

How to use email marketing to further your business

Email marketing is a powerful tool that can help businesses of all sizes grow by reaching out directly to their audience. Executing effectively can increase sales, and enhance customer loyalty, and a stronger brand presence. Here's a comprehensive guide on how to use email marketing to grow your business.

Temps de lecture : minute

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Build a quality email list

1. Implement strategic email opt-in popup forms to collect email addresses.

Create pop-up forms with timing, design, and apt psychology. These forms should appear when users on your site exhibit certain behaviors.

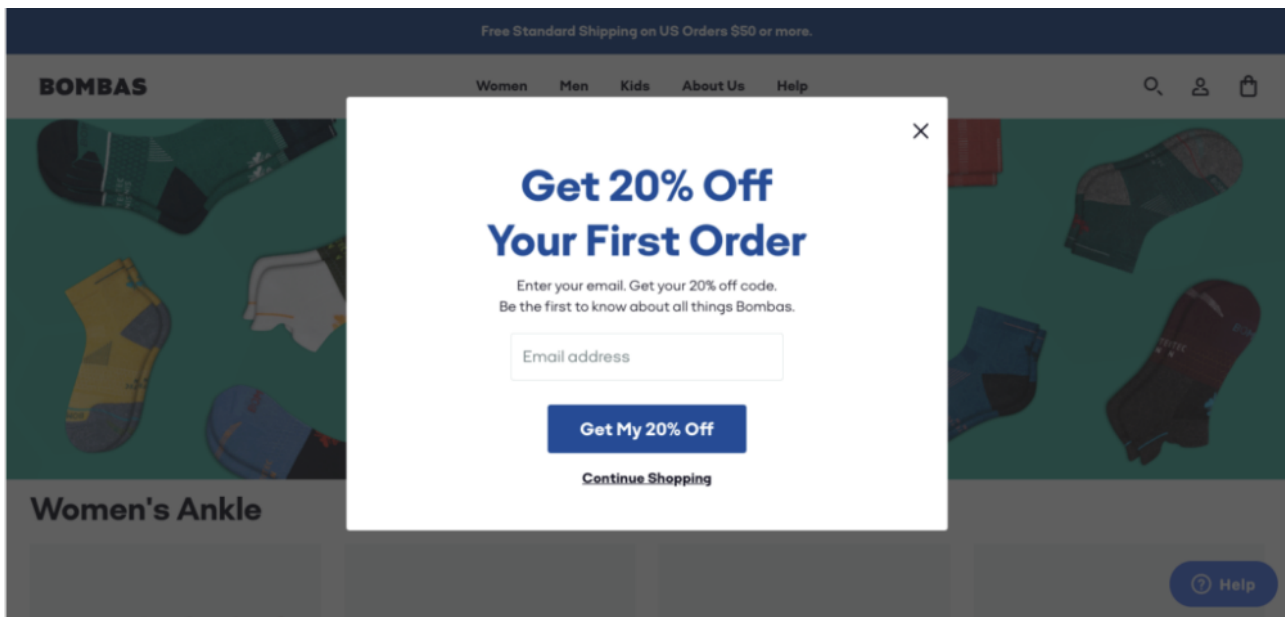
They could pop up when users scroll through 70% of a blog post or spend more than 60 seconds on product pages.

The forms should be contextually relevant and also timely. Customize your messaging to reflect the kind of content users engage with. This makes offers irresistible. The design should catch your eye but at the same time never be intrusive, and communicate the value as well.

Testing different triggers and messaging helps you balance conversions and user experience.

2. Optimise sign-up forms and Calls-to-Action

Your sign-up forms as well as CTAs are apt for converting site visitors into subscribers. Ensure these elements stand out with the help of vibrant colors and action-oriented and placing them on the right traffic areas on your site.



The form must be straightforward and request essential information to lower the friction. To improve effectiveness add a clear value proposition to the signup form.

A/B tests different ideas to see what resonates best with your audience.

3. Create valuable lead magnets

A lead magnet is an incentive to offer visitors their email addresses. It's called a lead magnet because it does well to attract potential customers to sign up for your email list.

To offer captivating lead magnets, consider the following.

- Make it relevant: The lead magnet should tie into your business and speak to your target audience's needs. If you sell software, an effective marketing plan as a pdf download is a potential lead magnet.
- Make it valuable: The lead magnet should be something for the target audience to be found valuable. It should be something they are willing to exchange their email addresses for.
- Make it easy to consume: The lead magnet should be easy to understand. Consider breaking it up into more manageable chunks

4. Ensure opt-In

- Double Opt-In: Use a double opt-in process where users confirm their subscription via a follow-up email to ensure they genuinely want to receive your emails.
- Compliance: Adhere to regulations like GDPR by getting explicit consent to send marketing emails.

5. Segment your audience

Demographics: Age, gender, location: Tailor your messages based on demographic information to make them more relevant.

- Purchase History: Send recommendations based on past purchases.
- Engagement Levels: Target highly engaged subscribers with exclusive offers, and re-engage inactive ones with special campaigns.

6. Craft compelling content

Use actionable language. With email subject lines, actionable doesn't always boil down to using verbs. However, some verbs like download, reserve, ask buy etc are part of the game.

Whatever language you use, it all comes down to clarifying to the

recipient what they can do with the email. Keep value on top of mind for the user. Actionable language works well because there's information in the email that leads to exploring and higher open rates.

