



Friendships

How to make a friend, not just an acquaintance

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Email & SMS Marketing The Festive Season

An Essential Guide For Success



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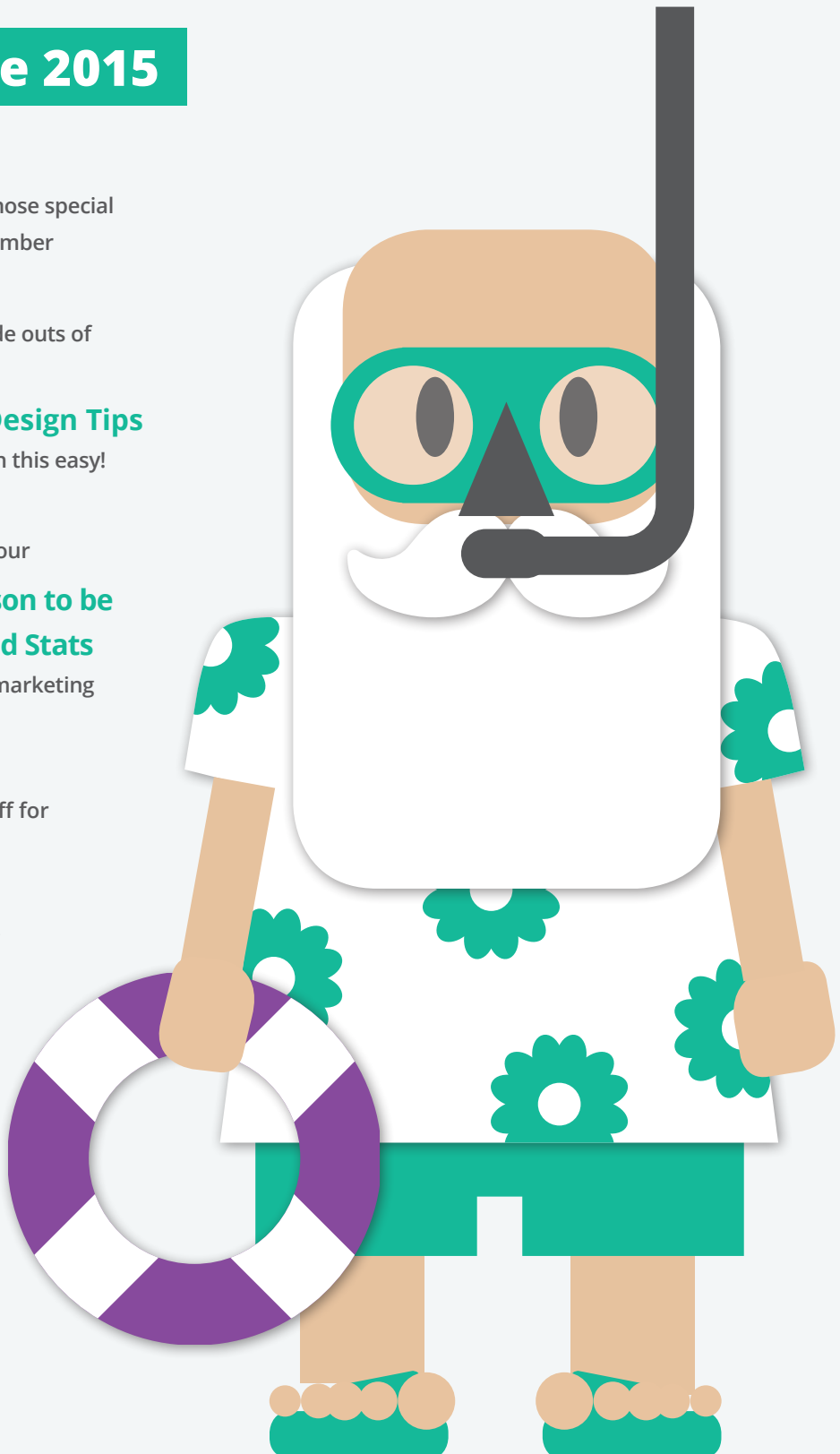
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13 Important Dates

As the year starts to wind up, Vera Romano, takes a look at the special occasions and dates to remember coming up over the next four months.

