

Email Marketing – Track and Measure

With any marketing campaign, being able to track and measure the response is essential for gaining an insight into the effectiveness of the campaign and whether there is value in repeating the campaign in the future.

How to track and measure

If you send an email, you can include a 'read receipt' as a way to track whether it has been read. The issue is that the recipient can choose not to send a read receipt or if they read the email without fully opening the page it isn't sent. These factors can affect your results.

An email marketing system will provide you with data such as the number of people who have received the email and how many have opened it.

You should also include a link in your email marketing, as the system will be able to record which of the recipients click on this link and how often.

There should also be an option for recipients to select unsubscribe to remove themselves from receiving further email communication.

Take time to investigate your email marketing system and note down what it is able to automatically track and measure:

Now consider how you could use this data to get added value and take further action towards generating sales:

Having completed the worksheets for the email marketing section, you will hopefully identify which will work for your business and how they can be used to increase communication with your customers and generate more sales.

