

Inspire, Inform, and Motivate

Engaging respondents via email

John Smythe
Senior Customer Insights Manager
Amazon
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Introduction: John Smythe

- Sr Customer Insights Manager @Amazon
- 15+ years experience building Insights programs
- Outbound Marketing Email Bar Raiser for Amazon
- Auditor of well over 500 emails a year for survey requests



Typical audited campaigns

- >50% better open to send rates
- >50% better click to send rates
- >80% lower opt out rates

Our Subscription campaigns

- >> 50% better open to send rates
- >> 50% better click to send rates
- >> 80% lower opt out rates

Overview

- Should You Engage by Email (4 Things to Consider)
- How to Engage (4 Things to Remember)
- How to Survey (4 Things to Know)
- How to Microtarget (4 Things to Go)

Should You Engage by Email

- Consider Context
- Consider Content
- Consider Your Target
- Consider What to Expect

4 Things to Consider

Should You Engage by Email

- Consider Context
- Consider Content
- Consider Your Target
- Consider What to Expect
- Is the timing appropriate
- What are you competing with
- Are they in the right state of mind
- Does the topic make sense via email

Should You Engage by Email

- Consider Context
 - Consider Content
 - Consider Your Target
 - Consider What to Expect
- Is the content appropriate
 - Is it easy to understand what you want
 - Are you focused on a single goal
 - Is it at the appropriate level

Should You Engage by Email

- Consider Context
- Consider Content
- Consider Your Target
- Consider What to Expect
- Do you care about demographics or behaviors
- How do you validate
- How many people do you need
- Does email over or under sample
- Do you overweight for frequency

Should You Engage by Email

- Consider Context
- Consider Content
- Consider Your Target
- Consider What to Expect
- How many responses do you need
- What are your response rates
- How quickly will they respond
- Can you run additional campaigns
- What is the downstream impact

How to Engage

- Remember to Inspire
- Remember to Inform
- Remember to Motivate
- Remember to K.I.S.S.

4 Things to Remember

How to Engage

- Remember to Inspire
- Remember to Inform
- Remember to Motivate
- Remember to K.I.S.S.
- Grab their attention with your Subject line
- Don't ignore your Super Subject
- Keep it concise
- Keep focused
- Keep it personal... enough

How to Engage

- Remember to Inspire
- Remember to Inform
- Remember to Motivate
- Remember to K.I.S.S.
- Let them know why you contacted them
- Let them know why they matter
- Be sure you are relevant
- Lightly touch on the research goals
- Keep an air of mystique

How to Engage

- Remember to Inspire
- Remember to Inform
- Remember to Motivate
- Remember to K.I.S.S.
- Make sure they know how to act
- Create a sense of urgency
- Make it easy to act
- Move required non-essential info to the end

How to Engage

- Remember to Inspire
- Remember to Inform
- Remember to Motivate
- Remember to K.I.S.S.
- Keep It Super Simple
- Eliminate unnecessary detail
- Use natural language
- Be human, not analytical
- Use imagery, not blocks of text, if possible

How to Engage

“Dear John Smythe,

We are looking for customers who may have bought Echo devices on Amazon. Those who complete a 5-7 minute survey to share their opinions on this topic will be eligible to receive a \$3 Amazon Gift Card. However, this survey is active for a limited time only to a limited number of respondents, so please respond by May 30, 2020.*

If you are interested and think this may apply to you, please click the ‘Start Survey’ button below to complete the survey. “

How to Survey

- Know the Device
- Know the Incentive
- Know the Duration
- Know the Flow

4 Things to Know

How to Survey

- Know the Device
- Know the Incentive
- Know the Duration
- Know the Flow
- Think about mobile vs desktop vs other
- Know your boundaries
- Key in on the experience
- Careful with ranking, matrix, and horizons
- What about Alexa?

How to Survey

- Know the Device
- Know the Incentive
- Know the Duration
- Know the Flow
- Money, products, fun, or pride?
- Don't make it a chore to finish
- Strive for instant gratification
- Gamify when possible
- Leave a good taste in their mouth

How to Survey

- Know the Device
- Know the Incentive
- Know the Duration
- Know the Flow
- Aim for 5-7 minutes to avoid rage quitting
- Consider impact of open ends and pop ups
- Avoid high cognitive load questions
- Use the same format and scales when possible
- Don't ask anything obvious or mineable

How to Survey

- Know the Device
- Know the Incentive
- Know the Duration
- Know the Flow
- Don't ask everyone everything
- Carry forward choices
- Learn to love embedded data
- Tailor your questions with conditional paths
- Apply randomizers for monadic reads

Microtargeting

- Go for Precision
- Go for Accuracy
- Go for Effectiveness
- Go for Insights

4 Things to Go

Microtargeting

- Go for Precision
- Go for Accuracy
- Go for Effectiveness
- Go for Insights
- Microtargeting means 'micro' targeting
- Generally more engaged on 'micro' topics
- Not meant for broadly experienced topics
- May be ineffective if overly restrictive

Microtargeting

- Go for Precision
- Go for Accuracy
- Go for Effectiveness
- Go for Insights
- Results model the target population
- Findings may reflect a subset of the population
- Use caution when generalizing results

Microtargeting

- Go for Precision
- Go for Accuracy
- Go for Effectiveness
- Go for Insights
- Consider what motivates them
- Make them feel special
- Don't be creepy
- Apply a single path cognitive funnel
- Start broad and then drill down to specifics

Microtargeting

- Go for Precision
- Go for Accuracy
- Go for Effectiveness
- Go for Insights
- Differentiate understanding and insights
- Understanding is for experience
- Insights are for innovation
- If you microtarget, make sure to get insights
- Microtargeting takes a lot, make it worth it

