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EMAIL MARKETING GUIDE
WHAT WE HAVE LEARNED FROM OVER 250 MILLION EMAIL SENDS

*WHILST MAINTAINING A 0.09% UNSUBSCRIBE RATE

"EMAIL MARKETING IS DEAD"

- SAID EVERYONE, FOR THE PAST TEN YEARS

However, it has this stubborn ability to stay alive and still be one of the best ways to reach people in the digital age.

At AZoNetwork we have analyzed over 250 million marketing emails to 900K+ subscribers across 100 different subject areas to bring you our best practice guide on how to succeed with email marketing.

Marketing technologies in use
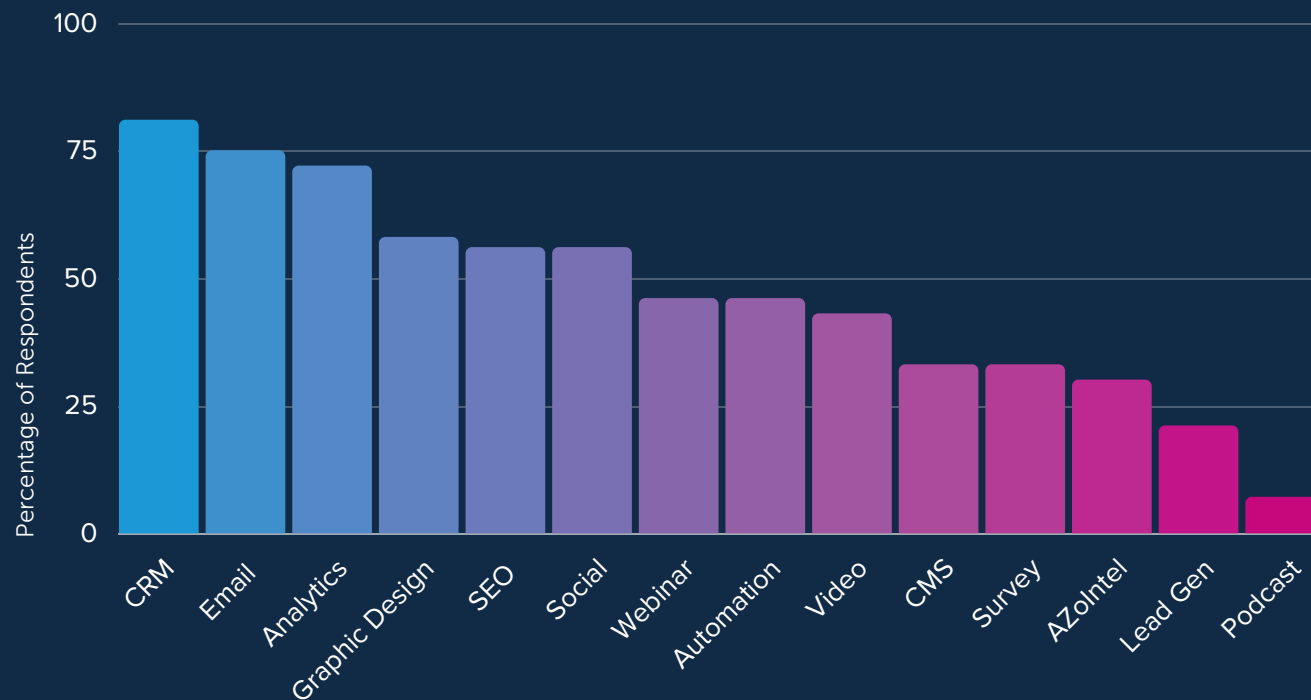
Results from The State of Scientific Marketing 2022 Report show Email marketing is the second most popular technology used behind CRM.

GUIDING PRINCIPLES

NEWS MEDICAL LIFE SCIENCES

Clinical and Lab Diagnostics
The latest clinical and lab diagnostics news from News Medical

1 WHO is it from?

We highlight our email sends with the AZoNetwork or site-specific logo, for example, News Medical. It's important to highlight the name of the clients our content comes from alongside this so the receiver knows exactly which companies are contacting them.

Cell and gene therapy: The hope of cancer treatment

Cell and gene therapies (CGT) have made key breakthroughs in the treatment of cancers. More and more gene therapy drugs are moving towards the clinical stage. To support CGT research, ACROBiosystems has developed a series of materials including GMP Grade Cytokines, GENIUS Nuclease, Anti-CD3/CD28 Antibody-coupled Magnetic Beads, etc.

Acro

Discover more here

2 WHATS in it for me?

Highlight as clearly as possible what the email is about and why the reader should be interested in opening it.

Consider how long you spend looking at an email, if the headline doesn't capture your attention do you read on?

3 WHAT do I need to do?

Make it easy for the reader to interact with the email. Clear calls to action as well as telling the reader how to get what it is we're offering them.

