

# 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.

## Increasing your delivery rate

### Quality email list

Only use emails from a reputable supplier. All of our email addresses are permission based and our lists are updated each month.

### Make sure it gets delivered

Find out who the Email Service Provider (ESP) is, anyone can send emails, but not everyone can get to the inbox.

### Follow the rules

Don't misrepresent the content of your email. Make sure your subject line and content match each other. Spam laws 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 well your email is displayed.

## Increasing your open rate

### Create a compelling subject line

Create a 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 no more than 50 characters or some of it may be cut off.

### Test, test and test again

Whether it is the subject line, the offer, the day of the week, or the time of the day find out what your prospects are responding to and go with it. But remember, don't get stagnate, continue to test and try different things.

### Multiple touches are important

One and done campaigns can be a quick lift, but hitting a customer multiple times can create a better brand awareness. This can help with future sales as well.

### 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 emails 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. Items to include: call to action, headline, company name and website navigation. Items that do not appear in this window may not be seen by the recipient if they don't fully open the message. This could cause the campaign to perform poorly. Your call to action can be a form for the 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.

For more detailed information,  
speak to one of our email experts.

**infoUSA.com**  
from **infogroup**

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## **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 but are not overwhelming. Ideally you want a 60/40 text to image ratio. 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 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.

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