OCTOBER

Oh December, December you feel so far away

2 October - Schools Close

The day that mothers countrywide do an inward silent scream while we try to figure out what to do with our 'little darlings' for a week.



5 October - Teachers Day

I kid you not. Whoever thought this one up really loved their teacher.

12 October - Schools Open

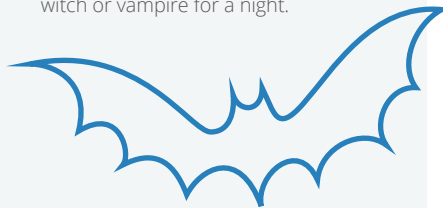
When all moms once again rejoice as we don't have to hear "mom, I'm bored!"

16 October - Bosses day

You might want to buy those flowers or tequila to show you REALLY care. #justsaying

31 October - Halloween

My personal favourite "occasion" of the year. It's a day when everyone gets to dress up and channel their inner zombie, witch or vampire for a night.



NOVEMBER

Only one month till the holidays
excited voice

11 November - Diwali starts

15 November - Diwali ends

Diwali, the festival of lights (such a beautiful description as well) which also coincides with the Hindu New Year, celebrates new beginnings and the triumph of good over evil and light over darkness.



JANUARY

Completely broke, but happy

1 January - New Year's Day

Liver recovery day? And when everyone hits the beaches.



13 January - School Starts

The first day of the new school year is like watching people in the arrivals hall at the airport. So many different emotions from sadness to jubilation, from nonchalance to ready to charge ahead.

DECEMBER

Happy dance, whoop whoop

9 DECEMBER - Schools Close

In South Africa, this is the start of the "ons gaan see toe" pilgrimage. That is, when Gauteng empties out and KZN (and Cape Town) fill up.

16 DECEMBER - Day of Reconciliation

Not only a historical day for South Africans, but also when the rest of Gauteng goes to KZN and the people whom are red from sun tanning return before Christmas.



25 - Christmas

Family time, or when you pretend to love your in-laws for that one day.

26 December - Day of Good Will

Well now, this depends on where you are and your family. Usually you're pretty full from way too much rich and delicious food.

31 December - New Year's Eve

It should be known as SAB day. As South Africans we take our duties very seriously to empty out every bar in town and encourage high levels of jovial cheer.

Let's Be Friends!

MAY I HAVE YOUR ATTENTION PLEASE?

Start by building an opt-in subscriber base to communicate with. Make use of online subscription forms that capture the basics like name, email and mobile number. Use this link on your website, in email signatures and in social sharing posts to drive subscriptions. Better yet, integrate with your CRM to get clients and potential subscribers into a database you can work with.

TEST THE FRIENDSHIP

Test emails against each other to see which is best received by your subscribers. A/B split tests define clear winners in terms of subject lines and creative, as determined by your audience. Send the winning campaign to your broader audience, knowing that they will love it. Analyse which email campaigns and promotions are driving sales and use this to target the rest of your subscriber base.

WE REALLY NEED TO TALK...

This is not the end of a friendship but, the beginning to open communication. Get closer to your audience; send the right signals to the right people when needed, by targeting and segmenting your email campaigns. Run "Update Profile" to get to know subscriber preferences and mine personal subscriber information. Match this data to customise content and advertising in your email campaigns and target potential customers with these criteria.

SHARING IS INDEED CARING...

Expose your newsletter content to a broader audience by getting social. Include social share icons so your subscribers can spread the love on their social networks for their friends, family and followers to see. Your audience and subscribers share your content and you get exposure to a wider audience in the process.

IT'S NOT YOU, IT'S ME...

Get a holistic view of subscriber behaviour with engagement reports that measure positive recipient behaviour per list. Identify your most engaged, active segments, chart subscriber growth and reward loyalty with discounted offers or special promotions. Send un-engaged subscribers a reengagement mailer to grab their attention and if that doesn't work – it might be time to call it quits on the relationship.



Show Us Sexy!

Does your email look good, is it clear and concise and do your call-to-action buttons stand out? If it looks like spam it's going to get treated like spam. Use HTML templates with a layout that works best with your content and remember the 60/40 rule for images and text. Never forget about responsive design so your email looks good no matter where you view it: desktop, tablet or phone devices.



