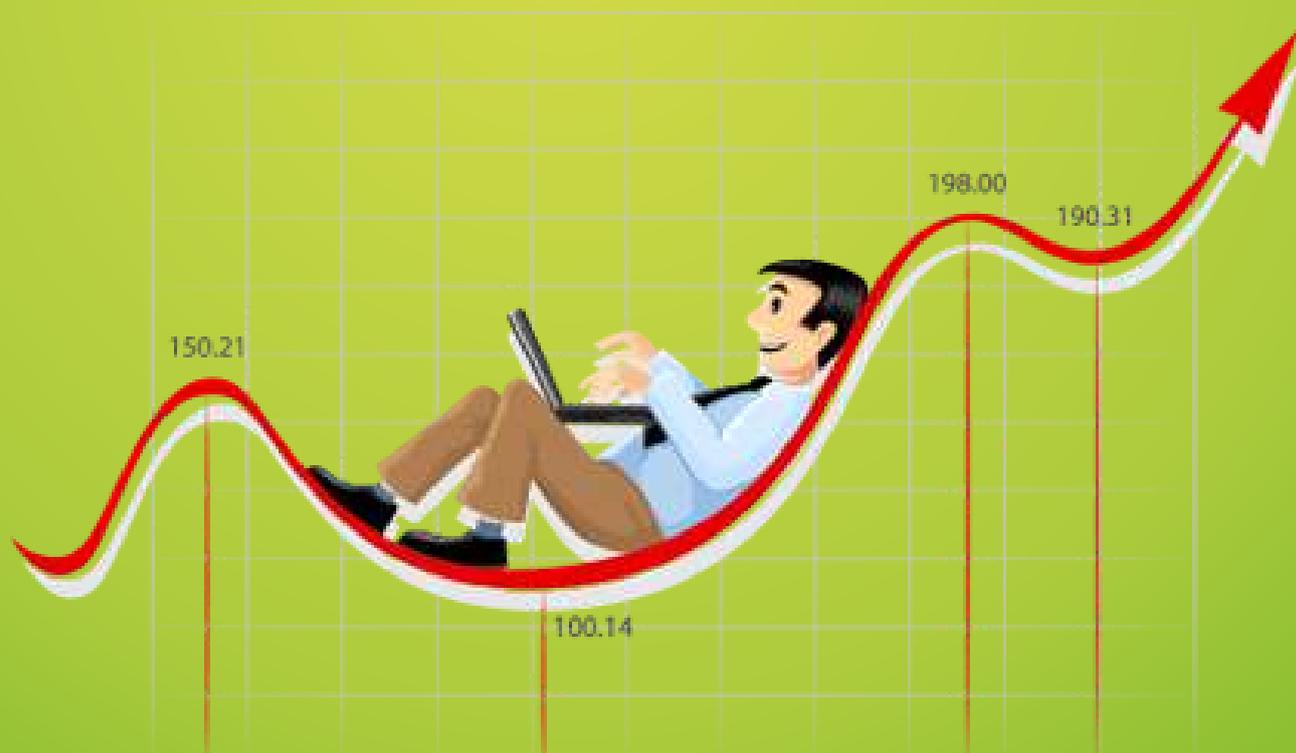


## TIPSHEET

# MAKE THE MOST OF YOUR EMAIL MARKETING CAMPAIGNS



## Make the Most of Your Email Marketing Campaigns

Email marketing is one of the most cost-efficient forms of marketing, and it saves you printing and postage charges. You can send emails to thousands of people within a short period of time and can gain a global platform to showcase your products and services.

You also enjoy the benefits of fast response rates from your customers. However, it is very important for every online marketer to adhere to certain basic tenets to emerge successful in their marketing campaigns.

Here are some best practices one can follow to ensure success in email marketing campaigns.

### Personalize your emails

Personalization forms the basis of any email marketing campaign and should be given due importance. People share their email addresses only when they are confident of the other person's trustworthiness. For any marketer, this should be a golden opportunity to strengthen their bond with their prospects.

Use your emails to make your recipients feel special, to know what their special preferences are; and how you can cater to them personally. Treat every prospect on your recipient list personally. Formulate special ways to bring them closer. Include surveys, coupons, feedback sessions, chat links, etc. in your emails. These will make them feel important and drift closer to your business.

In a recent study by DoubleClick, email users were 72% more likely to respond to a marketing e-mail if the content was based on their interests.



## Send emails at the right time

Send your email messages and newsletters at a time when people are most likely to read it. It is definitely not possible for you gauge a single time when all your prospects will be ready to read your emails – however, you can still chalk out a particular hour of a day that seems reasonable for sending out your emails.

For instance, it might not work if you send emails on Fridays at 6 pm just when everyone finishes off work before the weekend. Also, sending emails on Monday mornings may not work as most would be busy checking their pending work and planning the entire week.

Try experimenting with different timings and decide on a particular time that seems to be relevant.

## Write compelling subject lines

This is often a determining factor for the success of your email marketing campaigns. Composing crisp, to-the-point subject lines always enriches the effectiveness of your emails.

Refrain from using jargons and flowery language in the subject lines. You can experiment cautiously with the tone and length of the subject lines. Usually, subject lines that are too big (more than 7-8 words), prove to be a turn-off for the readers.

According to a market survey by Epsilon:

Emails having subject lines with 38-47 characters had an open rate of 57% or more.



## Track everything that happens

Monitor the small details that go into your email campaigns. Check delivery rates, open rates, link clicks, conversions, customer service calls, etc. Analytics are a great way to measure aspects of campaigns like how many people have visited which pages etc. This way, you will be able to improve your campaigns and incorporate relevant tweaks into them as and when necessary.

On an average, only 5% marketers can track their campaigns effectively. Many marketers admit that they do not track their campaigns after launching them.



## Never, ever SPAM

No mistake can be bigger than spamming for an online marketer. Focus on your opt-in lists and concentrate on those prospects to turn them into leads. Go through the CAN-SPAM guidelines and formulate techniques to comply with them.

These are definitely not the only ways you can make an email marketing campaign worth its effort. Careful tactics, blended with your marketing skills, will certainly help you receive the desired ROI from your campaigns.

On an average, a consumer receives 62% SPAM emails every week.

89% of recipients reported SPAM as a major issue in the last couple of years.

