

Email Marketing

Best Practices

Be effective and efficient and do more in less time by following these email marketing best practices:

- Use a professional email marketing platform
- Get permission before sending
- Keep your email list neat and tidy
- Know your spam risks
- Design your email for mobile devices
- Brand your template
- Use automation to save time and get timely results
- Personalize your content
- Segment your lists for more targeted emails
- Have a clear focus for your content
- Don't be too wordy
- Use your authentic brand voice
- Include impactful images
- Give more than you ask for
- Use call to action buttons that drive traffic
- Catch them with a crafty subject line
- Conduct A/B testing
- Don't use a "no-reply" sender address
- Review, edit, and repeat
- Preview and test your campaign
- Check your reports to see how you're doing