TOP 10 TIPS for Personalizing Your Emails

10 Send as a human, not a company

Instead of using a general email address such as, marketing@xyzcorp.com, use one recipients can build a relationship with such as a specific sales or marketing team member.

9 Send welcome messages

Welcome emails show recipients you appreciate their subscription and give you the opportunity to ask for their email preferences. Include a link to a survey asking what types of content they prefer to receive in emails.

8 Have fun with your subject line

Make the subject line of your email match your company's voice. Consider including the first name of the recipient in the subject line followed by your messaging or change your subject line based on the segments you are sending to.

7 Merge it up

Use the mail merge feature to insert personalized information in logical locations in your emails. Address contacts by their first name, but make sure not to overuse their name or it will sound unnatural.

6 Tailor emails by geographic location

Modify the content of emails and segment your sends based on their geographic location. For instance, a clothing company may not want to send an email about snowboard gear to recipients living in Florida.

5 Ask your audience

Once you have built a strong relationship with your recipients, consider sending an email campaign with a customer preferences survey. A survey will help you further segment your list, leading to more personalized emails.

4 Include relevant links

Insert links within your emails that leads the recipient to a webpage providing information that is beneficial and unique to their specific desires.

3 Get creative with your segments

Go beyond geography and segment your list by gender, purchase history, online behaviors and email interactions. Being creative with your segments will lead to more personalized emails and conversions.

2 Target your content

Send content that is specific to your recipient's needs and interests. For example, reference products or services that the recipients have purchased or shown interest in.

1 Interact with your recipients

Use your emails to interact with your recipients, not just as a way to promote business. Reply when you receive a response. Participate in the conversation to show you care about their interests and feedback.

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