

New Message
To Email Manager Cc Bcc
Subject **The 5 do's and don'ts of an**

email campaign



Email marketing is more popular than ever with open rates on promotional e-shots hitting 22.9% in 2014, and what's more email looks set to remain a key part of online marketing campaigns throughout 2015.

Are you looking to make the most of your e-shots? If so, take a look at our Do's and Don'ts to help you get the best out of your campaign.

Mail
New Message
To Email Manager Cc Bcc
Subject **The 5 do's**

- ### 1 Give a warm welcome

Welcome emails are likely to be the most-opened emails you'll ever send, as the recipient has probably just registered on your website. Use this introductory email to outline your brand value and USPs.

Did you know? Open rates for welcome emails are 63% higher than for other marketing emails.
- ### 2 Consider your preheader

The preheader is the preview text that shows in the customer's inbox, which unless amended is taken from the first lines of your email. Make sure you write something that will invite your customer to open your email, as typically if you don't update it'll read: "To view this email in a browser, click here."
- ### 3 Segment your customers

Instead of hitting your entire database with the same email, group your customers by target demographic, purchase history and previous engagement, and customise each email and offer to suit.
- ### 4 Use responsive design

Responsive design (ensuring your email can be seen just as well on a mobile device as well as a PC) ensures your email can be viewed comfortably across devices. If customers are forced to scroll from side to side in order to read your email, they're unlikely to read on.

Did you know? Half of all emails are opened on a mobile device.
- ### 5 Include share buttons

Don't forget to make it quick and easy for customers to share your email on social media. Whether it's a great offer or interesting content, shareable emails are a great way to increase your reach.

Send

Mail
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Subject **The 5 don'ts**

- ### 1 Spam triggers

Steer clear of phrases that are likely to get picked up by spam filters, such as "Act Now!" and "Please read". Overuse of capital letters and exclamation marks can similarly result in your email being marked as spam.

Did you know? An email every 2 weeks is the optimal frequency for unique open rate.
- ### 2 Generic 'FROM' names

Impersonal from names such as "admin", or "noreply" discourage customers from opening the email. Sending emails from a "noreply" account also cuts off an important way for customers to engage with you.
- ### 3 Too many calls to action

This can be confusing for the customer, and is often a problem with email newsletters. A tightly-focused email, with a single call to action, can have a much better effect on your conversions.
- ### 4 Hard/Soft bounces

Repeatedly sending emails that 'hard' bounce (those rejected due to an incorrect email address or expired domain), or 'soft' bounce (those sent to full inboxes) could cause some ISPs to mark future emails as spam.
- ### 5 Inconsistency

Send your emails at regular intervals so that your customers can know what to expect, and they never go too long without hearing from you. Why not ask your customers to select their email frequency preferences, and ask them to opt in to other e-mail subscriptions, content and newsletters you may produce?

Send