



EMAIL MARKETING REPORT

FASHION RETAIL



INTRODUCTION

With nearly half of consumers now shopping online for clothes and accessories, and online sales reaching £5.6bn in 2014, there has never been a greater requirement from retailers operating in this space to have an effective and engaging email marketing programme to support their digital presence. The need to maximise traffic to digital real estate is of critical importance and email marketing should, and is often, regarded as a key channel in which to achieve this.

Given that the traditional store is in continual decline, the fashion retail sector is developing and investing heavily in online infrastructure in order to facilitate a digital offering which consumers not only desire, but now also expect. Oracle Retail report that 58% of global retailers this year will have increased their IT budgets to ensure that they are keeping ahead of the competition.

With the average consumer shopping via 3 channels or more, the fashion retail sector has very much become a multi-channel environment. Email marketing has a vital role to play and its importance will continue to grow as the sector embraces the digital age.

This Market Report looks at how some of the very biggest fashion retailers in the UK are using email not only to generate sales, but also to drive traffic and build relationships. We have looked at how businesses who operate in this sector acquire new email addresses, what data they collect at subscription and how they welcome new subscribers to the brand. In addition, we explore the often controversial subject of email frequency, alongside the issue of responsive design, and also highlight some of our favourite emails.

METHOD

We have analysed the email marketing of 20 fashion retailers from November 1 to November 30. These retailers were chosen for analysis as they are the 20 most visited fashion retail websites in the UK.*



