EMAIL MARKETING STRATEGY

TIPS FOR SUCCESSFUL EMAIL CAMPAIGNS

Content
Be brief. Give just enough information that people want more. Give them a link to your website with the rest of your information. Break up your content into "bite size" sections. Less is more, white space is good. People won't read your e-mail campaigns if there is too much copy.

Analytics
Review your reports. Look at your open rates and click rates. Don't "Send it and forget it!" Once you send your campaign review your analytics a week or two after the campaign has been sent. Track your metrics with each send. If you are not getting the open rates you had hoped for, it may be time to make a change.

Standing Out in the Inbox
Subject line matters. Entice the reader to open, add a call to action, emoji's are also good. Don't go "emoji happy" just one is best (less is more). Avoid "spammy words" like "free", "guarantee", "act now". Avoid using all caps and excessive punctuation in your subject line.

Email Design
Presentation is everything. Focus on your message and keep design straightforward. Put most important information up top, allowing people to scan the email quickly, if they're short on time.

Subscriber List
To stand out in full inboxes, build and maintain engagement, you must have an engaged subscriber list. Create signup forms on your website, use an old-fashioned signup sheet at events, and drive signups through social media.

Marketing Automation
Save time. Allow technology to take over repetitive marketing tasks, allowing people to focus on strategy. If someone interacts with an email, send offers related to what they interacted with. This is the beauty of marketing automation.

Schedule a Consultation
Let us help you get your digital marketing back on track!