



Get Started with Email Marketing! 10 Ideas That Really Work

How to Reach New Customers, Increase Loyalty, and Do More Business

Weiskopf Consulting

All Things Technical & Social

Enriching Business Systems

Maximizing Online Brand Awareness



By Constant Contact®

10 Keys to Email Marketing that Works

Use these important email marketing fundamentals to create an email marketing plan for your small business:

1. Only send email to people who know you

People open email from people they know, and they delete or mark as spam email from people they don't recognize.

This is why it's critical that you always ask for permission before adding a new contact to your email list.

Permission-based email marketing is the best route to developing long-lasting customer relationships that drive repeat sales and valuable word-of-mouth for your business.

These practices also keep you in compliance with legislation such the Controlling the Assault of Non-Solicited Pornography and Marketing Act (CAN-Spam) and the Canadian Anti-Spam Legislation (CASL).

Learn More:

- [Build an Email List That Loves Hearing From You](#)
- [How to Make People Hate Your Email Newsletter](#)
- [Understanding the Power of Email Marketing Relationships](#)



Using software like Constant Contact makes it easy to grow your email list the right way. You can use online sign-up tools to give people the ability to opt in online, or ask people offline and get permission to add them to your Constant Contact account. You can also take advantage of mobile list-building tools to grow your email list on a smartphone or tablet.

5. Maximize your delivery rate

One of the biggest benefits of using email marketing software like Constant Contact is that we take the necessary steps to make sure your emails are safely delivered to your recipient's inbox.

But there are also steps you can take to maximize your email delivery and make sure your emails get to where they need to go.

One of the best ways to tell if your emails are getting delivered is to look at your bounce reports. Emails can bounce for a number of reasons, including invalid email addresses, a full inbox, or out of office statuses. Keeping an eye on your bounces will help you to remove any addresses with ongoing issues and maintain high deliverability rates.

In addition to bounces, you can also look at your spam reports. If an individual on your email list reports your email as unwanted or unsolicited, it will be marked as spam. If you consistently have a high number of spam reports it may be time to review the content you're sending.

Learn More:

- [Why are my emails being blocked or bounced?](#)
- [5 Tips to Increase Your Email Deliverability](#)
- [6 Reasons Your Emails Have Bounced \(And What to Do to Improve Your Bounce Rate\)](#)



Use the Constant Contact Spam Checker tool while creating your email to avoid issues before you send. If you still notice a high number of spam reports, consider reducing your email frequency.

6. Never share your email list

If you're a business that respects the trust and privacy of your customers, you should never share your email list.

Sharing your list could damage your reputation, hurt customer relationships, and ruin the trust you've worked hard to build.

You should also avoid purchasing a list from a third-party vendor. These lists are full of people who don't know your business, didn't sign up to receive updates from you, and will likely ignore your emails or mark them as spam when they show up in their inbox.

Rather than sharing or buying lists, look for ways to partner with other local businesses or organizations to extend your reach. You can ask a non-competitive business to help you promote an upcoming sale or event, and in exchange, you can feature them in a future email campaign. Look to partner with trusted businesses that can provide additional value to your customer base.

Learn More:

- [How to Make People Hate Your Email Newsletter](#)
- [6 Compliance Terms Every Email Marketer Should Know](#)
- [How to Create Fruitful Co-Marketing Relationships](#)



Constant Contact's contact management tools make it easy to protect your customer's information. In addition to email address, you can also collect important details like demographic data, location, and even past purchasing behavior.

8. Look professional whenever you communicate

You don't need to hire a designer or have any technical expertise to create professional-looking emails for your small business.

With software like Constant Contact, you can access professionally-designed email templates that can be customized to match your brand. You can easily add text, insert your logo, and choose colors and fonts that fit your brand.

You can also upload photos, insert video links, and add customizable buttons to make it easy for people to take action.

These templates are designed to work across multiple devices — including desktop, tablet, and mobile, ensuring that your emails look great no matter where people are reading them.

Learn More:

- [How to Choose the Perfect Email Template](#)
- [7 Design Mistakes That Make Readers Trash Your Emails](#)
- [5 Simple Tips for Mobile-Friendly Emails](#)



In addition to our customizable email templates, Constant Contact also offers services to help you get started with an email template that matches your brand.

9. Regularly review your results

Your open and click-through rates will be the most effective metrics to determine how your emails are performing. These metrics can be influenced by the content you include, the frequency that you send, and whether or not people recognize your emails in their inbox.

Along with opens and clicks, you should also pay attention to metrics like bounces and unsubscribes. These metrics allow you to determine potential problem areas. If you're consistently seeing a large number of people unsubscribe each time you send (it's normal to see some unsubscribes as your subscribers' interests change), you may need to revisit your email marketing strategy and look for ways to make improvements.

Beyond your basic email metrics, you should also pay attention to other business results including traffic to your website, sales, foot traffic, event registrations, coupon redemptions, donations, and more.

Learn More:

- [How to Approach Your Email Reports with Confidence](#)
- [How to Figure Out if Your Email Marketing Campaign is Working](#)
- [Do You Know Why People Are Unsubscribing From Your Emails?](#)



If you're sending email through Constant Contact, you have access to helpful reports that show you how your emails are performing, what's working for you, and where you can improve.

10. Go beyond the inbox

You're likely already using a number of other channels to market your small business. Email marketing works best when it's integrated with these other communication channels.

Use sites like Facebook, Twitter, Pinterest, and LinkedIn to reach new customers and extend those relationships by encouraging them to join your email list. You can also use email to drive traffic to different social media platforms and generate engagement on these sites.

It's a great idea to add social media buttons in your emails so that people can connect with your social media pages.

You can also post your emails to all your social networks in just a few clicks, with Constant Contact's SimpleShare tool.

Learn More:

- [Social Media's Secret Weapon: Email Marketing](#)
- [4 Tools to Help You Integrate Your Social Media and Email Marketing](#)
- [3 Ways to Get Facebook Fans to Subscribe to Your Email List](#)



Make it easy for subscribers to share your email with their connections on social media. With Constant Contact, you can add a share bar to every email you send out, which readers can use to share your emails on sites like Facebook, Twitter, and LinkedIn.