Never Have a Hair Out of Place

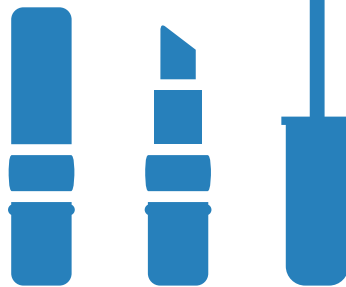
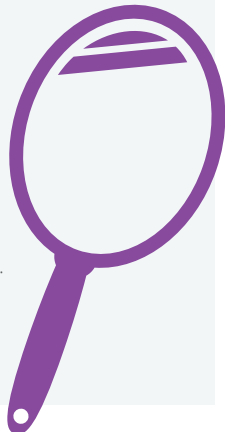
Identify popular email clients used by subscribers to view your email. Platform reporting identifies the top performing devices and browsers used to open your email across desktop, mobile and browser based email clients. This helps you optimise your email design and focus on getting your email to render perfectly across devices.



5 Delectable Email Design Tips

Always Look Your Best

Use email compatibility and spam score tools to view what your email looks like in different email clients (Outlook, Gmail, Yahoo) across desktop and mobile. The email preview should also be looked at across different browsers. Use a compatibility tool to have an idea of how your mail will appear in multiple inboxes.



Fine Tune Your Look

Complete the look by getting rid of spammy design and misleading copy to lower your spam score. The lower your spam score, the better your delivery rates to the inbox. Lastly, send the mail to a test list to see what your recipients will see in their inbox.

Clever Use of "Make-Up"

Drag-and-drop email builders are perfect for users with no knowledge of HTML or CSS. With an assortment of template layouts to suit your content and colour palettes to match your CI, the builder is great for getting the basic look and feel just right. If you've got know-how when it comes to code, you can find your perfect combo using the coder to create an email template most suited to your needs.



Get *Savvy* With This Quick Guide to Sms!

Trend Alert: Short, Light & Flashy

SMS instantly connects subscribers with promotional offers around special occasions. Send SMSes containing links to customised detailed landing pages on your website with more information. Use short, light SMSes to advertise flash sales, discounted holiday offers or the online version of your email to your mobile database.

Rewarding Good Taste

Subscribers that actively engage with your email campaigns show good taste! Reward those clicking on call-to-action links in emails, especially if their behaviour results in purchases. Build a loyalty programme around consumer or subscriber activity and use SMS to notify recipients of the points collected and the incentives they qualify for as a result.

SMS Shopping Inspiration

SMS is ideal for issuing mobile coupons or codes to inspire in-store or online purchases. Use SMS in conjunction with email campaigns to drive purchases, by providing access to redeemable vouchers and codes that activates discounts or lets subscribers claim free gifts.

Keep It Current

Keep your database current, bounces in check and message delivery on point with SMS on bounce. Send bounced recipients an SMS to reply with their new and valid email address to automatically update your database with the correct information. SMS on bounce is on trend when it comes to keeping it current.

T'is (Almost) The Season to be Jolly... All the Facts and Stats

The holiday season is quickly approaching, but there is no need to get your tinsel in a tangle. Dazzle existing and potential customers alike into becoming loyal customers who'll keep coming back for more, long after the holidays are over with this snap facts and stats guide.

1 Don't be a secret Santa. An email is far more likely to be opened if the recipient recognises the sender and if it is addressed to the recipient by name. Of South Africa's online population 65.72% are more likely to open an email when recognising the from name, 49.82% if there is an enticing subject line and 53.71% if an email refers to them by name.

2 Say it with an email. 63% of online South Africans prefer to receive promotional messages via email, 6% prefer Facebook and 8% a messaging platform and 12% prefer SMS.

3 YOLO #foreveryoung. The youth are now using email more, 65% of people under the age of 20 use it regularly.

4 Santa's got something for everyone. Three years ago, 46% of people purchased something as a result of seeing it in an email; today 64% say that they are influenced to purchase by emails.

5 Forget the diamonds, competitions are a girl's best friend. 37% of women subscribe to newsletters to enter a competition, while only 22% of men do.

