



**LYRIS™**

**Build Email Marketing Momentum:  
Optimizing Productivity, Design and ROI**

**Marketing Guide**



Smart marketers know email marketing works. They also know it's becoming increasingly more complex to manage.

If you're an email marketer, you are likely under-resourced and over-burdened, at once juggling creative development, campaign deployment, social media management, testing and more. If your applications and tools aren't keeping up, it's easy to be underwater fast.

Fortunately, there are more choices than ever for managing email marketing efficiently and profitably. You can now plan, create, launch, optimize and measure your campaigns in a single place. New tools empower even small teams to segment lists in sophisticated ways and drive a continuously higher return on investment (ROI).

In this white paper, you'll learn how to succeed in this new environment by adopting tools that work the way you do. The key is to choose the email service provider (ESP) solution that's right for you. The payoff? Less time managing campaigns that continuously deliver better results, driving down the cost of marketing.



## Too many channels, too few resources

Ideally, the availability of multiple marketing channels would make your job easier, when in fact they make it more complicated. In no time in history has the marketing landscape been so complex.

According to a report by The Aberdeen Group (*Email Marketing: Customers Take it Personally, 2010*), **60 percent** of email marketers report being challenged by the number of channels available, including email, the Web, social media, SMS (text messaging) and mobile. Moreover, **52 percent** report a lack of resources while **50 percent** indicate a significant



increase in competitive pressure. In these conditions, marketers are strapped to reach the right people at the right time in the most compelling way.

## Solutions that work the way you do

What are the keys to success in such an environment?

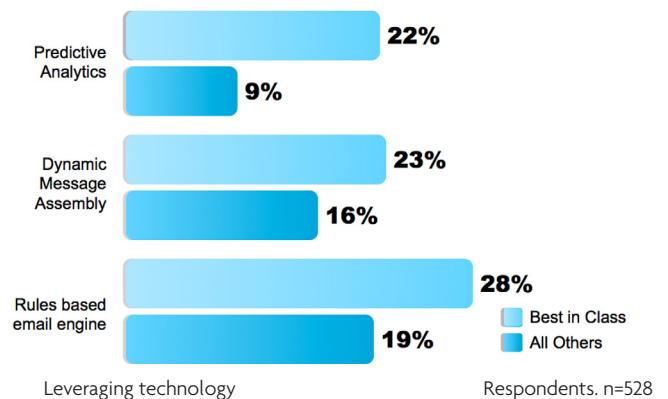
- Work smarter, not harder
- Improve productivity
- Leverage applications that multitask.

As a marketer, your top priority is connecting with customers. But to do so effectively, you need technical solutions that work with you, not against you.

Recent market research shows that best-in-class organizations actively use technologies to improve productivity and

systematize campaign best practices. According to the Aberdeen email marketing study:

- **22 percent** of best-in-class email marketers (versus 9 percent of all others) use predictive analytics, relying on their software solution to make marketing suggestions based on actual patterns.
- **23 percent** of best-in-class email marketers (versus 16 percent of all others) use dynamic message assembly, setting up email message content to change dynamically based on recipient criteria.



- **28 percent** of best-in-class email marketers (versus 19 percent of all others) use a rules-based email engine, allowing them to set up “triggers” that automatically send messages when certain conditions or rules are met.

Clearly, leveraging ESP applications is critical. But frustrating, non-intuitive applications and tools can actually make your job harder, by:

- Increasing time to deploy campaigns
- Increasing the risk of deployment mistakes
- Discouraging full use of application tools and features
- And ultimately, taking time away from other marketing tasks



On top of that, complicated applications create organizational challenges. Your organization may need extensive training to use the solution, and then, you may be dependent on a limited pool of users who can use the application effectively. When tools are too difficult to use, you limit your team’s ability to apply sophistication and creativity in email marketing.

