Transcript of:

004 Email:
Kate Barrett
"Us vs UK Retailers: The State of Email Sign Ups"

[00:00:01.660]

You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rate and grow your profits.

[00:00:10.570] - Chloe Thomas

Hello and welcome again hopefully to the keepoptimising podcast. If you are looking to improve the performance and return of your marketing, then you are in the right place. I'm Chloe Thomas, the host of this marketing focused podcast, and it is very cool to have you tuning in to our fourth episode now because this show is brand new. I'm running a competition where you could win a Keep Optimising podcast T-shirt. Yes, yes, yes. A T-shirt with the name of his podcast and the logo on that.

[00:00:42.070] - Chloe Thomas

We are giving away as part of the launch. And if you wanna find out all about how to get your hands on one of those, then stay tuned to the end of the episode to find out all about it in today's episode. I'm talking to Kate Kate Barrett all round Email marketing genius. And we're gonna be talking about Email capture because this month we are all about Email marketing. In today's episode, we explore the results of recent research Kate's conducted into what's working and what retailers are doing to increase their Email ists sitssize.

[00:01:12.430] - Chloe Thomas

We get into where to ask for any more sign up, how to ask and a little of what to send. Once you've got that sign up, we're just about to meet today's guest. But before we do, please do check out the sponsors.

[00:01:25.300] - Chloe Thomas

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Today, I'm chatting with Email marketing expert Kate Barrett. Kate spent the last 13 years working directly on eCommerce Email marketing programs. Her agency, e-Focus Marketing, she provides Email marketing consultancy, management and training courses for hundreds of e-commerce businesses.

And she's the author of Amazon bestseller. e-Telligence: Email Marketing isn't dead. The way you're using it is. Hello, Kate.

Great question. And a lot of people that I speak to usually find that they just fall into Email, you know, when they come out of university or what have you. I was slightly different. I fell into Email whilst I was at university, so I did a year's placement and actually worked for an Email service...
provider, which is now smart focus. And I did about a year and a half with them in the end before I went back to UNI to do my final year and it was working with them that really ignited my love for Email marketing and the power that's behind it.

[00:03:29.780] - Kate Barrett

So once I came out of university, I knew what I wanted to do and I was laser focused in going and finding an initial job that was managing CRM Email marketing, and it was a real baptism of fire. So I started there, went broader and worked for a couple of direct client businesses, helping them with not just their Email marketing, but their entire marketing strategy. But for me, I always kept hold of the Email part. I had agencies and other team members that did the SEO and the social media and know all of that fun stuff.

[00:04:04.790] - Kate Barrett

But I always kept hold of the Email. So about five and a half years ago, I decided that I didn't want to work client side anymore and wanted to set up my own business. So I started freelancing for businesses and then moved into growing my small agency to really help brands to optimize what they're doing with their email marketing and use it more intelligently. So it's my passion is, you know what I think about day in, day out, say you, Chloe.

[00:04:33.590] - Kate Barrett

And it's a great market to be part of a great community and an exciting channel. I know a lot of people don't think it is, but very exciting channel to be part of and see the results that you can get from them.

[00:04:47.560] - Chloe Thomas

Yeah. It's so exciting and it's so amazing. And having been like you, we've both been working on it for over ten years and I still love to do the still new things to test. But we could walk cynical about love is what we're here to talk about is Email sign ups getting people onto your list. So why should we be prioritizing that?

[00:05:07.400] - Kate Barrett

It's the absolute literal and figurative starting point for your entire Email marketing program.

[00:05:15.050] - Kate Barrett

It sets the tone for what people will expect from your program going forward, how they will then react to those emails that you're sending them for the data that you collect on them, which leads your entire strategy. The data that you have on your audience is so important and that sign up step is the first part of that jigsaw of different types of data. So it's really, really important. And I think
particularly now that we are coming through that kind of Covid19 horrible bubble that we've been in, coming out the other side, you know, let's fingers crossed for four, no more waves.

