litmus

A 3-Step Guide to Getting Buy-In for Litmus

All the resources you need to make your case and advocate for the tools you need

You already know Litmus will help you create better email, faster. Now you need to get your team on board. This guide gives you everything you need to convince your team that Litmus is worth it.

Once you've read through it, **share the tear sheet** on page 6 with your team to build your business case.

Step 1: Educate Your Team

Bring the rest of your team up to speed on why you should invest in email marketing.

Many brands miss out on ROI. Failing to protect your brand from the constantly changing landscape of email support puts your brand at risk.

- [ROI for email is a whopping 38-to-1.](#) Yet many brands use this stat to underinvest in the channel, potentially leaving a huge amount of revenue on the table. Even worse...

- [Many email marketing mistakes go undetected.](#) But only half of marketers are aware of potential mistakes due to the fact that...

- [Emails can have over 15,000 different rendering combinations](#) (and that's a conservative estimate!) based on email client, email service provider, operating system, screen size, and image settings. This is why rigorous testing needs to be part of every email marketer's workflow.

Litmus helps protect your brand reputation, [streamline your email workflow](#), and capitalize on your email program ROI.

- **Create better email, faster:** [Litmus Builder](#) is the only code editor made for email, with built-in tools to reduce errors, save time, and maintain brand consistency across campaigns.

- **Protect your brand experience:** Identify critical elements that affect performance and save hours of time with [Checklist](#).

- **Reach the inbox every time:** Use [Spam Testing](#) to quickly identify any potential deliverability issues and use actionable suggestions to make it to the inbox.

- **Optimize for your audience:** Arm yourself with geolocation, engagement, and email client open data with [Email Analytics](#).

Step 2: Gather Proof

Give your team the facts to prove how Litmus works for thousands of customers.

Marketers who use Litmus are more sophisticated, successful, and productive.

[According to a Litmus survey of over 3,500 marketers...](#)

- Marketers who describe their email programs as successful are 13% more likely to use Litmus as a part of their email workflow.

- Marketers who describe their email programs as sophisticated are 22% more likely than those with less sophisticated programs to use Litmus.

- Litmus helps our users produce 10% more emails every week than non-users.

Plus, [MailChimp found](#) that those who tested with Litmus saw a 13-24% increase in clicks vs. those that didn't. That's real money on the table.

[Your emails can break in all kinds of different ways](#), without warning.

Email marketing mistakes are inevitable—but preventable. See real examples of how Litmus can uncover:

- Major differences [in rendering across email clients](#).