6 Invoices - invoices everywhere. 87% of South Africa's online population prefer to receive invoices and statements on email.

7 Jingle bells, mobile all the way. 61% of South Africa's online population use their mobile phones to read email, compared to 53% in 2012. 23% use tablets for email compared to just 6% three years ago.

8 Read all about it. 60% of the online population in South Africa prefer to get their news via email. While, 65% of people use email to share information.

9 Christmas comes early. 40.9% of shoppers will begin spending in November, while 15.5% will begin in the first two weeks of December.

10 Show me the money. 27% of total mobile sales come from shoppers clicking through a brand's email - a higher percentage than from social media.

Editor's note: These invaluable stats were sourced from Everlytic's Demystifying the Inbox 2015 report. For more insightful facts and research studies concerning the email landscape of South Africa visit www.everlytic.com



Out of the Box



We hope you've made it onto Santa's nice list and that there's a little something special for you under the tree this year. We too like to make clients' wishes come true...

Let Santa know what you want this Christmas...

Replies to promotional SMSes get sent back as emails with the Email on SMS reply feature. The email includes the original message, date, the reply message and the mobile number that has replied so you are able to contact the recipient. If you've ever wondered how Santa keeps track of all those wish lists, now you know. Businesses use SMS to promote offers, track the replies via email and act on leads. It can be used to feed information to subscribers when they need it, create a sales pipeline of leads and generate ROI attributed to SMS marketing.

Santa checks his list once, not twice

Custom builder sections are pre-formatted sections that you can easily drag-and-drop into your email when building campaigns. It's easy templating where layout is formatted to keep your brand's design, CI and style guide elements in emails consistent. We pre-build logo, message and advertising straps to pull into your emails where needed so you can fluidly create emails in one go, instead of many attempts at perfection.

Freshly baked cookies & milk for everyone?

Not everybody has the same tastes, some are lactose intolerant, others vegan, while the remainder seem to permanently be on some restrictive diet. Dynamic templates are your ticket for catering to a wide assortment of custom tastes...and personalised promotional campaigns. Dynamic templates make use of conditional coding and IF statements to achieve clever design tricks, such as hiding a section of email content from certain recipients. Send one email with a standardised look and feel that displays custom content to the viewer. A loyalty programme email may include content for all loyalty members for example, but only displays the content for gold, silver and bronze tiers to respective viewers in those bands.

SMS Alert: Santa's in town & he's got the goods

If Santa could send you a notification as soon as your gifts have arrived, he'd use transactional SMS. Transactional SMS allows you to send a single message to a single contact at a time. These on-demand SMSes are generated in real-time and are ideal for sending one-time pins, eCommerce notifications, login attempts, doctors' appointments and reminders.

How Santa knows he's loved around the world...

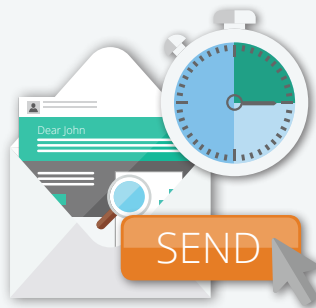
Why, he uses Google Analytics tracking, of course! Use Google Analytics to track all traffic generated from your email campaigns to your website, online enquiries and purchases. Publishers use Google Analytics to track popular articles, while eCommerce clients track purchases driven by specific email campaigns. Assess traffic to your website, track sessions and revenue and justify budgets with the measurable ROI derived from email marketing.

New YEAR, New YOU:

Have you heard the one about the chief marketing officer who walks into a bar? He never walked back out... Marketers love to indulge, but then in December, so does everyone else. But once December makes its exit, so will the free flow of cocktails, champagne and festive spirits. And, the start of the New Year will bring with it new goals for review, including mega-detoxes and plans to get-fit fast. We've got some tips to supercharge your year:

Get Into Shape Ahead of Schedule

Before you jet off on holiday, make sure your "Welcome to the New Year" email is scheduled. Select a template layout (we've got plenty to choose from), have your message ready and choose a date and time for the mailer to go out. Make sure it's at a time when people are back in the swing of things or at least partially.



