

Best Email Newsletter for Marketing Purposes
Silver B2B
Click Rain eNewsletter

Brand/Client Side Team:
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Vendors/Agencies:
N/A

MarketingSherpa Summary – Why They Won:

Sometimes it pays to challenge conventional wisdom and test whether best practices are really the best approach. The team at online marketing firm Click Rain needed their email newsletter show off their design and technical savvy, so they broke with tradition and created a template that includes an animated GIF header of moving clouds that catches the eye of those whose mail clients support the feature. They also use a compelling mix of content and features, such as charts, videos and social sharing links, that generate an average around 40%-50%.

From Their Nomination Form

After each send, we often get requests regarding how we can help create a similar look for clients/prospects. Thus, not only is a great communication vehicle for current and existing clients, it also serves as a new business channel for us.

We live for this stuff.



Blog roll, please.

- [It's Harvest Time](#)
- [Social Advertising](#)
- [Don't be Annoying on Facebook](#)
- [Paid Search Lawbook?](#)

...more blog posts

Featured project.



We are excited to be working alongside the Friends of Trey Grayson Campaign as he makes his U.S. Senate run in Kentucky. [Click here](#) for a sampling of our work.

Social media corner.



The Foo Fighters reinforced the impact of online video and social media by streaming live musical performances on their [Facebook Fan Page](#) last week. The Foo's have created quite a buzz in the online marketing realm with their combination of great music, great technology, and a great idea.

Mobile messaging.



Imagine a giant banner being pulled across the sky by a low flying airplane. Most banners that come down the

So we've slacked off a bit...

Yes, our once religious monthly email newsletter has turned into an every other month affair. We actually love putting it together, it just tends to fall to the bottom of the stack when we have real, live work to do. Oh, and if you like the new custom look we've been using for our email sends, [drop us a note](#) and we'll talk about setting up a purdy one for you as well.

SEO tactics visualized.

On-page search engine optimization (SEO) is the simplest form of optimization for a website and includes modifying items such as the page title, page url, meta description, navigation, etc. When a website is competing for keyword phrases with a low level of competition, on-page optimization can sometimes be the only optimization technique needed. However, as the competition for keywords continues to increase the focal point of the SEO campaign must transition to link building techniques.

Link building can prove to be a manually intensive and time consuming process, but the results are undeniable. Below is a great visualization of the evolving SEO needs based on the level of competition, compliments of our friends over at [SEOMoz](#).



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