[00:05:54.920] - Kate Barrett

But I think it's made us realise that the way that we do business traditionally has to change. You know, if things like this are going to happen, if people are going to move now to a more remote way of working, those face to face interactions are going to be limited. And we need to have a way to understand our customers and nurtured them through the process. And Email is the best channel to do that. So if you're not encouraging people when they come onto your website, when they have various touch points with you, and I'm sure we'll talk about that a little bit later on, if you're not encouraging them to come onto your email list, that number one way for you to nurture and educate and build a relationship with those potential customers and then those customers after they purchase, you're really missing a key element of your marketing strategy and not just your marketing strategy, but your customer service strategy, your persona as a business.

[00:06:56.330] - Kate Barrett

Being able to properly communicate with people on an ongoing basis. So. It's an absolutely critical part to get rights. And I've seen a lot of people who haven't and could certainly make tweaks to that.

[00:07:09.110] - Kate Barrett

So I know we're going to go through a lot of that today

[00:07:11.920] - Chloe Thomas

and we're going the reason what I want to talk about, precisely because you've recently co-authored a report called UK vs. or U.S. vs. U.K. retailers, the state of Email sign ups. And it's got some pretty freaky stats in it about why, you know, it's if you're listening, thinking, well, everyone does it. Why are you talking about it? Oh, my God, they don't.

[00:07:32.070] - Chloe Thomas

There's still huge competitive advantage to be got. I actually focus in on them on sign ups. Isn't that?

[00:07:37.990] - Kate Barrett

Massive. I always find it shocking, actually, how many brands we work with as a business who don't have that initial phase covered. So I was working with one client who were only collecting Email sign ups as part of the purchase process, the account sign up and purchase process. And when you do that, you miss out that whole opportunity to nurture those prospects. You're only then dealing with people who are customers. So they've really made that first purchase and you're driving them through for the retention part of your strategy.
But you're missing the chance to boost your acquisition strategy as well. You know, you're spending all this time and money driving people to your website. Most likely, perhaps you've got PPC campaigns running social media campaigns. You're all of those other marketing channels driving your website, driving to specific pieces of information. And the majority of those people will balance off again without finding what they need, without making a purchase, because they're not ready to yet. They're not in that stage.

So if we can optimize how we collect our Email sign ups by first offering an Email sign up and secondly, optimizing its placement, its design, the data that you're collecting, we can increase the effectiveness of all of your other marketing by using this additional channel to then drive them through to a conversion when they would otherwise have bounced off and perhaps not come back again. It's so critical to get that step right so that you can build a basis going forward.

And the report that I did alongside Kickbox really showed exactly as you said, that there is still so much room for improvement even in these parts of an Email marketing strategy. You know, it may seem like basics to some people, and it almost is have a sign up form. People can't sign up and come on to your Email program, but it's an area that optimized the basics.

There's still a lot of work to do there. And then there's amazing fun called funky stuff you can do after that to engage your audience, to get them buying from you, to get them to keep coming back. But you've got to get this right. So, yeah, there were some really shocking stats when we went through the report that I am so pleased we had to share with each day.

Yes. One of the stops, which is really, really amazed me was that I mean, it did it didn't, because I know this has been the case for a while, but I thought people might have upgraded, you know, caught caught the train and got on with it. In the meantime, plus minus, but know they have it was that 14 percent of the sites you looked at. The only way to sign up to that Email marketing is to set up an account.

Yeah. Yeah.
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[00:10:25.270] - Chloe Thomas

Mind blowing.

[00:10:26.340] - Kate Barrett

I know it's crazy. And what we found when we were looking at that is that it was likely to be businesses. I think there was a supermarket, for example, that did it, where effectively what they want to do is drive you straight to that purchase process. But like I said, they've forgotten about that first point. How do you when somebody is in the consideration stage of making a purchase process and when they go through this purchase, it could take five seconds or it could take five years, depending on what it is that you're selling.

