VISUAL

est.2018

B.KIDDO

WORDS

CREATIVE

eDM KIT
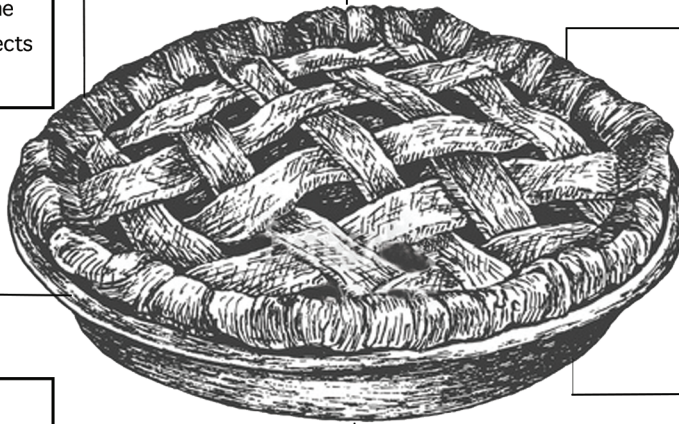
WHY EDM ?

Brand Awareness: Keep your company and your services top-of-mind for the moment when your prospects are ready to engage.

Product Marketing: Promote your products and services.

Lead Nurturing: Delight your customers with content that can help them succeed in their goals.

YOU WANT

A PIECE OF ME?

Content Promotion: Use email to share relevant blog content or useful assets with your prospects.

Build Relationships: Build connections through personalised engagement.

Lead Generation: Entice your subscribers to provide their personal information in exchange for an asset that they'd find valuable.
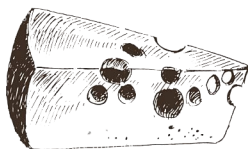

Over 90% of consumers check their emails daily.

Segmented emails generate 58% of company revenue.

A 2015 study by the DMA found that for every $1 spent, email has an average $38 return on investment (ROI).

86% of consumers would like to receive a promotional email from brands they subscribe to at least once per month.


OR A CHEESY ONE LINER?

Consensual marketing
Do you already have an email list, but not in love with the idea of having one? After all, what if you spam customers.
First, remember, people on your list consent to sharing their email address with you. They want you to be there and they're actually expecting you to write to them. If they didn't – they would opt out. It's consensual.

Crafting a non-annoying email
What if your branded email was welcomed into an inbox?—After all it's a personal, coveted place to be. You ought to prove your value and send important, engaging and captivating emails.
That's what we at B.KIDDO do best. We write with good intentions and only when it benefits the customer. We are excellent communicators; respectful to your target audience interests. We write strategically, not suffocatingly. This means your target audience wont hear from you every day – but at least it has them coming back for more.
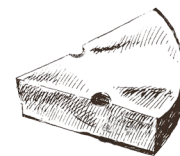
Email is a direct pipeline to your customers
If you have some time sensitive information to sell, like a sale or stock item is sold out, then email is perfect. WIth emails you don't have to combat algorithms for it to be seen in the way that it is for social media. When you post on Instagram for example, there is a risk that your post will be missed in a newsfeed or is shown to irrelevant people.
More so, unlike other marketing tools, email gives you the ability to segment your audience. You can send messages to targeted groups within your list, with relevant content or specialised campaigns – increasing your results.

SERVICES

Customer Research

We gather as much information as we can about your customer to help refine and grow your business. Our service includes consumer decision process research, cutomer satisfaction results, concept testing, positioning or how potential customers view your products and performance compared to competitors. We determine how your customers feel about your brand, product or service. We carry out price testing – this determines how sensitive your customers are to price changes or the pricing settings currently active in your business. We perform a customer service audit - here we can work out whether you provide adequate customer service. Lastly, we implement newsletter monitoring; We stay on top of your competitor's emails to see how your brand or business performs differently.

Audience Personas & Surveys

Go to your email spam folder. Pick any email in there. Does it feel like it was written just for you? Does it read like the writer actually knows who you are? Our bet is no.
How does that make you feel?
When customers talk to a salesperson that has no idea who they are, what they need, what they expect or what their objections could be, this is how they feel. Spammed. A robust and accurate buyer persona can help you overcome this. It can help you speak to your customers like you know them.
We create buyer personas - fictional individuals to better understand and imagine who you're selling to so that when we write your email content, it is on a topic of interest and communicated in a language that appeals to a type of target audience.

