

EMAIL
MARKETING

DOS & DON'TS

In a dynamic email marketing landscape effective marketers must avoid mistakes and exercise email best practises

GOOD MARKETERS DO:

#1

PERSONALIZE THE APPROACH

Know the stakes

Personalized promotional emails had 29% higher unique open rates and 41% more unique click-through rates in 2013

#2

EXERCISE BREVITY

Use HTML over plain-text

Prospects want direct links to content and concise, simple language with easy pathways to content.

#3

DESIGN WITH MOBILE IN MIND

Mobile friendly is market friendly

67.2% of consumers use a smartphone to check their email*, and that number is sure to rise.

GOOD MARKETERS DON'T:

#4

USE CARELESS SUBJECT LINES

Consider your target

Always take the time to create thoughtful subject lines directed at buyers based on their title and position.

#5

FORGET TO TEST CAMPAIGNS

Open emails on different platforms

Not all platforms support certain images. It is best not to rely on images as an essential component of your email

#6

SEND EMAILS AT THE WRONG TIME

Take time zones into account

When marketing to targets outside your own socio/cultural area, consider that lifestyles vary across different geographies.