- [Broken images and links](#) that could lead to lost opportunity.
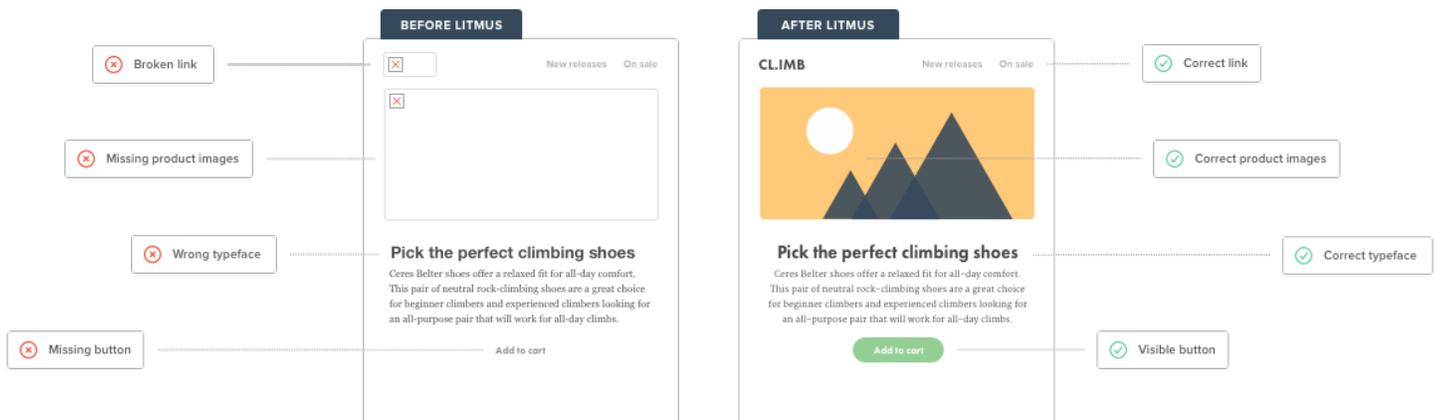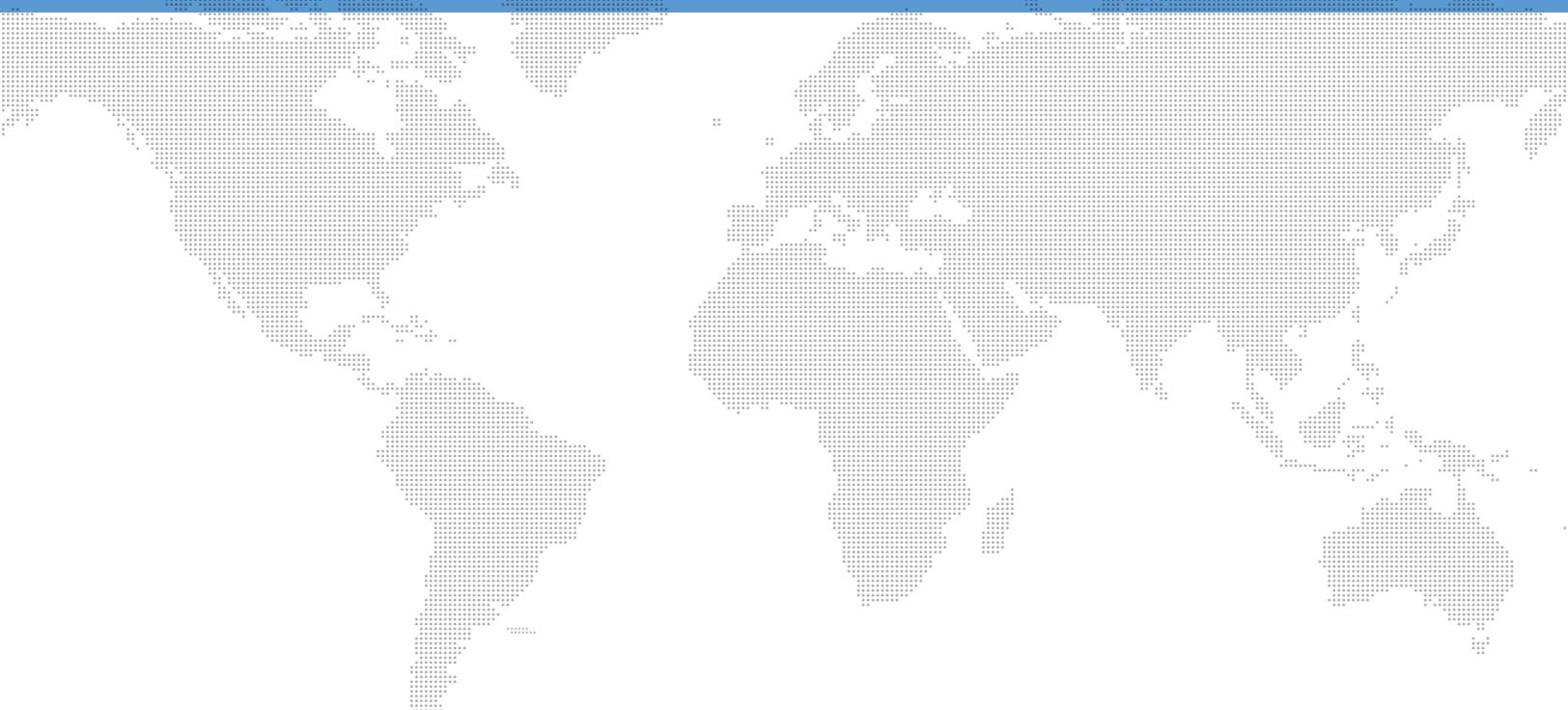
Thousands of global brands across every industry trust Litmus to maximize productivity throughout the entire email creation and delivery process.

Linked in   GROUPON   EPSILON   Experian   Zillow   jetBlue   GOLF

NATIONAL GEOGRAPHIC   MailChimp   HubSpot   SILVERPOP   salesforce

Give your team the facts to prove how Litmus works for thousands of customers.

Tip: Show, don't tell

One piece of advice we heard again and again from our Community members? Taking a free trial can help show, rather than tell, exactly how Litmus can change your email workflow for the better.

Sign up for a free trial or a free demo webinar so your team can see for themselves what Litmus can do.

Step 3: Make Your Case—And Get Buy-In

Respond to common objections and misconceptions about what Litmus can do.

Objection #1: "Litmus is too expensive."

Response: With Litmus, we'll gain visibility into potential email-related risks to our brand, which allows us to give our subscribers the best possible experience. A broken email is a lost opportunity for revenue—and with so many ways an email can break, the expense is worth it. Plus, Litmus isn't just a previews tool. By allowing us to do all of our email marketing in one place, we'll be more productive and have the data to take our email program to the next level.

