MCH Strategic Data®

When you get the details right, email delivers.

MCH maximizes your potential with every detail.

Effective email campaigns require thoughtful strategy, actionable messaging and the right data to drive them. If your business needs help with deployment, MCH Strategic Data can help with custom audience segmentation and optimized reports to keep your sales moving forward.

If you're wondering whether you should still be reaching out to prospects by landing in their inboxes, the answer is yes. Yes, email has been around for decades – and its return on investment is legendary, generating an average of $42 for every dollar spent, according to the Content Marketing Institute. Its shelf life outlasts digital and social executions, leading to almost a quarter of total sales.

Protect Your Brand

Research has shown that while digital and social can ultimately boost open rates, email remains a more trusted medium. Other brands know this, too – and prospects will judge your email quality with competitors in mind. Quality messaging and flawless deployment are vital, and mistakes can degrade your reputation.

Get Technical

MCH actively gathers contact data using a multilayered process that includes public and private sources specific to every industry we serve. Then our proprietary verification technology captures changes as soon as they're available, so you can avoid the pitfalls that come with high rates of staff churn.

Trust The Process

Email is an effective marketing channel for lead generation, building a sales and marketing pipeline, and delivering a cost effective ROI. And because it's part of a sales process, it needs its own step-by-step protocols, from audience segmentation to reporting and analysis. All guided by MCH experts in data and email marketing.
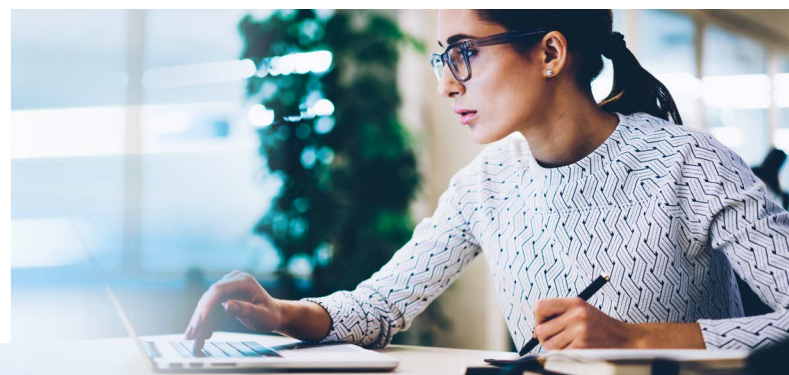
Start off right to make your messaging count.

Even after your email lands in the right inboxes, it's still competing to break through the clutter. Stay on topic and keep it simple to stand out from the crowd.

Preheader Text

Header Image

Headline

— **Body Copy** —

Secondary Image and Message

Logo **Linked Footer**

A dozen best practices for building components

1. **Subject line:** Make it short, specific and actionable.

2. **Preheader text:** State the purpose of your email in one sentence.

3. **Header image:** Include branding, call to action and link.

4. **Headline:** Explain the "why" of your message in one line.

5. **Body copy:** Make your case in 80-100 words. Keep it simple, conversational and relatable.

6. **Visuals:** Include a professional image to illustrate your message.

7. **For new customers:** Utilize a testimonial, or call out a recent accomplishment.

8. **For existing customers:** Incorporate secondary links to social media or sales.

9. **Contact info:** Place mailing address, URL and phone number in the footer.

10. **Include links:** To View in Browser and Unsubscribe.

11. **From:** Stay recognizable to your recipients with a company name.

12. **Reply-to:** Set up a working address where replies will be checked. Avoid using no-reply.

Go online for templates

Web-based email templating tools are an invaluable resource for previewing your campaigns in designed form before deployment. MCH clients and partners have had success with these resources.

- activecampaign.com/templates/
- emailonacid.com/resource-category/templates/
- hubspot.com/resources/template/email-marketing
- sendgrid.com/free-templates/

Check this list before you test

- ✓ Write clear subject lines.
- ✓ Address your reader by name.
- ✓ Brand your company.
- ✓ Personalize your content.
- ✓ Deliver a strong call to action.
- ✓ Create HTML and plain text versions.
- ✓ Make it easy to unsubscribe.
- ✓ Pre-populate customer information.
- ✓ Disclose your location.
- ✓ Throttle large sends.

Spam-triggering practices to avoid

- Use of the word Dear in personalization.
- More images than text (60% text, 40% image ratio is ideal).
- Images hosted by a third party (MCH strongly recommends hosting images for you).
- Third-party links, which are also susceptible to phishing.
- Font color similar to background color.
- Using URL shorteners like bit.ly and ow.ly.
- Using all caps.
- Embedded forms.
- Copy such as "Verify your identity now!" that suggests the transfer of sensitive information.
- Avoid these terms and characters:
  - Free
  - Use of !, $, %
  - Click Here
  - Urgent/Act Now
  - Amazing/Be amazed
  - Success
  - Unlimited

The technical details

- Work only with mobile-responsive platforms.
- Make sure your email is less than 102KB to prevent clipping in Gmail.
- Avoid bad tags, too many closing tags, or incorrectly nesting tags.
- Prioritize contrast between font and background colors.
- No embedded JavaScript.
- Avoid large font sizes and IFrames.
- Eliminate HTML comments in your code.
- Don't provide attachments.
- Avoid nonstandard ASCII characters.
- Eliminate any blank line in base64 coding.
- Don't paste directly from a Word document into an HTML editor.

Frequently asked questions

Q. What is the best way to reach my audience?

A. Keep the door open to dialogue: Don't send an email from a no-reply address. By allowing your customers to reply directly to an email campaign, you're opening up opportunities for conversations you may have never been able to start. Consumers are multichannel users. Consistent messaging across multiple channels reinforces awareness of the brand. Mass email marketing is ineffective. The most successful email marketers deliver engaging content, messages and offers to targeted contact lists.

Q. What are the most common email mistakes?

A. In addition to bad design, overuse of jargon and spam-triggering slip-ups, and a lack of personalization can doom an otherwise effective campaign. It's worth the time to segment your audience and make sure your offers line up with their needs every time.

The most successful email sales results are sparked by engaging content, messages and offers to targeted contact lists, not blanket mass marketing.

Q. How can I be confident about strategy?

A. Use campaign data to inform your future strategy, refine your messaging and optimize details like send time and audience segments. Testing is a must. Remember, it's not about which option you like best, it's about which option generates the highest level of audience engagement.

Common areas to test include subject lines, call to action messages and offers. At the onset of any new campaign, it's critical to leverage any current trends, data, profile or scoring information. Building your campaign with clean, accurate data is the foundation for success.

Q. How does MCH help us stay compliant?

A. MCH takes security seriously, and we stay focused on our commitment to protecting privacy. MCH complies with all federal and state laws, including all laws on CAN-SPAM, CASL and EU GDPR legislation.

MCH will align with our clients' internal data privacy standards when possible. All MCH emails are verified regularly and are all fully compliant with CAN-SPAM, CASL and opt-out standards. Mailing addresses are NCOA processed.

Let's leverage some data. Reach out to MCH today.

MCH Strategic Data

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