

Relevancy

Caution Send one version of your message to your entire subscriber base.

Do Understand how cultural shifts influence your subscribers and target your content around meaningful messaging.

Do Automate capture of pertinent customer data using a behavioral tracking tool such as dynamic profiling.

Do Capture as much subscriber data as possible - even if you don't use it today you could use it tomorrow.

Do Segment your lists by many different attributes, not just one, as you'll be targeting smaller groups with information that is even more specific to their needs.

Do Integrate your email marketing solution with CRM and web analytics to increase the amount of data you have access to.

Do Use an email marketing solution that has an integrated geo-tracking tool so you can map the locations of your most and least active subscribers to use for corporate event planning, sending target offers to customers in certain locations, etc.

Do Create a single HTML template and use dynamic content to fill in the correct content on the fly.

Do Change your graphics as well as messaging for each dynamic content "recipe."

Do Include a generic email to send to subscribers who do not fit into a specific segment.

Do If you are not using dynamic content, you should at least use profiling filters to segment your list.

Do Create cross-selling campaigns based on new products that complement purchases your subscribers have already made.

Do Remember that relevant messages do not rely on a sending schedule - you can send emails more often as long as each message contains information that is important to each individual subscriber.

Do Relevancy isn't just about the messaging - it's also important to reach your subscribers at the right time so use your data to figure out your ideal sending schedule.

Do Keep emails short and to the point.