[00:11:00.280] - Kate Barrett

But when someone's going through that consideration process, you have to be there to show them why you're better than competitors, how you stand there. And you don't obviously say, oh, you know, we do this and they don't do that and start them off or anything like that. But you've got to position yourself as a business. You've got to position yourself as to why you aren't a stand out business and someone should be coming to buying from you rather than your competitor.

[00:11:26.530] - Kate Barrett

And if somebody has visited your website as a main area of connection that says there are lots of other touch points, but your website is going to be one of your main areas to drive your Email sign ups. So if someone's come onto your website, they're looking, they're browsing. They're thinking about buying. They don't find what they need or they're not quite ready to make that decision yet. For various reasons, they're still looking around that comparison and all of those different things.

[00:11:54.810] - Kate Barrett

Get the Email sign up. Really educate them, nurture them. You know, I'm going to keep saying that throughout this. It's so important to do so. You've got to focus in on this. And for those that are only connecting that accounts on it, they're missing an opportunity. So think about sign up forms on your Web site primarily. And how users come on to your Website, how they interact and what they need in terms of the type of sign up form that you would use on each page.

[00:12:25.810] - Kate Barrett

Because it is important to tailor that journey to the sign up. So, for example, somebody who is a new visitor to your Web site. And don't forget, you'll have Google Analytics or other analytics software that will tell you the percentage of new visitors vs. returning visitors, how long they spend on a page. What not average balance time is in which they leave, where they go. You'll have all of that information. So go and have a look at that and think about if somebody is coming on to the home page.
They probably are mainly new customers because people who aren't new customers might come in deeper because they're already on your email list for examples. They're going in directly to product pages. People who were further down that search process will come in deeper on your long time keywords and things like that into product pages, home page pages, more of a browsing first case scenario. So what do those people need from you? What could you present to them at the point at which if you’re using a pop up, for example, just before they're going to go on, leave your Website?

What’s that time? How could you trigger it based on the action? It's gone close down your window. Was that message that they need to hear at that point to encourage them to sign up? How can you take them to that next step if they're going deeper into product pages or different content pages that you have a direct product page, for example? Again, using pop ups, you wouldn’t want to have a time delayed pop up or an on scroll pop up that comes up after those actions because you don’t want to disturb the purchase process.

They’re far enough down the consideration route that they’re thinking about purchasing. So maybe they’re you want to have a exit pop up. So again, when you mouseover to the X button, that’s the type of pop up that you would put in. So think about the placement in terms of when you would trigger pop ups. Think about placement in terms of where they are on that Website. So on the home page, can you get some really stay above the fold if we’re still talking about above and below, but the top of your your Website, where you can encourage people to sign up in the navigation menu.

A lot of people put it in their footer, on sideboards if you've got sidebars on blogs, things like that. So look at how people interact, how they move through your Website and where the best placement for that form is, because the more you can get something relevant in front of people, the more you can get people to sign up and grow your database.

So Kate, we should be having multiple option, multiple ways that people can join our list on our Website. So you’re saying that we’re probably doing better, we might be doing a big home page piece, especially if you’re able to personalize that to whether it's a new or existing business for new visitors. No brainer to put it above the fold on the home page. And then clever use of pop ups that maybe tailor their message throughout the site.
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[00:15:16.570] - Kate Barrett

Yeah, absolutely. And whether or not you use all of those or two of those or five of those will depend on your Website or your aims or how your visitors are interacting. But what I found shocking from the report is that only 11 percent of retailers had two ways to sign up on their Website and one percent had three way. So if that's 12 percent had two or three ways, that's a massive, massive chunk, 88 percent of people who only had one way to sign up to their emails.

[00:15:47.380] - Kate Barrett

So if you've got that in the footer at the bottom of your Website. I mean, yes, have it there. But it's not gonna be your highest converting sign up for something to grab people's attention. It's not going to help them to understand in the journey that they're taking on your Website how they can then continue to interact with you because it's kind of hidden away. So if you've got, let's say, a footer pod, as you suggested, I would definitely suggest having a pop up.