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THE EFFECT OF PHRASES ON OPEN RATE

28.89%	**An Introduction**
13.33%	**eBook**
7.78%	**Download**
6.11%	**Poster**
3.33%	**Free**
-1.11%	**Buy**
-2.78%	**Solution**
-7.78%	**Measure**
-13.89%	**Save**

Our research looked at the effect certain words have on the performance of customized email open rates, giving insight into content that should perform well, and content that will require more thought.
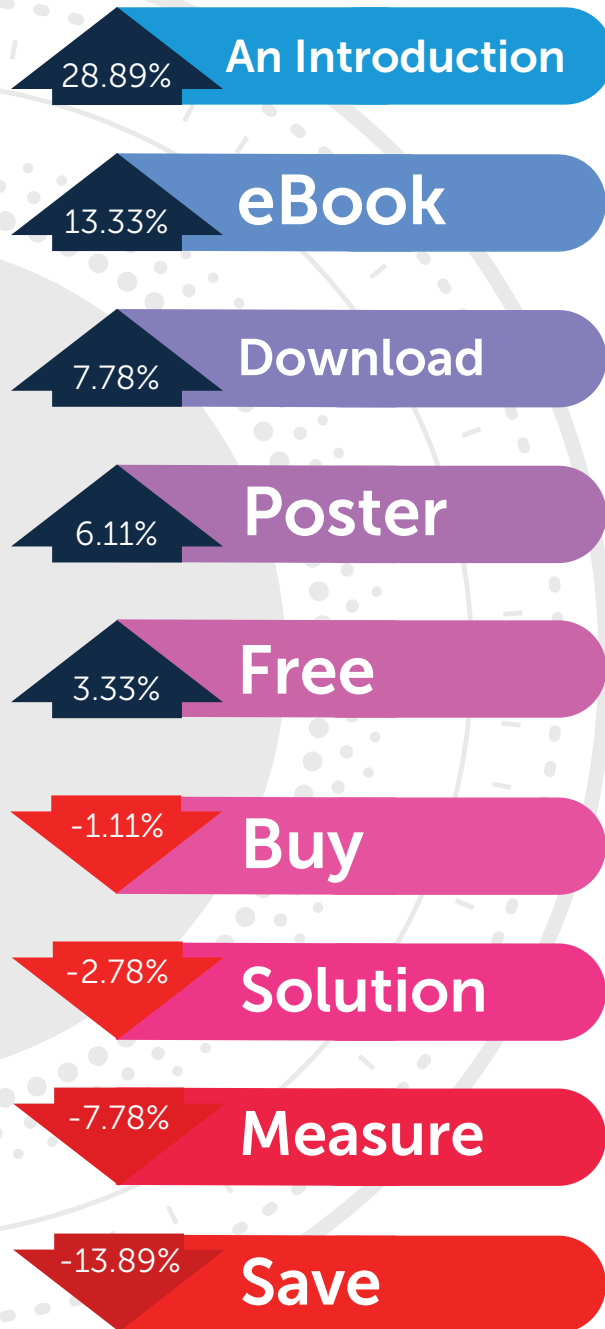
ALWAYS OPTIMIZE

Ensuring that your email and the information in it looks great, regardless of the device it is being viewed on, is of course extremely important.

59% of Millennials primarily use their smartphone to check email, while 67% of Generation Z scans their inbox on mobile. (Bluecore, 2021 - cited on HubSpot).

Put as much focus on how your email is viewed on a mobile device as you do for desktop emails. Consider the amount of copy in your email, utilise white space effectively and think about the size of your graphics.

ATTRACTING ATTENTION TO YOUR PRODUCTS, WITHOUT 'SELLING'

1 **HOW DO YOU VIEW SUCCESS?**

You may want product sales, eBook downloads, webinar views, clicks, or a combination of these metrics. Generally, the higher the value of a product or service, the less likely someone will buy it immediately. It is often more helpful to measure the relative success of emails against other emails rather than setting unrealistic goals.

2 **BUYING CYCLES**

Subscribers are all likely to be at different stages of their buying cycles. If we want to achieve the most significant number of leads, we'll want to aim for content that focuses on a relevant but quite general area that the client covers.

Everyone wants to sell more products and promote them front and center. Instead, find the application page relevant to the product and utilize that content.

KEEP YOUR WEBINAR INVITE EMAILS RELEVANT & EXCITING

During the COVID-19 pandemic, savvy marketers increased their webinar output to continue engaging their audience. Then Webinar Fatigue set in. Email drives a high % of sign-ups so ensuring your invites stand out is more important than ever. Check out the tips below to increase your clicks and registrations.

1 Language

Focus on the benefits. Why should your target audience attend your webinar? Highlight 3 - 5 key learning objectives.

