Email Marketing Best Practices

Best Practices

- Build your own List
    - Use Segmenting
- Use an Email Address your customer can recognize
    - Use domain email address for professional image
    - The relationship a person has with the sender is the number one reason why people choose to open emails.
- Use a specific Subject Line
    - 2-2-2 (Two Words, Two Second, open Today)
    - Punctuation is unnecessary
    - Capital Letters result in lifted Engagement (Title Case)
    - Use clear, non-salesy wording with benefit for reader
    - 7 truths for creating the almost perfect subject line
        - People don't act unless told to do so: First Call to Action
        - People do not like to have their time wasted
        - People Respond to Numbers
        - People care more about the sender than the message
        - People want you to share your expertise
        - People have needs, Questions, and Concerns
        - People actually do like being teased
- When to Send
    - When are my readers likely to take action?
    - Monthly I most common
    - Do A – B Testing for day and time
    - Meet your readers expectations, don't over email
- Use graphics judiciously
    - Graphics do not automatically open (67% don't see images by default)
    - Use text to back up your graphics – company name
    - % of graphics to text can cause spam filter to trigger
    - Links get more clicks that buttons
- Mobile Friendly (80% view emails on a smart phone)
    - Concise in both design and content
    - Use single column template
    - Use single clear call to action
    - Avoid tiny fonts: 22pt for Headlines, 11pt for text. Use good contrast
    - Take it easy on images
    - Always preview your emails.
- Use Autoresponders
    - Automate your follow up Marketing

12 Subject Line Tweaks to Improve Email Open Rates Instantly

1. Cut it down
2. Take out anything spammy
3. Ask a question
4. Include a deadline
5. Try a teaser
6. Give a command
7. Add a list
8. Make an announcement
9. Be unique
10. Tell a joke
11. Say something unexpected
12. Use multimedia

Constant Contact

Segmenting Your List 101

Take some time to think about the different groups of contacts you have on your list.

Consider things like:

→ **Location:** Do you have groups of contacts that live locally and others that visit from out of state?

→ **Customer Status:** A lot of the people on your list will be customers, but you may also have a sizeable audience of potential or new customers, as well.

→ **Interests:** Use your click-through data to create interest-based lists.

→ **Questions/Needs:** Use survey data or questions you've received in-person to group contacts, and follow up with more information.

→ **Length of time on your list:** Creating a separate list for new contacts is a great way to engage people right from the start.

There are plenty of ways you can use segmentation to get more from your list.

5 Tips for Your Next Email Blast
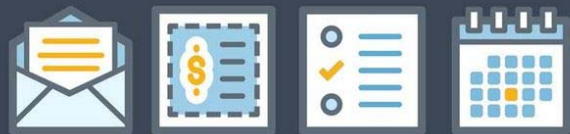
1. Don't call it an Email Blast
2. Get to Know your Readers
3. Email with purpose
4. Make it Valuable
5. Measure your Results

Email marketing the right way

Thinking of your email as writing a "note" rather than a "blast" gets you in the right frame of mind. Your emails should be like a pleasant conversation amongst friends. First, you get their permission to enter into a dialogue, then you offer interesting and informative content, and lastly, you listen to their responses and feedback. Friendly conversations that offer helpful, relevant information will go much further than "blasts" that talk at your customers rather than with them.