[00:16:15.430] - Kate Barrett

Now, what type? Exactly, as I explained, depends on the type of page and interaction that that person is, that type of journey is is having. But, yeah, absolutely. If you can get a place on your home page or place in your navigation menu or in the sidebar or in the middle of blog posts or at the end blog post. Absolutely. Maximize these opportunities because not everyone is going to see every opportunity. But that also leads us in to exclusions.

[00:16:45.280] - Kate Barrett

Now, if you want to get really clever with it, certainly pop up. This is relatively easy to do with different pieces of software, but generally in terms of placement on your website, if your I.T. team can. A little bit clever with it. Make sure that you know who's on your e-mail list and if you can feed that into the information around these sign up forms. And like you said, add or remove them depending on whether somebody is already signed up to your Email.

[00:17:10.130] - Kate Barrett

So if they all don't show them any sign up forms, use that real estate on your website for something else. And if they haven't signed up, then use it to prompt them to do so. So think about how people are using, how they're interacting and what's going to be a seamless journey for them. Now by seamless journey? I don't just mean it's gonna blend into the background because pop ups by their very nature. Again, this is just one example of a type, but usually the highest converting type of Email sign up.

[00:17:40.430] - Kate Barrett

That we often see with clients. Pop ups are disruptive. They are meant to be disruptive. But the reason that people don't like them in a lot of cases is because they're badly designed. They come up
immediately in your face. The second you go on to a Website, you haven't even had a chance to look around. Do you think about that in real life? If you went into a shop and a shop assistant immediately jumped in front of you and said, hey, join us, sign up for our emails, you probably run back out again.

[00:18:09.140] - Kate Barrett

Pretty scared. And that's what you're doing with a pop up to that time delayed pop up to wipes a certain amount of time. So have a look at those those balance times on specific pages, because it would change per page how you can exclude people from seeing it within a certain amount of time. So even if they haven't signed up and they close your pop up, for example, exclude them from seeing it again for 30 days or 60 days before it before it's shown.

[00:18:33.800] - Kate Barrett

So you've got to think about that journey. You've got to pull together these different pieces. So think about the type of sign up forms that you want. Whether it's a pod somewhere, if it's a pop up, what type of sign up form that you're going to have, or if it's a link to a direct page that is dedicated to Email sign ups. Think about any exclusions that you can apply. If somebody's on your email list already, for example, whether or not you show those ads to people within a certain amount of time, again, and the amount of options that you give people.

[00:19:04.100] - Kate Barrett

That makes sense. I mean, if you have 10 pop ups coming up and your whole Website is covered in e-mail sign ups, it doesn't make sense. You still got to have your main purpose of the Website, which is to drive people through to conversion. But those that aren't ready for that yet, let's convert them onto your emails so they can communicate with them on that ongoing basis and drive the conversion that way.

[00:19:25.780] - Chloe Thomas

And, Kate, there you've mentioned a number of different things. We can attest to the types of pop ups where those types of sign ups, where the pop ups are when we deploy them and all the rest of it. But what's a reasonable expectation for percentage of visits is we might get to sign up. We talking one percent, 10 percent, 20 percent, 50 percent. What's a good number to be? And I know benchmarks are dangerous things because it was a rough ballpark for us to be aiming for.

[00:19:51.740] - Kate Barrett

Yeah, great question. So there's a few ways to answer that. The first way is you should always be benchmarking against yourself.
So watch your current. And sign up conversion percentage and understand that a lot of people don’t understand what that percentage to sign up is for different types of sign up from. So understanding that and benchmarking against yourself and always improving on what you're doing is a really great way to do that. The other kind of answer to that is, of course, it depends on the type of sign up form that you've got in place. So a filter sign up form, you might say, a nought point five percent sign up bright from, whereas all the way at the other end of the extreme, if your driving PPC adds through to a squeeze page that is just dedicated to getting the Email sign up, for example, you might see that 30, 40, 50 percent.