*According to www.similarweb.com

THE BRANDS



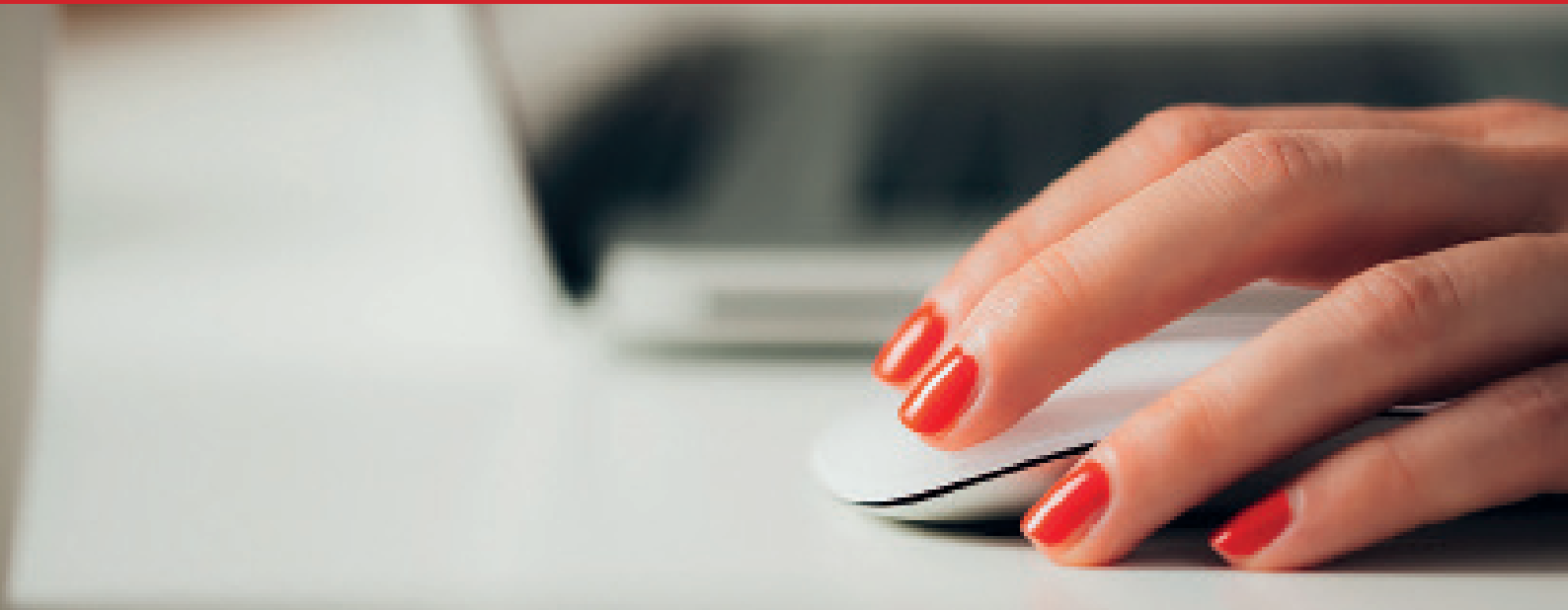
PHYSICAL PRESENCE Vs ONLINE PRESENCE



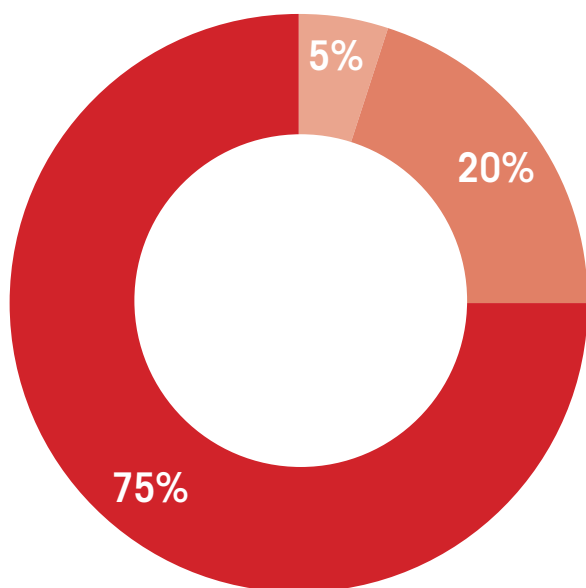
Physical & online (14)



Online only (6)



SIGN UP



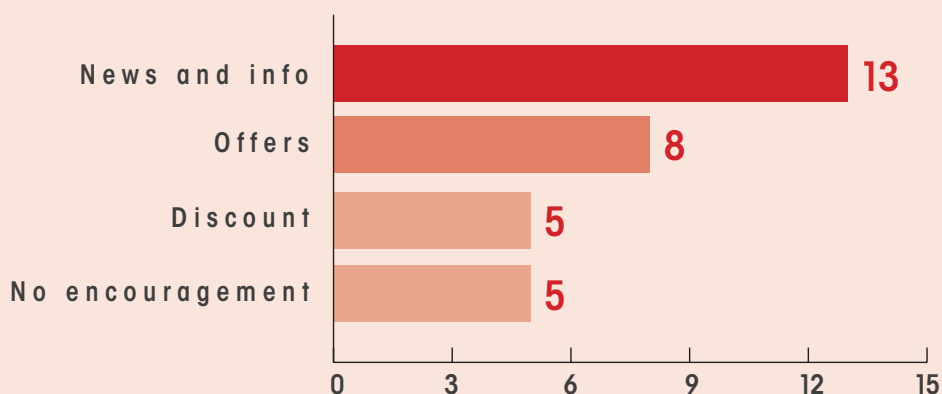
Where on the website do they ask for email 'sign up'?

- Top of page
- Middle of page
- Bottom of page

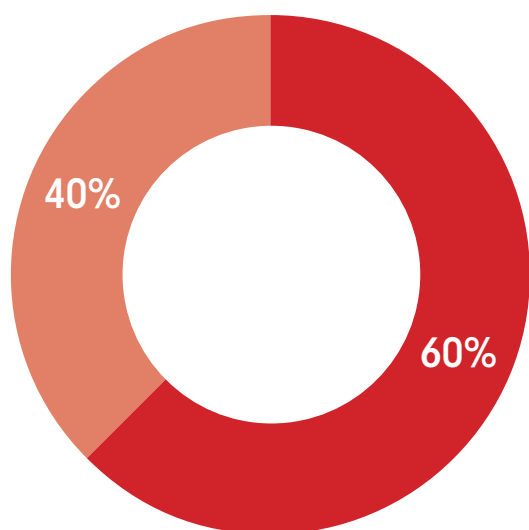
FACTS: 3/20 websites had a 'pop-up' window asking you to sign up for their newsletter.

