

How Marketers Can Drive More Traffic From an Email to a Landing Page

Designing an email seems like a relatively simple process. Following the basic best practices of good HTML text to image ratios, proper coding, and a strong call-to-action should do the trick, right? Well, sometimes it's not that simple. Designing an email is one thing, but integrating a strategic email plan to drive traffic from the email to a landing page truly is an art and science. Below are some top strategic insights for you to consider as we explore ways to optimize the performance of your email campaigns that will take you beyond the inbox.

Audience Segmentation

Knowing your Email Subscribers to Drive Engagement

- Customer's position in the buying process
- Previous interactions with your brand
- Digital footprint
- Customer interests
- Audience Measurement - Consider the "Beltone Study"
- Preference Center for personalization

"Personalized email improves marketing campaign effectiveness by 32%."

Circle Research
B2B Email Marketing Trends

Email Automation

Automated Emails Increase Higher Online Traffic

- Event-triggered emails – Based upon action taken on site
- Waterfall emails - A customer "Decision Tree"
- Automated dynamic WebFetch based on preferences
- Automated A/B split testing

"Event-triggered marketing can potentially save 80% of your online marketing budget."

(Source: Gartner Research)

Optimize Creative Design

Design to Drive Engagement and Direct Response

- Design email to drive site traffic for viewers across multiple browsers
 - Leverage device detection report such as Litmus
 - Learn how the majority of your subscribers are viewing your emails to drive how you design and code your email
 - Responsive Design
- Design with Strategic Best Practices
 - Optimize design, branding, and CTA to drive clicks

"Personalized emails improve click-through rates by 14%, and conversion rates by 10%."

(Source: Aberdeen Group)

Contact a PostUp Representative to learn more.

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