2 Test

Don't simply resend the same email 3/4 times. Test new subject lines, pre-headers & who you are sending the email from.

3 Design

Using the same design for each email send makes it easier to ignore. Mix up the graphics, the amount of text and position of CTAs.

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GET THE MOST FROM YOUR EBOOKS, APPLICATION NOTES & VIDEOS

Scientists and engineers enjoy reading about new technology and scientific breakthroughs to satisfy their sense of curiosity and feel empowered with new knowledge. They don't as much like being sold to or pressured into buying something. This makes app notes, ebooks, and videos all excellent choices for content.

1 How will your content be consumed?

These types of content offer a low barrier of entry. They can be accessed relatively easily and consumed quickly and at the subscriber's pace.

2 Utilize additional content

Ensure the landing page conveys the value of what the reader will learn in exchange for their data.

While ebooks, application notes, and videos are good content, linking to them directly could be missing out on further engagement from the reader. Where possible, link to a landing page where the reader can download the content and include additional engagement options.

HOW TO WRITE A GREAT SUBJECT LINE

When writing subject lines and content for emails, the general rule is to speak directly to the subscriber - make it relevant and exciting to them, instead of pushing a marketing goal.

**1** Promote and encourage a sense of curiosity.

Are you trying to increase the lifespan of your lithium-ion battery?

2 Subject lines with less than 60 characters perform most consistently.

Median of open % by subject length

3 With longer subject lines you should make sure keywords are towards the beginning.

4 Avoid pushy sales copy and gimmicky catchphrases that can annoy subscribers and get emails caught in spam filters.
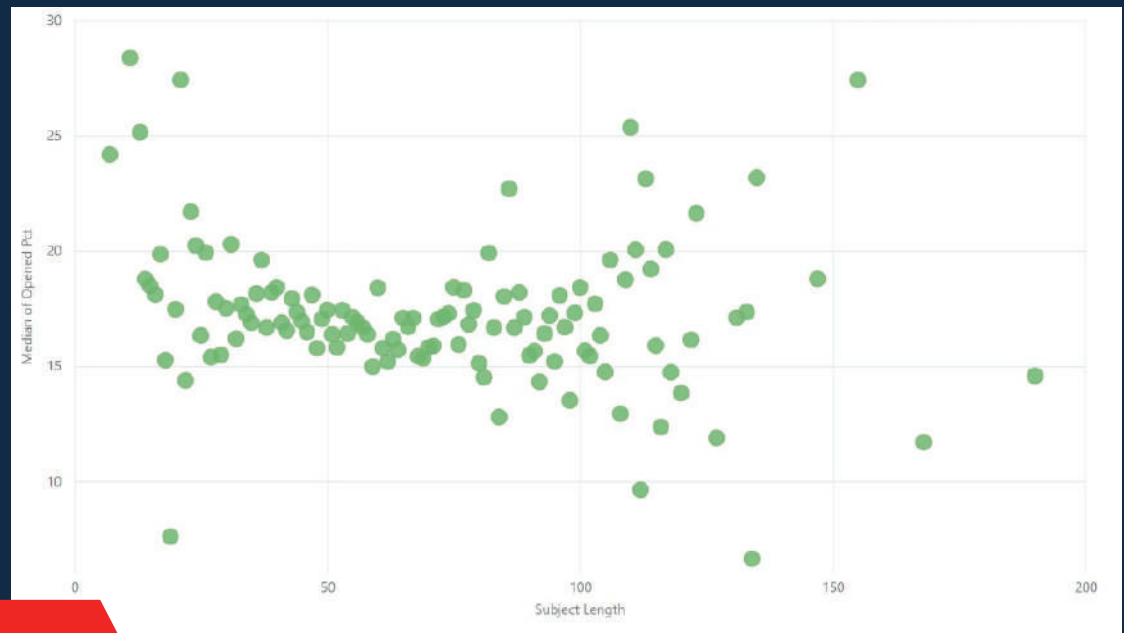
A New Approach to Urban Building Energy Models and Building Energy Consumption

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USING IMAGERY

Images can help do a lot of the legwork to portray an interesting and engaging piece of content. They're used as shorthand to put across the topic and relevancy to the reader quickly.

1 Images should be eye catching and speak to the reader's interest.

2 They should complement the content and help tell a coherent narrative.

3 Images of products are not recommended. Often without further explanation, it's not clear how they're relevant to the reader, by which point you've lost their interest.

4 The more images we have the better.

THE EFFECT OF YOUR TITLE ON OPEN RATE

35.77%	**eBook**
16.06%	**Simple**
12.41%	**Research**
11.68%	**Note**
8.76%	**Develop**
5.11%	**Free**
-0.73%	**Download**
-8.03%	**Analysis**
-16.06%	**Buy**

We have analyzed words used in titles of newsletter sponsorships to see how they affect the performance of the sponsorship compared to an average newsletter sponsorship.