> *"At Jetsetter, we take great care in ensuring all of our products provide a great visual experience for our users, especially our emails. We always use Litmus to verify that our emails render properly for all email clients." —Baishi Wu, Jetsetter*

Objection #2: "We get the same functionality from our existing email tool."

Response: Email Previews are just one small part of what Litmus offers. With a Litmus account, we get more and faster previews, plus tools to catch broken links, images, and other critical elements hurting our performance. Litmus also provides aggregate and individual recipient data, geolocation, and device open insights with Email Analytics and pre-send delivery checks with Spam Testing.

Email marketers from the top ESPs use and love Litmus, too.

> *"Litmus is essential to what we do at MailChimp. The tools that Litmus provides help our developers—and our users—build the best emails to power the most effective campaigns." — Fabio Carneiro, Email and UX Designer*

Objection #3: "We already tested our templates—we're good to go."

Response: Every time we use a template—and insert new links and images—introduces another opportunity for it to break. Sometimes ESPs modify code during the sending process, and email clients can change support without warning—so while our template may work one day, it may not the next. Nothing in email marketing is "set it and forget it."

4 Ways Litmus Can Help
Your Email Marketing Program Grow

Litmus protects your brand reputation from the constantly-changing landscape of email support.

When it comes to email, quality matters. With Litmus, you'll get the peace of mind that your emails represent your brand the way you want your brand to be represented—and make sure your emails look great for every subscriber, on every device, and on every send.

> *"Litmus gives us great insight into how our emails render across so many different clients, which has reduced our QA testing time. It is necessary for a top-tier marketer." —Jamie Plankenhorn, Sr. Manager Email Marketing*

Litmus streamlines your email workflow while producing the best subscriber experience.

Spend less time building and testing successful emails—and more time working on the things you want—with Litmus.

> *"With the number of new devices and operating systems being launched all the time, Litmus allows us to keep up with the latest combinations our subscribers are using and create pixel-perfect emails every time." —Madison Norton, Manager, CRM at BuildDirect*

Litmus is an all-in-one solution that works alongside any email marketing tool.

You can get up and running in seconds, and start sending better email immediately. Plus, **Litmus works seamlessly with any email marketing tool**.

> *"Litmus paid for itself on the first send. Litmus is an essential tool in our email arsenal and it helped us fix email rendering issues within the first 30 minutes of use." —Gina Kilby, Stonyfield Farm, Inc.*

Litmus increases the return on your email marketing investment.

Litmus is the email creation, testing, and analytics platform that empowers marketers, designers, and agencies to confidently deliver customer experiences that ensure brand alignment, quality, performance, deliverability, and ROI. Get the visibility and peace of mind that comes with knowing your emails make it to the inbox, function properly, and represent your brand.

Sign up for a free trial to see exactly what Litmus can do for your marketing program.

Sign up today ➜

Additional Evidence & Further Reading

We've compiled our most popular resources to help you build your case. Share these with your team or use the additional data to obtain buy-in.

[Litmus State of Email Workflows](#)

A detailed look at every stage of email creation—from planning and creation to quality assurance and sending.

[11 Reasons to Test Every Email Before You Send](#)

Each and every time your finger hovers over the send button, you should be checking for these 11 critical mistakes that can affect opens, clicks, conversions, and your brand.

[Have You Tested Your Template Recently? 8 Reasons Why You Should](#)

Most of the time, you don't need a new design to get your point across—what you have already works. But using a template doesn't let you off the hook from testing.

[7 Email Development Myths, Busted](#)

Here are seven email development myths that have been around for ages, and why it's time to finally put them to rest.

[Help! My Email Is Broken: Common Errors + Fixes](#)

The world of email is full of potential pitfalls. Read on to learn common ways emails can break and how to fix it.

[The Ultimate Email Checklist: 24 Things to Check Before You Send](#)

While every brand has their own nitty-gritty checks, we've gathered 24 of the most common—and critical—checks for every campaign.

Plus, a few articles about how Litmus can help your team:

- [How Do You Get Buy-In For Email Marketing Resources?](#)
- [How to Streamline Your Email Testing Process with Litmus](#)

- [How Marketers Can Use Litmus with Any Email Marketing Tool](#)
- [Make Teamwork Work: 4 Ways to Use Litmus with Teams](#)

We hope this helps you get the conversation going with your team.

If you need any additional resources (or even a little bit of encouragement), we're always here to help at hello@litmus.com.

[Get in touch ➜](#)