

# **Your step-by-step guide to embed feedback in your email strategy**

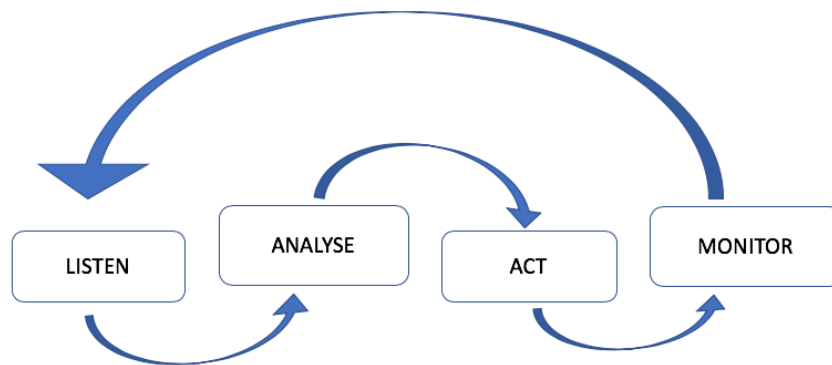
## Everything you need to know to take your email marketing to the next level by feedback powered emails.

Whilst coming up with a question to ask and implementing the HTML widget in your email is easy and straightforward enough, we often get questions about how to really embed email feedback into the overall strategy.




Here is a tried and tested approach how best to collect valuable feedback, analyze and act on it.

### Before we start; choose a solid framework

No house will last long without a solid foundation. In order to collect actionable feedback, you want to be equally thorough on your foundation. Here's a framework making the process easy to manage:



*In this document, look out for:*

-  *Useful tips & tricks*
-  *Recommended reading & tutorials*
-  *Real insights from industry peers*

# Listening

*Yo listen up!*



## Step 1 Before you start

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'a goal without a plan is just a wish'

Start with creating an overview of all your email touchpoints and journeys.

For every touchpoint, answer the following three questions:

- What's the primary purpose of this touchpoint?
- What do I want to know?
- How will I use this information to improve?

These answers will help you to formulate the right feedback question per touchpoint.



## Step 2 Create your forms

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Now you're ready to create your feedback forms.

We've distilled all possible use-cases into three main categories:

- **Email satisfaction:** monitoring different emails
- **In-email content:** ask questions about a specific part of the email (e.g. article or offer)
- **Customer journeys:** evaluate a number of touchpoints (process) at once (e.g. order -, renewal -, or sign-up experience)
- **Customer relationships:** measuring the overall relationship with your brand

Look at your scan; determine the basic use-cases you need and the question you want to ask.

Create *one form per question* and re-use this form across touchpoints where you wish to ask this particular question (email satisfaction results appear under de mailing name in CloseAlert).



Make 1 standard for similar questions; it'll make the results comparison and implementation easier.

Be sure to start with the same satisfaction question in order to compare the results (and performance).



[Read: Close-Alert's use-cases](#)

[Watch: Create a new form \[1:52 mins\]](#)



### Step 3 Implement your forms

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Once satisfied, it's time to implement the form into your Email Service Provider (ESP). Implement your standard form in every template once and you are ready to collect feedback.



Create a reusable HTML with the feedback links for your first question (of the form) in it.



Read: [About form implementation](#)



### Step 4 Test your feedback widget

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Always make sure you test your email and the feedback widget before sending it out to your base!



Read: [Preview & test your form](#)

Watch: [Test, implement & launch your form \[2:17 mins\]](#)

# Analyze

*One down, time for the second phase; analyze your data.*



## Step 5 Create your folder structure

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Just as you would structure your hard drive or perhaps email account, think about how you want to group the feedback data.

The folder structure allows for analysis per email or aggregated over a campaign or similar touchpoints (e.g. combine all newsletters, or the different stages in your welcome flow).

A folder automatically calculates the overall satisfaction score.



Group similar email results together; people will respond differently to service mails than commercial emails.



Read: [Manage your results with folders](#)



## Step 6 Set sentiment as a performance metric

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Likely you focus on open- and click rates. CloseAlert calculates the sentiment score with which you can add 'email satisfaction' to your KPIs.

As a best practise, we recommend to do this and add feedback discussion to the team's meeting agenda as it enables you to make more customer centric decisions.



Read: [How the sentiment score is calculated](#)



## Step 7 Make the comparison

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Identify and compare the top and bottom campaigns within a given period. Set your priority and focus on improving your bottom 5 performers first.

# Act

*Do something amazing with your data.*



## Step 8 Improve your campaigns

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Focus on the bottom 5 performers from step 7.

Take small steps to improve your campaigns from a customer point of view, focus on one at a time.



Case-study: [How NS International fully integrated feedback in their decision making](#)



## Step 9 Close the feedback loop

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Decide if you want to forward feedback to your customer support team so that they can follow-up immediately. If you don't have the capacity to close the feedback loop, think about managing your customer's expectations by informing them you can't contact them about their feedback.



Read: [Setup a follow-up notification](#)

Read: [Form settings](#) on how to include a general statement and customise the landing page.



Case-study: [How Paula's Choice Skincare improved their emails with customer feedback and realised up to 29% sales increase](#)



## Step 10 Enrich your customer profiles

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All feedback is explicit data telling you a lot about your customer! If you want to add this data to the customer profile, import it into your core database. It creates a holistic view, aiding you to send super personal and specific campaigns to this particular customer.

*Note! Most of our customers start with this step after 6 - 12 months from the moment the first feedback came in.*



Read: [Setup an \(S\)FTP export](#) for automated data exports

# Monitor

*What's the use of all your efforts if you don't understand the impact?*



## Step 11 Determine your benchmark

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First, set your 'baseline' email satisfaction score.  
Then, actively monitor your improvement overtime an avoid comparing apples to oranges.



Keep a distinction between the different types of emails before comparing them (i.e. compare newsletters with newsletters, service mails with service mails, commercial mails with commercial mails etc.).



Case-study: [How bol.com turned an underperforming campaign into an award winner](#)



## Step 12 Share your results with your colleagues

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Becoming more customer centric is a company effort. Sharing customer feedback beyond your own team may help achieving this goal. Showing real customer feedback in your presentations or meetings puts a smile on your colleagues' faces. This will help you to create urgency and makes collaboration with other departments (e.g. product, support, content....) on improvement initiatives easier.

### **To conclude**

Over time, you'll realize that you want to go back to the foundation of your house and continue to and ask yourself:

*“Am I still asking the right questions?”*

Your focus may have shifted and consequently you may need to ask more specific questions. Or, you begin to formulate a new hypothesis you want to test specifically.