

# Email marketing best practices

A guide to creating and implementing successful email campaigns

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<b>Contents</b>		
	Summary	2
	6 key tips to using email successfully	3
	Get the opens	8
	Get the clicks	11
	Get the conversions	19
	What's Next	21
	About the author	22

## > Summary

### Email is having a renaissance moment.

Though once thought by skeptics to be on its way out the door, email not only continues to evolve, but plays an even greater role in reaching new audiences, growing brands, and increasing sales. In short, email still reigns supreme.

With privacy changes and the limitation of third-party cookies, first-party data gains increasing importance for brands. Email has a high level of return on investment (ROI)—it generates \$42 for every \$1 spent<sup>1</sup>—and is exceptionally agile since campaigns are quick to deploy and adopt.<sup>2</sup> It's no secret that email is a vital marketing tool that's here to stay.

For these reasons, understanding the core principles of email marketing is table stakes. This guide outlines best practices and successful approaches for leveraging this channel to engage your target audiences. The right email strategy can both bolster exposure and deepen relationships—increasing participation with your brand and engendering loyalty.

<sup>1</sup> <https://thrivemyway.com/email-marketing-stats/#key-email-marketing-statistics>

<sup>2</sup> "99 Important Email Marketing Statistics, Facts, and Trends 2022," ThriveMyWay, <https://thrivemyway.com/email-marketing-stats/#key-email-marketing-statistics>, 2022.

## 6 key tips to using email successfully

1



**Acquire  
subscribers  
the right way**

2



**Make it to their  
inbox**

3



**Be relevant and  
personalize through  
integrated data**

4



**Be seamless across  
devices**

5



**Build a human  
connection**

6



**Leverage marketing  
automation tools**





## Acquire subscribers the right way

**Building your subscriber base is often the first step in developing your customer relationship and establishing trust with your brand, which is why it's important to start that journey off on the right foot.**

Following acquisition best practices helps with long-term retention and reduces churn, so set up a well-thought-out approach that is intuitive and establishes trust.



### Best practices for subscriber acquisition:

- Start the relationship strong and establish trust by getting permission to email from potential subscribers.
- Ensure the opt-in is separate from other terms and conditions. Also, make certain that the subscriber is fully informed about the purpose of this opt-in and that they have the right to withdraw consent anytime.
- Avoid pre-checked opt-in boxes to boost active engagement and reduce churn.
- Don't purchase email lists. Customers will not understand why they are receiving your emails and mark them as spam, damaging your sender reputation.



## Make it to their inbox

**Once you have acquired your subscribers and their permission, it's time to think about inbox placement and list hygiene. Just because you're sending an email doesn't mean that you're avoiding the spam folder. In fact, on average, one in six emails lands in the spam folder when not properly sent.<sup>3</sup>**

If your emails never make it to the inbox, subscribers won't have a chance to interact with them. Therefore, deliverability is crucial for email success. Many factors affect inbox placement: sender reputation, domain reputation, blocklists, list hygiene, and email content.



### Best practices for email deliverability:

- Avoid common spam phrases or misrepresented content that might trigger a spam marking.
- Continuously check your list to see which percentage of subscribers are still active and engaged.
- Be prepared to clean your list—sender reputation relies on list activity.
- Set up a periodic time frame for cleaning lists—every six months for example.

<sup>3</sup> "The Five Minute Guide to Email Deliverability," Validity, <https://www.validity.com/resource-center/the-5-minute-guide-to-email-deliverability>, 2022.



## Be relevant and personalize through integrated data

Once you're appearing in inboxes, it's important to align your messaging in a way that's engaging and specific to your subscriber.

In fact, 86% of consumers say personalization plays a role in their purchase decisions.<sup>4</sup> By using appropriate data that the subscriber has given, you continue to establish trust by speaking directly to your customers. With heavy inbox competition comes great responsibility for marketers to stay relevant to the subscriber's preferences and behaviors.



