

Digital Bytes

Five Hacks to Get the Best Results From Your Email Marketing

Why

- > Email continues to be a top information-sharing channel for direct-to-consumer businesses
- > In addition to being flexible and effective, email marketing is a low or no-cost marketing option
- > Email marketing can be used for multiple purposes, including awareness, lead generation, customer conversions and even direct selling
- > 42% of all emails are opened on mobile apps
- > The average ROI for email marketing is \$42 for every dollar spent

Email is an ubiquitous medium that can be an impressive asset to your marketing strategy, but only if the prospect reads it!

How

Use these easy hacks to improve your email performance.

- > **Segment Your Database** –Segment your database by relevant distinctions based on how your customer buys. It could be as simple as segmenting by zip code or gender or you can drill a little deeper and segment by buying preference (lunch vs. dinner, dresses vs. tops, online vs. physical store, etc.) Once you've segmented your database, you can send more relevant, personalized emails that better relate to that particular audience, thereby improving overall performance. Segmentation is considered to be one of the most effective email strategies, performing 14% better than more generic communications. And best of all, it's free!
- > **Embed Video** – Want to really impress someone? Embed a video into your email so that it plays upon opening. Whether you use a personalized welcome, a tour of your store, a behind-the-scenes peek or a funny GIF, videos inside your emails not only educate or entertain – they surprise! Including video in an email leads to an amazing 200-300% increase in click-through rates!

- > **Always Have a Strong Call To Action** - Every marketing asset should have a Call-To-Action (CTA) so you can measure results. What do you want your readers to do after they've opened your email? Visit your website? Make a reservation? Like your social media page? Make an appointment? Click on a link directed to your online shopping cart? Be sure to state that CTA with appropriate links multiple times throughout the email. And finally, insert a clickable button that will direct the reader to the desired destination. If you use Mailchimp, Constant Contact or other email provider, you can track these links and which ones are performing best.
- > **Resend to Non-Openers** - Studies show that there is little chance that a recipient will interact with your email after 2 days. To increase results, re-send the email to non-openers after 48 hours.
- > **Personalize. Personalize. Personalize.** Personalized emails deliver 6X higher transactional rates. Take advantage of your email provider's capabilities to insert personalization from the subject line and through the body of the email to maximize results.

A few more tips

- > Include customer reviews in your emails
- > Be mindful of visual texture within the email. Blocks of text are not attractive and don't draw the reader in
- > Keep your emails brief and to the point
- > Test different components of your email (subject line, content, buttons, day/time sent) and track performance