

Reach Marketing

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3 Critical Keys to Email Success

Interest



Urgency

Offer

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REACH[®]
MARKETING

Executive Summary

Email remains one of the most cost-effective ways to reach new prospects and connect with your market, but are you maximizing the power of this vital tool? With the IOU Principles, discover how to generate **interest** in your message, make **offers** that excite your readers and create the sense of **urgency** that inspires them to act. With this white paper, you'll learn:

- How to write effective subject lines
- How to make your email stand out from an increasingly large crowd of competitors
- Where the most important part of your email is – and why most marketers overlook it

Introduction

Marketers are under significant pressure today as businesses rely most heavily on email marketing to drive their organization's growth. Unfortunately, with an estimated 150 billion emails sent per day, finding ways to make your mail stand out in a vast crowd is more crucial and more difficult than ever. The average person gets about 100 emails a day, but for decision-makers and business owners, those figures could go far higher.

Cutting through the clutter and reaching influential prospects depends on three factors:

1. the Interest your email generates
2. the strength of your Offer
3. the sense of Urgency you create

Together, these fundamentals make up the IOU Principles.

The IOU strategy underlies most marketing efforts. Without interest, your message goes unnoticed. If your campaign lacks an actionable and enticing offer, your potential customers have no compelling reason to act. Fail to create a sense of urgency, and you let prospects slip away. The most critical component to a successful marketing strategy is that it contains the right mix of these three fundamentals.

Interest

At the core of any marketing effort is generating interest. It's why signs are colorful; ads are eye-catching and content is engaging. Understanding what draws the attention of your desired audience gives you more effective and powerful tools for attracting their interest, but some form of attention-getting is the key to success.

The key to generating interest is relevance, and benefits. If your offer isn't relevant to your audience the chance of success is significantly reduced. From your email's subject line to its core content, focus on benefits. Benefits, not features, heighten interest; your audience wants to know what's in it for them so they need to know that you can solve their problems before they care how you accomplish it. The next time you watch television or read a magazine, note how the ads apply this concept. A new car's outstanding highway mileage is a feature but pay attention to how advertisements turn it into an array of benefits, each geared to appeal to a specific market segment – fuel economy for cost-conscious customers, lower environmental impact for green buyers, convenience for long-distance drivers.

Key questions to ask about how well your message generates interest include:

- Is it relevant to the recipient's business role or consumer life?
- What makes this email worth more attention than dozens of others in a customer's in-box?
- Is the wording clear, direct, and assertive?
- Does your message articulate and illustrate the offer immediately?
- Does it focus on the viewer's needs instead of extolling the product's virtues?

Offer

Your offer is your reason for sending the email, the unique proposition your message carries for your customers. Whether you're introducing a new product line, having a clearance sale, initiating a loyalty program providing free trials or just product branding, your email should contain some concrete reason for contacting your customers. After you have piqued their interest, your offer holds it.

Offers do more than increase sales, although many offers include that as a primary goal. A well-chosen offer can also generate leads, expand your market, or build loyalty. Placing valuable content behind gated access and asking visitors to subscribe or submit additional information to receive it is an excellent strategy.

“Free” remains the most powerful term in marketing but be careful not to abuse any one term in your creative because that will negatively affect your inbox deliverability. A good offer also tells prospects what they must do to receive the benefits you've promised them. One mistake many email marketing campaigns make is loading messages with too much information, losing their customers in a maze of confusing text and links. While a few B2C businesses break the mold and fill their emails with multiple offers, most B2B email campaigns achieve better results and more conversions with a single strong offer. Market research will suggest which offers appeal most to your customers and best fit their needs, but possibilities include:

- Discount, sale and coupon offers
- Free content such as reports, webinars, case studies, and other digital downloads
- Loyalty program benefits
- Case studies and interviews

Urgency

Without creating urgency, your prospects have no incentive to respond immediately and this will significantly reduce the likelihood of any action. Even if they intend to return to your email message, fewer than 20 percent will reopen mail; fewer still will click through and take you up on an offer. Developing urgency spurs prospects to act immediately and strike while the iron is hot.

Setting limits is an effective way to increase urgency. By telling customers that a discount lasts for a limited time only, you ensure that they won't delay their response. Limited quantities or space also act as powerful incentives, and customers are more likely to buy when they know only a few items or seats are available.

Additional great tactics to establish a sense of urgency include:

- First 20 Receive
- Last Day, Last Chance
- Today Only
- Hours Left
- This Week Exclusively

Implementing the IOU Principles in Email Marketing

Email has gotten vastly more sophisticated with graphics, videos, personalized content, and other additions that enhance interest. The IOU principles apply to every aspect of your campaign, but it's especially important in the three main parts of your email message: the subject line, the preheader and the body of the email. Creating interest, making an offer, and building urgency should happen in each of these three areas for maximum effect.

Subject Line

Of all parts of your email, the subject line has the greatest effect on open rates. If your subject isn't compelling, recipients won't ever open your mail to see the well-crafted content and eye-catching graphics it contains. A powerful subject line deserves the same care and attention that goes into creating the body of the email – if not more.

Subject lines are brief, so every word must have purpose; each word must pull its weight, and there's no room for fluff. An effective, compelling subject line consists of assertive, high-impact words and phrases to generate interest, a single clear offer and a limitation that suggests urgency.