### Best practices for subscriber personalization:

- Relevancy of content extends beyond email engagement as it helps build the sender's reputation and keeps the brand top of mind.
- Personalize subject lines to generate excitement and increase open rates.
- Once opened, ensure that content speaks to a subscriber's needs based on any demographic, psychographic, behavioral, or any other type of zero-party or first-party data available to you.
- Leverage the right technology, such as dynamic content modules, to bring personalization to life.

<sup>4</sup> "Rethinking retail, insights from consumers and retailers into an omni-channel shopping experience," Infosys, <https://www.infosys.com/newsroom/press-releases/Documents/genome-research-report.pdf>, 2022.



## Be seamless across devices

People check their email everywhere—mobile devices, iPads, laptops—and shift from device to device throughout the day. Therefore, it's important to maintain consistency and deliver an experience that feels holistic across all of these devices.



### Best practices for consistency across devices:

- Pay special attention to mobile design—41% of email views come from mobile devices, followed by 39% from desktop.<sup>5</sup>
- Marketers must ensure emails are responsive across devices.
- Stick to a single-column layout, decide on an appropriate font size, and ensure text-to-image ratios work with your images.
- Make calls-to-action (CTAs) prominent, descriptive, and exciting for a positive customer experience.

<sup>5</sup> "The Ultimate List of Email Marketing Stats for 2022," Katrina Kirsch, Hubspot, <https://blog.hubspot.com/marketing/email-marketing-stats>, 2022.



## Build a human connection

Most brands view email as a promotion engine instead of respecting it as a true 1:1 connection with their customers. Intentionality should be top of mind—focus on building a human connection to develop a deeper, more resilient relationship with your customer.



### Best practices for building connection:

- Don't forget authenticity—displaying genuine emotion in your content can help humanize the interaction.
- When writing content, understand that it's not just about the business or transactions. It's about providing something valuable to your audience that draws them closer to your brand.
- Use data to understand what types of human connections your customers may want to receive and develop content for the person, not the transactions.



## Leverage marketing automation tools

Automation can be your friend—saving valuable time and using data to make informed decisions that evolve alongside your customers. Executing a strong email strategy requires the right tools, so don't hesitate to use them.

Though marketing automation tools have immense benefits, brands need to understand that they cannot set and forget these automated campaigns. Measuring the effectiveness of such campaigns by tracking key metrics such as email deliverability, click rates, site traffic, conversions, unsubscribes, and revenue generated is an essential part of the process.



### Best practices for automation:

- Personalize customer experiences through a series of automated triggers that are based on user actions, behaviors, and any other first-party and zero-party data attributes. Some examples include welcome email series, reactivation, re-engagement, cart abandonment, and post-purchase surveys.
- Create efficiencies for the marketing team by saving time and effort in manually compiling email lists and scheduling messages.
- Make the marketing strategy scalable when audience lists grow and/or the need for more campaigns arises.

## Key takeaways for successful email marketing:

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Acquire subscribers the right way to establish trust.

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Maintain good email list hygiene by regularly assessing levels of engagement.

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Use data to create personalized email content and delivery.

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Keep the experience consistent across all devices.

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Make a human connection with your customer to build trust.

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Use automation to enable personalization at scale.



## > Get the opens

When it comes to increasing your open rate, it's important to think back to the basics. Though it may seem insignificant on the surface, elements such as sender name, subject line, and pre-header (preview) text are significant—as they form the first impression you make on your subscriber. You only have a few seconds to gain your customer's attention, so optimizing such facets is critical to breaking through and standing out from the crowd.

### Remember:

Open rates are still very important—even if we can't track them accurately due to privacy restrictions and the impact of Apple MPP.



Look to these best practices to optimize your open rate:

### 1. Deliverability

Global email volume rose by 82% from 2019 to 2021 as COVID-19 drove millions of traditionally offline consumers online.<sup>6</sup> With this massive increase in potential customers, it's important to set your sights on optimum deliverability. Deliverability is defined as a sender's ability to reach the inbox by maintaining a positive sender reputation.

