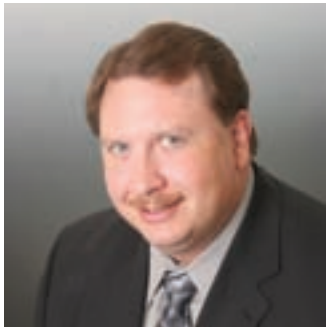


## How long does it take for readers to remember you?

BY STEFAN POLLARD

I admit it – I’m horrible with names. To make matters worse, I attend a lot of conferences and trade shows where I meet many people. For each person I meet, I have to go through the drill of repeating his or her name in my mind, so I won’t forget it.

Subsequently, I start receiving e-mails from these people and I’m trying to remember who they are and why I’m getting e-mails from them. And what does this have to do with my e-mail program? Well, studies have shown that the first decision e-mail readers make is,



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“Do I know this sender?” All other actions follow from there. It’s unlikely that new subscribers to your e-mails have voluntarily drilled your company’s name into their memories, so it’s important that you help them remember you.

Here are five places to insert your brand:

**A friendly “from” address and e-mail alias**

The brand should exist in both places. Should you personalize the friendly From address with real names versus

the brand? User studies disagree whether this effectively increases open rates. My advice: test it on your own audience. Ask yourself whether recipients will more readily recognize a person’s name or the brand name.

**Subject line** Put your brand name in the subject line whenever you can. You can’t exclusively rely on friendly From address tactics to help you get recognized in an overcrowded inbox.

**Value Statement** This is the first line of text readers see in some e-mail clients, such as Gmail. A correctly worded snippet builds on your subject line and helps the reader decide whether to save the message or to read it immediately.

**View-online link** Put your brand name here if you still haven’t incorporated a value statement or table of contents as a preview-pane-friendly strategy. Here’s a link makeover using an example from my own inbox.

Before: If you can’t see the images in this e-mail, please click here to view this e-mail through your Internet browser.

After: If you can’t see the images in this edition of Browning e-Blast, please click here.

**Brand name in text copy** Weave your brand name into the message copy in the first two or three sentences and remind the reader how you know each other. Build on the connection you have with them to drive brand recognition.

Now that I’ve highlighted all the different places you can place your brand name in an e-mail, take a quick peek at your last message. How many times will the reader see your name? Is it enough to remember you for next week?

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## Improving open rates for your acquisition e-mail

BY ALBERT GADBUT

As a panel participant at industry events, I am often asked a common question on the topic of online marketing: “How do you increase the open and click-through rates for e-mail?”

I see hundreds of e-mail campaigns by dozens of marketers each year, and I’ve found it’s the fundamentals that marketers overlook when building their e-mail strategies. The following principles and practices, associated with acquisition e-mail, also apply to CRM programs and serve as strategies to help yield higher response rates and an effective e-mail marketing program.

When analyzing your e-mail campaign, the first step involves assessing your open rates. As a metric, open rates can be flawed. Less than 25% of all e-mail clients allow images to be served when the e-mail is opened. In order for the open to be measured, the recipient must right-click on the message to request that the image be served. Only then can the opened message register as being opened. This means the number of people who actually open your e-mail can be much greater than those measured. How do you get the majority of people who open your message to right-click so they can view your images? It boils down to basic trust and value – that’s what motivates people to engage with your e-mail enough to take that extra step.

As a marketer, how do you enhance the trust and value proposition associated with your e-mail campaigns? If you don’t have an established brand, you need to build both brand value and trust.

When used properly, e-mail can be a cost-effective brand-building tool. However, other media, such as banners, search engine marketing and offline media may provide you with greater value as you build your brand. It’s critical to understand that if you have the budget and time commitment,

you’ll get a better lift and stronger ROI by utilizing a diverse mix of online and offline marketing solutions that coordinate around a particular campaign and a clear, consistent message. It sounds simple, but marketers who misunderstand this point have wasted millions of dollars.

Once you’ve maximized your branding and multi-channel strategies, it’s important to consider quality offers, along with frequency, to help increase the open rate of your e-mail. Offers by the same marketer that promote sales or discounts yield higher opens than non-promotional offers. The higher the discount offering, the better the response will be.

Remember – the Internet and e-mail are tools for shopping. Consumers seeking bargains want to believe you’re offering them a special promotion.



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