

4 Gold-Winning Email Marketing Tips

Written by John Hayes, iContact
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Heads or Tails – Don't Gamble With Your Email Marketing Success

When pride and reputation are at stake, would you risk it all on the toss of a coin?

In the business world, many email marketers risk the success of their campaigns to chance, often using “gut feelings” to plan what should be strategically developed campaigns. This is a real shame because most marketers already have all the tools in place to make email marketing decisions based on hard facts.

There is little point in sending an untargeted email campaign to an uninterested recipient.

Join The Right Race: Segment your lists according to previous engagements (i.e. purchases, subscription requests, interactions).

Quicken Your Pace: Now you have segmented your lists into targeted groups, it's time to increase the frequency of your campaigns. The more targeted your lists, the more emails you will be able to send without risking flooding your recipient's in-boxes with each send (more emails to fewer people). This will help you maximize your return on email marketing and spread your workflow throughout the month, ending peaks and troughs in business from less frequent campaigns.

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Fitness Tests: Take the time to test various aspects of your email campaigns. You can test subject lines, body text, images, calls to action, time of sends, frequencies, etc. to be sure your campaigns reach their maximum potential. Be sure to test only one item per send (i.e. subject lines). Analyze your results carefully and implement successful strategies into future campaigns.

Agility: Learn to identify opportunities as and when they arrive (i.e. don't hang around for your regular monthly newsletter to come out before you share a great offer or idea). Email offers a flexible and potentially rapidly deployed marketing solution allowing you to act fast and put you ahead of the crowd.

There are several email marketing services on the market. Find the one that best suits your purpose.

By John Hayes, iContact Business Development Executive