So it's going to say anywhere in between there, depending on the type of Email sign up forms, it's kind of hard to give you a specific figure. But I would say for pop ups, dedicated pages that adjust Email sign up form, I would expect to see 30 percent on average, if not more.

Nice. Thank you for giving us the numbers that I just guess it yields only a squeeze pages. That's a page where pretty much the only thing you can do is one thing. There's no knob. Is there nothing nowhere else you can go. So it squeezes you through the funnel just to get to your wondering.

Now, a big gnarly subject in the world of Email pop ups is do we offer a discount? Because lots of people want that. Want to think they have to offer a bribe to get the customers to sign up.

Free delivery of 10 percent or whatever it might be, both from the report and from your own experience. Do we have to?

No, you absolutely don't have to. Again, there's a couple of ways I want to approach this question, because it's a question I get a lot. So the first thing is the from the report on the Email only sign ups, so not including. The account sign ups, they included Email, eighty one point six percent, all those Email only sign ups listed the future benefits of subscribing to emails.

That was the main hook that they were using to get people in. And that should always be your main hook, even if you do use an incentive as well. So we had just over eight percent who offered a
percentage off, five point eight percent offered a monetary sum offsite a pound or a dollar off your next purchase and three and a half percent offered free postage or shipping. So less people are offering those things. So there's there's two things here.

[00:22:33.390] - Kate Barrett

So the first thing is that, as I said, the benefits of subscribing really needs to be laid out. Whether you have an incentive or not, you need to make sure that the wording on your form, whether it's three words or 20 words, however much room you've got, depending on the type of sign-up form that it really details the benefits. What are they going to receive? What's in it for them? Why should they sign up to you above your competitor or why should they be bothered to sign up to you and then actually look at your emails?

[00:23:02.670] - Kate Barrett

You've got to tell people what's in it for them to understand what they want. So eighty one point six percent of people were doing that. So that's brilliant. If you also want to add an incentive, there are a couple of beers to mention him. An incentive can absolutely help you to increase your conversion rate, but make sure that the incentive is really specific to your business. So we've seen this before with people incentivizing optimize and we'd like competition entries and things like that to drive up tens if you give away something the the world and his wife is going to want.

[00:23:39.850] - Kate Barrett

So, you know, an Amazon device or laptop or a holiday voucher or whatever is that general people would want you may find that you end up with low quality data. That isn't what you want in terms of driving business through going forward. So I would always suggest that you have it as something that is directly related to your business. So percentage of pound off your dollar off. Free shipping, free sample, things like that for product based businesses work really well.

[00:24:14.940] - Kate Barrett

We see more of a service based business where they have the more information on your free download for the ISO for that. But there's no reason why products or an eCommerce based business generally couldn't make use of that. You've got to understand what your subscribers want. So could it be that you offer them an exclusive five minute tutorial video with an influence up, for example, and that's, you know, a recorded video that is then sent out? Is that something that your audience would find really appealing?

[00:24:44.490] - Kate Barrett

If it is, there's no reason why you couldn't test offering that vs. a discount or any of those other offers. You don't have to give an offer, but it can help to increase your conversion rate. Not only that, it can really help to increase your conversion rate to purchase after the sign up. So think about
it this way. If somebody has come onto your website, they sign up and you've offered them 10% off their first purchase, they're more likely to go ahead and make a first purchase using that discount card.

[00:25:15.330] - Kate Barrett

So it helps to drive your first purchase acquisition strategy as well. But test it. Test what works for you. Test whether or not 20 percent off vs. 10 percent off works better. You'll be surprised at the results sometimes. Think about what is most appropriate for your audience. And there's one more thing that I want to mention on this that always comes up. I know that the audience listening to they so across the world thinking about Europe specifically and the UK and the GDP regulations and whether or not you can actually incentivize opted it.