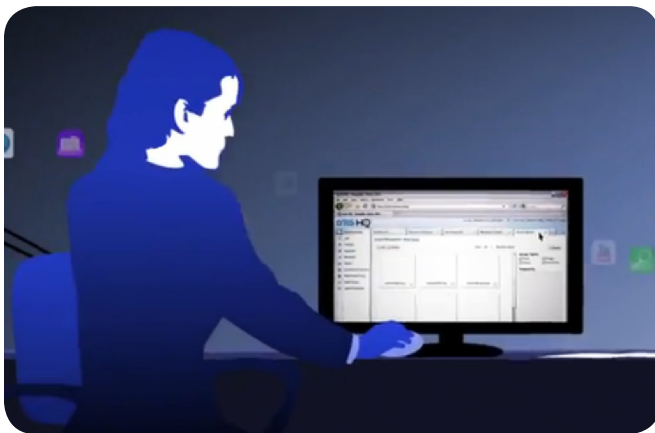
## Key criteria in an esp solution

How do you choose the right ESP solution? It’s essential to look for three key criteria:

- A flexible user interface
- Simplified filtering
- Mobile connectivity

## Flexible User Interface

Ideally, you need a user interface that works the way you do.



Lyris HQ’s flexible interface

You need to be able to:

- Click around easily to multiple screens without losing your work
- Work on multiple campaigns at once
- Support multiple users with different preferences and privileges

The interface should also be intuitive and simple to use – similar to a website interface – so users can get up and running with minimal training.

## Simplified filtering

Segmentation has been proven to drive double-digit conversion improvements. Yet many studies show marketers frequently fail to leverage segmentation – likely because of the difficulty of doing so. The good news is most ESP solutions today enable you to increase your use of segmentation with simplified filtering, which allows you to pull segmentation data easily based on a range of criteria.

## Mobile connectivity

Most likely, you need to manage campaigns even when you’re not at your desk. And chances are, you conduct much of your work and personal business with a smartphone.

Fortunately, ESPs now offer Web applications that allow “on-the-go” campaign management right on your phone. With the right mobile ESP application, you can actually plan and manage marketing campaigns:

- Preview and proof messages before you send
- Schedule and send messages
- Track and stop campaigns as needed
- View campaign results, anytime, anywhere

## Tools to understand customer behavior

In addition to a simple user interface, intuitive interaction and support for segmentation and mobility, a solid ESP application also includes advanced “listening tools” and behavioral segmentation features to help you enhance campaigns and improve ROI.

If you’re not listening to your customers, you won’t be able to engage them effectively. It’s essential to know what your audience is saying about your brand, how your customers are interacting with your content, and what content is actually driving conversions. Having this behavioral data enables you to craft stronger offers and create more relevant campaigns.

While demographics, opinions and history matter, behavioral data is the most potent predictor of future behaviors. In fact, you can actually predict consumer behavior using stated preferences, Web behavior and prior purchase history.

For instance, by tracking subscriber activity on your website, you can determine:

- What elements of your site drive interest
- What elements of your site drive sales
- Purchasing patterns or flow

As a result, you can develop and hone sales-focused content and offers, optimize your purchasing funnel and target your segments with greater precision.

For example, a Web retailer might send a welcome email to a new customer. From there, the customer links to the site and browses specific products. Behavioral tracking gives the retailer insight into customer interests. After the customer leaves the site without purchasing, he or she receives a special email promotion on the items of interest, with links to the relevant pages – encouraging a purchase.

## Customer Success

As the premier business-to-business publication for the cable industry, Hermes Media communicates to its audience through a weekly newsletter and product updates – totaling more than 700,000 emails every month.

The company uses Lyris HQ to reach its audience with relevant messages that drive results. For example, 75% of video downloads which communicate important industry updates result from click-throughs from their monthly email communications.

Effectively using reporting features and segmentation and they have increased email open rates by an impressive 20 to 30 percent.

“I really like that the user interface doesn’t lock me into one course of action,” said Matt Ott, assistant vice president, media services. “I can work on a message and access a report at the same time to make a better decision on when to send the message.”

Having multiple windows open at once also enables Ott to view more than one message and easily replicate content. “What I like best about the user interface is that it’s more natural and organic. It works like I do.”

*“What I like best about the user interface is that it’s more natural and organic. It works like I do.”*

**- Matt Ott**  
**Assistant Vice President,**  
**Hermes Media**



## Increasing ROI with analytics and segmentation

An investment that grows profit is considered a success, but you have to keep opportunity cost in mind. To get the greatest ROI when resources are scarce, marketers must make tough choices to ensure that investments work as hard as possible.

Email marketing enables a range of valuable metrics for evaluating campaign efficacy. Most marketers closely track Key Performance Indicators (KPIs) such as open rates, click-through rates, unsubscribe rates, conversion rates and even revenues. But it's easy to get caught up in campaign-by-campaign performance and weekly A/B testing.

