

Creative Campaign Development

Navigating the complexities of email campaign development is tricky, and the tiniest error can lead to problems in renderability, usability, and deliverability across multiple ISPs. We have the knowledge, passion, and experience needed to optimize your campaign's performance and results.

Our creative team will analyze your campaign history from top-to-bottom looking at things such as email content, creative, calls-to-action, open and click rates, and mailing frequency. This analysis will help identify opportunities to improve campaign performance. We will then develop a new email campaign that incorporates content changes, new subject lines, and calls-to-action to better engage your audience. We also conduct split testing to get proof of elements that perform better than others. Finally, we will code your HTML emails following email design best practices to ensure they reach every inbox intact.

Creative Campaign Development that Boosts Engagement

Elements of Creative Development Services

- **Creative Audit** – extensive evaluation of historical campaign data
- **Creative Development** – development of HTML and plain text messages, including subject lines, messaging, graphical elements, calls-to-action, and creative strategies
- **Strategy and Best Practices** – incorporation of dynamic content to personalize messages, social media links to engage your audience, and behaviorally-triggered messaging to automate future campaigns
- **Branding** – reflection of your corporation across all branding elements and settings, including from name and address, domain alias, media domain, and bounce domain
- **Testing** – message optimization prior to deployment through a number of assurance measures, including email vetting, A/B split testing, Spam Score, review test groups, preview features, and inbox renderability across multiple email clients
- **Templates** – development of a single template with lockable sections, pre-approved content, graphics and template libraries, and automated message series workflows to ensure consistency across multiple departments

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.