We appreciate that there is a lot of competition for homepage real estate, especially above the fold. However, if you have a requirement for new email data then we would recommend that you promote email subscription in the most prominent position possible.

Is email 'sign up' incentivised?



DATA COLLECTION



Did brands have a registration form?

40% companies had no registration form

60% companies had a registration form

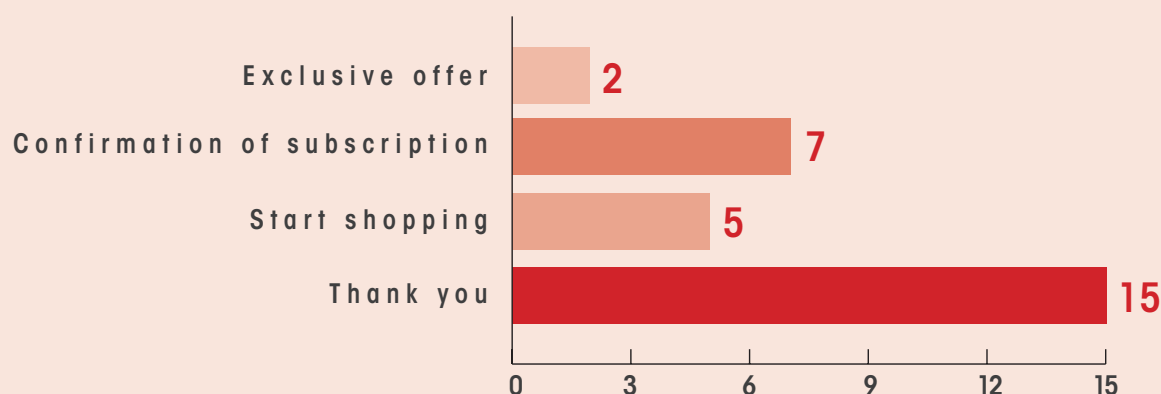
FACTS: 40% of the brands did not collect any data in addition to the email address.

Relevancy is the key to all marketing channels and email is no different, so we recommend that at some point in the subscription process you attempt to collect as much data as you possibly can. This could be at the point of subscription or an email follow-up driving recipients through to an Email Preference Centre.

What information was requested at 'sign up'?

	First Name	Last Name	DOB	Gender	Country	Phone number	Preferences	Are you a student?	Postcode
New Look	✓	✓	✓	✓	✓	✓	✓	✓	
H&M				✓					✓
Zara	✓	✓		✓	✓	✓			✓
River Island				✓					
F & F Clothing at Tesco				✓					
Top Shop	✓	✓	✓		✓			✓	
MandM Direct	✓					✓			
Everything 5 Pounds	✓			✓					
Dorothy Perkins	✓	✓	✓		✓				✓
Go Outdoors	✓	✓	✓						
Burton	✓	✓	✓	✓				✓	✓
Simply Be	✓	✓							

What did it say on the website post 'sign up'?



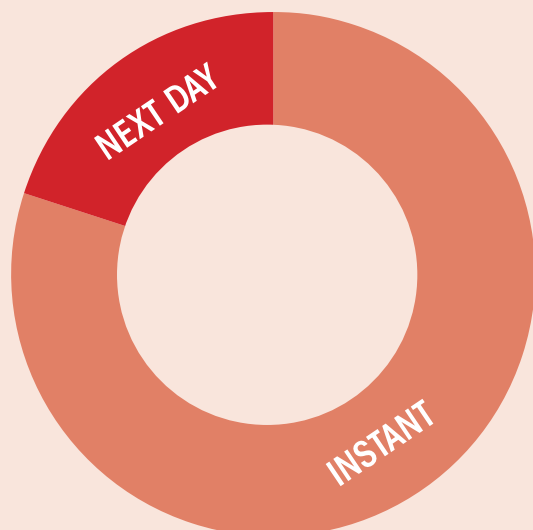
WELCOME EMAILS

No welcome emails were received from these brands:

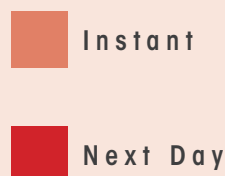


As with any automated email, timing is everything. In our experience, we see better open and click-through rates when automated welcome emails are sent instantly at the point of subscription.

