



Step-by-Step

Guide to

OUTSOURCING YOUR EMAIL MARKETING OPERATIONS



Step-by-Step Guide to Outsourcing Your Email Marketing Operations

Would you keep your email operations in-house, or outsource? Entrepreneurs often face this dilemma of whether to outsource or not, especially when they have a smaller in-house marketing team that is likely to get overwhelmed by trying to manage and juggle different aspects of email marketing as well as other marketing channels. In such cases, businesses can augment their in-house team's email success by outsourcing some pieces or the entire email process as well as, save on time and effort.

Then, how to make a wise decision in outsourcing your email marketing process? With plenty of aspects and elements to consider when you are planning to look outwards to improving your email marketing function by outsourcing - this all-encompassing step-by-step guide can help you maneuver thoroughly.



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Chapter I: The Challenges of Managing Email Marketing

A [study by Twilio](#) has concluded that 83% of consumers prefer email communications over other marketing channels when talking to businesses. When visitors share their email addresses, they put trust in the businesses. Entrepreneurs need to protect and foster this trust, however, many marketers find it challenging to create a workflow of email communications in the right frequency that will nurture the relations and trust with the brand, especially when a business is just getting started with email marketing.

Particularly, smaller in-house marketing teams struggle in clarifying and considering essential aspects of email operations such as

- How to identify the ideal customer profiles and create segmentation for every campaign?
- What level of personalization is required to improve targeting?
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- How to increase inbox rates and prevent spam folders?
- Which email marketing techs are required to strategize, design, and execute email campaigns successfully?
- What skills are required for email design and development, data management, A/B testing, monitoring, and analysis?
- How to increase the ROI of email campaigns?
- How to augment the brand's presence using email marketing?
- Should you outsource some parts or the entire email marketing program?

But, these considerations and concerns are not all, entrepreneurs and marketers are often shrouded in common misconceptions and myths. Let's debunk those as part of the first step of the planning process.

Chapter II: Debunking Common Misconceptions and Myths about Email Marketing

According to Statista Research released in 2022, the global email marketing market would increase to 17.9 billion by 2027 and the compound annual growth rate (CAGR) is estimated to amount to 13.3 percent.

Email marketing can be effective when they are relevant, timely, and engaging. Outsourcing to an expert email marketing team can help companies achieve these by accelerating production and quality; improving email deliverability and response rates while cutting down the cost of an in-house marketing team.

However, many companies are still apprehensive because some myths about outsourcing email operations leave them in the dilemma. Hence, let's clear and debunk the truths behind these misconceptions.

1. Hefty agency fees can increase the cost of outsourcing

With a dedicated in-house email marketing team in place, hiring a campaign manager, email designer, promotion specialist, email copywriter and the like may sound expensive. Additionally, the expenses of the marketing tools and infrastructure can add up the cost. In that case, you can outsource project-based or monthly fees. Therefore, you can plan your marketing budget based on your projects without having to invest in an in-house team, and achieve well-executed email campaigns which can enhance your sales and generate more ROI.

2. Third-party agencies may not understand customers

Many business owners think that third-party agencies might fail to understand their brands and customers to target. Thus, outsourced email marketing campaigns might fail to showcase the brand, deliver effective communications, make customers understand your brand, and set the brand different from the competitors. However, effective brainstorming with the agency can help them catch the brand tone and promote the brand using email campaigns.

