5 Tips for More Effective Emails

The inbox is a crowded place these days. Marketers need to find new and creative ways for their emails to stand out and get noticed. Here are 5 tips for more effective emails.

Set a Clear Goal for Each Email

Begin with the end in mind…. What action are you asking your audience to take? The best strategy is to keep the goal simple and clear which will be less confusing for the audience.

For example, which email below is more likely to accomplish it's goal?

1. An email with the goal of getting the reader to click through to a landing page.

2. An email with the goal of getting the reader to click through to a landing page, share information on social media, and watch a YouTube video.

The first email is more likely to be successful since it is focused on a single goal.

Put Some thought into Your Subject Line and Test, Test, Test!

The first thing your reader sees is the subject line. Make sure you do your best to make the subject line relevant and compelling. It is important to be concise and specific. Don't try to "trick" the reader into opening your email. You may win the "open my email" battle, but lose the more important "develop trust" war.

Everyone hates getting a generic email that has nothing to do with them. Take the extra step to personalize the subject line as well as the greeting.

Don't rely on intuition. Most email providers allow you to send two identical emails that differ only in the subject line. You can review your results and see if one of the subject lines significantly outperformed the other. Your emails can always be better and it is wise to take advantage of every opportunity to test what makes for more successful emails.

Write an Email your Prospects will Read

The most effective marketers understand their audiences and the Buyer Persona of their best prospects. Understand that your reader has a short attention span and you must get to the point of the email quickly in the text. Instead of a long paragraph, consider listing your main points in a bulleted list.

Focus on benefits and not features. Benefits are customer focused and explain how a feature helps them. Don't assume the **reader already knows why a feature should be important to them. Make sure your email clearly communicates how your reader will benefit. Make sure you answer the, "What's in it for me?" question.**

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Include a Clear Call to Action

Making sure your email gets opened is the first goal. However, the email body should be focused on convincing your reader to take some action. This could be filling out a form, taking a survey, subscribing to a newsletter, or downloading a white paper or case study. The email body will spell this out clearly and explain the benefits of taking this next step.

Asking your reader to take some action will allow you to judge where they are along the buying process. A prospect who downloads a white paper on the "Five most important things to consider when purchasing a _____" is telling you that they have moved beyond simply collecting information and may be considering a purchase.

Send it at the Right Time

The best email in the world probably won't be opened at midnight on Sunday evening. The best time to send an email varies and depends on the target audience for your email.

Most studies suggest that the **Tuesday** is the best day of the week to send a business email. Many email systems will use AI to learn when a specific readers open their email and will allow you to leverage that intelligence for better open rates.

Summary

These are only a few tips that you can use to improve your email efforts. If you would like some help with improving the ROI of your digital marketing efforts you can contact Clarity Marketing Services here or click below to request a free marketing assessment.