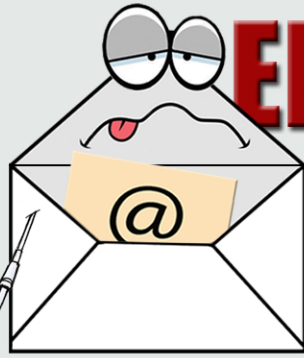


# GIVING LIFE TO YOUR EMAIL MARKETING CAMPAIGN



The (type) face of email marketing is changing. Ever changing. In boxes grow more and more crowded every day. Consumers and business professionals are busy, and if your email subject line isn't catchy or your address familiar, their response to seeing it in their in-box is often just tapping the delete key. Send too many emails, and they're likely to opt out or unsubscribe and you lose them forever.

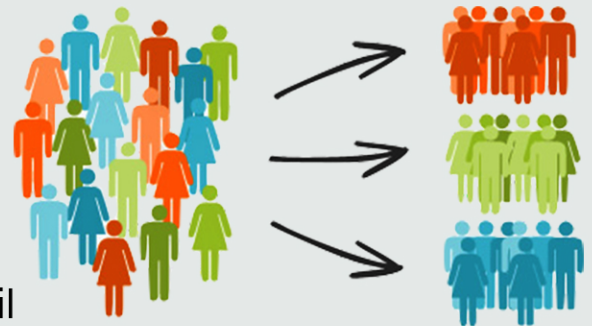


What's a business to do? Email marketing is a competitive arena, and you are competing for people's interest and more importantly, their time. Is email marketing still worth the effort? The simple answer is yes. The more complicated answer is also yes, but you are going to need to reevaluate your email tactics.

## Email Segmentation

The first thing you need to do as part of your reevaluation is to segment your email. That big list you have where you've been sending your campaigns out to everyone needs to be broken down. If your company hasn't already developed a list of "Buyer Personas" then you need to. Otherwise how do you really know who you're marketing to if you don't know the variety and interest of your target audience?

It is imperative that you have a good handle on who you are targeting for your products and services. Know that, then you can begin segmenting your email list; by interest, geographic location, buying history, product or service interest, etc.



## Subject Lines

While a creative subject line isn't a guarantee that your email will get opened, a dull, rudimentary or "the same ole thing" subject line will most likely assure it ends up in the trash bin without ever being opened. Think about what appeals to you that causes you to open an email vs. just deleting it. Make it pertinent to the list of people you are contacting.

Make it witty, make it specific to your target audience, make it an offer they can't refuse!



Do some research to find out more about what flies and what doesn't for your industry.



- **47% of email recipients open email based on the subject line - Invesp**
- **68% of email recipients report email as spam based solely on the subject line. - Invesp**
- **Subject lines including words like "urgent," "important," "alert," etc. are proven to increase open rates. - Mailchimp**

## Email interactivity



Once a client or potential client opens your email, give them an interactive experience. If you're selling an item, make it easy for them to purchase that item right there. If you are selling a service, make it easy for them to find out more about that service or to schedule an appointment right there in that email.





## Visuals

Part of interactivity is packaging your email in a visually appealing manner. Use eye-catching fonts. Use GIFs. Use video. Embrace HTML5. Changes within email apps and by ISP's are allowing for a recipient to receive full and more robust messages. Why? Because that's what people want.



## Mobile Friendly

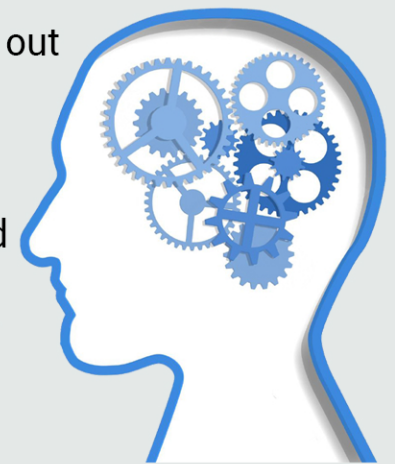
People are constantly on the go. The days of waiting until you are sitting at a desk to read your email on a computer are long gone. If your email marketing isn't formatted to read in a visually appealing format on a mobile device, then it will likely be deleted. According to [Bluehornet](#), 3 out of 10 users will unsubscribe from emails that are not mobile friendly and that 80.3% of people simply delete them.



This is a skill you must master to generate successful email marketing. Learn the ins and outs. The internet abounds with mobile-friendly email templates and information on how to accomplish this. Be mobile-friendly, and your clients will pay attention to what you are sending them.

## Be Conscious

Be conscious of frequency. Be conscious that what you are sending out is pertinent to the people on your list. Be timely. If you are offering a service for a specific time of year or event, don't wait until the snow has been on the ground for three days before you send out an offer for parking lot clearing. Be conscious of the frequency that you send out an email to clients. HubSpot states that 78% of consumers unsubscribe from emails because the company was sending out far too many. Plan your campaigns. Don't just send a marketing email because it's been a while. Always be conscious of when and why sending out the email. Have a plan.



Refine your methods because, at least for now, email marketing is here to stay.