Healthy Spending Habits 101

Consumers love a good deal and many purposely save a bit of their December bonus for January's markdowns. There's no better time to promote those perfectly priced sales via email or SMS campaigns than in Jan. Besides retail and travel promotions, parents also have a bumper month to look forward to with #Back2School specials. Prepare drip campaigns that count down to promotional offers to create and meet demand.

Astrological Forecast: Successful Marketing Campaigns

January is the month in which to draw up your campaign calendar and forecast email and SMS marketing goals and results for the year ahead. Perfect planetary alignment indicates email is one of the best marketing tools to get your brand out there, target sales leads, drive business growth and customer engagement. Email marketing offers real time reporting to measure business goals and together with Google Analytics, tracks traffic to your website and return on investment - as foretold by the stars.



End of the Month Cheese Crackers

Mid-January: With the festive cheer out the door, sales have left you flat broke and all you have to your name are invoices and dry crackers - minus all the toppings. January is about account renewals, standard issue policy hikes on medical aid and insurance and settling outstanding accounts. Rethink transactional emails by adding branding to invoices and statements or by including marketing messages on your invoices or support ticket emails. Track which statements have been delivered and opened or bounced to confirm that clients have received notifications.



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Things NOT to Think About While Doing the Deed

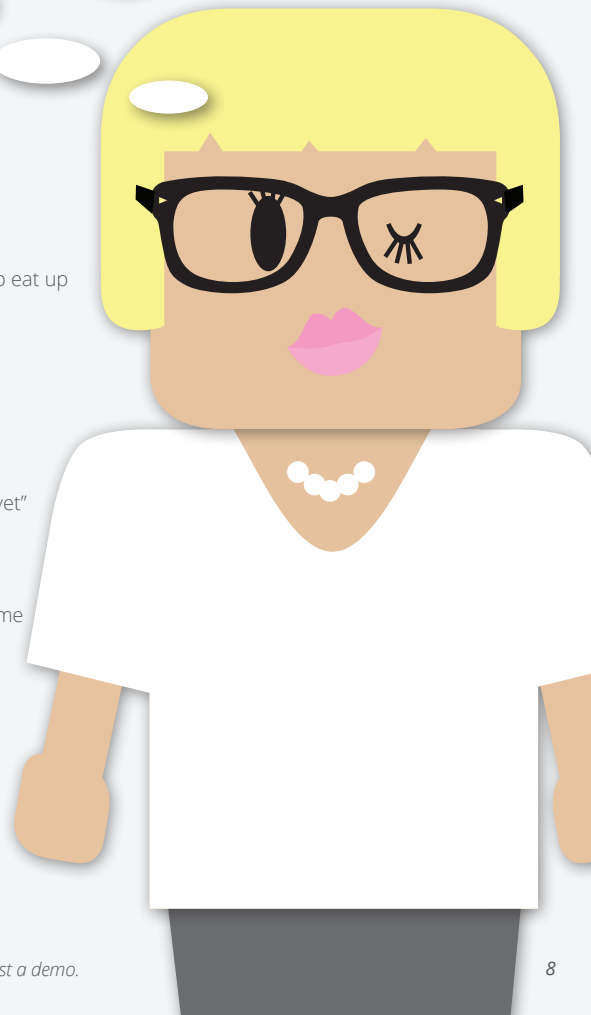
(Email Marketing – Focus People)

1. "When is that pizza guy arriving?"
2. "Wonder what my competition is doing right now?"
3. "Does this sound funny?"
4. "Why does no one understand my job?"
5. "Mmmm Mark in accounts is cute"
6. "I guess I should look busy and read that report"
7. "Book my appointment with the dentist"
8. "What is taking the pizza guy so long?"
9. "Did the previous girl look this good at her desk?"
10. "Will people even read this?"

11 Things We LOVE to Think

(About Email Marketing)

1. "This headline is going to kill it"
2. "Digital Marketer of the year, here we come"
3. "This wording is just so deep"
4. "All the links work – YAY!"
5. "Open rates are just rising"
6. "People love what we are sending them"
7. "Sales manager is going to eat up these leads!"
8. "It's soooooo pretty"
9. "Definitely my best work yet"
10. "Campaign went out on time - nailed it!"
11. "Oh good, pizza is here"





*Should you want any more information visit us at www.everlytic.co.za
or [click here](#) to request a demo.*