WHEN WERE THE WELCOME EMAILS RECEIVED?



25% of brands sent the welcome email the next day while 75% sent an immediate email



FACTS:

3/16 emails were personalised

All the welcome emails were responsive

DISCOUNT OFFER

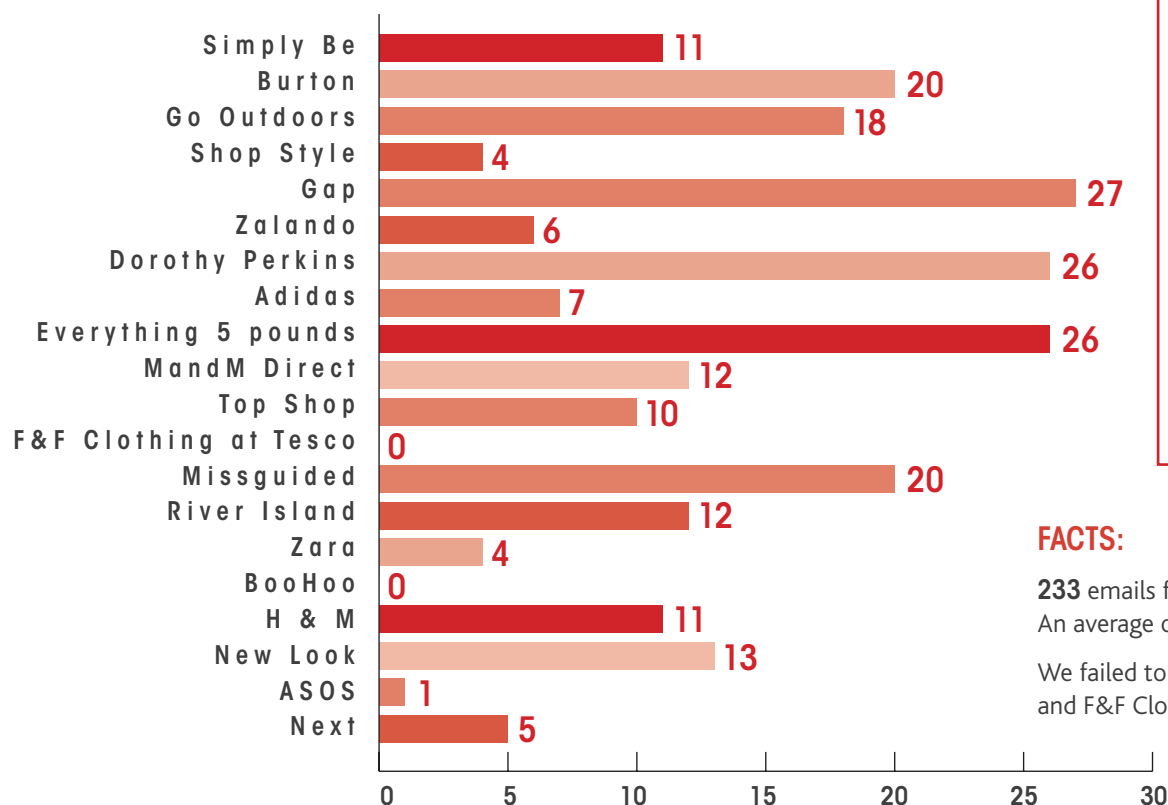


Six brands incentivised their welcome emails:



FREQUENCY

How many emails did I receive in a month?



