

## Strategic Email Marketing



An email marketing strategy that's planned properly can drive new customers and revenue for online businesses. The process is straightforward and scalable: identify behaviors you wish to track such as welcome emails, birthdays, cart abandonment, and inactive subscribers before initiating them.

Your email list should consist of people who genuinely wish to hear from you; to achieve this goal, a strong opt-in offer must be created.

### **Clean your email list**

No matter how amazing your content may be, sending emails to people who aren't interested is futile. Email lists churn by 30% annually according to marketing experts; therefore, regularly cleaning out your list is essential to its success.

There are various methods available to you for cleansing an email list, from using validation services and segmenting by demographics, to segmenting by geographic areas. Keep in mind that more is not necessarily better in email marketing - in fact, an engaged smaller list may outperform larger ones in terms of performance.

No matter if you purchase or build your email list, using best practices for list management is key to its success. This includes verifying all email addresses are valid and not being used by anyone else; providing clear opt-out options; as well as using an established email platform that provides campaign tracking capabilities as well as helps avoid falling foul of data protection regulations like GDPR and CAN-SPAM.

An effective email strategy begins by understanding your target audience and the issues they are currently experiencing. Once this knowledge is in hand, you can tailor a plan specifically to their needs - for instance a company selling accounting software to mid-sized businesses should focus on targeting that segment instead of trying to cover all B2B markets at once.

Consider paying attention to the design of your email marketing campaigns as another way of improving them. Test different designs until you discover those to which your audience responds best. It may also help if you understand which platforms your audience uses as some may not support HTML or interactive email designs.

### **Provide value every time**

To keep subscribers engaged, each email your brand sends must contain relevant, engaging content geared toward meeting the subscriber's needs, desires, and pain points.

One effective strategy to add value is through sending promotional discounts and special offers, which prevent your emails from coming across as spam and encourage people to continue engaging with your brand.

Cross-sell and up-sell tactics are also effective ways of increasing the value of your email list. For instance, after someone purchases on your website, follow up by email with related products or services that could increase their average lifetime value (ALV). This strategy can increase both revenue and ALV.

Treating subscribers with respect and never buying or selling email lists are both key components to maintaining high deliverability rates and avoiding blacklisting. Also, consider A/B testing when creating new email campaigns to assess which content and designs work best with your audience, and the optimal time(s) to send each campaign - for instance, if your audience tends to be most active during weekends, then sending the emails then will work best. Lastly, always ask permission before adding someone new to your email list.

### **Optimize your calls-to-action**

Email marketing can be an effective tool to generate leads and strengthen brand recognition. But successful email marketing requires careful planning if it is to yield its intended benefits. Here are four essential tips to maximize call-to-actions and increase clicks/conversions.

Subject lines are an essential first step to effective email marketing, encouraging readers to open your message. Once opened, content must capture readers' attention before the call-to-action (CTA) at the end is placed - this ideally leads to a landing page related to its content; an example would be EdX using CTAs at the end of their newsletters that discuss different courses offered.

You can increase click-through rates by using action verbs that relate directly to what your offer provides and including text relating to that offer in your copy, and using countdown timers or images that create urgency - these tactics help create a sense of urgency among readers so they act swiftly!

Target your emails according to the interests of your audience to increase click-through rates. Tailoring emails based on industry and company size are effective strategies for driving engagement; use email analytics to monitor how each segment reacts to various content; conduct A/B testing before rolling it out across your entire list.

### **Share user-generated content**



User-generated content (UGC) can be an extremely effective marketing strategy tool. By tapping into user-generated content (UGC), marketers can leverage it to increase brand recognition, strengthen trustworthiness and boost sales. But to leverage UGC effectively requires knowing how to collect and utilize it effectively; to do this, begin by analyzing customer trends to discover which forms of UGC resonate most strongly with your audience.

Figure out what's working, then identify ways to leverage those assets in your email marketing campaigns. For instance, if customers are discussing your product or service favorably with others, use testimonials in emails and social media posts as ways to amplify those comments. Conversely, any negative feedback should be used as an opportunity for improvement of branding and customer experiences.

You can do this by including their name/username in your message and linking back to their account.

Finding user-generated content requires various approaches, from hashtag searches to working with influencers. Reaching out to your community could also work well; consider hosting a contest for the best selfie featuring your brand on social media or offering fans incentives in exchange for photos featuring themselves with your product in exchange for giveaways. By finding authentic and trustworthy individuals to work with you can produce authentic and trustworthy material that will drive sales forward.