3. Outsourcing can lessen the control over your brand

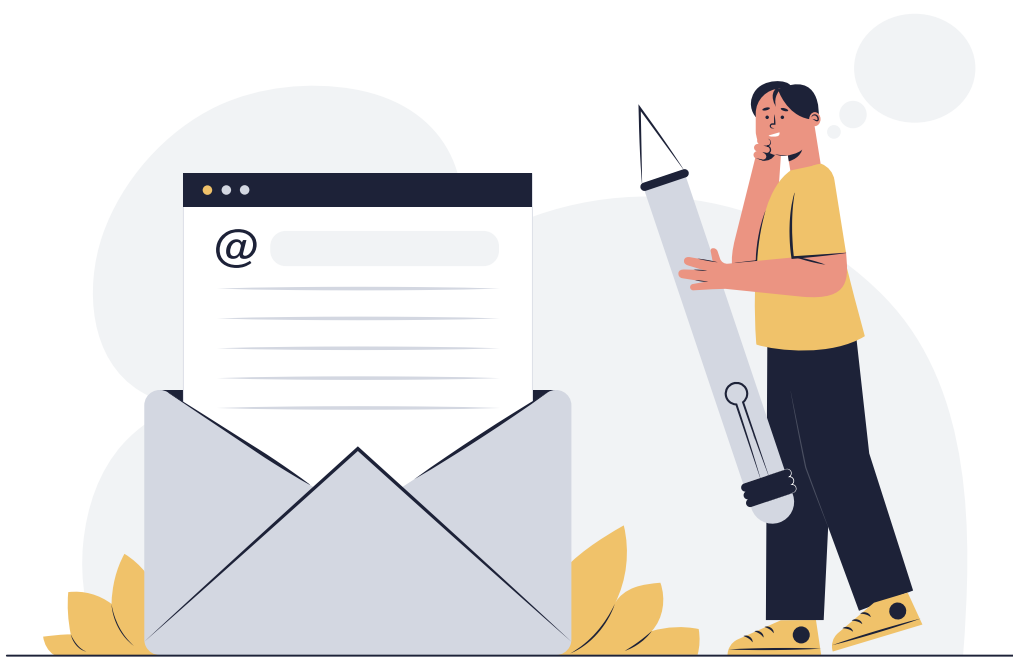
Another common misconception about outsourcing email marketing is the risk of losing control over your brand when other people are handling the major aspects of email marketing such as planning and strategies, auditing, and campaign execution. Companies fear if things wouldn't go as planned, lose subscribers, or ruin their brand images. However, if you hire the right outsourcing agency with the right set of experience, expertise, and skills can make sure that your email marketing campaigns can generate the best results. You can experiment with new email strategies and actions with an experienced agency that can suggest effective and creative email practices optimized for different targeted segments.

4. Selection of an agency for outsourcing can be time-consuming

Many businesses worry about the process of selecting an agency, negotiating with their team, and experimenting with their email marketing services can be extremely time-consuming. What's worse is that the agency might not bring remarkable results even after spending a considerable amount of time.

On the other hand, you can save an enormous amount of time to spend in hiring, streamlining the team, training team members, and investing in infrastructure since the agency is spending its time preparing its team that

can strategize, launch, monitor, and optimize your email campaigns. Also, they are accountable for delivering you better-performing email campaigns and keeping you updated on their methods and reports at stipulated intervals.



Chapter II: Why Outsourcing Email Marketing to an Agency Can Be the Best for Your Business

After clearing the misconceptions around outsourcing email marketing, we will share why and how outsourcing email marketing to an agency can be the best for your business:

Use of Industry-focused Expertise

A weekly, quarterly, or monthly newsletter can be manageable by most in-house teams. But to generate a consistent flow of leads, conversions, and thus revenue through email, you need a well-planned campaign using email marketing software, hours of planning and optimization, and tracking via multiple touchpoints - more significantly, requires a specific set of talents.

If your email marketing strategy is part of your inbound marketing, you need to use analytics to understand why a specific email was read while another email was ignored, and why some emails were clicked whereas other emails were ignored. Moreover, HTML code, custom pictures, and GIFs are added to emails along with an original email copy in modern email messages. Hence, even designing funny emails can involve working with complex assets like automated processes based on specific logic or creating custom CTA buttons. Similarly, knowing the right type of analytics requires a specific set of skills. Hence, you need to use experts having skills in graphic design, coding, marketing strategy, copywriting, A/B Testing, and others. Outsourcing email campaigns will get you a dedicated team of experts having the set of skills specifically required for your campaigns.

Effective Use of Data

You can create better email campaigns when you know the exact number of leads that have opened and engaged with your emails. For example, If you witnessed a low click-through rate with your recent emails, then you need to reconsider what went wrong and how your emails can improve CTR to achieve your goals. At that, it is best to outsource to an email marketing agency having track records and resources to select the right set of metrics, measure, and give you complete reports that will entail all required insights such as open rates, unsubscribe rate, click-through rate, bounces, email deliverability rate, and others for email optimization.

Rate of Email List Growth

Outsourcing your emails can give you access to the data of an email marketing agency as part of their services. This set of data points can be more valuable for your email campaigns as the agency can analyze your brand and the state of the market to create data-driven campaigns.

Leveraging a Marketing Automation Platform

Automated newsletters and email marketing campaigns sent to contacts based on customer data can be better optimized to targeted segments and achieve better targeting. For example, you need to immediately send emails to a customer who has completed a form online to download a useful guide by attaching that guidebook. Here automation can create triggers to send such emails to nurture your customers efficiently, by sending the right messages at the right time. There are various types of email automation systems that can be expensive, while some platforms also require thorough for creating automation rules. Therefore, implementing automation can be costly, time-consuming, and challenging. However, hiring a good outsourced agency can help you create email campaigns, manage email workflow, and create a robust email database by using an automation platform they have already in place. Hence, you can get all the benefits of an email automation system without worrying about the complex technicalities that go into making them.