[00:25:53.350] - Kate Barrett

You know, this is a question that I'm sure you get asked as well, Chloe. And I've got up on the screen in front of me the exact wording that is in the ICO guidelines. So I want you to just kind of mention, actually, so everyone can go and find that just type in ICO incentivising consent and you'll find their guidelines. But basically what they say is that consent needs to be freely give them. So somebody has to have a genuine choice and control over how you use that data.

[00:26:22.800] - Kate Barrett

And don't forget, GDP is more than just consent for marketing, its consent for other things and all the other ways of processing the data. But thinking about getting consent and consent for marketing. So basically, that means that they have to be able to refuse consent without detriment. And it's got to be easy for them to withdraw consent at any time. So the first check on that is obviously making sure that you've got your unsubscribe links in in all of your emails.

[00:26:49.050] - Kate Barrett

And that means that they can unsubscribe at any time. They would lose access to receiving the information that you. Supply injury e-mails, of course. And they would wouldn't receive any anymore e-mails going forward. But in terms of getting them in in the first place, the really interesting part of it. I just want to read out to you is this and this is word for word from the guidance. It may still be possible to incentivize consent to some extent.

[00:27:17.140] - Kate Barrett

There will usually be some benefit to consenting to processing. For example, if joining the retailer's loyalty scheme comes with access to money or vouchers. There is clearly some incentive to consent to marketing. The fact that this benefit is available to those who don't sign up is not available to those who don't sign up. Doesn't amount to a detriment for refusal. But you've got to be careful not to cross that line. So, of course, seek legal advice, et cetera, et cetera.
But what I often say to my clients is make sure that with an incentive, your Email sign up is the primary point on that form.

So, you know, a much better wording the next, but it would effectively be saying sign up to receive our e-mails and you will benefit from X, Y, Z. That's what they're going to get in the emails. And as a bonus for signing up, you'll also get 10 percent off your first order over 35 pounds or whatever it is. Now, I didn't mean to say you can't have 10% off Your first order is your headline on your sign up form.

That's fine, but make sure that the Email sign up is that primary purpose, that they can unsubscribe easily. And of course, what that means is that, again, there's no detriment because once they've signed up and they've received that initial Email will go on to that initial landing page and you deliver that 10 percent of code, they can subscribe and they can still use that code. So, again, I think we've got multiple points that we could take to say that consent is still freely given.

But you can incentivize it. So please seek legal advice. But that is my opinion. Incentivization. So hopefully that's helpful.

Thank you, Kate. That was really cool. And we will have links to that incentivizing consent. And that text to the shownotes for everybody. You can go and grab that note. Right now, we are going to pause for a reminder of our sponsors and then we're gonna be talking about the wider world of Email marketing.

It's safe to say that most of us have been doing more shopping online lately. And if you're an e-commerce brand, that means you might be seeing more first time customers.

But once they made that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for. Klaviyo is the ultimate Email and SMS marketing platform for e-commerce brands. It gives you the tools to build your contact lists and memorable emails, automate key messages a more
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way, way more, whether you are launching a new business or taking your brand to the next level. Klaviyo can help you get growing faster. And it’s free to get started.

[00:29:39.980] - Chloe Thomas
Visit Klaviyo.com/masterplan to create your free account. That’s K L A V I Y O.com/masterplan.

[00:29:50.410] - Chloe Thomas
Okay Kate. So far, we have gone deep into Email list, growth. Now you get to wow us with your insider knowledge about the whole of Email marketing following questions, your answers can be anything to do with Email marketing, which, of course, does include Email list growth. So, Kate, you ready for these?

[00:30:09.770] - Kate Barrett
I'm ready. Hit me with em.

[00:30:11.710] - Chloe Thomas
Okay, so let's start with the Email marketing newbie advice. If we've inspired someone to take the first step with Email marketing, what do they need to know to give themselves the best chance of success?

