

# Set & Forget Marketing™



*Shortcuts Set & Forget Marketing Guidelines to Getting your Emails Opened, Read and Acted On!*

How do you master the art of getting and keeping client attention in our emails? What should you write in our emails? Not an uncommon dilemma! Here are some guidelines used by email marketing experts when preparing emails to ensure good open rates and ultimately the resulting activity that results in more business!



## 1. Don't shout

First, we have to recognise that shouting just won't work anymore. The old forms of advertising that made lots of noise and used lots of impressions to break through the clutter are just not working anymore. There is already too much noise and we simply tune out – don't be one of those that gets tuned out. Keep it simple, to the point and significant.

## 2. Turn up the signal

Instead of shouting, hone in on what your audience wants. People want the relevant stuff, they want the stuff they care about to get through to them. So what is this 'signal'? What do customers want to hear? The signal they care about is highly personal. It depends on their situation and it depends on what they need right now. Understanding this helps us to focus on ways of capturing attention. Try sending a survey to your clients to understand what they need and want from you and your business.

## 3. It's not about you

They really don't care what you do, how you do it, why you do it or anything about you or your business. They care about their lives, their family, their business and they care about the problems they have. They want to hear content that is relevant to what they are thinking about. If you can deliver compelling content focused on their specific needs, you will get their attention and they will listen.

## 4. Forget the hard sell

The hard sell of the past is no longer an effective marketing tool. You should present your messages rather than enforce them. No one likes to be told anymore, they prefer to listen, evaluate and possibly accept... "Here is our message – but it's up to you".

Your clients are interested in the:

1. Cost
2. Quality
3. Service
4. Experience

Ensure you cover off on these topics in your emails.

## Clean Client Database

At Shortcuts we've been going on for years about how important it is to collect and maintain a clean client database. These days it is more important than ever! You must make all efforts to collect and keep up-to-date the following information on your clients – at minimum!

- Email Address
- Mobile Number
- Date of Birth
- Gender

## Fundamental Email Marketing Do's and Don'ts

Do	Don't
<b>Only email people with whom you already have a prior relationship.</b> <i>Psst! - Shortcuts Set &amp; Forget™ Marketing uses information collected from Shortcuts to prepare email campaigns to your clients that are relevant.</i>	'Cold call' by email – Blanket emails aren't effective and cost you their attention in the future.
<b>Acquire and use client information responsibly.</b>	Abuse client information.
<b>Customise and personalise email content using personalised fields.</b> <i>Psst! - Shortcuts Set &amp; Forget™ Marketing provides the ability to use personalised fields.</i>	Make emails appear generic and impersonal. Don't use 'Dear Patron' or 'Dear Salon Client' – that is NOT their name!
<b>Control the frequency of campaigns by email – emailing a client 8 to 10 times a year is ideal.</b> <i>Psst! - Shortcuts Set &amp; Forget™ Marketing provides you with the exact number of campaign templates to meet this criteria.</i>	Send too many campaigns. Bombarding their inbox just makes them shut you out.
<b>Ask your recipients to add you to their save sender and safe recipients list.</b>	Forget to tell you clients about the advantages of receiving emails from you.
<b>Include special offers and exclusive deals in your campaigns.</b>	Send campaigns that are purely announcement based.
<b>Monitor your email campaign open rates and opt outs.</b> <i>Psst! - Shortcuts Set &amp; Forget Marketing will email you regularly with these figures.</i>	Ignore bad email open and unsubscribe (opt out) rates. This is a good indication that your email marketing is not being well received and needs to be reviewed.
<b>Allow email recipients to unsubscribe if they do not wish to receive emails from you.</b> <i>Psst! - Shortcuts Set &amp; Forget Marketing ensures you have proper unsubscribe links to be compliant and considerate.</i>	Remove or omit any unsubscribe (opt out) option from your emails.
<b>Include a privacy and permission statement at the bottom of your campaign.</b> <i>Psst! - Shortcuts Set &amp; Forget Marketing ensures a privacy policy link is on every email</i>	Send generic blanket campaigns to your whole database regularly.

### Open Rates

You should be aiming for the following open rate benchmarks:

- 30% – Set and Forget Personal Campaigns
- 15% – Broadcast Campaigns

### How to Avoid Getting Junked

Did you know that approximately 10–20% of emails get lost in cyberspace? Mostly due to spam filters? Unfortunately, there is no quick fix. The only way to avoid spam filters is to understand how they work. Generally speaking, spam filters look at a long list of criteria to judge whether or not your email is junk.

Spam filters basically assign points each time they see certain phrases. Certain criteria get more points than others. Here's a sample of criteria from Spam Assassin, one of the most popular spam filters out there:

- Talks about lots of money [.193 points]
- Describes some sort of breakthrough [.232 points]
- Looks like mortgage pitch [.297 points]
- Contains urgent matter [.288 points]
- Money back guarantee [2.051 points]
- Why Pay More? [1.249 points]

If your campaign's total "spam score" exceeds a certain threshold, your email is sent to the junk folder. You're probably going to ask "What's the threshold I need to stay under?" Sorry, but the threshold is different for every server. It's determined by the person who installed the spam filter software. And to make it worse, they constantly change how they look at the emails to detect SPAM emails that try to get around these rules. You have to stay on top of the latest criteria to make sure your messages are received.

### Avoid these common mistakes

These are the most common mistakes we see new email marketers make, which result in accidental spam filtering.

- Going crazy with exclamation marks!!!!!!
- USING ALL CAPS, WHICH IS LIKE YELLING IN EMAIL
- Colouring their fonts bright red, or green
- Using font sizes that are 2+ or bigger
- Creating an email that's nothing but one big image, with no text

Some common phrases that can trigger spam filters:

- Subject line starts with "free"
- Subject line contains FREE in all caps
- The word "free" in certain phrases (e.g. free offer, free leads, free access, free preview)
- Certain words like "GUARANTEE" in all caps
- "Click here!" or "Once in a lifetime opportunity!"
- "What are you waiting for?", "While supplies last" or "While you sleep"
- "Money back guarantee"

### How can I tell if my emails were spam filtered?

How can you tell if your campaign ended up in recipients' junk folders? For starters, look at your open rate. If it suddenly dropped from your average, you probably have a spam filter problem. If you're new to email marketing, 20–30% is a rough open rate average.

The great news is that Shortcuts Set & Forget™ Marketing email templates are especially designed to avoid being junked and generally get over 30% open rate. So, stick closely to them and you will be fine!

**Shortcuts Set & Forget Marketing email templates and campaigns have been created using these guidelines and they consistently achieve the open rate benchmarks! You focus on good client info and we'll make sure your emails get to your clients!**