### **Connect with social media**

Like Batman and Robin, email marketing and social media marketing should work in harmony to protect Gotham City from evildoers. By combining the strengths of both strategies, you can expand your email list while reaching a larger target audience.

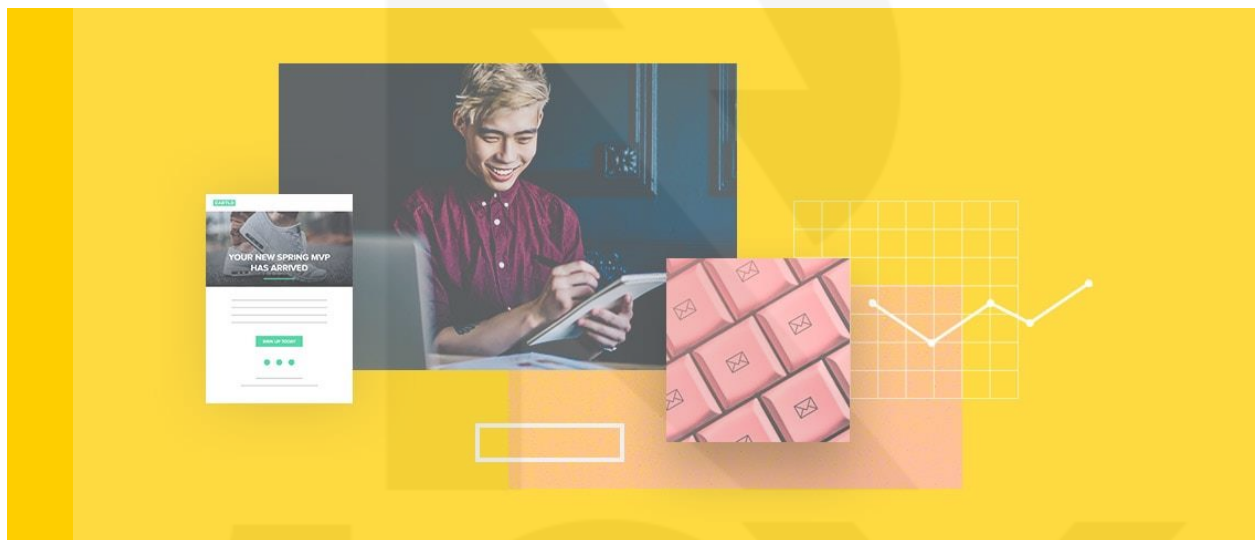
As soon as you understand what challenges your business is facing on social media platforms, identify their solutions. Once you know the main obstacles facing your brand, devise solutions accordingly; for instance, if trust issues exist between current and potential customers then testimonials might help establish this connection; similarly, low awareness could be tackled via educational guides and product positioning strategies.

This can include giveaways, curating content for social channels, and engaging conversations on these channels; you could then leverage this technique within email campaigns to drive more traffic to your website and increase sales conversion rates.

Email marketing offers high customer lifetime value, which ensures it offers maximum return on investment for any business. However, to truly maximize this benefit and ensure its full value is unlocked for subscribers, use strategic email marketing techniques that connect deeper with subscribers' minds - not simply email alone.

Consider adding social sharing features to your email campaigns by encouraging readers to share them on their social channels - this will expand the reach and click-through rates. Incorporating groups on LinkedIn is another method for increasing follower counts. Lewis Howes created one with over 20,000 members where he promotes his business.

### **Optimize your subject lines**



One effective approach is writing an engaging headline that accurately represents what's inside. Avoid being misleading as this will break trust between subscribers and yourself and can be damaging. Finally, optimizing subject lines for mobile viewing should not be neglected!

If you're sending out a newsletter about Facebook tools for business marketing, make your subject line "Facebook Marketing Tools: 5 Tips to Optimize Your Campaigns". This will capture subscribers' attention and pique their curiosity; additionally, it is wise to include a sense of urgency to increase click-through rates.

Capital letters and lowercase words should also be utilized when crafting subject lines, to make your email more prominent in subscribers' inboxes. Shorter word counts are preferable since mobile device readers may quickly scan past long lines that require too many characters for comprehension.

Consider including keywords or emojis in your subject line whenever possible to increase its chances of showing up in subscribers' inboxes and increase clickthrough rates; just be mindful that too much emphasis on using too many emojis could turn off some subscribers.

