

10 WAYS TO GET THE BEST OUT OF TRANSACTIONAL EMAILS



Article by TECHNO DATA GROUP

As marketers are coming up with new ways of reaching out to customers, customer engagement is the perfect way to gauge the response from the market. Transactional emails are one such digital marketing tool wherein you get in touch with your customers by giving them a snapshot of their dealings with the business, such as purchasing content, downloading content or signing up for relevant data, entering a contest etc.

THE 2015 EMAIL MARKETING METRICS BENCHMARK STUDY HAS THROWN UP SOME INTERESTING FACTS WITH RESPECT TO TRANSACTIONAL EMAILS AND HERE ARE THE TOP 3 FINDINGS:

- An average 44.9% open rate achieved through transactional emails as compared to non transactional emails.
- An average of 10.4% is the click-through rate of these emails.
- An average of 20.1% is the click-to-open rate as compared to 12.5% through non transactional emails.

Any B2B transaction can trigger a transactional email association. It could be a purchase, a free sign-up or account creation and activities that get the customer face-to-face with the company.

HERE ARE SOME TIPS TO GET THE MOST OUT OF YOUR TRANSACTIONAL EMAILS:



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1

DON'T WASTE TIME... SEND THAT EMAIL NOW!

Get in touch with your customers as soon as you can. The moment they sign up, send a notification or an email. This takes care of FUD (Fear, Uncertainty, and Doubt). Irrespective of whether you get in touch on the phone or on the email, do it promptly to build the first line of engagement.

2

YOUR SENDER NAME MUST BE FRIENDLY AND IDENTIFIABLE

An email is opened on the basis of its name. Keep a name that inspires confidence in the customer and gives your details too. Examples of names to be avoidable are like 'ABCPayment', 'DoNotReplyMessage'@abc.com. Spend a little time on deciding a name that 'clicks', as it will go a long way in increasing your click-to-open rate.



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3

SUBJECT LINE SHOULD BE INFORMATIONAL

The subject line should convey the message in a snapshot. Examples of this are 'Order Confirmation', 'Your Receipt Number 12345', 'Successfully placed order of ABC'. This is important as this also leads to quick recognition if the customer is trying to sift through mails at a later time. Subsequently, your customer calls and queries will also be less and more structured.

4

USE THE PRE-HEADER FOR SECONDARY INFORMATION

This is the first line in the email message body. You could personalize this if your IT system supports it and add the name of your customer or else you could add details (like product name or order confirmation number etc.) in the pre-header. Make sure this line is not wasted in information like 'Click to open a different version' and subject matter irrelevant to the customer.



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5 PROACTIVELY ADDRESS YOUR CUSTOMER'S CONCERNS

The most relevant concern of the customer will be 'did my transaction get through?' Be prepared to answer this by adding a line that says 'Thanks for your purchase'. You can follow it up 'We will get in touch with shortly'. Also include troubleshooting methods and the next steps that a customer would like to see, such as tracking a package, changing the order etc.

6 THINK ABOUT MOBILE SCREENS TOO!

Even if more of your customers use the computer, prepare for the small percentage of customers who would use mobile screens. Design the mobile website with large buttons instead of links, use more images and less text, use images through which video links can be opened instead of putting embedded video links. Convenience is the key! The user experience ought to be seamless and hassle-free.



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7 INCLUDE MORE INFORMATION

Once you get 50%-60% of your customers opening the transactional emails, start including more information like other relevant links, links of articles on usage of products that they have purchased products that complement the purchase, demo of usage of products etc.

8 UP-SELL AND CROSS-SELL SUGGESTIONS

Give options to your customers to move to the next phase of engagement. This could include information on loyalty programs, paid services, options of buying more etc.



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9 CONVERT NON-SUBSCRIBERS TO SIGN IN FOR EMAIL PROGRAM

Give snapshots of your email program, the benefits to the customer after signing up and offers that are open to subscribers. This may lead to a conversion.

10 ALWAYS COMPLY!

There are anti-spam laws, email regulations for unsubscribes and laws related to the content being promotional or transactional. Make sure you abide by all the laws. This will go a long way in retaining your customers and building a good brand image.



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CONCLUSION

Hopefully, few examples have inspired you to take control of the transactional emails your company sends. Or, if you haven't been sending any, to try a few out and see what results you get.

I'd love to hear about anyone's experiences with different transactional email services in the comments below – both good and bad.

ABOUT US

Techno Data Group is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads to drive your business forward to achieve sustainable growth.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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