[00:30:23.940] - Kate Barrett
Oh, okay. So I would say know Your data. Understand your data. Understand who your audience are. And that will stand you in good stead for multiple different elements of starting to build out your Email strategy. It will stand during good stead for what data you need to collect on somebody for you to start personalizing your campaigns going forward. It will help you to understand what is the content that your audience wants from you, what they like, what they're going to interact with.

[00:30:56.060] - Kate Barrett
So in lots of different ways. Understand your audience, understand your your data. And that will stand you in good stead moving forward and building out those strategies.

[00:31:06.100] - Chloe Thomas
Awesome. Now, once you've started, of course, you've got to Keep Optimising. So what's your favorite way to improve Email marketing performance?
Keep Optimising Podcast: https://keepoptimising.com

[00:31:14.720] - Kate Barrett

It's, of course, got to be testing, so. Test, test, test again. Everything that we've talked about would sign up. Forms can be tested down to the color of the. The data input field that you put it in that can make a difference to your conversion rate and within your emails as well. Everything is an opportunity for testing. But I'm going to caveat this because I see a lot of clients who are testing, but they're testing on an ad hoc basis.

[00:31:42.650] - Kate Barrett

They're just testing subject lines and they're perhaps testing just based on. I like this one over this one for this campaign. We'll see what happens with it. A rollout, a winner just for that Email and then they go on to the next one and nothing's learnt from it. So what I really want you to think about is how you can strategically test. So the first step to do that is to form a hypothesis. So what do you want to prove or disprove?

[00:32:09.080] - Kate Barrett

Be really specific with it. What do you expect to achieve and why? So, for example, if you were doing such testing and there are every element of your Email as a testing opportunity, subject lines, I like to do as filler testing in between doing a bit bigger, more significant tests. And of course, if you want to increase your open rates, then subject line is a great place to go. But let's use this as an example so we think that shorter subject lines under 35 characters will generate a higher opening click rate than longer subject lines.

[00:32:43.880] - Kate Barrett

Over 35 characters because 35 characters is where mobile devices commonly wrap and 80 percent of our audience usually open on a mobile device.

[00:32:54.080] - Kate Barrett

So we've been really explicit there. So we think that's what you think will happen. What do you think the specific result will be? What are those KPI's going to tell you your success. And why do you think that? What are you basing your hypothesis on in order to have chosen that element? So be really, really specific with it once you know your hypothesis. Have your plan. If you go on to a e-focusmarketing.com going to the free resources, there's a free split test planner in there that gives you a layout in terms of planning different kinds of tests and how you use that to feedback into a future strategy, not just for your Email marketing, but for your PPC campaigns, your SEO, your social media.

[00:33:42.110] - Kate Barrett
You can feed in across all of those. So success with testing is about being strategic. It's about planning. And it's about understanding how you can use that on an ongoing basis, not just on a one off Email.

[00:33:54.550] - Chloe Thomas

Awesome. Thanks, Kate. Love the free resource there as well. Now, it's impossible to improve on marketing unless we're monitoring the performance, but the list is stuff we could monitor, can be overwhelming. So what for you is the number one Email marketing KPI?

[00:34:11.090] - Kate Barrett

Okay. It's a tough question having to narrow it down to one. So I'm going to give you a little bit of a strange answer. So my answer is generally it's whatever your end result is that you want to achieve.

[00:34:28.580] - Kate Barrett

So if you want people to go through and buy your products. If I was only allowed to look at one metric, I would look at my conversion rate from that Email. And your e-marketing overall, I mean, if you can put in an attribution model that looks at Email marketing passed just that last touch in into how it fits in holistically, then brilliant if. And you've only got the last touch model then. That's a good place to start. But if I was only to answer to look at one, that's what I would look at.