- Delivery ≠ deliverability. The delivered rate doesn't reveal whether accepted messages land in the inbox or the spam folder. Focus on deliverability rate—also known as inbox placement rate.
- Always check your sender reputation before sending new campaigns to make sure mailbox providers (MBPs) will receive your messages favorably.
- Maintain list hygiene by removing unsubscribes, unknown users, recycled spam traps, and pristine spam traps.
- Make it easy for subscribers to unsubscribe—this will prevent them from hitting the spam button.
- Leverage first-party and zero-party data to deliver the relevant messages your subscribers expect. This will help boost engagement and reduce the percentage of inactive subscribers which have a negative effect on sender reputation.

<sup>6</sup> "The 5 Minutes Guide to Email Deliverability," Validity, 2022.



## 2. Sender name

What's in a name? Quite a bit, actually. Your sender name is one of your brand's first impressions—and you want it to be working in your favor. Before creating your sender name, think from the customer's perspective: Who sent me this email, and should I bother opening it?

**There are several ways to form your sender name. Here are some popular thought-starters:**

- [Name of the company]
- [Name of the employee] | [Name of the company]
- [Name of the person] from [Name of the company]
- [Name of the company] [Name of the message or topic]
- [Name of the department] at [Name of the company]

## 3. Subject lines

Whether your subject lines are playful with emojis or delivering a sense of urgency, there are a number of approaches to developing an ideal subject line. Regardless of which approach you use, ensure that it aligns with your brand and your customer profile. And, most importantly, always front-load your key message so that it doesn't risk getting cut off in the inbox.

Subject lines should be **interesting**, **entertaining**, and/or **engaging** to your customer. Consider these tips:

### Do...

- Personalize (first name, for example)
- Use numbers or percentages for promotional messages.
- Have fun with emojis (if aligned with brand voice).
- Use action words
- Consider posing questions to evoke curiosity.
- Convey a sense of urgency (for time-bound emails).
- Front-load your key message and keep the length in check.
- Test different subject lines.

### Don't...

- Use all caps—it could get you flagged as spam.
- Use excessive punctuation.
- Use words and/or phrases commonly associated with spam.
- Make your subject line misleading or overly general—building trust starts with giving your subscriber an idea of the content they are receiving.
- Exceed recommended character limits. The sweet spot to hit is somewhere between 41 characters (what is visible in portrait view on an iPhone) and the 70 characters limit in Gmail.<sup>6</sup>

Your sender name should be **recognizable, trustworthy, and descriptive.**



<sup>6</sup> "How to Determine the Best Length for Your Email Subject Lines," Campaign Monitor, <https://www.campaignmonitor.com/blog/email-marketing/best-email-subject-line-length/>, 2021.

## 4. Pre-header text

It may seem subtle, but pre-header text (also known as preview text) is anything but that. This small text appears next to the subject line in an email inbox—even on mobile devices—offering a preview of what’s inside the email. When you look at an inbox, much of what you see is pre-header text. Use the pre-header to bring your message forward and expand upon your subject line.

### Do...

- Use an easy-to-read font.
- Use action-oriented language.
- Left-align to follow the natural eye-tracking flow.
- Apply data-driven personalization.
- Use navigation links and CTAs.

### Don't...

- Repeat your subject line in the preheader.
- Forget to use pre-header text. Making the mistake of leaving this blank can result in email providers showing default language like “view in web browser” and can make your email feel robotic.
- Create pre-header text that is too long or too short. You don’t want to use up too much of your subscriber’s valuable time, but you also don’t want to come up short and end up with that default language at the end to fill the extra space.

The usual recommendation is around 50 to 100 characters for desktop viewing and 35 to 50 characters for the average mobile display.<sup>8</sup> Consider how your brand’s customers usually view emails to find the right length for your audience.

## 5. Cadence and frequency

You could design the best email with content personalized to meet your customer’s needs—but if you get the timing wrong, all your hard work goes down the drain. It is critical to get the timing right and there are two main ways of achieving that:

- Automate sends based on triggers.
- Rely on the subscriber’s preferences as stated in their preference center. This is especially great to use for promotional emails, e-newsletters, and any other type of business-as-usual messages.

