Extra Hands!

10 Tips for Successful Email Marketing

1. **When working on your Subject line, go to the experts…Google Ads.**
   We talked about the "From" and "Subject" lines being the first opening factors for your recipients. Advertisers who pay to place their ads in the right hand column on Google searches spend tons of money to hire marketing experts who keep their ad size small. Take advantage of that knowledge: enter your subject in the "search" box and see what keywords are used on the right.

2. **Become a trusted sender.**
   Constant Contact offers a Permission Reminder. Use this feature to remind your recipients of how they know you. While there is stock wording, change it to reflect your own voice. For example: *You are receiving this email because you spent the afternoon attending my webinar on "Constant Contact Basics." Click here to opt-in and continue to receive email from us or Click here to unsubscribe.*

3. **Make it easy for your recipients to unsubscribe.**
   Having your unsubscribe button prominently placed at the top of your email will actually make it less likely for your readers to use it. Your reader will more likely forgive an occasional bad email and stay on your email list if they feel like they could easily jump ship at any time.

4. **Give an incentive to your customers to join your mailing list.**
   My friend Captain Email, will send you <u>10 Ways to Grow your own Email list</u> if you join his list. Offer your customers, potential customers, or their referrals a reason to join your email list. It should be in connection with what you'll be sending them if they join. If you write a monthly newsletter, your gift could be an article you've recently published.

5. **Place text at the beginning of your email, not just an image.**
   Start your email with text. Let your reader know what will be coming in the email. Then, if the images aren't downloaded, you can still get your message across.

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6. **Add a description behind your images.**

   Most email clients don't automatically download images in HTML emails. So until your reader downloads images, all they will see is blank box with a red x or text. Add a brief description behind your image. If the image doesn't download correctly, your reader will still know what was supposed to appear, and will still get the gist of the information.

7. **Take time to build the buzz before you send a call to action.**

   The Director of a Promotional Products Association, Keith Vincent, sends out a reason every week illustrating why his recipients should attend his big show focusing on savings, education, and how to help sales in this economy. He is effectively building the buzz and keeping his association top of mind.

8. **Preview the text version too.**

   In the preview window in *Constant Contact*, you have the option to preview your email in text only. Take the time to adjust that version. Since more and more readers are checking emails on their hand held devices, all they see is the text version. Clean up extra links and make sure that what they see is what you want them to see.

9. **Keep your content short.**

   Reading speed is 25% slower online than on paper. Keep your content to half a page. Link longer articles to your website.

10. **To maintain your branding, match the layout of your email design to your website design.**

    You've taken great care in designing your website. Transfer the same look and feel to your email design. For instance, if your navigation bar is on the right side of your website, mirror this look and place links and the table of contents on the right side of your email.