



## Ten Top Tips for Email Success

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Email marketing is a low cost way to reach a wide audience. It involves using email to send newsletters or ads to solicit business and is meant to build loyalty, trust and brand awareness. The following tips will help you create a successful email marketing campaign.

### 1. Ensure you have permission

Permission based marketing is not only important for good business practice it is also illegal to send emails to contacts whose permission you do not have as this is considered spam.

### 2. Don't use email to only sell

If you exclusively send the same message repeatedly to your clients trying to sell such as product offers, discounts and offers such as free shipping then you risk turning off your clients and devaluing your products.

### 3. Earn the attention of email subscribers

Each time you send out an email message to your database it is important to grab their attention immediately with the subject line and then always include something of value. You might want to share a link to a video, a new webinar, some type of industry report or an infographic. In this way your recipients will be excited to open your messages because they will expect to see real value in them.

### 4. Have a clear calls-to-action

Each email should have a clear call-to-action. What do you want the reader to do? Make a purchase, read a blog post? Whatever the desired action, make sure there is a link or a call-to-action button that takes the reader to the right spot on your website.

### 5. Segment

Try to segment your database so you are only sending relevant messages to them. This will result in increased sale conversions.

### 6. Be mobile friendly

The use of smart phones has escalated and will continue to increase, so it is important that you test your emails on these devices to ensure they can be easily read.

### 7. Use language your customers will understand

Not only should you ensure correct spelling and grammar but you should also make sure you avoid industry jargon (unless you are sending to the industry) as your customers will simply turn off or not understand what you are trying to say.

### 8. Don't rely on email only

All of your marketing tools should be used consistently as part of an overall marketing strategy – one tool alone will never succeed in today's cluttered and fragmented markets.

### 9. Constantly test and refine

What may work for one advertiser may not work for another. You should test – because “what works” is often elusive. Your customers are changing along with increased competition in the inbox so you need to ensure your marketing approach also adapts to match not only the types of content but also when and how often you send.

### 10. Environmentally friendly!