

Introduction

Given the fact that there are over 144 billion emails sent every day, however, gaining a competitive advantage and rising above such a noise may a tedious task.

To do so, you need to have a strong email marketing strategy. Here are a few techniques that will help you boost your email click-through and conversion rates.

Source: <https://www.websitemagazine.com/blog/simple-strategies-to-boost-your-email-conversions>

Don't Use Personalized Greetings

Don't Use Personalized Greetings in the Subject Line

Even though adding a recipient's name to the subject line boosts sales leads by 31 percent, this practice is not nearly as powerful as it may seem. With the rise of cybersecurity problems, such as phishing, identity theft, and credit card fraud, many people are wary of emails with personalized greetings. Do they know who you are? Do they trust you? After all, how the hell did you find them?

Still, this doesn't mean you should ditch all forms of personalization. On the contrary, you should do a customer segmentation and provide your customers with the products/services they are really interested in. Studies show that personalized emails based on customers' previous shopping habits trigger positive responses in 98 percent of consumers.

Have a Clear Call to Action

In the world of email marketing, it's never a good idea to assume that your readers are going to perform the desired action. Instead, you need to make it clear what you are expecting from them and make sure that it is easy for them to complete the task. That's how a call to action (CTA) is defined in layman's terms and it plays a fundamental role in your email marketing strategy.

Offer Free Content

Content is the backbone of every successful digital marketing strategy. In order to engage your target audience and establish yourself as a leader in your niche, you need to create and share valuable, relevant, and authoritative content that will spark your recipients' interest and get them to open your mail.

Still, you should never forget that people love free stuff. It doesn't matter if it is a free template, tool, ebook, video or expert interview, sharing your content for free is a great way to tell your subscribers how valuable they are to you and boost your click-through rates simultaneously.

Optimize for Mobile

The number of mobile users has reached 4.77 billion in 2017, finally surpassing desktop users. This phenomenon brings numerous changes to every aspect of the turbulent digital marketing landscape, including email marketing. Namely, studies show that a mobile email open rate accounts about 47 percent of all email opens.

Choose the Right Tools

Being successful at email marketing means handling hundreds of emails every day. Doing so manually is really brave, but you shouldn't torture yourself this way. Namely, there is a plethora of outstanding email marketing automation tools that will take your efforts to a whole new level and at the same time, save your sanity.

For example, with the help of email tracking tools like HubSpot, you will be notified every time when an email you've sent has been opened or clicked. This software works in the background without interrupting you or your recipient.

Mobile Design Tips

- Convert your email to one column template.
- Make your font large to improve readability on smaller screens.
- Make your CTA button and link easily visible and simple to tap.
- As most users tap and scroll with their thumb, keep all vital clickable elements in the middle of the screen.

Rules for Call To Action - CTA

- Stick to one CTA per email.
- Don't use generic CTAs, such as "Submit" or "Subscribe Here."
- Choose a more authentic option that emphasizes your proposition value, such as "Grow my Traffic"
- Make sure that your CTA explains the benefits of performing the desired action.
- Experiment with the design of your CTA button to create the one that stands out and yet meshes well with the rest of the page. Still, never compromise the overall visual appeal by choosing overly aggressive colors or too large/tiny fonts.

eMail Marketing

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Published 22nd November, 2018.

Last updated 22nd November, 2018.

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