

Email Competency Assessment



— Add up your score and see how you rank!



Email Competency Assessment: The Basics

Database Reach

Q: How many email records (per restaurant location) does our database contain?	Score:
We have 500 or less emails per location	0
We have 500-1000 emails per location	1
We have 1000-3000 emails per location	2
We have 3000-5000 emails per location	3
We have over 5000 emails per location	4

Personalization

Q: How personal does our content feel to our guests?	Score:
We send the same content to all guests, without personalization	0
We include basic personalization (first name, favorite location, or point balance) in most emails.	1
In addition to basic personalization, we feature menu items that this particular guest prefers in most marketing emails.	3
In addition to basic personalization and preferred menu item images, we generate offers that are most likely to resonate with this particular guest.	5

Email Competency Assessment: Testing

Subject Line Testing

Q: What is our subject line approach as we plan to increase open rates and brand visibility?	Score:
We don't bother with testing because the differences in performance are insignificant anyway.	0
We test subject lines only for critical emails, a few times a year.	1
We test subject lines for most emails, and manually deploy the winner.	2
We test 4 subject lines for all emails and dynamically deploy the winner.	4

Email Layout Testing

Q: Do we know that our email layout is optimized to drive clicks?	Score:
Our email layout is based on aesthetic appeal and brand look and feel; we selected the best looking layout and use it in all emails	0
We had had multiple versions of headers, footers and CTAs designed and tested in parallel to optimize for maximum click-through rate	2
We have multiple layout options tested for each campaign; we dynamically deploy the winner	5

Email Competency Assessment: Driving Engagement

Segmentation

Q: How many email records (per restaurant location) does our database contain?	Score:
We simply send emails to everyone in the database whenever we have something new to promote.	0
We have an email marketing calendar that targets all guests with at least 2 emails per month	1
We have a segmented email marketing calendar that targets all guests at least twice per month, and targets most engaged guests with custom promotions at least once per week.	2
We have a segmented email marketing calendar, where most promotional emails are customized to the recipient and deployed with the Send Time Optimization feature.	3

Interactivity

Q: What interactive features do we utilize to keep our guests interested?	Score:
Most of our emails contain formatted text, photography, links to our website, ordering page, social links	0
All of the above, plus GIF or video content	2
All of the above, plus other interactive elements, such as voting buttons, countdown timers, ratings, and embedded feedback forms.	4

Email Competency Assessment: Accessibility

Mobile First

Q: Is our email optimized for mobile responsiveness, or is it intended primarily for desktop view?	Score:
Email editor we use for email deployment is mobile responsive; that's good enough!	0
When we receive a test email, we look at it in Outlook or on desktop and provide feedback to the designer.	2
We always preview the email tests on mobile. If an important design element doesn't work properly in mobile view, we don't send out the creative until the mobile view is right.	4

Managing Email Reputation

Q: How are we tracking deliverability and reputation?	Score:
What's deliverability?	0
We actively monitor % of unsubscribes and bounces for each campaign	1
We monitor unsubscribes and bounces, and we are aware of % of dropped emails and domains that tend to be dropped	2
In addition to monitoring, we conduct a review at least 4 times per year to understand what types of content result in the highest unsubscribes and drops	3

Email Competency Assessment: ROI

Engagement Metrics

Q: What engagement metrics do we use and how do we determine ROI?	Score:
What's email engagement?	0
We know what our open rates and click-through rates typically are	1
We use generic UTM links and can attribute website traffic and sales to email performance	3
We tag each email campaign so we can track the ROI based on online sales revenue per email, and down to a specific asset within each email.	5

Check out your results!

Need help getting better?

Reach out to us: olga@olloconsult.com

10 or less

Uh-oh. Email marketing consistently has the highest ROI of all marketing tools available to restaurants - it's time to up your game and make that email platform investment work for you.

11-20

You mastered the basics, but you are likely still wondering if your email marketing is producing any results. Look through the questionnaire again to spark ideas on how to ensure that your efforts are not wasted.

21-30

Congratulations, your email marketing capability is well above the rest of the restaurant benchmark! You may need a little push to get it to the level of best in class e-commerce retailers, but you are pretty close already!

31 or more

Amazing! You are among the very top performers, and you could teach many restaurant marketers a lesson on how to become best in class.