

TOP 10 TIPS for Email Marketing Success

10

Don't send too many or too few emails

Tell your recipients what to expect from your email communications when they subscribe. Deliver on what you told them whether it was a weekly update or a monthly newsletter.

9

Be persistent with your email marketing

Send emails on a regular basis so recipients look forward to receiving them. Recipients will learn when to expect them, thereby decreasing the chance of getting lost in their inbox.

8

Drive opt-ins with integration

Build your list by using other marketing channels such as social media sites or direct mail. Drive consumers to a landing page or website and encourage them to sign up for email communications.

7

Use a consistent tone of voice

Your email communications should carry the same tone of voice and personality as your other marketing efforts. Take time to indentify your tone of voice and use it across communications.

6

Send emails with valuable and interesting content

Send interesting and informational content to readers interested in your product or service. Include links to your website where they can make a purchase decision.

5

Personalize your email campaigns

Create smaller segments within your email list and customize your emails based on the specifics of each segment. Include personal details such as their name and purchase history to show you know them and care.

4

Send test emails before sending to contacts

The best way to be certain your email looks the way you want it is to send test emails. You should also send your email through a spam checker before sending to recipients.

3

Create attractive subject lines

Many times subject lines are the only thing recipients see before deciding to open an email or move on to other emails. Write subject lines that are concise, attractive and relevant to the content of your email.

2

Evaluate the results of your email marketing campaigns

Assess email campaigns using different metrics such as time of day, subject line, links, text to image ratio, customer demographics, etc. Modify future campaigns based on your conclusions.

1

Obtain permission FIRST

Before sending email marketing, you must gain permission. Sending unsolicited emails is illegal and will land you in the junk mail folder.