

EMAIL MARKETING TIPS

The Strategy With a 3700% ROI

How often do you check your email? A [recent study](#) showed that more than 50 percent of U.S. respondents check their personal email account more than 10 times a day, and it is by far their preferred way to receive updates from brands.

This is what makes email marketing so effective. It's one of the best ways to stay connected with both prospects and existing customers, and it's impressive [ROI](#) proves it's a marketing strategy you simply can't overlook.

But before you press “send”, here are a few tips and best practices to keep in mind.



BUILD YOUR LIST

Don't ask for too much information right away - the more fields you have on your signup form, the less likely people are to complete the signup.

You can build your email subscriber list in a few ways: place an email capture in the footer of your website, gather emails at your brick and mortar location, incorporate an email signup at your next networking event, etc. Name and email should work just fine to start.



TAKE ADVANTAGE OF AUTOMATION

Smart automation can help you scale your marketing efforts in less time.

By creating and scheduling emails ahead of time, you can keep your audience engaged with custom drip campaigns, welcome emails, flash sale emails, and monthly newsletters. Smart automation can help you scale your marketing efforts in less time.



CREATE ENGAGING SUBJECT LINES & HEADERS

Make sure your subject line is urgent, contains offers, or evokes curiosity to increase your open rate.

Subject lines are an essential part of email marketing. They're what entices a user to open your email or ignore it.



DON'T BE SPAMMY

By focusing on quality emails and offers you'll not only improve your email marketing campaign, but you'll build better relationships with your subscribers.

Spamming your subscribers with multiple emails a day, using excessive exclamation points and caps, and not personalizing your emails can appear spammy, and in the worst case, filter your emails to the spam folder.

Hit Send On More Sales

Whether you're an eCommerce store, local business, or B2B company, an email marketing campaign can be instrumental in engaging your audience and increasing your sales. **Start building your subscriber base today!**

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