### **Segmentation to send more targeted content**

Segmenting email campaigns to achieve higher engagement rates and avoid spam reports is an excellent way to generate higher levels of engagement while simultaneously avoiding spam reports. By customizing each email campaign's content specifically to its target audience, you're making sure that every email is relevant and useful; for instance, if a customer loves browsing sale items you could offer them special incentives that encourage additional purchases.

Segmenting emails by interests is an effective way to tailor email content for subscribers and increase sales. For instance, if someone adds products regularly to their "favorites" section on your website, creating an email that informs them when those same items are back in stock is one effective strategy to increase sales.

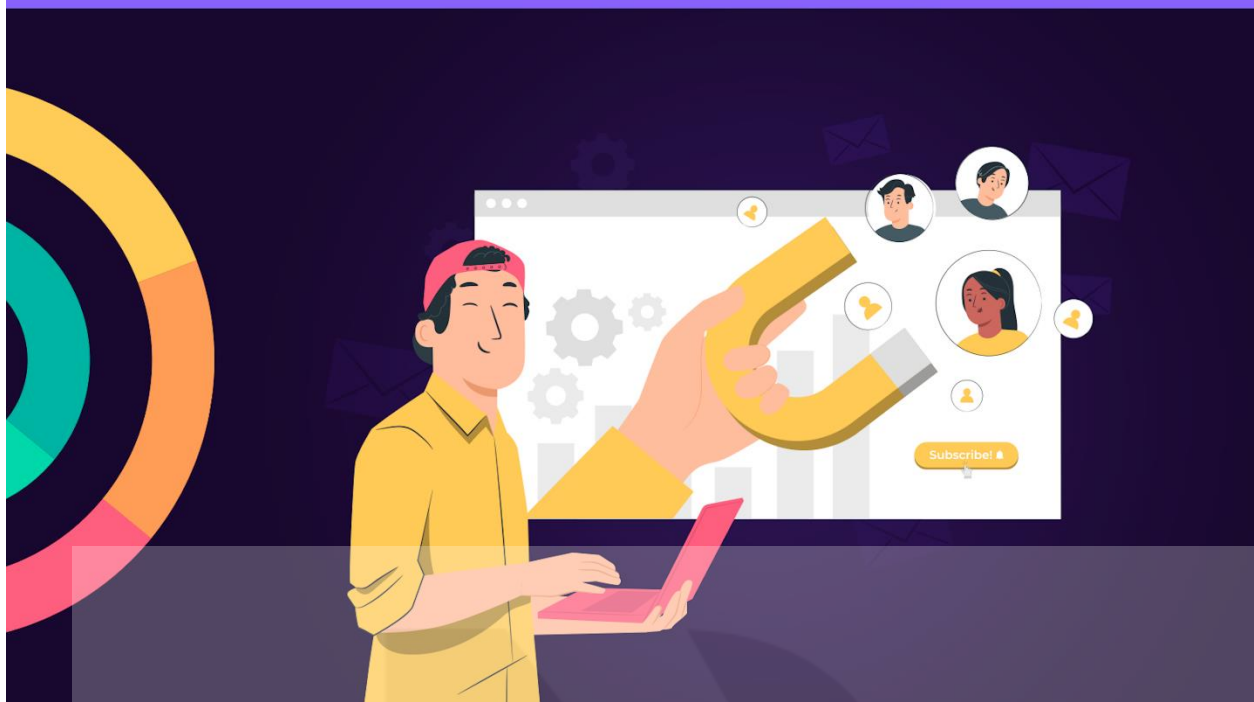
Email segmentation can also help your sales funnel by targeting specific audiences at specific stages in their journey. For instance, leads who have browsed product pages but have yet to purchase can be welcomed with a heartwarming email and detailed user guides as support on their journey.

Furthermore, you may wish to segment based on preferences like whether they prefer shopping from desktop or mobile platforms.

As a B2B business, you can also tailor your audience by their roles or departments - such as providing inventory updates to procurement teams while saving certain content like data security policies for C-level executives.

### **Re-engage inactive subscribers**

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Re-engaging inactive subscribers encourages them to take action - boosting open and click-through rates which improve deliverability as a result of increasing engagement rates and click-through rates. Re-engagement emails also serve as great promotional vehicles to showcase campaigns or product offers you've recently created or promoted.

PostUp makes setting up email campaigns simple by using its recurring and targeting features to set a business rule that automatically launches daily for an extended period. Your campaign should target inactive contacts on your list and ask if they would like to reengage with you; if they respond positively they will be removed from inactive status and placed back onto the active list; otherwise, they'll remain until removed manually by you.