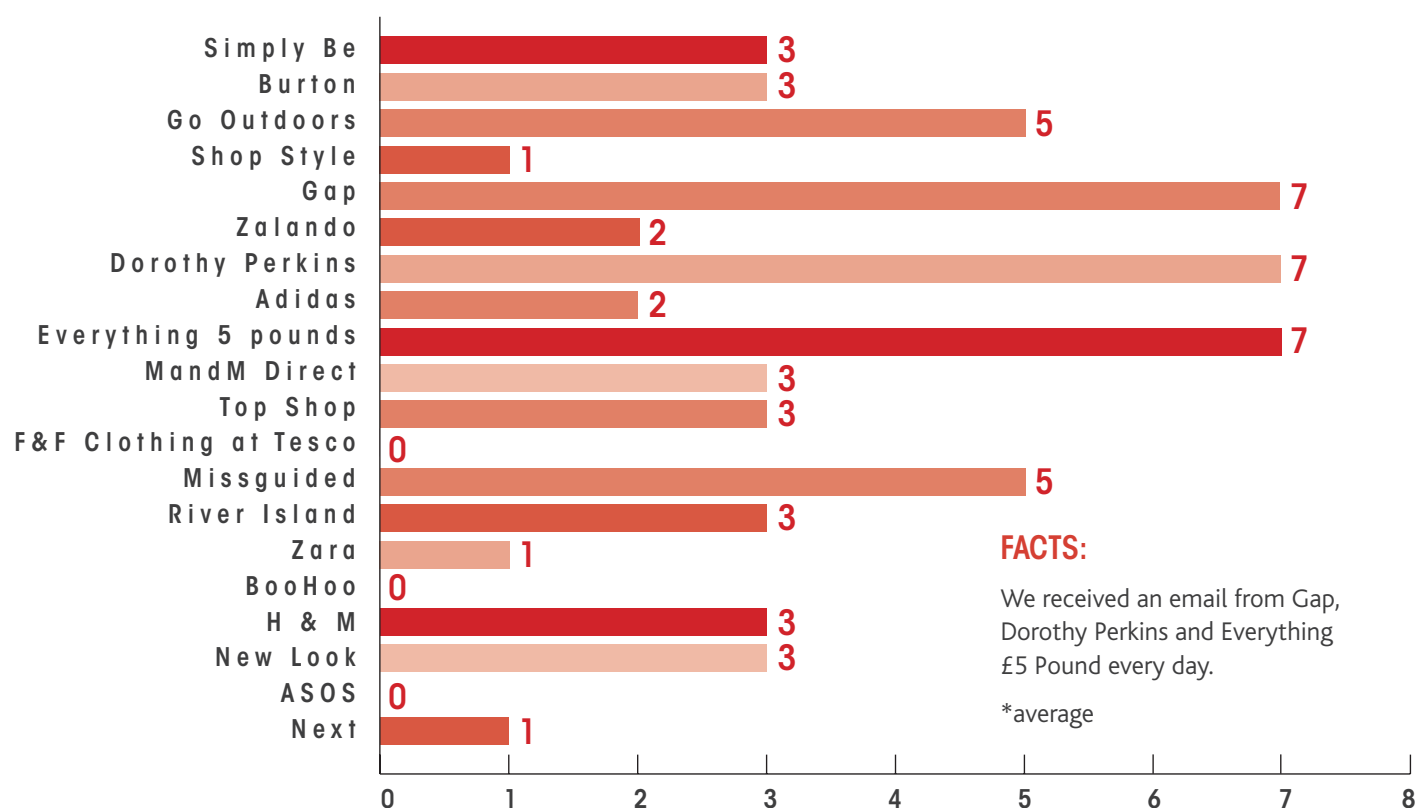
Clients regularly ask us how often they should be sending their customers emails, but for us, it shouldn't be a question of email frequency, instead a question of content and response. If you're sending valuable and relevant content to your email recipients and they're responding well, look to push the frequency as high as possible.

FACTS:

233 emails from 20 brands in 30 days.
An average of 7.7 emails per day.

We failed to receive an email from BooHoo and F&F Clothing at Tesco.

How many emails did we receive in a week?*



FACTS:

We received an email from Gap, Dorothy Perkins and Everything £5 Pound every day.

