

10 Top Tips for a successful E-mail Campaign

“Email can be the best source of generating sales leads.”

1. Define the purpose of your e-mail campaign

Whilst this step may seem pretty obvious, you will be surprised at how many e-mail marketing campaigns are carried out without a clear purpose or goal.

2. Develop a clear call to action

A call to action is a specific set of instructions contained within the e-mail with the sole purpose of leading the reader to take a specific action.

3. Personalize your e-mail message

Use your full name in the From: field rather than your company's name. And use your recipient's name in the subject line. This will increase the "open rate" of your e-mail because recipients will more likely open and read e-mails from people they recognize. Personalization will also reduce the probability of the e-mail being mistaken as spam.

4. Develop an interesting subject line

It's true, first impressions DO count in e-mail marketing! With an important e-mail you want your reader to open and read it so you need to develop an interesting subject line to attract your reader's attention. The reason's really simple. If your subject line does not appeal to the reader, your e-mail will not get opened and your e-mail campaign will fail miserably. And remember not exceed 40 characters when developing your subject line.

5. Remind your subscribers where and when they opted-in

If you do not e-mail your subscribers very often, it is useful to remind them where and when they opted-in, right at the top of your e-mail. In e-mail marketing, the popular axiom, "Out of Sight, Out of Mind" bears much truth.

6. Provide an unsubscribe link

In e-mail marketing, you should never ever hold anyone hostage. You'd rather settle for happy unsubscribers than angry subscribers. So, provide your readers with an easy and convenient method to unsubscribe.



7. Check and test your e-mail

You've spent a great deal of time crafting your e-mail. So it is a good practice to check through your e-mail to make sure you check the spelling, grammar and test all links.

8. Use fixed-pitch font and proper formatting

Use a fixed-pitch font like Courier and perform a hard carriage return at the end of each line at 60 characters to avoid formatting problems.

9. Track all e-mail links

This is an often over-looked step. Tracking your e-mail links will allow you to gain valuable insights and discover what works and what doesn't. Use the tracking information to refine your future e-mail marketing campaigns.

10. KISS (Keep It Simple and Short)

Lastly, keep your e-mails simple and short. The more e-mail content you create, the higher the chance of triggering the SPAM filters. If possible, use e-mail marketing to Pre-Sell, not Sell.