



# Secrets to successful communications 2020

## Not all communications are created equal.

Greater personalisation and data-driven targeting has helped businesses using TalkBox to stay connected with their customers and keep them coming back.

This clever use of customer information has contributed to a more engaged audience and higher open rates. Our analysis shows customers are listening and want to hear from your business. Generally, email open rates have declined but our report bucks that trend. We discovered open rates have significantly increased for TalkBox users since our 2018 report.

Compare your own results with our industry benchmarks and read our tips on how to improve your communications.

### SMS 2020 BENCHMARKS

Consumers don't put the same degree of filtering on SMS as they do on email. It's proven to be an excellent way to grab your customers attention immediately.

	SMS DELIVERY RATE	SMS CLICK RATE	SMS UNSUBSCRIBE RATE
Hospitality	96.6%	3.6%	0.5%
Retail	96.1%	5.3%	0.7%
Accommodation	94.5%	27.7%	1.0%
Average	95.7%	12.2%	0.7%

### Manual email send comparison 2018 and 2020

Email engagement rates are up:

	OPEN RATE	CLICK RATE	UNSUBSCRIBE RATE
Hospitality 2018	28.7%	2.4%	0.3%
Hospitality 2020	42.4%	8.5%	0.8%



### HOW DO YOU COMPARE?

Even if you are sitting above the industry benchmarks there are lots of simple ways to improve your communications even more.

**Our team of experts have come up with a few ways to help improve email and SMS engagement.**



### **BUILD A LIST OF FANS**

Build a list of customers who actually want to hear from you. Use digital touchpoints in your business such as your booking platform, online store or guest WiFi to build your contact list. Customers who 'opt-in' to receive marketing communications through these streams will be an engaged and valuable audience, and your communications will be less likely to end up in their spam or junk folders. If you want help connecting or setting up a sign-up source, get in touch with the team at Impact Data or connect with one of our data partners.



### **GET PERSONAL**

Grab your reader's attention by addressing them by their first name, it makes your business more relatable and helps to get your communications noticed. Addressing your contact by their first name may also help avoid the spam filter; proving you know who the recipient is. Add their name to the subject line or address them in the body of your communication by adding a 'merge field.'



### **ONBOARD EVERY CUSTOMER**

A well-executed welcome communication sent after a customer signs up or visits your business is the best way to start your long and loyal customer relationship. Thank them for visiting and give them a rundown of what to expect from your communications. Including a few tips such as 'add this email address to your address book to ensure you don't miss out on special offers' is a great way to make sure your emails get read and not end up in the spam folder.



### **TEST AND CHECK**

Sending a test email can help pick up any errors or broken links. Make sure your contact details are correct, as well as any call to action buttons such as 'Buy now' or 'Book here'. Over 50% of customers view emails on a mobile device. So checking your communication on various devices will also help pick up any formatting issues.



### **GOOD TIMING**

It's important to think about when your customers are most likely to be looking at their inboxes. Before or after work usually have higher open rates than in the middle of the night. You can check what times have achieved high engagement by looking at the communication reports available to you in TalkBox.



### REWARD OR BENEFIT

Make your communications irresistible with an attractive offer. Early access to a sale, details of a competition or a voucher or discount code to use during their next visit are great ways to get your communications read. Training your audience to watch out for these rewards and keep opening your communications will help improve engagement.



### THINK ABOUT DESIGN

You should consider email and SMS communications as an extension of your brand, so it's important that their design and tone are cohesive with the rest of your business. Making them easy to read and load quickly will help get your message across. Emails that take too long to load will not get read or worse simply deleted. Using appropriate file formats will help keep file sizes down and avoid fuzzy images.

Connecting your data is the first step towards creating better communications your customers will love reading. For more information, tips and advice visit our support centre at [support.impactdata.com.au](http://support.impactdata.com.au).

**Get in touch today to learn how we can help you engage with your customers and drive business. Email [hello@impactdata.com.au](mailto:hello@impactdata.com.au) or visit our website [www.impactdata.com.au](http://www.impactdata.com.au).**



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