*average

ABANDONED BASKET

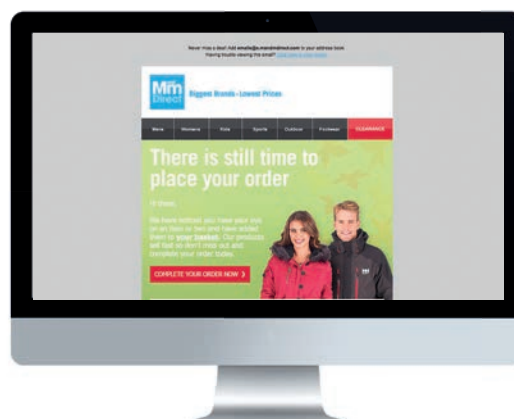
Boohoo, River Island and MandM Direct have an abandoned basket programme in place.



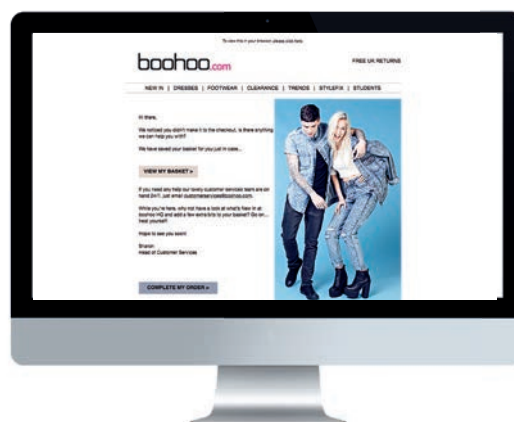
RIVER ISLAND

M^{and}M DirectM^{and}M Direct

MandM Direct sent an email 30 minutes after subscription and a further email one day later.

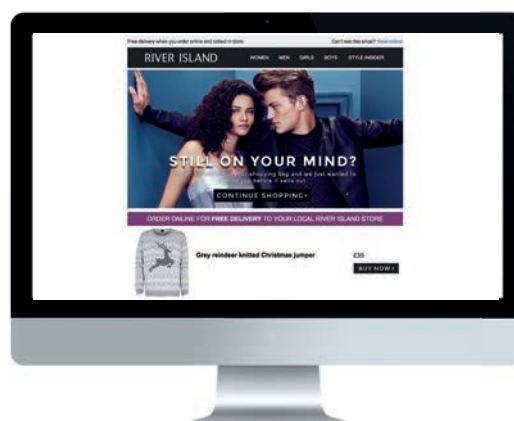


Boohoo sent an email the next day.



RIVER ISLAND

River Island sent an email 4 days later.



It surprises us greatly that so few of the 20 fashion retailers have an abandoned basket programme in place. Ideally, this should be the first automated programme that is implemented as the results can be so rewarding.

CREATIVE EXAMPLES OF BEST RECEIVED EMAILS

MISSGUIDED

PEACE, LOVE AND FASHION

Date: 21st November 2014

Subject Line: Do you believe in magic?

We love this quirky email from MISSGUIDED. The subject header "Do you believe in magic?" is intriguing and attention grabbing. The responsive nature of the design continues to hold your attention by adopting a somewhat unusual unicorn / pony theme – which is fun and memorable. The messaging is clear and concise with a single minded call to action.



