

Successful Email Marketing

With virtually every U.S. business, and 97% of households, using email regularly, email campaigns are becoming a larger part of any marketer's toolbox. However, for a beginner, getting started can be intimidating. We offer the following tips as a starting point. For more detailed information, speak to one of our email experts.

Increasing your delivery rate

Make sure it gets delivered

Only use emails from a reputable supplier. All of our email addresses are opt-in and our list is regularly.

Avoid spam filters

Don't misrepresent the content of your email. Make sure your subject line and content match each other. Spam rules are constantly changing so consulting with an email expert when starting a new campaign is always a good idea.

Testing, 1, 2, 3

Always test your email campaign before sending the entire file. Create accounts with different email providers such as Gmail, Yahoo!, Hotmail and AOL . Take note of problems with spam filters as well as how your email is displayed.

Increasing your open rate

Craft a quality subject line

Create a compelling subject line that demands to be opened. One method is to call attention to your email by including a time restriction in your subject line. "All floral arrangements on sale this week only," encourages immediate action because the reader might miss out if they do not open it now. The subject line should not be misleading or vague and should correlate directly to the content of the message. Limit your subject line to 35 to 50 characters or some of it may be cut off.

Don't get lost in the shuffle

The best days to send emails are Tuesday, Wednesday and Thursday. The worst? Friday afternoon. Most people don't check their email as much over the weekend and when they do, there are going to be plenty other emails competing for their attention. This is especially true for business emails; the first thing many people do on Monday is clean out their email inbox.

Don't send email too often

While the hallmark of a good campaign is repetition, too much of a good thing is, well, a bad thing. Receiving multiple emails from the same company in one week can be annoying and lead to lower open rates.

Get the most out of email that are opened

Make sure everyone can read it

Send a text version of your email along with the HTML. Some people set up their email preferences to avoid images and HTML versions of email. Make sure the text is well organized and readable.

Place your call to action “above the fold”

Use the top two to four inches of your email effectively. Include the: call to action, headline, logo and website navigation. Items that do not appear in this window may not be seen by the recipient, causing the campaign to perform poorly. Your call to action can be a form for people to fill out, a button to take them to your website or phone number for them to call.

Write compelling copy

Make sure that you give people a reason to respond to your offer. People should not read your email and ask themselves, “What’s in it for me?” Make it clear upfront what your offer is and why they should respond.

Backup your content with good graphics

Most good emails contain at least one graphical element. Breaking up text makes reading emails easier. Make sure your graphics are relevant to your offer. For example, if you’re advertising flower arrangement specials for Mother’s Day, include an image of a smiling woman holding a bouquet.

Preplanning goes a long way

Focus what you want to achieve

Before writing any copy or drafting a layout, first outline your objective for this email. Do you want to generate traffic to your website? Encourage people to call into your sales reps? Get users to sign up for your newsletter? Set a goal and make sure your email goes toward achieving it.

Write scannable text

Just like websites, people tend to skip over text in emails. Keep your text short and concise. Limit paragraphs to 1 – 3 short sentences and use bullet points when possible. Above all, remember you only have a few seconds to grab people’s attention.

Proofread your work

You’ve written some great copy that outlines your offer and why readers should respond. Now make sure that mistakes in spelling or grammar don’t turn away potential sales. Re-read your message or have a co-worker proofread your copy.