# ROADMAP FOR CREATING AN EFFECTIVE CPG MARKETING EMAIL CAMPAIGN

# EMAIL MARKETING HAS BEEN AROUND SINCE THE BEGINNING OF THE INTERNET, BUT IT IS STILL AN EXTREMELY EFFECTIVE WAY TO MARKET PRODUCTS AND BUILD YOUR CPG BRAND.

Used correctly, email can build relationships with customers and brand ambassadors and benefit your brand's bottom line at the same time.

There are 3.8 billion email users worldwide. Most professionals and many students, blue-collar workers, and non-workers use email to correspond with people they know, conduct business like paying bills and filing taxes, and get deals and updates for products and brands they purchase or want to purchase.

**CPG brands can use email marketing to do all of the following things:**

- Highlight products
- Launch and promote new products
- Offer deals and special sales to customers
- Promote your content
- Incentivize customers or leads to give you personal information that will help you target your ideal customer better.

# WHY USE EMAIL?

Even in this age of social media, email has a number of benefits for your CPG marketing. Every dollar spent on email marketing generates $38, which is a whopping return of 3800%.

Email leaves social media marketing in the dust, with a response rate 40 times higher than Facebook and Twitter combined. And two-thirds of customers said they have made a purchase based on an email they had received.

But you can't just throw any old email out there and see good results. Email marketing requires some know-how and a well-thought-out strategy in order to be successful.

# WHERE TO START

**You need to know two things in order to start an email marketing campaign:**

**1.** **Your buyer persona:** a description of the characteristics of your ideal customer, including age, gender, income, interests, and background.

**2.** **Campaign goals:** the response rate you hope to get, including open rate, click-through rate, and rate of purchases after reading the email.

The next step is to choose the type of email campaign you want to use. The main types of email campaigns used in CPG marketing are the following:

- Product announcements
- Content links or teasers
- Newsletters
- Event invitations
- Social media group promotion emails
- Lead nurturing emails

You can use different types of emails in the same email campaign, and it is probably good to do so. Many customers and leads will need multiple exposures before they will respond.

# BUILDING YOUR EMAIL LIST

Building an email list takes time and effort. You can build your list by including a subscribe link on all of your web pages and social media pages, providing resources like a free ebook or whitepaper in exchange for email signup, and making your newsletter look high-quality. Email marketing tools are also available that can help build your list

# FREQUENCY OF EMAILS

Figuring out how frequent your emails should be is a tricky business. Send too many emails, and they will go unopened, and too few emails will not keep your brand top of mind to generate enough sales. For most customers, daily emails will be too frequent, while monthly emails will be too few.

Studies have shown that two-thirds of people who sign up for an email list want to get at least one email per week, but that read rates drop, and complaints soar when emails hit five per week. Your sweet spot will probably be somewhere in this range.

One thing to consider is how many high-quality emails you can produce. If you don't have the talent to produce frequent emails, you shouldn't try to keep up with your competitors by producing shoddy email content. On the other hand, if you have the budget to invest in writers for around 2-3 quality emails per week, studies suggest that you will see enough of a response to make the investment worthwhile.

## SCHEDULE YOUR EMAILS

You need an editorial calendar for your email marketing to schedule your emails ahead of time. This will ensure that the emails are sent regularly and that you know what to expect as far as response and purchases.

It will also be helpful to see all your emails for the week or month at a glance to ensure even coverage and that you don't repeat the same ideas too many times, because that will be tiresome for your customers and may lead to unsubscribes.

## MEASURE RESULTS

Some of the metrics you will want to use were mentioned above during the goal-setting step and should be familiar now as you attempt to see whether those objectives were met.

**Open rate** is the number of emails that were opened. It is usually expressed as a percentage of the total emails sent.

**Click-through rate** is the number of times a link was clicked in your email and led the reader to your site or content.

**Purchases** that come directly from your emails can be hard to track, but you can look at whether there is an increase in purchases month over month (last month or this month last year), year over year, or some other time period that you determine.
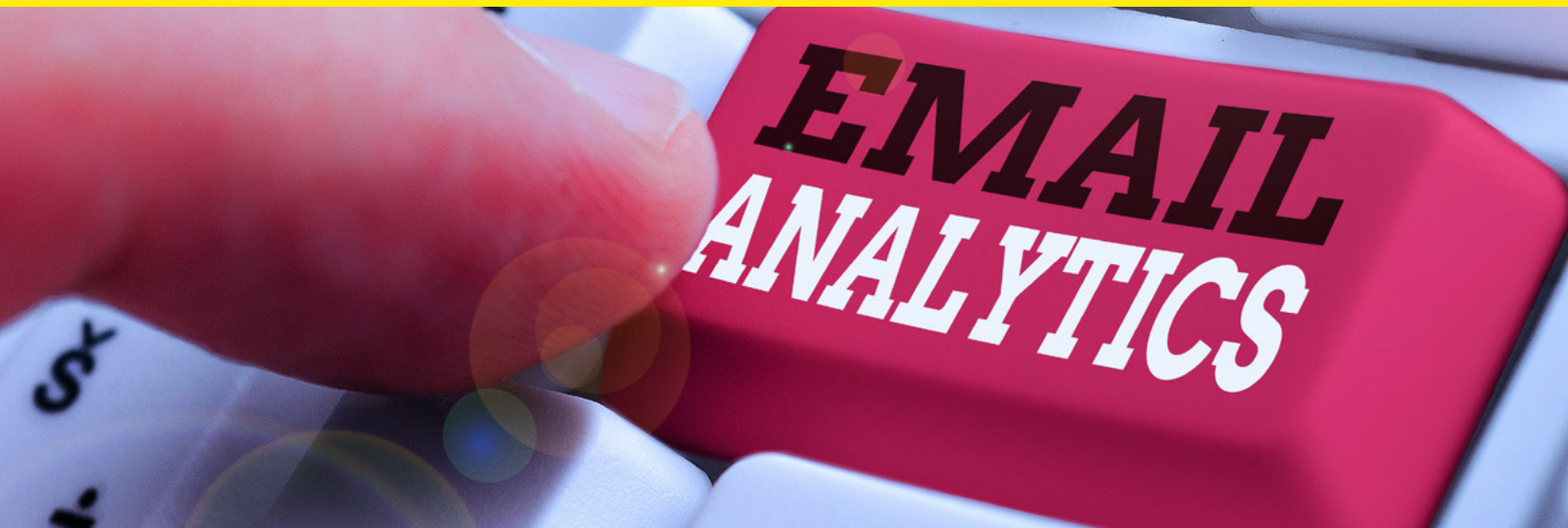
Other metrics you may want to consider include the following:

**Deliverability**—the number of emails that are delivered to inboxes.

**Unsubscribes**—the number of people who click to unsubscribe from an email.

**A/B comparison testing**—compares the metrics for two or more emails to see which one is more effective.

## AVOIDING SPAM FILTERS

If the recipient's spam filter filters your email out, it will end up in the Spam inbox, which most email users don't check regularly because it is mostly junk email they don't want to read. You can avoid spam filters by not using trigger words like "opt-in," "click below," and "order," as well as having subscribers confirm their request to be added to your list, which is known as a "double opt-in."

Your emails should also comply with CAN-SPAM guidelines by having subject lines describing the email contents, coming from a valid email address, including your company mailing address in every email, and visible unsubscribe links.

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