H&M

Date: 24th November 2014

Subject Line: Chic updates to your winter wardrobe

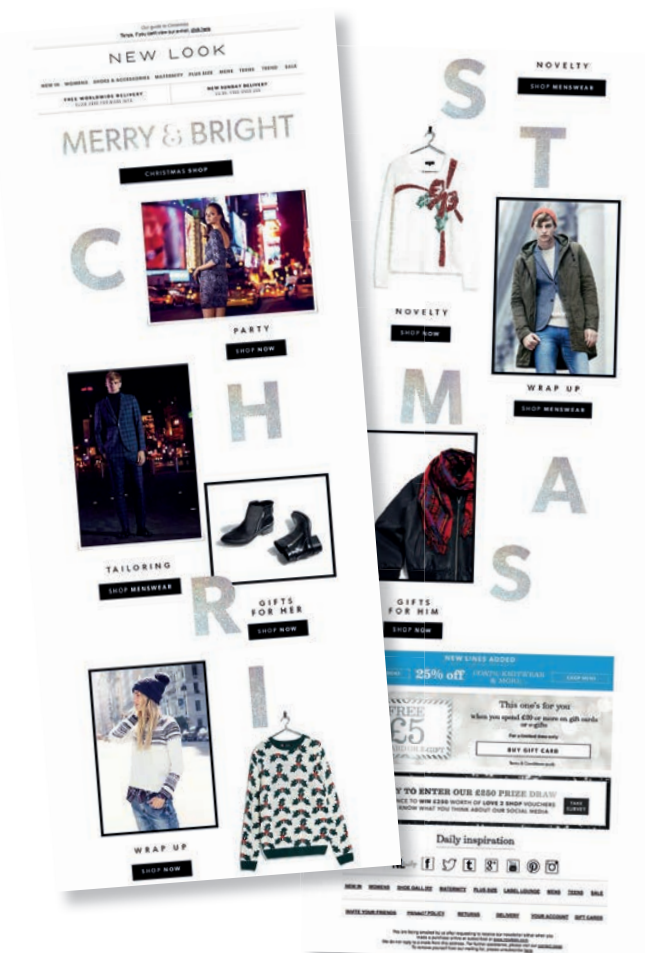
Getting the right balance between functionality and design can be quite tricky – but H&M has hit the nail on the head with this email which promotes ways to update the winter wardrobe. The responsive structure of the emails makes it equally at home on a mobile, tablet or pc. From a design point of view, we like how they've worked hard to create an interesting visual using cut outs, but have also added value to the email by incorporating fashion tips and advice.

CREATIVE EXAMPLES OF BEST RECEIVED EMAILS

SimplyBe

Date: 18th November 2014**Subject Line:** Faux Show!

The subject line "Faux Show!" is intriguing and certainly encouraged further investigation. The animated GIF that greeted me was something I wasn't expecting and is an excellent way to create excitement, not to mention showcasing additional product. The product showcase was simple in design and uncluttered, with no product detail or pricing information – allowing the call to action to really stand out.



