



5 things to avoid getting burned by in your e-marketing campaigns.

1. *Missing subject lines:*

Among the most common mistakes, a missing or malformed subject line causes an immediate disconnect between you and your intended readers. How to avoid:

- ★ Use a worksheet which includes the major components of your emarketing campaign including "subject" line, "from" line, recipient list number, personalization inclusions, opt-out requirements, etc.
- ★ Ensure the partner or software you are utilizing to send your campaigns has mechanisms to prevent distribution without subject lines.
- ★ Preview each campaign in a sample form to ensure a subject line is in place and is accurate.

2. *Duplication in sent messages:*

Sending a recipient multiple messages without "deduping" the list is a significant error which can result in spam-like results. How to avoid:

- ★ Cleanse your recipient database before each campaign broadcast. In the cleansing process, you should remove previous opt-out records, remove hard bounce records, and add new recipients to your list.
- ★ Ensure your list is "deduped". If you are using a partner or software, make sure each record is only in your recipient list one time.
- ★ Test your campaign by sending yourself multiple preview records to look for duplication.

3. *Incorrect personalization:*

Personalization is no longer personal when you address your message to the wrong recipient. Make sure your Dear John is going to John and not Bill. How to avoid:

- ★ Make sure your database fields are matched correctly.
- ★ Test each of the personalization fields in sample previews.

4. *Broken creative (HTML messages and web links):*

Marketing and branding initiatives are undermined by malformed developed creative pieces. Don't be fooled by the quick development time of emarketing campaigns. Have a careful eye on your creative. How to avoid:

- ★ Test all your links.
- ★ Design emarketing campaigns that are compatible for email applications.
- ★ Test your campaigns in multiple browser types including AOL, Yahoo and Hotmail.

5. *Unclear call to action:*

You've overcome the delivery hurdle and the open hurdle, don't commit the call to action error. Make sure your call to action is clear and presented multiple times throughout the piece. How to avoid:

- ★ Place your call to action above the fold.
- ★ Give your recipients multiple ways to respond to your offer.
- ★ Include link tracking on all links to allow for sales follow-up and segmented emarketing campaigns.
- ★ Allow for non-intrusive responses like replying and clicking to a landing page.

