optimised Academy
Profit, online

EMAIL MARKETING

Make sure they get the message

With every mass emailer, a significant amount of recipients won't even open it, let alone read the content and take positive action. Here are 8 tips to help improve your e-communications.

1. The opening line

Provide a meaningful subject, one that lures the prospect in and makes your email come across as a must-read. Using block capitals for a specific word is fine if required, but certainly don't type the entire subject line in them as this is often regarded as spam. Also try to make it brief, summing up the emails content in a few well-selected words.

2. Stay focused

None of us are very likely to read a long, rambling email to its conclusion, so keep it short and sharp. At the same time, make sure to include all necessary information, as an email that you think will come across as mysterious and intriguing will simply be annoying to the reader.

3. No need for an attachment

If you have further information to provide, host it on your website and provide a link in the email. The benefits to this are many, for example:
• The email takes up less space in the readers inbox
• Traffic to your site will increase
• The visitor may view other pages on your site
• Google Analytics can be used to see the amount of interaction, such as average time spent and bounce rate

4. Who are you?

Identify yourself properly with a clear email address, e.g. chris@optimised.today. Avoid sending emails from Hotmail, Yahoo and Gmail addresses, as they don't look professional. Also, it's amazing how your email address alone can help plant your brand into the reader's subconscious.

5. Plan, check, amend, recheck, send

Don't click that 'send' button until you're absolutely sure that the email is ready, for example:
- Are there any spelling or grammatical errors?
- Is it worded as effectively as possible?
- Does it get your message across from the very beginning?
- Is it engaging? Would you find it interesting if you were the recipient?
- Does it invite the reader to connect? Aside from a link to your site, does it include links to your Facebook page, Twitter account and LinkedIn profile? Never miss a trick!

6. All systems go

If sending emails in bulk, use a professional and reliable system. There are plenty to choose from and we can recommend the following:
- MailChimp
- Aweber
- Constant Contact

7. Plan, check, amend, recheck, send

Use the tools within a professional email system to improve your marketing efforts, such as:
- **Monitor open rates** – See exactly how many recipients have opened your email and who they are. You can treat these as warm leads and follow up with a phone call.
- **Monitor bounce and unopened rates** – Keep your database clean by only sending emails to those who really are interested in what you have to offer.
- **Monitor click-through rates** – See who has clicked through to what. If you've written a web article and promoted it through email, you can see how many recipients have been interested enough to click through and read it in full.

8. Make it visual

You don't necessarily need to hire a graphic designer, but make sure your email looks professional. If you don't use a dedicated designer, take the "less is more" approach, as the last thing you want to do is overwhelm the reader or put them off with garish graphics and an ill-advised use of fonts and colours.

Most professional email systems provide templates, so simply choose the one that best suits your message.

Good to go

Keep these eight tips in mind each time you email someone. The more readable an email, the more likely it is to be read, and that's when your monthly sales start to reap the benefits!

With Thanks

This short guide should help with your marketing efforts, but please don't hesitate to get in touch if you require anything else.

Best wishes,

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