

TOP 10 EMAIL Marketing Mistakes

10

Counting on instant gratification

One email isn't going to do it. You need to be patient and focus on building a relationship with your subscribers before you see substantial positive results from your email marketing efforts.

9

Creating emails that sound like a sales pitch

Provide recipients with interesting information that will move them towards making a purchase decision. Use a conversational tone and communicate benefits rather than selling them on the features.

8

Sending emails without a purpose or strategy

Take your time to construct emails that are aligned with your branding, marketing and business strategies. Sending emails without a purpose can lead to uninterested recipients and lost revenue.

7

Ignoring your email reports

Reports offer very valuable data. With a little consistent evaluation you can determine the best timing for emails, what subject lines are most attractive and what content resonates most with your recipients.

6

Including links that are unclear or nonexistent

Links provide more information to recipients, increase the possibility of your email leading to a purchase and give you valuable reporting information. Place links within your emails with intention and make sure they stand out.

5

Not knowing what is likely to trigger a Spam filter

Research common Spam flags and send emails through a Spam checker before blasting them to your whole list. Your email deliverability will improve and it will help keep you off of blacklists.

4

Letting images take over your emails

Most email clients now have images turned off by default. Make sure your emails still make sense and are readable even when your recipients don't see the images within your emails.

3

Using an irrelevant 'From' name or subject line

Test out different subject lines and use reports to appropriately target your recipients. Also, be sure to choose a from name that clearly identifies what company and person or division is sending the email.

2

Failing to include a call to action

You may have constructed the greatest email in the history of emails, however, little to no sales will be generated without an obvious and effective call to action. Always ask yourself, "What do I want the recipient to do with this email?"

1

Sending emails without permission

It may seem logical to purchase an email list when getting started in email marketing. However, you must first gain permission before sending emails using tools such as direct mail, webforms and telemarketing.