Here's an example of a subject line that hits all the IOU high notes:

(Offer)

(Interest)

(Urgency)

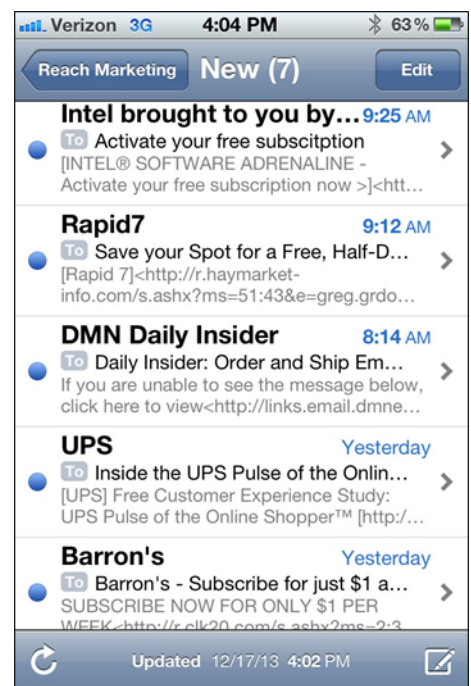
Free Webinar – 5 Critical Components of Marketing Success: Sign-ups Limited to This Week Only

Since the word “free” remains one of the greatest interest generators you can use, it’s in the subject at the front of the line. Readers instantly understand what the offer is (a webinar), why they want it (discovering the 5 components of marketing success) and how to get it (sign up). By noting that sign-ups are available for a limited time, the subject line builds urgency. The IOU principle is at work in every word of this subject.

Pre-Header

One of the most overlooked areas in an email is the pre-header. The pre-header is the text that precedes and is above the body of the html. Most emailers use this space as default to feature a link to a landing page if the email doesn’t appear properly, but it’s far more than just a placeholder; it’s a pivotal point for implementing the IOU principles.

Close to 50 percent of email is now opened on a mobile device such as a smartphone or tablet, and many of these devices display pre-header text along with the subject line (as shown in the image). Using the pre-header as part of your IOU marketing strategy more than doubles your effective mind-share when connecting with prospects. You have room for a longer, more detailed message, something that is particularly important in B2B marketing. B2B buyers expect more detail to help them make informed decisions, so having a larger stage from which to broadcast your message is vital.



Think of the pre-header as your elevator speech: It’s an opportunity to tell your customers in two or three brief sentences exactly why they should be interested in your offer and feel

the urgency to take you up on it immediately. Your pre-header should always have a link that allows your recipient to click through and respond. As with your subject line, your pre-header should still make full use of the IOU principle.

Body

If the subject line and pre-header are your initial handshake and your elevator speech to prospects, then the body of your email is your interview. You've successfully made it past the front door and earned the right to a few moments of your reader's time, so make the most of it and stay with the strategy that got you there – Interest, Offer, Urgency.

A common mistake many email marketers make is loading the email body with too much information. Readers prefer to stay above the fold; they are reluctant to scroll, and a huge information dump will often cause them to lose interest. As you've learned, without interest, your offer and its urgency no longer matter. Win them over within the first third of your HTML, and you'll have an average 60 percent greater click-through rate.

Although it isn't a separate portion of the email, an effective message will also contain a clear call to action. It is essential to also follow the IOU principles within your CTA. Your prospects need to know precisely how to take you up on your offer, so make it easy on them with a concise, highly visible CTA placed above the fold and highlighted with graphics or bold print. Generate their interest, provide a strong offer and deliver that sense of urgency and your reader will always respond favorably.

Putting It All Together: The IOU Principles in Action

Subject Line:

(Urgency) **(Interest)** **(Offer)**
Only One Day Left: Find and Convert Your Next Customer – Free Webinar

Pre-Header:

(Interest) **(Urgency)**
Complimentary webcast: Critical Multichannel Strategies for Customer Retention & Development. Be among the first 25 to register and receive a free email campaign.
(Offer)

Body:

REACH
MARKETING

FREE WEBINAR:
Critical Multichannel Strategies for Customer Retention & Development

FREE
▶ REGISTER NOW

First 25 Registrants receive a FREE Email campaign. Click for details!*

Urgency

Offer

Interest

Hello Karen,

Learn step by step tactics that have proven to significantly increase marketing response rates through comprehensive strategies and best in class techniques while viewing the successes and failures of live marketing campaigns.

Benefits:

- Customer profiling and prospect cloning.
- Integrate multi-channel marketing for **better ROI.**
- Effective **Call To Actions.**
- Utilize branding, timing and list segmentation.
- Improve email delivery and open rates.
- Implement email best practices.
- Optimize your landing pages.
- Deploy **Interest Offer Urgency** principles to generate more clicks.

Date:
Tuesday, June 25

Time:
2PM ET/11AM PT

Title:
Critical Multichannel Strategies for Customer Retention & Development

Duration:
60 Minutes

Featured Speaker



Greg Grdodan
Partner at Reach Marketing

[**Register Now**](#)

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The IOU Principles Drive Email Success

We have analyzed thousands of successful email campaigns over the years, discovering that their success consistently hinges on their ability to spark interest, present a compelling offer, and create a sense of urgency that prompts immediate action. By embracing these IOU principles, your organization can achieve the marketing outcomes you're aiming for.

Need help?

We urge marketing leaders and teams to explore and adapt the IOU principles to their email campaigns, tailoring them to their unique needs. By implementing these strategies, you can expect to see improvements in engagement and conversion rates.

Elevate your business's potential by engaging with our Email Marketing Services at Reach Marketing. By partnering with us, you will benefit from customized strategies that focus on crafting high-impact emails tailored to your unique business needs. Don't miss out on the opportunity to enhance your email marketing effectiveness. Contact us today at **855-867-3224** to speak with an email marketing expert who can help you achieve your marketing and sales goals.