

# What are the key components of an effective email?

## 1. Sender/From

The first part of an email that catches your attention is the sender's information. The "From" field displays the sender's email address or name. To build trust and prevent accidental deletions, the sender's name must match the company's identity.

You can also try using a familiar name, as they are more likely to open and engage with the email if they see a familiar sender.

## 2. The Subject Line

The most critical part of an email is the subject line. It acts as a headline for your email, determining whether recipients will open it. Here are some things to keep in mind when crafting a subject line for your email:

- It should be accurate, informative, and enticing.
- Avoid spammy or misleading taglines.
- It should pique the reader's curiosity while remaining truthful.

## 3. The Pre-Header

Accompanying the subject line is the pre-header, which appears as the initial line of text below the subject line in certain email providers, such as Gmail or on mobile devices. The pre-header provides additional information besides the subject line and acts as a teaser to entice readers to open the email.

It is an excellent opportunity to expand on the subject line and give recipients a glimpse of what they can expect from the email content. Use this space wisely to communicate the purpose of the email effectively and encourage recipients to open it.

## 4. The Salutation

The salutation sets the tone of your email and establishes a connection with the recipient right from the start. It is essential to strike a balance between being professional and friendly. If you have the recipient's name, personalized greetings like "Hi John" or "Dear Sarah" can create a more personal touch.

However, if you don't have their name, opt for a friendly yet professional greeting. Avoid generic salutations like "To whom it may concern," as they can appear impersonal and detached.

## 5. The Email Body

The email body is the most important part of your email, where you convey your message and provide value to the recipient. If your email body doesn't align with your subject line, your email is more likely to get reported as spam. Here are some things you should keep in mind while writing an email body:

- It should be concise.
- Make your email body conversational.
- Use images, videos and other visual elements to make it more appealing.
- Use interactive elements to make your email more engaging.
- Deliver relevant and valuable content.

## 6. Closing Line

Like a traditional letter, it's polite to include a closing at the end of your email. The closing should match the tone and purpose of your email. The closing helps to create a sense of closure and leaves a positive impression on the recipient.

For formal or professional emails, consider using closings like "Sincerely" or "Thank you." In more casual or friendly emails, you can opt for closings like "Talk to you soon!" or "See you later!"

## 7. Signature

In many business emails, it is customary to include a signature block at the end. The signature typically includes the sender's name, job title, contact information, and sometimes the company logo.

This information helps recipients identify the sender and provides credibility to the email. Consider creating a professional and concise signature that aligns with your brand's image.

## 8. Call to Action (CTA)

A call to action (CTA), if defined, is an instruction to the reader that encourages them to take immediate action. It can be a button, link, or phrase that prompts the reader to do something, such as sign up for a newsletter, download a file, or make a purchase.

The ultimate goal of your email is to prompt the recipient to take action. Here are some things you should keep in mind while designing your CTA:

- Makes it clear and easy for the reader to understand what the CTA does.
- Use action-oriented language and create a sense of urgency to motivate readers to take immediate action.
- Incorporate clickable buttons or hyperlinks to guide them to the desired action.

## 9. Attachments

Attachments can be a valuable addition to your emails, allowing you to share additional information or files with your recipients. Whether it's a document, image, or any other file type, attachments can enhance the functionality of the email and provide more context to your message.

## How do you develop an email marketing strategy?

### 1. Conduct an audience and content audit

To create smart, persuasive email content, start by understanding your core audiences' lifestyles, challenges, and pain points. An audit teaches you everything you need to know about your product, market, and customers to send relevant emails.

Customer interviews, market research, and conversations with your product development and customer service teams are all essential components of a sound audit.

When you've collected enough quantitative and qualitative data, compare your findings to the content you've produced so far: How does your content serve or not serve your audience? How can you make it better so that it solves problems?

### 2. Set goals that align with your overall brand goals

Your email marketing goals will be different depending on your business model, audience, cash flow, and seasonality, but a few common examples of email strategy goals include:

- ***Email list growth***: for when you're just starting out with new subscribers.
- ***Engagement***: for when you need more zero- and first-party data for list segmentation.
- ***Revenue***: for when you have a solid base of email subscribers who have indicated they're ready to buy.
- ***Fewer cart abandonments***: for when a lot of people are visiting your site and almost buying
- ***Increased customer lifetime value (CLTV)***: for when you're starting to see more loyal customers

The most important thing to know about goals is that you need enough data to determine whether or not they're working. Your email marketing strategy should walk a fine line between sticking with a plan long enough to live out its potential and changing that goal at the right time, only when you've tested enough to know it's time for a change.

### **3. Choose the right email marketing tools**

An email marketing platform sometimes referred to as an email marketing service, email service provider (ESP), or customer relationship management software (CRM) is a tool used to create and send emails to a specified list of email addresses.

Most of today's email marketing tools have built-in features that allow you to use templates, create email marketing campaigns, automated email flows, segments, lists, and more.

### **4. Define your audiences so you can personalize for them**

If you're selling to everyone, you're selling to no one. The more precisely you define your target audience using demographic, geographic, psychographic, and behavioural email segmentation, the better results you can expect from your email marketing efforts.

### **5. Build an email list**

Email marketing is alive and well because it's where your brand gets attention after getting permission. Your email list is one of your marketing team's most valuable assets because you own it and no algorithm switch-up can take that away from you.

Encourage people to opt in to your email list with sign-up forms by offering incentives like coupon codes, free shipping, or access to gated content in exchange for email addresses.

### **6. Tailor emails to each stage of the customer journey**

Different stages of the customer journey require different email approaches. Dissecting each stage and defining what types of emails you should send and when will give you a clear picture of the overall email experience.

To go a step further, you can also create different email flows for different segments.

"Once you have systems for collecting data (quizzes, pop-ups with checkboxes, etc.)," says McComas, "focus on creating emails with tailored content based on each type of customer and their unique needs. This includes welcome email flows and email newsletter campaigns with relevant product recommendations, education, and other dynamic content."

### **7. Design your emails and determine send frequency**

Crafting the perfect email is an art as much as it is a science. Your email design format, fonts, colors, and text sizes is how you stand out in an inbox teeming with other emails, so it's okay to spend a good amount of time on basic email design best practices.

You'll also need to consider frequency, or how often you send different types of emails. While email marketing automations send based on behavioural triggers, you may send other campaigns and newsletters on a set schedule that varies based on season.

I recommend stress testing frequency by sending weekly, bi-weekly, and monthly, and keeping an eye on unsubscribe rates and other metrics to see whether you're sending too much. On the other hand, if you're seeing high engagement rates, you may be able to send more.

## **8. A/B test email elements one at a time**

A/B testing is how you optimize your digital marketing strategy and understand how different audience segments respond to your content. Some basic examples of A/B tests for email include:

- Testing email subject lines for open rate performance
- Testing calls to action (CTAs) for click rate performance
- Testing images and layouts for click rate performance

The golden rule of A/B testing is to test only one element at a time. If you're testing subject lines, don't test CTAs at the same time the double variable will skew your results, and you won't know what's responsible for an improvement or drop in performance.

## **9. Track and monitor performance so you can make changes**

What does it mean to monitor email performance? It means tracking the following key metrics:

- Click rate
- Website and landing page visits
- Conversion rate
- Revenue per recipient
- Deliverability rates
- Unsubscribe rate
- List growth rate
- Return on investment (ROI)