

WAYS TO IMPROVE YOUR EMAIL MARKETING

1 USE EMAIL AS YOUR MAIN COMMUNICATION CHANNEL

EMAIL HAS A LARGER REACH THAN SOCIAL MEDIA

Email subscribers have explicitly told you that they want to hear from you.

EMAIL IS PROJECTED TO REACH **4.9 BILLION** USERS BY 2017



Email is the medium where people most expect to receive information about products and services.

2 CREATE COMPELLING CONTENT

WRITE YOUR CONTENT IN THE SECOND PERSON

Is the subject line clear and intriguing?

Your consumers will pay the most attention to engaging and attention grabbing content

USE ACTIONABLE LANGUAGE IN YOUR CONTENT

3 CLEAN DATABASE

USE SEGMENTATION TO SEND TARGETED MESSAGES

Use your preference page to ask the consumer about their other channel preferences.

Send automated and personalised messages to brand loyalists.

REMOVE OLD SUBSCRIBERS WHO HAVEN'T OPENED YOUR EMAILS IN SEVERAL MONTHS

4 USE DYNAMIC CONTENT AND AUTOMATION

Dynamic Content lets you personalise your email messages.

AUTOMATED EMAILS ARE

133%

MORE LIKELY TO SEND RELEVANT MESSAGES

PERSONALISED AND AUTOMATED MESSAGES CAN IMPROVE CLICK-THROUGH RATES BY AN AVERAGE OF

14%

YOU CAN ADJUST COPY OR IMAGERY BASED ON THE SUBSCRIBER

5 TRACK YOUR REPORTS

Redefine which metrics are most meaningful to your brand.

A series of campaigns is much more relevant than just one campaign.

THE THREE MOST IMPORTANT FACTORS TO TRACK ARE OPEN, CLICK AND CONVERSION RATES

TRACK HOW CONSUMERS INTERACT WITH YOUR MESSAGE

6 TEST YOUR EMAILS

TEST EMAIL CONTENT WITH VERSIONS A AND B

SUCCESSFUL MARKETING REQUIRES ANALYSIS TO FIGURE OUT WHAT RESONATES MOST

Test copy and images as well as the from name and subject line.

7 REDEFINE YOUR METRICS

Increasing social media activity is a measure of performance

DIRECT SALES ARE A GREAT REFLECTION OF SUCCESS

The percentage of people opening the email is more important than the size of the list.

OPENS DON'T MEANS CLICKS

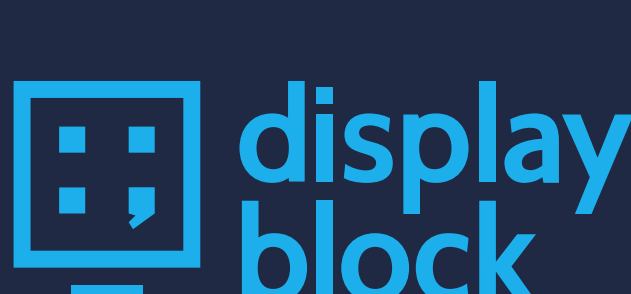
8 OPTIMISE EMAILS ACROSS ALL DEVICES

Design custom responsive layouts or use responsive templates.

53% OPEN THEIR EMAILS ON THEIR SMART-PHONES OR TABLETS

TEST YOUR EMAILS ACROSS MULTIPLE DEVICES

Make a plan for an "images off" experience and make sure your email will still make sense.



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Contact display block for all your email marketing needs. We do planning, design, HTML coding and campaign deployment.

SOURCES:

<https://www.campaignmonitor.com/blog/email-marketing/2016/06/7-ways-up-your-email-marketing-game/>
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