Looking at these, we can see that words related to direct selling, industry jargon, and oversaturated content alienate the reader and perform poorly. Whereas titles focused on introductory content, new research, and application notes perform much better.

Adding personalization to emails shows the reader that you engage with them rather than spamming a large cohort of subscribers. Segment your audience so the messaging can be more specific to the individual, and write emails as if you are talking to an individual rather than the masses.

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COPY: FEATURES VS. BENEFITS

Many scientific products come with some of the most technologically advanced features of any product in the world. But why should your customer care? That is the challenge marketers face when writing copy for their product messaging.

A potential customer might only have a few seconds to consider your product offering. So should you lead your messaging with the latest feature? Or should you lead with the feature's benefit on your customer's life? Below we will explore this and look at some real-world examples.

Features

Features are the factual aspects of your product.

Benefits

Benefits are why the features matter to your customer.

HOW TO USE FEATURES AND BENEFITS

To develop your messaging, start by:

1. Identifying a feature
2. Decide how that feature impacts your customer? (i.e., identify its benefits)
3. Create impactful messaging

The benefits might be evident for your internal team, who have spent hours developing and discussing your products. But nobody cares about your product as much as you do. So to answer part 2, you may want to run surveys or interviews with your existing customers to understand how your product benefits them.

	Feature	Benefit	Messaging
	1GB of storage	No need to carry around multiple CDs	1000 songs in your pocket
AZO INTEL	Lead Data+	All your marketing KPIs in one place	Turn insight into action
	Wireless detector	Safely monitor and respond to gas leaks remotely	Always sensing safely
	Multiple lenses	View various magnitudes of structures in the living cells	View our world with clarity
	Latest software	Faster data collection, reduced errors	Fast and efficient analysis

HOW TO 'LAND' THE LANDING PAGE

A landing page should reflect the email's headline, copy, and content. The look and feel of your landing page should also match the email, as consistency goes a long way toward a customer's trust,

1 Offer the promised content from the email clearly and without confusion as to where to find it.

2 Offer points of further engagement, whether that be related links or data capture forms for downloading a document or signing up for an event.

Keep your messaging consistent in your call-to-action (CTA) and the headline of the landing page. You'll instantly lose their trust if people click on a CTA for a free offer only to find a catch on the landing page.

DON'T FORGET YOUR CALLS TO ACTION

1 The wording should highlight the value of clicking for the user.

2 Place the CTA above the fold, and at key points in the content.

**3** Be consistent with the wording and styles throughout the email.

4 Use high contrast and colour to make your CTA stand out from the rest of the email.

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View as a Web Page

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Expanding the biocatalytic toolbox for transformations through directed evolution, computational technologies and synthetic biology

OCTOBER 26-27, 2022 | PHILADELPHIA, USA | proteinengineeringglobal.com

With protein engineering tools advancing at a rapid pace, biocatalysis continues to progress into a powerful technology for chemical innovation. Never has it been more important to understand how such tools will accelerate the future development of enzymes for chemical synthesis.

Download this year's agenda for the **Protein Engineering Biocatalysis Congress**, held on **October 26-27** in **Philadelphia**.

DOWNLOAD AGENDA

Take advantage of this <u>Super Early Bird prices</u> ending on Friday, September 2! Save up to $700!

REGISTER NOW

HOW CAN AZONETWORK HELP WITH YOUR EMAIL MARKETING?

SHARE YOUR SCIENCE WITH A GLOBAL AUDIENCE OF OVER 100+ MILLION ANNUAL UNIQUE VISITORS AND 900,000+ SUBSCRIBERS.
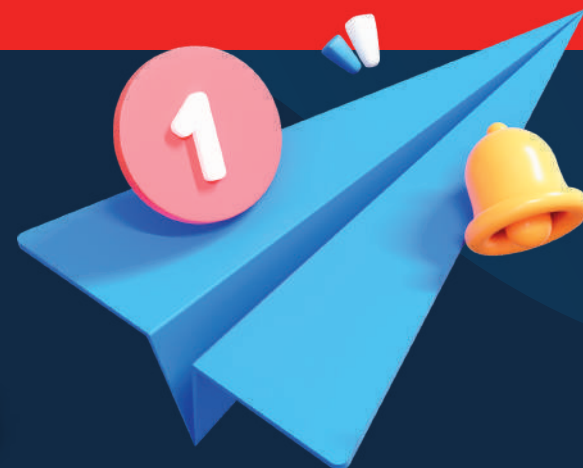
CUSTOMIZED EMAILS

Create your own customized e-mail where you own all of the content and you choose the subscribers.

Learn more about customized emails

NEWSLETTERS

Sponsor a newsletter to boost brand awareness, increase lead generation and share your content with ultra-targeted audiences from over 900,000 subscribers.

Learn more about newsletters

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