The good news is that email marketing continues to deliver outstanding returns. But getting those returns requires a strategic approach.

## Multi-Language email execution

As marketers, we understand that business is global. When selecting an ESP, it is critical to also consider the global aspects of email campaigns. For example, an organization in Canada that has both a French and English audience, can specifically benefit from being able to develop an email campaign in several languages at the same time. The user interface provides them the ability to edit language version messages



### Customer Success

Unitrin, one of the nation's leading financial services providers, sells multiple lines of insurance online, without agents. The company largely relies on emails to drive existing and potential customers to the site or to provide quotes.

Previously, the company generated quotes in house, with no follow-up email. Since implementing Lyris HQ, Unitrin routinely and automatically contacts those who received quotes with trigger emails, and in turn, has increased conversion rates.

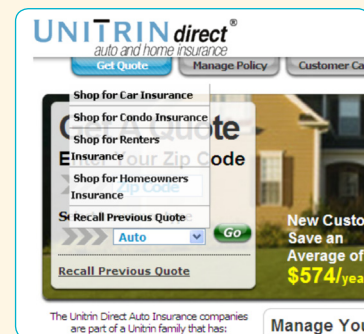
By executing all emails through Lyris HQ, the Unitrin marketing team finds it can flexibly build the various segments it needs for each promotion.

"Normally I would try to create all the segments ahead of time," Niki Kypri, marketing analyst "When I made an error in a segment, I'd have to go back and fix it. The Lyris interface allows me to keep the work I am currently working on open and fix the segment without disrupting my work."

Having various screens open at once – the dashboard, multiple messages, lists and reporting – the team can switch back and forth easily, reducing the time it takes to execute each email.

*"I can do everything so much faster, reducing frustration. The advantage that Lyris has is that everything is on one page. It's pretty cool"*

**- Niki Kypri**  
**Marketing Analyst,**  
**Unitrin**



simultaneously and view them side by side, and also toggle among multiple language graphics, mailing lists and message versions. At the same time, the team can access reports to inform campaign creation.

The end result is a true global email campaign from start to finish.

There are a range of strategies you can take to improve your ROI:

### Superior applications

Software applications and tools that feature intuitive design free up valuable time for other marketing programs and tactics.

### Optimized design

Consistent A/B testing and regular optimization results in improved performance against KPIs.

### Effective resource allocation

Streamlining resource allocation and working toward the same KPIs improve productivity.

Combined, these drivers will help maximize your ROI.

### What makes good design?

We all know good design when we see it. But how do you develop and execute it? It's not just about looks. Design done right requires key actions:

- Build a brand image and a story
- Follow a consistent execution
- Pay attention to the backend of the process

While compelling images are obviously critical, keyword-rich content and modular components pull just as much weight.

### Compelling visuals

Imagery is a critical communication tool in building an integrated mood and feel. Elegant visuals create a pleasing customer experience while clean graphics are appealing and don't distract

from your core message. And images like logos reinforce your overall brand essence.

### Keyword-rich content

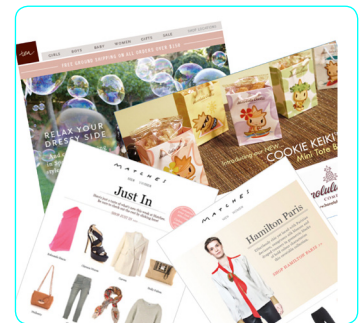
When you incorporate rich keywords into your design presentation, you connect with subscribers and prospects who will be interested in your offerings. Thereby, you set the stage for improved search engine optimization (SEO), facilitated tracking and increased conversion and traffic.

To determine keywords, think like your customer. What words do your customers use to search for products or services like yours? Then, incorporate these words into your campaign development and design process for your overall performance to improve.

### Modular design

We've talked a lot about the importance of consistency in the design process, but how do you achieve it? Modular design, or design blocks that fit together in various configurations, allows for easy use across multiple channels:

- Your website
- Social media
- Catalogs
- In-store materials
- Print ads



Modular design creates brand and messaging consistency and allows for streamlined execution, helping you build brand equity across channels and increase subscriber loyalty. Consistency across fonts, color, style and imagery reassures subscribers that they are where they think they are, while modular design keeps it fresh and interesting.

