

Top Ten Tips For Sending Successful Emails

You do not need to be a marketing guru to achieve success, but you should be aware of a few golden rules to increase the chances of your recipients actually receiving your emails, reading your emails and then acting upon them.

1) Measure Your Results

It is vital you use an email marketing package which allows you to measure the success of your email campaigns. If you can't measure how many people read your email, who clicked on the web links and looked at your website then you will be missing out on vital information which could lead to potential sales and identify if the messages you are sending out are actually of interest to your audience.

2) Target Your Emails

It is a good idea to tailor your emails to specific target groups and individuals. Instead of sending out one generic email to your entire database, have a think about how you could break down your database into specific groups (job title, age, location, interests) and send them tailored messages to appeal to their specific needs and interests.

3) Create A Suitable Subject Line

Your email subject line is the equivalent to a news paper headline, it has got to be catchy, memorable, informative and relevant whilst being punchy....quite difficult to achieve in just 50-70 characters

4) Make Your Benefits Top Spot

Email recipients are looking for an excuse to delete your email, you need to have convinced them by the end of the first paragraph you have what they need. Therefore DON'T harp on about your products features and about how long you company has been established, people buy products for one reason and one reason only....it is going to benefit them in someway i.e. it will make their life easier or it will solve a problem. Therefore within your first paragraph you need to point these out.

5) Tell....Don't Sell

People have become very wary of the power adjectives words we once used to believe i.e. fantastic, wonderful, amazing. If you are going to offer a discount or incentive of some kind, it is best to just inform you readers you will be offering a 20% discount rather than telling them it is a fantastic once in a life time discount. It makes it much more credible.

6) Don't Isolate Your Reader

The majority of the population read at 8th grade level, therefore before you start using lots of long complicated words in your email to make you look intelligent, remember it is the readers ego you are looking to stroke, not yours.

7) Make Sure You Stay Legal

To avoid being blacklisted you need to make sure you stay within the confines of the law. Make sure you always have an easy system for readers to unsubscribe to your emails.

8) Direct Traffic Back To Your Website

Always be thinking how you can use your email campaigns to drive traffic back to your website. This will help increase your Google Ratings.

9) Compliment Your Email Campaigns With Social Media

It is a good idea in order to reach a wider audience and improve your creditability to compliment your email campaigns using social media tools such as Linked In, Face Book, Twitter, Blogging. Post messages, start and join groups to help to create awareness of your and your company. Emails and social media should run side by side, not in competition with one another.

10) Call To Action

All your emails need to include a clear Call to Action, make it easy for the recipient to know what they should do next!