Content Analysis

Your customer has one inbox – they will receive one email from you, and five separate emails from your competitors. The only way to guarantee your email will stand out is performing a Competitor Analysis. We aggregate emails from competing companies to help influence your own. We dissect newsletters; noting promotions, language used, length of email and visual assets. In addition to analysing subject lines, we collate data and compare it to your campaigns to see where your email stands.

Content Plan

For every campaign, we plan ahead. We determine your goals to decide what you'd like to get out of your email marketing. Are you looking to send traffic to your website? Support promotional activities? Increase awareness of a new product or service? We set goals for each campaign and then keep track of its progress over time.
The plan also includes who you're going to be talking to, what you're going to be saying and how frequently you are going to be communicating to them.
We think holistically across all your content platforms, from social media to blogs, to determine your email subjects for the month and year. This ensures your communication is speaking harmoniously, driving engagement on the same point.

Subject Title

The subject line is the first thing – and maybe the last a recipient will see of an email. But fear not, we ensure yours stands out to be opened!

Header Copy

We present the best one line we've got to keep people reading your email and take some form of action.

eDM Copy

The idea here is that if your emails are valuable and relevant to your audience, they're more likely to click your Call to Action (CTA). So, we create significant and promising content …without YELLING (aka Caps writing). We treat the body of the email like it is the pattie going into in a burger; it's packed with mouth-watering copy that your audience will want to eat every word of it.

A/B Testing (Optimise and measure)

Do you have a low email open rate? Are unsure what words are powerful or persuasive to your audience? Lets A/B test to find out. A/B testing, also known as split testing, is a way to test versions of an email, to see which is the most effective in terms of encouraging opens or clicks. We test subject lines, header copy, Call to Actions and design to determine the winning version of your email.

Scheduling

It's been common knowledge in the email marketing industry for a while that email send time can have a huge effect on your open rates. We will determine the optimal time and day to deliver your email or newsletter.

Graphic Design Layout

Layout is the foundation to your email and determines the flow of content and the sequence your readers follow to consume your information. A white page with black text is easily ignored, while innovative designs create impact and ignite the imagination of your audience.

We design headers, footers, social icons, images and GIFs in Adobe Photoshop and then assemble the elements to create beautiful templates in MailChimp.

Links

Most Call to Action's in an email require your reader to fulfil some form of activity, for example, to purchase tickets to a film they need to click "book now", however, your reader will need a link to take them to the booking page. We can direct your subscribers to a few different locations or options by embedding links into your email. We create links to website addresses, email addresses, landing pages.

Buttons

According to a Nielsen Norman Group study, some people will skim through content and miss the promotion or Call to Action. To avoid this happening to your emails, we will create Call to Action buttons. Colourful, buttons will stand out in an email and wont be overlooked by skimmers. In fact, Campaign Monitor saw a 28% increase in their click-through's by adding a button to their email template.

- time to button up!

What images are used in the eDM?

Branded Visual Assets

We select stock images that align with your blog, then edit them with your company branding.

Professional Photo Editing

We touch up your own bank of images using Adobe Photoshop then apply your company branding.

