Internet Consulting Inc.

These top 20 essential email marketing tips improve deliverability, opens and conversions while ensuring you go beyond CAN-SPAM compliance.

Email marketing if done correctly is a great way to prospect, lead nurture prospects into customers, provide customer service, and keep top of mind with existing customers.

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1. Email people who's job it is to want your email - be targeted.

2. Follow CAN-SPAM requirements: don't use misleading header information, provide easy opt-out/unsubscribe ability, honor opt-out requests promptly, provide your physical address, and disclose your email is an ad (you have a lot of leeway on this - so comply with it). Go beyond CAN-SPAM compliance rules - add your phone number (this ads credibility on top of making it easy for prospects to contact you for business or to opt-out).

3. Implement nurture campaigns, drip marketing, to lead prospects along an educational path. Providing increasing relevant information to get the prospect ready for a sales contact.

4. Have online email sign up forms on your website. Contacts who opt in are your best prospects. Use confirmation emails or double confirmation for new subscribers, and other validation reasons.

5. Use email marketing to send messages based on website behavior: such as visiting a pricing page or a FAQ page.

6. Get personal with your audience. You can personalize based on geography, activity, roles, life-cycle state, and more.

7. Use trigger messages at the right time. Trigger messages go out automatically when a user takes a specific action (or doesn't take a specific action), or at a certain date or time - such as viewing a video, abandoning a shopping cart, downloading an eBook or whitepaper, attending a webinar, an anniversary, a thank you or purchase verification, a customer service contact transcript, and so on.

8. Send emails that tell a story that share you understand pain points prospect/customers have for needing to find a new supplier of your products/services... and develop email courses that educate, entertain, and identify with what issues they are facing - without selling.

9. Have lead nurturing email campaigns designed ahead of time, with if/then follow-ups. This is called marketing automation - and is highly recommended by Internet Consulting, Inc. to integrate with your website and all lead generation activities.

10. Since email opens are happening on mobile devices - design your emails to look and function great on mobile devices.

11. Keep load times short. Otherwise visitors will abandon your emails even if you provide great subject lines that get them to convert into opening the email.

12. Provide plenty of white space to improve readability - this is important for mobile devices because it provides a safe place for fingers to touch to keep the screen bright, it also provides space to resize text to expand so people can read it easier.

13. If email recipient doesn't open your email - then change the subject line and it is an entirely new email due to the previous email not being seen.

14. Lead score your emails, conversions for your emails, and follow what users do throughout their journey after they convert via your email marketing.

15. Make sure your recipient list is up to date. This helps avoid "spamtraps", which are email addresses used to lure spam so it can be identified and added to a blacklist.

16. Remove all catch all email addresses (info@, marketing@, and so on).

17. Spam check your subject lines.

18. Remove all recipients that do not open your first 12 emails. This is important for your domain authority and to not risk being labeled a spammer.   Per why you should have a ongoing leads lists plan to replace leads removed from your list.

19. Connect through social media and other touch points. Include social media sharing links so its easy to share. Ask email recipients to follow you on LinkedIn or Twitter, to "Like" your Facebook page, subscribe to your YouTube channel, and other social media portals.

20. Make sure your email deployment platform allows you to send to purchased or cold lists. Internet Consulting, Inc. uses Clickback for initial B2B leads lists. Many email deployment platforms clearly state they will not allow emails to be sent to purchased or cold lists - this is because many users wouldn't adhere to Anti-Spam rules.

For free email marketing consultation... fill out our <u>no cost in-depth consultation form</u>

Or contact by phone at (224) 677-3222 or email sales@internetconsultinginc.com