Your best strategy should be to segment inactive subscribers into different groups. For instance, there could be subscribers who have never purchased from your brand but who still consume your content as spectators - these users could be re-engaged through email with questions regarding why they're not purchasing and updates about what's new with your business.

Zombie subscribers, those who joined your list as part of an enticing offer but never interacted with it, can be reengaged by recalling all the benefits they gained from it and providing them with discounted offers, like Skillshare offering its previous inactive premium subscribers their first month for \$0.99. You could also give them options to change preferences like email frequency or content frequency as well as asking what they want from you.

### **Run trigger-based campaigns**

Email automation allows businesses to send customized messages based on user behavior. These campaigns, known as trigger-based campaigns, can be designed to automatically respond to specific events. Trigger-based campaigns are highly effective at retaining customers and increasing ROI - they

can be used for everything from welcome series emails to post-purchase follow-ups as well as for retargeting, customer delight moments, and much more.

Triggered emails offer many advantages over other forms of content delivery; their recipients only receive them when an action meets your trigger campaign criteria, thus decreasing unopened and ignored emails sent directly to users while making sure that what they are getting is timely relevant and engaging for them at that moment in time.

If a user adds items to their cart but doesn't complete their checkout process, vendors may send an abandoned cart email as an incentive for returning and finishing their purchase, such as offering discount codes or free shipping. These types of messages have become one of the most effective strategies for driving conversions and recovering lost revenue.

User alerts are another popular trigger-based campaign, offering automated emails that notify customers when items they want or have ordered become available. This tactic is particularly beneficial to retailers with out-of-stock items and it can also serve to notify about backorders, shipments, bookings, and returns. To create successful triggered campaigns, you must understand the user journey and where most valuable customers drop off. With that information, you can design campaigns with clear goals and exit conditions so your messages only reach recipients when most needed.

### **Personalize your emails**

Email personalization goes beyond simply using someone's first name in an email; it also involves tailoring all content of your emails to meet a subscriber's interests and needs to make them feel valued by your brand, which leads them to more often take actions that the company wants them to take.

An effective starting point for email personalization is personalizing the subject line. By including elements such as their first name or references to recent purchases or interactions with your brand in the subject line, emailers can boost open rates significantly.

Customize the content of your emails according to location or time zone to increase their value and ensure they arrive on time and are relevant for their recipients. This simple adjustment can ensure they arrive as promised and meet expectations.

Personalizing content to the next level means crafting messages that mark milestones in their relationship with your brand. For instance, a children's store could send emails to expecting parents congratulating them and offering advice about preparing their home for their child's arrival - this creates an emotional connection and boosts engagement rates! It's an effective way of making subscribers feel valued while building bonds that may lead to even deeper engagement from subscribers.

Email personalization can be done easily if you have all of the data needed to do it effectively. By collecting information through sign-up forms and other channels and segmenting email lists based on that data, personalizing emails to drive higher engagement can be achieved easily. Just don't overdo it with personalization -- only make adjustments that provide genuine value to your audience members.

### **A/B testing your email content**

Email marketers frequently utilize A/B testing to maximize their campaigns. This technique involves sending two versions of an email out to samples of your target audience, then assessing which version

performs better based on open rates, click-through rates, and sales figures. A/B testing can increase open rates, click-through rates, and ultimately sales figures.

Subject lines are an effective way to increase email opens; however, don't underestimate how important the content of an email can be in influencing whether recipients convert or not.

Test different elements of email content such as the tone of copy, the inclusion or absence of emojis, and how long or short your emails are using A/B testing; otherwise it might be hard to determine which change was responsible for better performance.

Hubspot has found that using a personal "from name" in emails can result in increased open rates. This may be because it helps make the brand seem more approachable and less like an impersonal corporation; using someone from within your organization such as its founder or marketing manager's name (i.e. Justyn from Sprout).

### **Track your metrics**

Email marketers have many metrics they can use to measure the success of their campaigns, but the most pertinent understanding will give you an overall view and enable data-driven decisions that improve ROI, and engagement, and increase revenue.

CTR measures how many subscribers click through links included in your emails; to increase this metric relevant and eye-catching calls-to-action must be included within them. Conversion rate also measures success - for instance how many completed an action, such as purchasing from your e-commerce store or signing up for an event.

Tracking unsubscribe rates and list growth rates will allow you to measure the health of your subscriber base and maintain an effective email marketing ROI.

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