Date: 9th November 2014
Subject Line: ❄ Feeling Merry and Bright yet? ❄

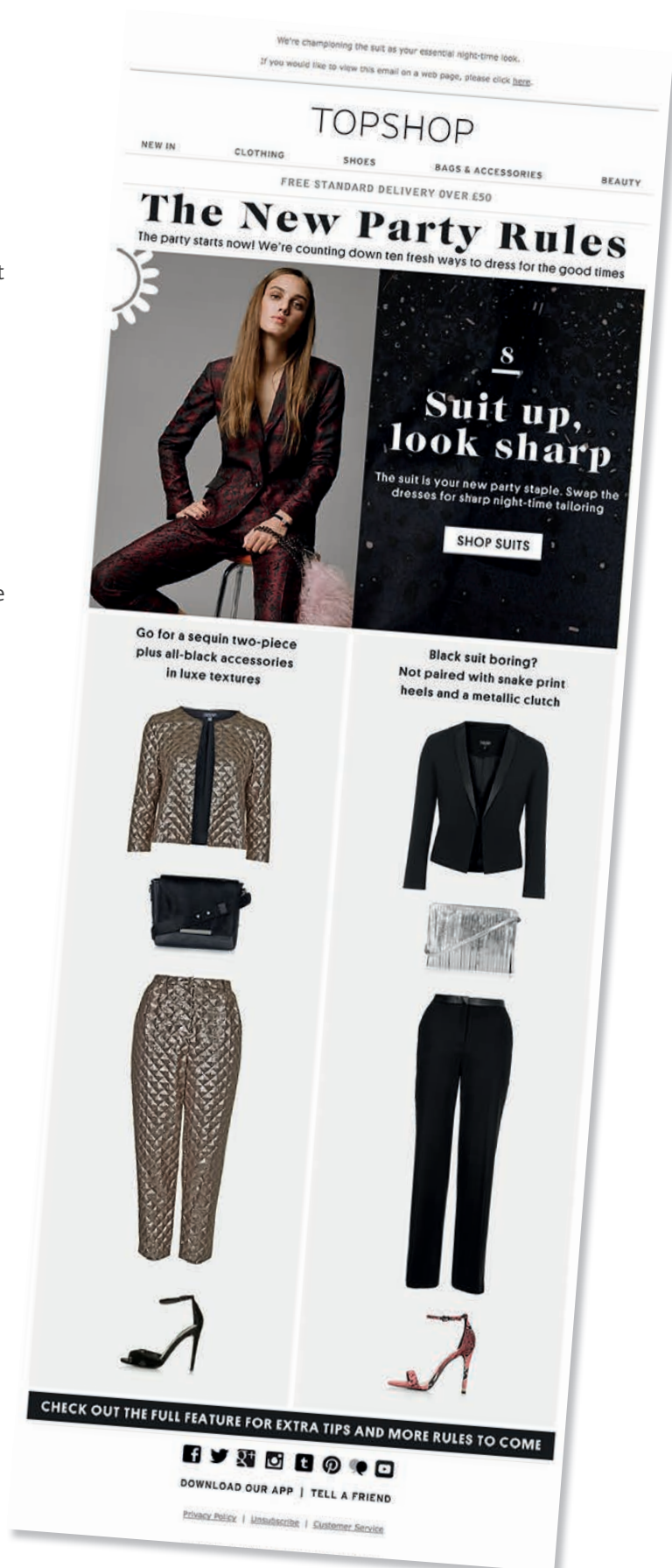
We've had great success in the past using symbols as part of the subject line and have no doubts that Simply Be's use of symbols will have generated a strong open rate for this email. It certainly jumps out in an inbox – it persuaded us to open! From a design perspective, we feel as though this works extremely well as despite the email being relatively lengthy, the use of strong diagonals and alternating model shots with cut outs really encourages the email recipient to look at the whole email.

CREATIVE EXAMPLES OF BEST RECEIVED EMAILS

TOPSHOP

Date: 16th November 2014**Subject Line:** Suit up look sharp

Although this email is simple and functional, it still manages to appear stylish – and it isn't always easy to accomplish both. The responsive design will enable the email to render perfectly across all devices, which in today's retail environment, is crucial for any retailer. It's a single themed email focusing on the new 'party staple' - the suit. But whereas there is often an inclination for retailers to throw dozens of products on an email, Topshop resists the temptation by simply using two key outfits. They also support the products with a snippet of advice as to how to achieve the look – adding another benefit to the email.



OUR AGENCY

At Red C, we believe producing effective advertising and marketing campaigns can only come from developing a deep and genuine understanding of a client's business, products and customers. We encourage staff to get 'under the skin' of every client's business. We sit in on call centres, accompany field sales staff, work in branches and stores and analyse and interpret client data online and offline to create real insight. It leads to robust, long-standing relationships with our clients.

Strongly analytical in approach, the agency comes from a direct marketing background, yet today 70% of revenue is from online channels, including email marketing, paid search and search engine optimisation, social media marketing and web development. A significant further proportion of revenue comes from TV – we will have completed around a dozen commercials by the year end. So the agency can offer expertise across a full range of channels, online, offline and broadcast, which helps us to tackle client challenges and develop integrated campaigns for a wide range of target audiences, products and services, in a media neutral way.

Our client base is blue chip. Alongside JD Williams and Swinton, we are also retained by rail operator Eurostar, leading Premier League team Manchester City, 270-store strong retail chain Bensons for Beds, leading pub company Spirit and top holiday operators Hoseasons and Great Rail Journeys. So our teams work every day with leading edge marketing teams in every relationship.

OUR CLIENTS



OUR SERVICES

Red C is a fully integrated agency which offers a wide range of services, including Strategic Consultancy, Email Marketing, Social Media Management, Search Engine Optimisation, Content Marketing, Paid Search, Television Production, Print Production and Analysis.