Personalise when possible. Highly segmented emails perform better with higher open rate as well as higher CTR.

According to a study by Direct Marketing Association, segmented targeted emails generated 58% of all generated revenue in email marketing.



UNIQLO Canada

23 Jun

Hey Kiran, Our Best Sellers Are On Sale!

Looks you were shopping have a new lo...



Personalisation works really well because it engenders the value of relevance and proper connection to recipients. It isn't only about using names and delivering the right content to the right person at the right time.

Think of product recommendations based on past purchases. Tailor these campaigns according to past preferences and behaviors.

Prioritise clarity, and only then think about "catchiness."

Create catchy subject lines followed by clarity.

However never sacrifice clarity for making the subject line entertaining.

UrbanDaddy's emails are always clear but also are at times funny and entertaining.

- Here are some examples:
- UD | A Hotel in the Middle of the Ocean
- UD | Nunchucks. Made from Beer Cans. Finally.
- UD | Getting Everyone Together: Now Less Obnoxious

Align your subject line copy and email copy. Whatever your subject line promises, the email must deliver. CTR goes down when people don't get what was promised in the subject line.

A high email open rate devoid of click-throughs isn't giving you any value. When your audience knows they can trust your subject line they are more likely to engage with your emails.

This improves overall open rates and conversions.

Use emojis. Emojis add colour and personality to your message conveying a tone that words by themselves may not deliver.

Emojis are also near-universal people across the barriers of languages and cultures can relate with.

A study displayed that emails with emojis in the subject line showed a higher click-through rate. This goes on to show they attract attention and improve curiosity.

Test multiple subject lines. Rather than emailing a single subject line, create two or more versions to see which one performs better. Experiment with keyword placements, and then use a question or a number.

Test different subject lines to see which ones resonate best with your audience.

- Use Names: Address subscribers by their first name in the email.
- Custom Content: Send content that matches their interests and past

behaviour.

Value-driven content

- Educational: Provide valuable information, tips, and industry news.
- Promotional: Share exclusive offers, discounts, business proposals, and product launches.

Engaging subject lines

- Be Clear and Compelling: Craft subject lines that grab attention and encourage more email opens.
- A/B Testing: Test different subject lines to see which ones perform best.

4. Design for Impact

Optimise your button

The buttons in the email campaigns are the final step to get someone to click through from your campaign to your site and the word choice can help determine whether someone clicks through or not.

But what do you write to make sure the button gets clicked.

Instead of using generic button use the space to reinforce the offer made in the email.

SHOWTIME PENNY DREADFUL

NO REST FOR THE WICKED



SEASON PREMIERE **SUNDAY 10PM ET PT** **SHOWTIME**
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EXPLORE THE CHARACTERS



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At Campaign Monitor they conducted different tests to improve generic

copy and realised that the benefit-focused copy has increased click-through rates by about 10%.

Common friction words include:

- Download
- Apply
- Order
- Submit

Responsive Templates: Use email templates that look good on all devices.

Short and Sweet: Keep your content concise and to the point.

b. Visual Appeal

- Images and Videos: Incorporate high-quality images and videos to make your emails more engaging.
- Brand Consistency: Maintain consistent branding in terms of colours, fonts, and logos.

7. Optimise send times and frequency

Best Times to Send

- Research: Identify the best times to send emails by analysing your audience's behaviour.
- Testing: Experiment with different send times and analyse the results.

b. Frequency

- Consistency: If you host business events with a fairly irregular schedule, remember to send follow-up thank you emails while the experience remains fresh in attendees' minds. You can take this as an

opportunity to get feedback, upsell, or offer an exclusive discount. Be consistent with your email schedule, whether it's weekly, bi-weekly, or monthly.

- **Avoid Overloading:** Don't bombard your subscribers with too many emails, which can lead to unsubscribes.

6. Track and Analyze Performance

a. Key Metrics

- **Open Rates:** Measure how many people open your emails.
- **Click-Through Rates:** Track the number of clicks on links within your emails.
- **Conversion Rates:** Assess how many subscribers take the desired action, like making a purchase or filling out a form.

b. Continuous Improvement

- **Feedback:** Ask for feedback from your subscribers to understand what they like and dislike.
- **Maintenance:** Utilizing preventive maintenance software can further enhance the effectiveness of your campaigns by ensuring that your email systems are always running smoothly and efficiently.
- **Adjust Strategies:** Continuously refine your strategies based on performance data and feedback.

7. Maintain Compliance and Best Practices

a. Unsubscribe Option

- **Easy Opt-Out:** Make it easy for subscribers to unsubscribe if they choose to.
- **Regulatory Compliance:** Ensure your emails comply with laws like

CAN-SPAM, GDPR, and other relevant regulations.

b. Clean Your List

- Regular Updates: Regularly remove inactive or invalid email addresses to maintain a healthy email list.
- Engagement: Focus on engaging and retaining subscribers who are genuinely interested in your content.

Conclusion

Email marketing, when done right, can be an incredibly effective tool for growing your business. By building a quality email list, segmenting your audience, crafting compelling content, designing impactful emails, optimising send times, tracking performance, and maintaining compliance, you can create successful email marketing campaigns that drive growth and strengthen your relationship with your audience. Start leveraging the power of email marketing today to take your business to new heights.



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