Professional Photography

We shoot, edit and develop high resolution images featuring your product service to be featured in the eDM.
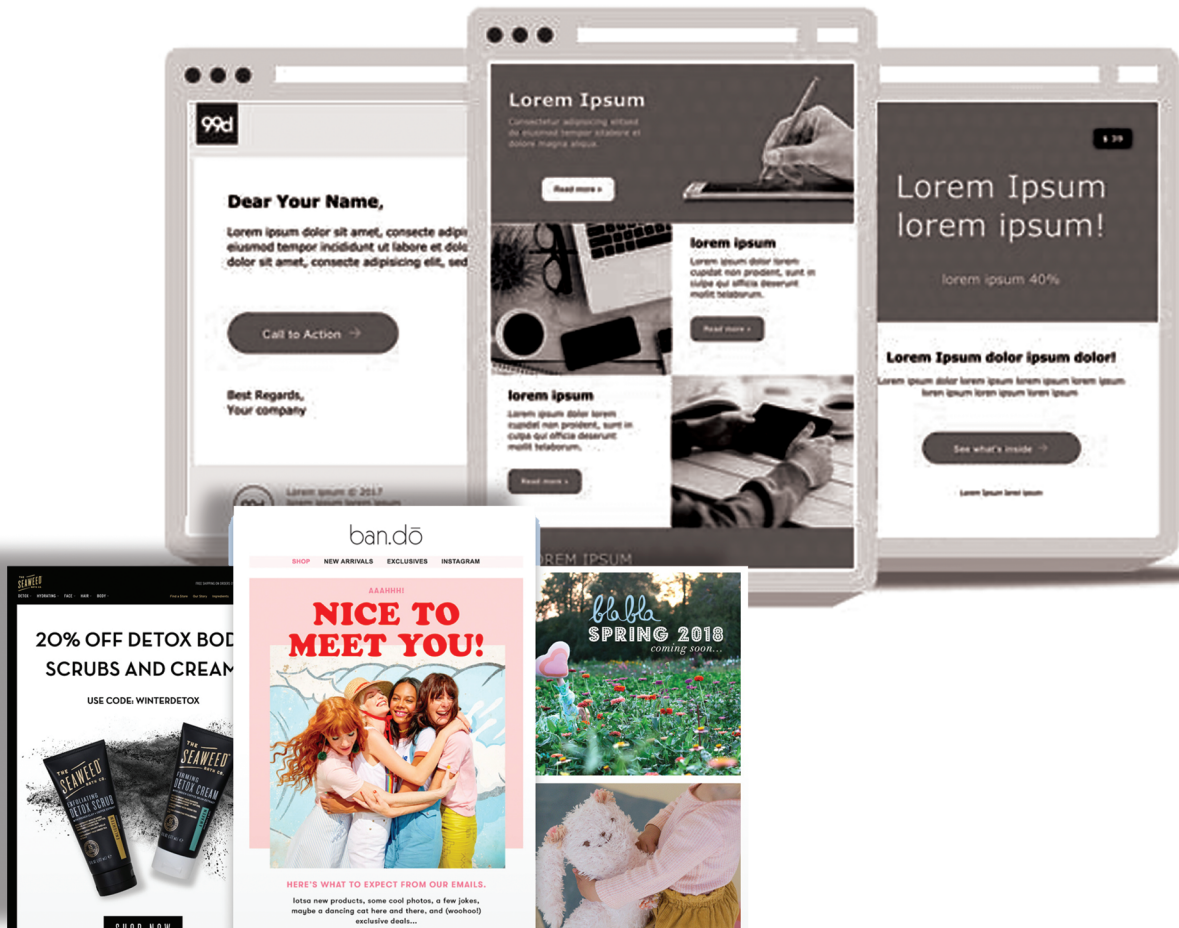
BUILD YOUR OWN

If you have made it to this page, then you are certainly a serious business grower!

We need to find out from you if you have arrived at B.KIDDO with an appetite for everything or peckish for one or two services. Below is our Build Your Own menu that lays out of all the ingredients to make a perfect eDM. We invite you to observe our services and enjoy a contemporary experience of picking your elements and filling out a creative brief.

If you're unsure how to start or have any questions, contact us, and we can guide you through the creative journey.

1 PICK YOUR CHAPTERS

☐ Chapter One

☐ Chapter Two

☐ Chapter Three

2 PICK YOUR SERVICES

Chapter One		Chapter Two		Chapter Three	
Customer Research	☐	Subject Title	☐	Graphic Design Layout	☐
Audience Personas &Surveys	☐	Header Copy	☐	Links	☐
		eDM Copy	☐	Buttons	☐
Content Analysis	☐	A/B Tesitng	☐	Branded Visual Assets	☐
Content Plan	☐	Scheduling	☐	Profesional Photo Editing	☐
				Professional Photography	☐

3 TOP IT OFF

Fill out a brief

Receive a quote