[00:34:56.940] - Kate Barrett

If you don't class that as a specific Email metric, then within the Email, I would look at your open to click rate because it tells you, unlike clicked it, which is of everybody who, you know, got the Email. How many people clicked? This is telling you all those that open dare. How engaged were they? So it tells you how good your content is and can start to lead you into some testing strategies based on that. So there's my little bit of a roundabout answer for you.

[00:35:29.080] - Chloe Thomas

It's cool!

[00:35:29.150] - Kate Barrett

Cheating.

[00:35:32.590] - Chloe Thomas

And finally. Crystal ball time. What's coming up in the next six to 12 months that we should be getting ready for in Email marketing?
[00:35:41.100] - Kate Barrett

Okay, so the things that I'm excited about are interactive Email and how we further use A.I. to understand our audience to produce one to one. Personalized journeys, but also to feed into our overall strategy as well, because we will always have some element, I think, for the foreseeable future of segmentation in groups from that side as well. So, yeah, those are the two areas that really excite me because they're both doing what I think is really important and that's been customer centric, understanding what the customer needs.

[00:36:18.510] - Kate Barrett

So with the artificial intelligence, it leaves literally down to your data. What do you know about people and how can you better predict from a basic level to extremely advanced, detailed level what they're going to do next? I mean, A/B split testing. I'm running based on a winner. That's machine learning. That's a type of artificial intelligence. So we've got from that stage all the way through to one to one, personalize journeys. It's all about the customer.

[00:36:43.410] - Kate Barrett

And then with the interactive Email, again, for me, that's really interesting because it's starting to get picked up. So what we see in terms of AMP, for example, that was created by Gmail. It's been picked up by Microsoft. Hotmail also been picked up by Yahoo! It's coming. And we're starting to see the Email service providers start to add that third mind type that you need in order to do interactive Email. And again, if you're interested in that, there's some some resources and podcast episodes on my Website that talk more about them.

[00:37:15.840] - Kate Barrett

We've got one coming up soon, actually. So it's about from from that side, the interactive Email for me isn't because it's fun and sexy and a new thing, although it is of course, for me it's about understanding how can we adapt, how people interact with emails to better serve their needs to help them to get to their end result faster, to get better information across to people in a way that they find easy to engage with. You know, how can we reduce the number of steps that they have to go through to buy a product or give you feedback or whatever that action is that you want to take?

[00:37:53.090] - Kate Barrett

So, yeah, that's that's my two. I'm really excited about and I'm going to be watching over the next six to 12 months to see how they progressed from there. Kind of early adopter stage, certainly for interactive Email I'd say that's in the early adopter stage AI obviously is starting to come more into the curve, but isn't widely used on a big basis. So those are my two things.

[00:38:17.940] - Chloe Thomas
Keep Optimising Podcast: https://keepoptimising.com

Well, Kate, we're nearly at the end of the show because. So could you please let the listeners know where they can get hold of you?

[00:38:23.370] - Kate Barrett

Sure. Best place is when we jump onto the Website, say E-focusmarketing.com. You can get in touch with us from there with free resources. My podcast is on there as well. So definitely go and check that out. I've also got a new Website called EmailDesignGuru.com, which we are continuously adding to. It's a hub for best practice. Examples of Email creative sign up forms. Preference centre, unsubscribed forms.

[00:38:54.510] - Kate Barrett

So it's not long been launched. There's not a massive amount on there yet. But certainly, you know, over time we're gonna build that up. So if you've got any examples that you'd like to send through the particularly proud of you seen anything come to your inbox, please do. And jump on to them for inspiration about what you could do as well.

[00:39:13.200] - Chloe Thomas

Very cool. Well, Kate. Thank you so much for being on Keep Optimising podcasts and for being so generous sharing your expertise with us. It's been an absolute pleasure.

[00:39:22.010] - Kate Barrett

Oh, it's always my pleasure to chat to you, Chloe. Thank you again for inviting me on. Hopefully it's been helpful and we've given the listeners some points that they can look at and what they can focus on. And I'm always here for questions as well.

[00:39:36.670]

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