

Email Marketing Best Practices

How your inbox can bring in new customers

All the reasons to love email marketing

20x

Email marketing is 20x more cost-effective than traditional media. <http://bit.ly/1Ib7eVH>



On average, companies are attributing 23% of their total sales to the email marketing channel, up from 18% in 2013. <http://bit.ly/1SWcpP4>

72%

72% of adults prefer companies to communicate via email. <http://bit.ly/1N4jwjY>

92%

92% of adults read or send email, 61% do so daily. <http://pewrsr.ch/1YpzSMd>

Types of marketing emails

Three types of marketing emails you might consider sending are:

Email Newsletters – Provide regular information on topics relevant to you and your business. Regularity is important. Set a schedule and send to your subscribers to promote news, events and offerings. This is a common and proven tool that can help brand awareness, customer retention, and other goals. Consider quarterly newsletters if you're new to email marketing.

Announcement Emails – These provide time-critical information. You might use one of these for limited time offers, products, promotions, one-off announcements, or even weather-related emails. Consider warning your customers of impending heat waves so they remember to get their system checked.

Process Emails – Any email that's sent as a regular part of your business transactions could fall into this category. Follow-up customer service surveys, new customer welcomes, and even warranty registration reminders can help create a long-lasting relationship.



Marketing Emails

What to leave in and what to leave out

- **Don't Forget The Basics** – Make sure your customers get something out of your marketing emails, and make sure you target them appropriately. The couple that just moved into a new build isn't a great candidate for a new system.
- **Timing Matters** – You can control the time and day of week your emails are delivered. Generally send during the workweek around mid-morning. Read more at <http://bit.ly/1jgcBfL>
- **Subject Line** – Counter to what you may think, don't be too clever. Tell, don't sell.
 - Avoid overused words like “free, sale, percent off”
 - Tell them what's inside and why they want to open it
 - Keep it short: 50 characters or less
 - Avoid CAPITAL LETTERS, !!!, and super sales pitches
- **Sending Address** – It's one of the first things the recipient will see, so tell them who it's from.
- **Have A Plan** – Make email part of your regular marketing efforts and keep your message consistent across media types (direct mail, print ads, radio, etc.).
- **Be Professional** – Include an unsubscribe option (mandatory per CAN-SPAM law) and company details at the footer.
- **Testing 1 ... 2 ... 3** – There are plenty of free resources to check for errors and reduce the likelihood your email ends up in a spam filter.

Additional Resources

Spam Tester – <https://www.mail-tester.com/>

Email Resources From Emma – <http://myemma.com/content-hub>

Check Your Grammar – <https://www.grammarly.com>