Value-based marketing

Segmentation, continuous measurement and design all drive ROI, but all must be within the broader context of value for the organization. As the role of technology and marketing channels continues to expand, it's important to maintain focus on building a value-based marketing organization.

Online marketing is evolving – and fast. New channels are emerging, everything's moving faster, and there's unquestionably a ton of opportunity out there. But where do you focus your time, attention and dollars?

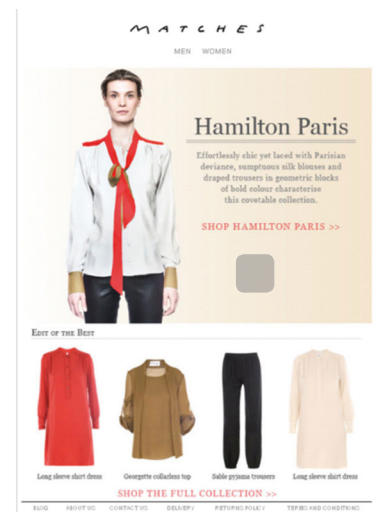
Value-based marketing brings focus to your organization by zeroing in on what really moves the needle. To do so, closely tie strategies to KPIs to ensure you're supporting what matters. KPIs can include a range of metrics:

- Leads
- Sales
- Brand awareness
- Impressions
- Market share
- Social quality of voice
- Email performance

To optimize the impact of KPIs, ensure the entire department understands your key goals and how they're measured. If you have multiple marketing silos, each should track toward these same measures. And finally, make sure to communicate Marketing's achievements throughout the organization.

Tie contribution to revenue

A critical next step, you must tie contribution to revenue. To do so, you must match Marketing's revenue goals and achievements directly with corporate goals and results. When revenue is connected to marketing efforts, it's easy to communicate your ROI story to the organization.





## Delivering holistic value

A value-based marketing group is both outward and inward facing, thus balance between those two creates holistic value.

How do you connect with the customer? By listening and observing; delivering relevant products and services; and creating offers that are compelling and valuable.

It's equally important to connect with your organization by tracking and communicating how your programs deliver on KPIs, maintaining transparency as a marketing organization, and leveraging employees as brand advocates.

## Customer Success

ViewSonic, a leading global provider of computing, consumer electronics and communications solutions, sends more than one million promotional emails every month. The company uses Lyrus HQ to manage all its online and email marketing, as well as monitor traffic and maximize search engine optimization.

Managing it all through the Lyrus HQ interface allows the team to handle its high volume in just one to two hours a day.

“Being able to view reports, groups, segments and messages all at the same time enables me to focus on many aspects of my campaign development,” said Jamie Gochez, web analyst “The convenient user

interface makes for an efficient workflow, saving me time while expanding what I can do.”

Just as essential, ViewSonic closely tracks the performance of its promotions in Lyrus HQ, allowing for continuous refinement and support for the team's targeting goals.

“We are looking to do more segmentation and more promotions based on customer responsiveness. Being able to compare results in previous campaigns while developing a new message is extremely valuable in understanding results.”

*“The convenient user interface makes for an efficient workflow, saving me time while expanding what I can do.”*

**- Jamie Gochez**  
**Web Analyst,**  
**ViewSonic Corp.**



## Conclusion

Marketers have never had so many technology choices, but it's essential to choose those that simplify rather than complicate the job. When evaluating an ESP application, look for a highly usable, intuitive interface; analytical listening tools; and mobility features.

With those capabilities, you can reduce the time to create and launch promotions more easily and consistently, establish a means of continuous measurement and improvement, and move toward a value-based marketing organization. Only then can you realize the true potential – and ROI – of email marketing and truly build your marketing momentum.



# LYRIS™

## Build Email Marketing Momentum

### RESOURCES

Learn more about Lyris HQ:

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- › [lyrishq.lyris.com](http://lyrishq.lyris.com)

### About Lyris, Inc.

Lyris, Inc. is the online marketing expert delivering the right mix of software technology and industry knowledge to help its customers simplify their marketing efforts and optimize campaign ROI. Through its on-demand integrated marketing suite, Lyris HQ, and reliable on-premise solutions, including Lyris ListManager, Lyris provides customers the right tools to optimize their online and mobile marketing initiatives.

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