

email tips

STRATEGY

- Sync email activities with marketing plan and calendar.
- Customize emails by target audience, particularly by psychographics and behaviors
- Integrate communications with other channels
- Recipients may receive any of the following, but to them it's from one source. Don't over-communicate (the #1 reason for opting out of a list):
 - ▶ Replies to individual requests
 - ▶ Newsletters
 - ▶ Personalized mailings
 - ▶ Company announcements
 - ▶ Autoresponders
 - ▶ Emails from social networks
 - ▶ Transactional and app emails

CONTENT DO'S:

- Respect your readers time; make it as personal as possible; at least make content relevant
- Address recipient by name
- Brand communications so people remember who you are: logo, fonts, colors, style, language

- Put your best stuff at the top
- Spice things up: vary length of featured content, break up factual content with anecdotes, people like reading about people: successes, customer profiles; add special sections: Q&A, spotlights, news clips...
- Don't overuse exclamation points in text!!!!!!
- Use links selectively and for tracking
- Create a clear call to action
- Drive readers to a specific landing page to continue the conversation, gather leads, make a sale, and for measurement

PEOPLE WANT TO:

- Be informed
- Entertained
- Listened to
- A deal
- Be involved
- Know how you are



YOU'VE GOT 8 SECONDS

- Create a standard format; subject areas
- Branded: Logo, colors, style

- Stay above the fold; many don't go beyond preview
- Key offer at top
- Great headline. Make it big.
- Use images that support the headline

CONTENT DON'TS:

- Font sizes 2+ HTML or bigger
- Non-white background (HTML)
- HTML font colors: gray, red, yellow, green, blue, magenta or "unknown to us"
- Claims of compliance with spam regulations or with US Senate Bill 1618 or House Bill 4176
- Requests to call now with threats of list removal
- Avoid: *What are you waiting for?, while supplies last, while you sleep, click below, money back guarantee*

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SUBJECT LINES: INCREASE OPEN RATES

- Company or brand name in the “from” address, name and subject
- Write a great subject line: < 6 words (<50 ch.), actionable information that represents major content; use keywords
- Never falsify the subject -- it’s illegal
- Avoid using “RE” or “FW” -- out of compliance with the Federal CAN-SPAM
- Don’t use \$\$ signs; *Free, guarantee, unsubscribe, leave, etc.*; scam phrases such as “million dollars”

BEST TIME TO MAIL

- Recipient’s ripest moment
- Wednesday or Thursday for work email; Sunday for personal.
- Avoid holiday emails

GROW & MANAGE YOUR LIST

- Sign-ups, purchases, registrations, networking, phone, trade shows, etc.
- Add the email widget from your email services provider to your website and Facebook page
- Offer an incentive: Discount on a future purchase, sweepstakes entry,

contest, promise of advice or information

- Explain how you intend to use their email
- Segment your list by meaningful and actionable criterion, i.e., customers, prospects, vendors, etc.
- Make it easy for users to update email address
- Include easy to use unsubscribe

IF YOU MUST RENT A LIST

- Their effective rate can be low, especially for consumer lists
- Choose vendor carefully: reputation, opt-in, current and scrubbed, ask where info came from, closely match source to target
- Options: *selects*, minimums, 50 cents/ name and up
- Don’t buy bulk lists
- Consider deliverability issues: filters like spam-blockers, blacklists
- Start with very small test runs

FINAL WORDS

- Make your emails available for viewing on the Web
- Limit the number of images. Use alt tags and supporting text. Better yet, offer a text version.
- Deliverability is paramount. Ask recipients to add your email to their safe sender list, i.e., “To continue to receive email from us, please add info@blockbeta.com to your address book or safe list.” And...
- Get authenticated for DKIM with your email platform, and with Google if you use a Google email address

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