

For most businesses email marketing is an important part of a marketing strategy but how can you make it more effective?

Our Top 10 tips will help. Use the score sheet at the end to check how you are doing and develop an action plan for where you can make improvements

TIP 1 – Ensure compliance with GDPR opt-in rules.

GDPR doesn't mean you can't send marketing email but you do need to make sure you comply with the new rules. Check that your emails are all OK

GDPR

TIP 2 – Email contacts within 24 hours



Make sure you follow up process to making connections is prompt and consistent. This will increase engagement.

TIP 3 – Send email from person not company

People do business with people, so a personalised email address rather than an impersonal company address works better



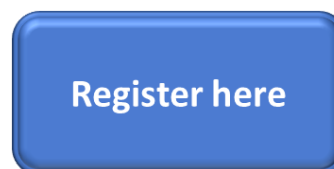
TIP 4 – Write clear clickable subject lines



The objective of the subject line for a marketing email is to get people to open the email. Spend time working on the subject lines and test and measure to see what works best for your target market

TIP 5 – Have one Call-To-Action button in an email

The goal of a marketing email is usually to get a prospect or customer to take action. Have one action that you want them to take and make it really clear what that action is. If you offer people several possible actions the chance is that they will do none of them. Some email clients block images - add 'alt text' to CTA button and even if they don't see the images they will see the text and know where to click.



TIP 6 – Make it easy for people to share

Add social sharing and email forwarding options to the marketing email so that it is easy for your contacts to share it with their contacts via email and social media platforms

TIP 7 - Clean up plain text version of all emails

Some readers will receive the email in plain text so make sure this version of the email works well too

Plain text in an email....

TIP 8 – Optimise for mobile

A growing percentage of emails are opened first on a mobile device so make sure you check out how the email presents on a mobile. For example, is the call to action high enough up the content so that people don't have to keep scrolling?

TIP 9 – Preview before sending

It goes without saying that all marketing emails should be spell checked before sending but preview the email before hitting that send button to check exactly what the potential reader is going to experience

**TIP 10 – Test and measure**

Monitor the performance of all your marketing emails for both open rates and click through rates. Split test on things like subject line or headings but only have one difference between the two sides of the split otherwise you won't know what is having what effect!

SCORE SHEET

TIP	DOING	NOT DOING	ACTION
Ensure compliance with GDPR Optin rules			
Email new contacts within 24 hours			
Send email from 'person' not 'company'			
Write clear, clickable subject line (i.e. it encourages people to open the email)			
Have one Call-To-Action button per email			
Add social sharing and email forwarding options			
Clean up plain text version of all emails			
Optimise email for mobile users			
Preview/test emails before sending			
Monitor each email's performance			
TOTAL			