



Martins Email Marketing - FAQ's Frequently Asked Questions

How long will it take for Martins to design an Email Message for our company?

It will take three to four days to build the message in HTML, and link all the relevant "click-throughs". We also like to test the email extensively, and send you test emails to make sure you are completely happy with the result before it is sent to your clients. The cost is still only \$300.00 + gst for this part of the service.

What do we need to provide to Martins for the Email Message?

The wording of what you'd like to say, and also some images of products, case studies, your company Logo (although we can get this from your website).

What format do you need to supply the images to Martins for your message?

We would prefer JPEGs, but can work with GIFs and TIFs. We can also extract images from your website to use in the email message. The larger the images you send us the better.

What's the best time to send out emails?

We have found that from 10:00am - 12 noon in the morning is the best time for your clients to receive the email, as they have typically dealt with the morning's work. They are ready to read about a service or product that can help them in their job. The best days to email are: Tuesday, Wednesday, or Thursday. Mondays and Fridays may not be the best days to send emails, as people are either focusing on the work to be done on a Monday, or finishing projects on Fridays, so they may not be interested in new information.

What is the typical "Open Rate" for the email sent?

Typically the open rate of our emails is at least 10%. Usually the percentage is much higher as sometimes people read their emails in their Preview Pane, so don't double click it open.

What about the open rate for "click-throughs" to websites, or PDFs or "Request for Information" within the email message?

This is a little harder to gauge, as it does depend on the incentive to "click through". If for example it is to "click here for a brochure", it will have a higher rate than if it is a "click here to visit our website". This rate varies hugely and depends on the message.

What is the "Unsubscribe Rate" for the email sent?

Over the 12 years that we have been sending emails on behalf of our clients, we have never had a higher unsubscribe rate than 2%. Typically it is around 0.5 - 1%. If the message sent is relevant to the recipient, we find that the email will be of interest, so very few people will unsubscribe.

What information do we get from Martins once the email has been sent?

You will receive daily reports for the first week of those who have: Opened the email, Clicked on any links, requested further information, opened PDFs, forwarded the email to a friend, and those who have unsubscribed. It comes in the form of a multi worksheet spreadsheet (please ask your Account Manager for the "Email Campaign Report" example).

How much does it cost to send an email message and receive the comprehensive reporting?

To send your email and get all of the reporting mentioned above, we charge a flat rate of \$.40c per email sent. We want to keep things simple with a bundled price, so that you can easily calculate the costs of your campaign.