



## Email performance evaluation, benchmarking and execution toolkit

Drive conversion, improve engagement, and increase transaction frequency by understanding your email performance and potential areas of growth for your digital marketing campaigns.

### Create profitable customer relationships with powerful email marketing tools

The Touchpoint Group Email Marketing Toolkit leverages a custom designed email marketing platform combined with advanced analytics, segmentation, and personalisation capabilities, plus a team of dedicated marketing experts to guide your digital campaigns. This toolkit is designed to achieve maximum return on investment (RoI) on your marketing activities.

As part of this service, our team of industry experts will guide you through powerful segmentation and analysis techniques, addressing the challenges your business faces and creating a system of engagement for your customers that drives not only conversion, but also decreases the interval between repeat purchases, improves basket size, and helps you create loyal brand advocates in your customer base.

### The guided campaign execution & report includes

- Consultation to understand business priorities, challenges, and desired outcomes, reviewing existing data availability, current channel utilisation, and a SWOT analysis
- Email assessment review and recommendations for improved performance and return
- A guided email campaign run through TouchpointMX to achieve goals as set in the consultation, measured for success.
- A Follow-up consultation and access to your personalised email marketing execution plan; providing you with the tools you need to achieve your goals.



Your personalised email marketing execution plan will demonstrate a clear path to maximising return on email marketing for your business.

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### The outcome

This service is designed to boost the performance of your email marketing and generate new sales avenues as well as opportunities through analysing customer engagement and interaction with your business both online and instore. The toolkit not only sets out basic guidelines to determine best ROI and conversion on your emails but provides you with hands-on experience to best practice advice, continuous improvement detection and clear direction for growth in your digital marketing.

#### You will achieve:

- **Greater customer engagement:** Understand how customer engagement in email drives measurable, scalable, and repeatable bottom-line figures like revenue, ROI, and KPIs, and how your business can achieve set goals.
- **Increased transaction frequency and basket size:** Drive revenue with powerful, personalised messaging that improves purchase conversion and takes advantage of key purchase drivers within your business.
- **Loyalty and advocacy:** Shorten the pathway to customer loyalty and improve retention with powerful personalisation tools that encourage customers to become valuable advocates for your business
- **Powerful data unification to drive results:** Leverage all your customer knowledge in one place to gain a fully rounded understanding of how to drive sales



### How Touchpoint Group delivers this service

The email performance toolkit is designed to help you achieve maximum potential in driving revenue from email marketing. Starting with an assessment of current channel use and email campaigns, we'll develop and execute a guided campaign that focuses on solving the challenges your current email marketing plan faces. We'll complete the campaign with an evaluation of its success in meeting your goals and provide your Email Marketing Execution Plan, providing an agile, data-driven pathway to help you improve email conversion and increase revenue for your business. Get in touch with our team of experts today to get started.

### Contact us to learn more

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