

Email Marketing Planning

Basics

- ▶ Spend time on your “subject line”, that is what your subscribers see first, and what often determines whether they open your email.
- ▶ Use your “pre-header text” to your advantage, rather the pat line “if you have difficulty viewing this email please go to...” go ahead and promote what your email is promoting, the discount, the big news, etc.

List Growth

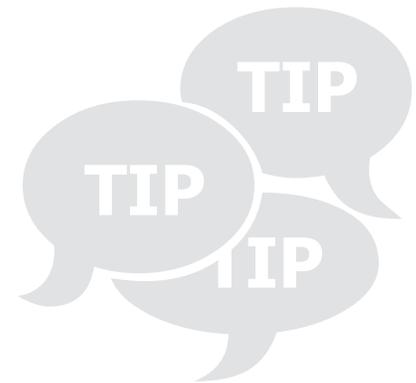
- ▶ Make your opt-in/subscribe promotion on your website easy to find, and repeat it in pages throughout the site
- ▶ Make subscribing easy not a page full of fields – the simplest is just a box for them to fill in their email address, and poof, they are in.
- ▶ Consider testing various “wording promotions” – subscribe and register may sound foreboding, where Join Us or Sign Up may sound simpler. Test these over time and see which one or one(s) perform best.
- ▶ Send a “thank you” or a first message quickly, don’t let too much time lapse before they receive the first email or they may forget they ever signed up, or loose interest.

Design Impact

- ▶ Consider a design that does not rely solely or even heavily on images – your subscribers may never see the email. Try and make images impactful and use them strategically. Balance your type to image ratio.
- ▶ Don’t be afraid to play a little with your design as you send images and see which designs deliver more results.

Relevancy

- ▶ It may seem obvious, but consider this a refresher note – make your content relevant to your subscribers.
- ▶ Consider “timing” of your offer or news when applicable – is now when they need to hear this news, or receive this offer, or would it be better a week, a month, etc, from now?



Consider Introducing INTERACTIVE ELEMENTS

- Polls
- Surveys
(don't forget to give results)
- Include a video, if relevant, and consider the following:
 - House the video outside of the email.
 - Include some text describing the video.
 - Include the file size and length of the video.