOTE (6 months)
- ✓ BUSINESS CARD
- ✓ PUBLICLY POSTED EMAIL ADDRESSES RELATED TO YOUR FIELD OF ACTIVITY

At the end of the implied consent period, you must stop all communications with the person in question, unless you've obtained their express consent—electronic, verbal or written—before the deadline.

3. Is it okay to request the express consent of people for whom you have implied consent?

Yes.

This is the best way to go about it. A business has a grace period of two years from the time a customer purchases or leases goods or services to send them commercial email.

If a customer requests information or a quote, the period is 6 months. It would therefore be wise to request their express consent during this time.

4. What happens to long-time subscribers for whom there is no proof of consent? Must all electronic communications be stopped?

No, you can continue communicating with them if you have proof that you were in contact with them prior to the date the CASL came into force. However, ideally you should obtain their express consent.

5. Can express consent be given verbally?

Verbal consent is allowed, but the burden of proof is on you. The law stipulates two types of proof: verification by an independent third party or a complete audio recording of consent being given.

Nonetheless, to avoid hassles, it is preferable to direct your customer or prospect to the subscription form on your website. This way, they will enter their email address and thereby provide their express consent.

6. What information should be included in the paper consent form for it to be considered express consent?

The form must include:

- information allowing the sender to be identified;

- the purpose for which the consent is being requested, in clear and legible terms (newsletter, promotion, contest, etc.);
- a statement to the effect that the person can unsubscribe at any time.

Example of a statement of consent (with box to check):

I consent to receiving Company X's newsletter, which includes news, updates and promotions related to the company's products. I am aware that I can unsubscribe at any time.

It is very important to keep a record of paper consent forms as proof.

7. Must I keep the proof of the consents I have obtained?

Yes, it's very important!

We suggest that you start a log of the consents you obtain, since, in the event of a complaint, the burden of proof is on the sender to show they had permission to communicate with the person who filed the complaint.

Keep close track of all paper and electronic consents, as well as all audio recordings and file them in such a way that they will be easy to find if needed.

For electronic consent, you must keep a database with the date, time and subject of the consent, as well as how it was obtained. A few email marketing solutions, such as Cyberimpact, automatically record this information for you.

8. Aside from subscribers' consent, what are the other major obligations under the CASL

Sender identification

The electronic communication must include the sender's identity

(commercial name) and that of the person in whose name the message was sent, as applicable (including affiliated companies).

It must also include the information needed to communicate easily with the sender (business or person):

- their mailing address and one of the following:
- the telephone number of an agent or voicemail system
- sender's email or web address (or the person in whose name the consent is being requested)
- or reference to this information posted on a web page (e.g. for a mobile phone screen)

Unsubscribe mechanism

The CASL requires that you offer your subscribers an easy-to-use unsubscribe mechanism that works. The most important thing to remember is that your unsubscribe mechanism must remain functional for 60 days after you send your email. Once someone sends a request to unsubscribe, you have up to 10 business days to process it. It's best to do so as soon as possible. You are also required to keep an up-to-date log of proof showing the date and time you processed the request.

Most **email marketing solutions like Cyberimpact** automatically manage these two functions. A footnote is added to each email sent, containing the sender's information and an unsubscribe link. The beauty of these systems is that they prevent you from having to reimport the people who unsubscribed from your list, thereby avoiding costly errors.

9. Is buying email lists allowed?

Technically speaking, yes.

However, this practice is not advisable, since in addition to possibly tarnishing your reputation, purchased email lists rarely yield good

results. If you decide to go ahead and buy one anyway, we **suggest that you require a guarantee of CASL compliance from the vendor** so they are held liable in case there is a problem.

10. Is email prospecting possible under the CASL?

Absolutely. You can prospect by email provided that you following the rules prescribed by law (mentioned above). The good news is, these rules are in fact good practices based on common sense.

The biggest challenge is often building your contact list, and this is what the CASL regulates. It is now required to have the implied or express consent of each contact as well as proof (paper or electronic) of their consent.

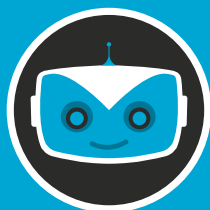
En conclusion

Canada's anti-spam legislation is intended to introduce major reforms in the business communication practices of any company or organization that sends commercial electronic messages. Simply put, it's the **law of common sense**, that is, it stipulates that emails should only be sent to people who want to receive them.

The law is meant as an opportunity for those who demonstrate good business practices, and now's the time to clean up your database and keep only the contacts that want to receive our communications. As we often say at conferences, it's not the size of your list that matters, but its quality. And now that the CASL has come into force, this is truer than ever.

We developed Cyberimpact to be the easiest, most effective tool to help you comply with the CASL, and we've succeeded. Our automated consent management technology allows you to send email with total peace of mind and without having to understand all the subtleties of the anti-spam law. If you haven't already done so, try Cyberimpact for free today.

Ready, set, go



cyberimpact

Are you ready?

Over the last pages, we have discussed best practices and provided you with tips on running a successful email marketing campaign.

Now it's time to put what you've learned into practice.

We welcome you to try Cyberimpact for free so that you can create your first email by personalizing one of our professionally designed templates.

For more information, visit www.cyberimpact.com/en/