

What to Consider Before Hiring an Email Marketing Agency

Before you hire an email marketing agency, you need to consider a few things. FrescoData include experience, cost, list building and segmentation. Read on to learn more about the different options available. When it comes to list building, be sure to find an agency that is involved in the entire process. Your gut instinct should be a good guide for finding the best one. Below are some tips to help you select the best one. Ultimately, you will have to choose based on your specific needs.

Segmentation

If you've tried to send email messages to your list without success, you might want to consider segmentation as a solution. Email marketers who use this method get better response from their emails. Personalizing the subject lines and content are two great ways to improve the open rate and click-through rate of your emails. But there's more to segmentation than that. In fact, it can boost your conversion rates and increase your revenue as well.

To implement this method, you'll want to analyze your customer data. This can be done by identifying specific patterns of behavior. For instance, if you know the price range of your customers, you can segment them based on that number. Then, you'll be able to create specific campaigns based on these data points. This will allow you to send more relevant emails to your target audience and maximize the return on investment.

Experience

Hiring an email marketing agency offers many benefits. Not only will you not have to waste your time creating marketing campaigns, you'll be able to concentrate on other aspects of your business. Additionally, professional-looking emails demonstrate that a solid team is working on your behalf. The following are some advantages of working with an email marketing agency:

A highly-specialized email marketing agency develops email solutions to meet your needs. Email marketing campaigns can yield a return on investment of up to 4400%. Recent research shows that as many as 19.8% of all online transactions are influenced by email marketing campaigns. It's important to choose an agency with experience in email marketing and that has a proven track record. This is important in order to ensure that you're getting the best results.

Cost

The cost of an email marketing agency varies widely depending on the service provided and the size of the business. FrescoData charge as little as \$300 per month, while others charge as much as \$200 an hour. The former are typically ideal for large enterprises, as they have high expectations regarding the look and feel of their emails. On the other hand, small businesses and solopreneurs can save money by hiring an in-house employee for a smaller monthly fee.

The cost of an email marketing agency can range from \$1000 to \$5,500 per month, depending on the level of service you need. The highest price range for this service is around \$7500 per month for about ten to fifteen emails. While consulting may be expensive, most brands don't opt for it, as they know the importance of email marketing, but lack the resources to execute it themselves. However, if you have a small budget, an agency may charge as little as \$100 per campaign.

List building

While the most common method of list building is through the purchase of email addresses, many businesses do not have the budget to invest in a mailing list. In many cases, a list building agency can help. A good agency will be able to generate more subscribers by doing the research. Here are FrescoData to improve the success of your mailing list.

- o Create something that your customers value, such as a template, free ebook, or physical freebie.

- o Use inline opt-in forms. This type of opt-in form is more elegant and seamless than popups, but they do not offer the same functionality as an inline form. An inline form is a hybrid between popups and pop-uppers and is embedded into the content of a page. This method is less intrusive and works best with proactive list building strategies. Pop-ups have a 3.9% conversion rate, with the top 10% converting at 9.8%. Be sure to check Google's interstitial ad guidelines before using these forms, or risk a penalty.

Follow-up sequence

An email marketing agency should have a follow-up sequence to ensure that leads don't bounce from the emails they send them. A follow-up email should be personalized, because if the sequence is generic, the lead is less likely to respond. Personalisation goes beyond simply including a first name macro-generated. It should be contextualised and address the lead's specific situation, such as whether they need a discount code or a coupon.

The next email in the follow-up sequence should be sent one day after the first contact. This email should remind the prospect of the initial conversation and highlight the value of your solution. It can also include a call to action, but be careful not to nag. This email should be tailored to the prospect's level of interest in your product, offering them valuable resources and/or a free trial of your product or service.