Data Sheet

EMAIL MARKETING AUDIT

Mailigen

IT'S TIME FOR AN EMAIL MARKETING AUDIT

Marketing is easier to measure than ever before, so why do so few marketers fully leverage data and analytic tools? Do you think most marketers truly know if they are achieving a positive or negative return on their marketing investment? According to a report by Econsultancy and Adestra, 42% of email marketers do not know their return on investment from email marketing. And 70% of email marketers say they don't have enough staff to prove ROI (EmailStatCenter.com "Compensation & Resources Study"). Say what? When according to the Marketing Science Institute a 100% increase in marketing expenditure only translates to a 1% increase in sales, you better know your strategies and tactics are the right ones for ROI.

Measurement of performance is one of the fundamentals to marketing best practices and increasing your ROI. You would be hard pressed to find a methodology or framework out there that doesn't incorporate measurement as a key pillar. So why do so many marketers avoid this step or say they don't have enough bandwidth to exercise this step? Perhaps it's because they don't know what to measure and when to measure it, or even where to start. In email marketing, often you do it because everyone does, but do you know if it actually delivers value

to your programs? It's time to find out.

Information gained through analysis gives you defendable direction for your decisions. It also enables you to judge the success of your email marketing campaigns in the context of organizational success, which in most companies translates into more funding for your ideas. Evaluation is not just a process step you can choose to do (or not do), it's a discipline. Running an email marketing audit will allow you to identify and understand the critical factors influencing the performance of your campaigns and make adjustments for improved performance.

WHY AUDIT

Need some reasons for conducting an email marketing audit? Here's a few:

Messaging	Marketing Budgeting	Internal Impact	Tool Performance
Understand how the audience consumes your content	Track your budget effectiveness	Increase sales	Track performance of marketing tests
Understand the performance of your message structure	Achieve support for marketing budget	Share results and celebrate wins	Monitor changes in brand awareness
Monitor effectiveness of message content	Use data to enchance internal business discussions	Track the connection between media channels and sales	Track sales conversions
Monitor content performance trends over time	Use test results to impact decisions for larger marketing initiatives	Identify the need for resources or training	Assess the capability of the digital marketing platforms in your tool set

Auditing allows you to figure out what works, and more importantly what doesn't. Knowing these details gives you the ability to make better choices and establish the value of your email marketing programs. This inquisitive approach is a learning tool to help you understand the significance of your actions and uncover sources of variation.

CONDUCT THE AUDIT

Many marketing teams create organizational silos, with Data and Analytics in it's own team. I would argue understanding data and analytics is a core competency of any marketer and a key part of their ability to know if their day to day actions are impacting ROI. If you have a difficult time understanding data or reading spreadsheets, the good news is email service providers (ESP) have made gathering and deciphering data points easier than ever. So the key question is – what should you audit? To begin improving performance you need to define what data exists, where it resides, what data you actually need and how that data can be obtained. The quality and consistency of data can vary, depending on your ESP and internal processes. To get started, baseline by using what you have and document the gaps so you can create the mechanisms to gather that data for your next program review. Remember a lot of marketing data focuses on the marketing effort cost rather than actual results, but when collected data is a ratio of cost and effort to results you have better ROI intelligence.

For individual campaigns, Bplans.com offers a great Campaign ROI Calculator. But for overall program performance, we recommend you review these key components of your program:

OBJECTIVES

- Is your program aligned with business objectives?

SHARE OF VOICE

- What are your measures, specifically open rates and click through rates?
- What are the trends in these measures over time?
- Do you have a presence on social media channels?
- Are your followers in the relevant industries?
- Have you integrated social with your email marketing?
- Are your social profiles completed?
- Do your social profiles include your links to your email sign up form?
- Do you track likes, followers, subscribers, views, image views, comments and shares?

DESIGN & DELIVERY

- Can a user easily/intuitively subscribe to your program?
- Can the user learn about the benefits of your program while subscribing?

- How are graphic elements used?
- Are you tracking how your audience responds to content? Is your measure action based?
- What is the response the call to action?
- How quickly do the graphics load?
- Can the user easily share the email message?
- Does the email header inspire the subscriber to open?
- Can the message stand on its own without graphics?
- How long does it take to read through the copy? How long into the copy is the call to action?
- Can the message be easily read on mobile devices?
- Can the customer control their email profile and update their preferences?
- Does the email footer instill trust? Is your security policy easy to access?

CONTENT DEVELOPMENT

- Do you have a content strategy?
- Does your strategy inspire sharing?
- Do you have content contributors assigned?
- How is the content performing per the contributor?
- Do you have an editorial calendar?
- Does the calendar integrate with your other marketing efforts and timing?
- What content assets are you using?
- How are the assets performing by type?
- Is the content engaging?
- Can the subscriber take action?

LEAD GENERATION & CONVERSION

- Are your email campaigns designed with conversion in mind?
- Do you have clear calls to action in your message?
- Do you clean email lists of inactive users?
- Are you missing an opportunity to collect email addresses?
- Do you segment and target users on interactions with the website?
- Do you segment and target users on past purchase behaviors?
- What is your rate of (web form) subscriber per visitor?
- What is your sign up form abandonment rate?

INTEGRATED MARKETING

- Are email sign ups accessible from your website?
- Are you cross linking subscribers from one channel to another?
- Are you driving traffic back to your website?
- Do you coordinate emails with promotions on the website or offline?
- Do you coordinate your email and online display ads?
- Do you run welcome autoresponders for newly registered users?
- Do you coordinate email and mobile marketing efforts?
- Are you asking your subscribers to register for your SMS program?

REPORTING & ANALYSIS

- Do you have objectives in place for awareness, influence, engagement and action?
- Do you have reporting capabilities in place?
- Have you set an operating system with consistent review of the measurement and reporting?
- Are there feedback loops in place?
- Who sees the measures?
- How are measures incorporated into decision making?

SUMMARY

So why should you calculate email marketing ROI? Because all successful marketing campaigns are based on numbers. ALL. And your marketing campaigns need funding to implement. By clearly attributing revenue to email ROI, calculating the ROI will convince executives and you of the efficiency and cost benefits of delivering marketing through email campaigns.

Mailigen has the easy to use tools you need to generate action with powerful email messages and newsletters and robust analytics for measuring your ROI. If you want to learn more about Mailigen, take it for a test drive before choosing your email marketing solution, we offer a 30 day free trial!

ABOUT US

Mailigen is Europe's leading email marketing automation software and services company. The SaaS offers email, mobile, social media marketing, and other managed services to customers in more than 100 countries worldwide. Mailigen brings international knowledge to local markets.

Mailigen is known for its integration with e-commerce platforms such as Magento and Shopify, and innovative email marketing features such as Responsive Online Surveys, Email Inbox Preview and Subject Line Advisor. To find out more, please visit mailigen.com.
Share your feedback with us - use hashtag #RiseAndTell

Are you just learning or maybe looking for ways to improve your email marketing skills?

We have created this document with best industry practices and helpful tips to be sure your are on the top of email marketing performance.

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