Chapter IV: Which Parts of Your Email Marketing to Outsource?

To decide whether partially, entirely, or even which parts of your email projects to outsource, you need to understand the types of email marketing services you get. These are the four basic types of email services you can get from email marketing agencies:

Market Analysis

Analyzing the market is an extensive research process that involves a thorough examination of your targeted market areas, competitors, and customers using various marketing analytics tools. The analysis helps companies determine their brands' USP, learn customers' requirements, and what competitors are doing. When it is done with an in-house team, this task can be extremely tedious and time-consuming as it takes ongoing research, whereas outsourcing it can aid you in collecting, analyzing, and polishing the data to optimize your email strategy.

Strategize and Planning

A company can build and rebuild its brand image by using its email marketing plans. Email campaigns also help companies determine the best time and strategies to launch the brand to the market. Marketing agencies can help companies by leveraging email campaigns to create a brand's image and the quality of products through strategy and planning. The outsourcing marketing service provider can also help your company assist in unique value propositions, brand positioning, brand development plans, and other related areas. Using this information, you can plan a robust email campaign strategy that will be perfectly aligned with your branding strategies.

Creative Projects

Creative activities are narrative and imagery pieces that are promoted via social media, web, and email campaigns. You can use creative marketing services for branding, email communication, newsletters, lead generation, and brand or product awareness from outsourced agencies. You can either outsource the entire email and template design project to agencies or start with some particular creative tasks to see how efficiently expert designers of the agency can breathe life into your email campaigns.

Sales and Marketing Operations

Email marketing operations involve planning, managing, and ongoing optimization and improvements of the whole marketing process. As these tasks start with planning, and implementation through attribution, agencies can take care of the planning phase, managing the MarTech platforms, examining brand consistency, and measuring the marketing results along with looking into the sales operations in case your in-house team finds it challenging or if you do not have a dedicated team for sales and sales development ops



Chapter V: How to Find the Right Outsourcing Agency for You?

By now, you have started considering outsourcing your email marketing campaigns to an agency. But how to select the right company that will understand your brand, customers, and email campaigns?

Here are four tips to choose the right agency to outsource your email process:

Evaluate their Campaign Packages

When you are doing research for the right email marketing agency, you need to start by looking at the offered packages and pricing. Look at what agencies are offering that include everything you need for your email campaign. Here is a list of common things to look for in outsourcing packages such as

- Email design
- Email development and coding
- Creating and testing subject lines
- Lead tracking
- Email list management
- Email performance tracking

In addition to what a package includes, you can also look at the costs and compare with its competitors and if it fits your allotted marketing budget.

The Resources They Offer

Look at what resources the agency offers when you are doing the research. Start by checking if the agency includes email management tools to make winning campaigns. Check if the tool can enable them to create, launch, test, monitor, and manage your email marketing campaigns more efficiently and make it easier to handle emails from start to success. Another major resource you need to look at is their people.

When you are outsourcing your email marketing to a team, you need to check if they have the right set of talents such as a team of designers, developers, copywriters, strategists, marketers, sales development, data management experts, etc., to handle your email projects and that you get all types of solutions you need from one place.

Evaluate Their Portfolio

When hiring an agency for outsourcing email marketing, take adequate time to look at and evaluate their portfolio. Look if the portfolio provides enough insights and information on the types of campaigns they have handled successfully. Look at the outcome they have generated for their clients and the quality of work the company produces for their email campaigns.

Contact the agency and ask for some samples of work If you cannot find any information on their website or social channels.

Years of Experience and Operations

Finally, look at the total years of experience and how long they have been operational while you are looking out for an email marketing agency. You should partner with an experienced agency that has years of experience in digital marketing, preferably more experience with email marketing so you can be sure that you know you are working with the best team who can maximize your ROI.



Chapter VI: Final Steps to Ensure Outsourcing Works for Your Business

The one last thing you should make sure that you do not leave total control of your campaigns to the agency to which you are outsourcing your campaigns. Make sure you brief your partners and stakeholders by setting clear campaign goals and deadlines. You should also need to maintain a robust quality audit team in place that can keep checking the delivery from the agency and consistently check with them to monitor if every task is being executed as promised and the outcome of every task. Every email carries your sender's reputation score and brand image with it. Therefore, you want to make sure that the outsourced team is doing its job properly and sending you reports at the stipulated intervals.

Need more information or want to discuss the pros and cons of outsourcing in detail? Our certified experts can assist you when in need. All you need is to reach us via. [Contact us](#) anytime or simply say “Hello” at info@marrinadecisions.com. You can also DM us on [Facebook](#), [Twitter](#), or [LinkedIn](#).

Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.

LEARN MORE ABOUT MARRINA DECISIONS

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