For any automated emails or email drip campaigns, make sure you’re avoiding triggers related to opens. Instead, use the following as triggers for email automation:

- Clicks on a particular link or piece of content
- Time-based triggers (Send email two X days after email one)
- Date-based triggers, like birthday and anniversary
- Ecommerce behavior triggers like abandoned carts

## Key takeaways for increasing your open rate:

Increase deliverability by maintaining a positive sender reputation.

Use a sender name that is **recognizable, trustworthy, and descriptive.**

Create subject lines that are interesting, entertaining, or engaging to your customer.

Use pre-header text to build upon your subject line.

Use automation and/or subscriber preference to determine the cadence and frequency of email sends.

<sup>8</sup> “Preview vs Preheader Text: How Long Should Preheader Text Be?,” Kirsten Queen, Email on Acid, 2019.



## > Get the clicks



You wrote an exciting subject line that grabbed a subscriber's attention—now what? When a customer opens your email, take advantage of the opportunity to deliver content that generates clicks. In short, this means finding ways to truly engage with the reader through copywriting, branding, messaging, images, and more.

This is an opportunity to put yourself in the customer's shoes. How does the content flow? Do you feel like it's designed for you or is it just another generic email? Does it get you excited, teach you something, or help you to solve a problem?

Use these tips to create meaningful content that encourages your subscribers to further engage with your brand.

### 1. Copywriting and content

How you talk about your products and services makes a big difference to a subscriber.

When wordsmithing your email, don't forget to put yourself in the recipient's shoes. Think about flow, verbiage, and ways that the content aims to connect with the reader as a person—not a number or a dollar sign.

#### Elevate your content by:

- Keeping it simple—remove anything unnecessary or superfluous.
- Keeping it human.
- Writing with the customer persona(s) in mind.
- Answer WIIFM (What's In It For Me).
- Leading the recipient towards a decision.
- Designing the copy to help recipients scan the email quickly.
  - Use headers and sub-headers
  - Use bullets and lists
  - Use color and white space
  - Use font size and emphasis variations



## 2. Header

A great header stands out, clearly communicates what the message is about, and gives a good reason to keep reading. Even if a customer decides to stop reading your email, the header might stick with them. An email header is located at the top of the email right after the pre-header text and a navigation bar (if applicable). It is used to summarize the key message and can either be an image, text, or a mix of both.

**Below are some best practices to follow to design an effective header:**

- Use your brand name and/or logo.
- Use a powerful headline that summarizes your main message.
- Include the main call-to-action that aligns with the key message.
- Use imagery, if applicable, that supports the key message.
- Use interesting or enticing elements that immediately captures attention such as animated GIFs, video, or cinemographs.
- Make sure the key part of the header is visible irrespective of device.

## 3. Layout

Layout helps provide readers with a natural flow of content and can be used to help guide them to pertinent information. When it comes to designing the right layout, it's critical to keep user experience (UX) in mind to increase readability.

**Best practices include:**

- Incorporate white space into your email layout for a clean and organized look and feel.
- Experiment with different types of layouts to determine which layout works best for each audience segment and message type.
- Different types of layouts include: one-column, two-column, inverted pyramid, S-pattern, and F-pattern.

Remember that consumers spend an average of 10 seconds reading brand emails.<sup>9</sup> The easier brands make it for consumers to navigate their emails, the better the engagement.

<sup>9</sup>"The Ultimate List of Email Marketing Stats for 2022," Katrina Kirsch, HubSpot, <https://blog.hubspot.com/marketing/email-marketing-stats>, 2022.



## 4. Images

Visual components can go a long way toward getting a subscriber's attention or establishing a connection. Images in email can help drive the key message more effectively, but you don't want to overdo it. Instead, design with a balance for the correct amount of text and visuals. When it comes to all images, make sure that they feel relatable and display with the correct ratios.

### Do...

- Use images that will resonate with your target audience.
- Maintain an 80:20 text-to-image ratio.
- Keep the image size in check to avoid deliverability issues.
- Include alt text to account for default images switched off settings.
- Optimize for all devices.
- Test before deploying.

### Don't...

- Use one large image—mailbox providers sometimes block these by default.
- Use excessive images throughout an email. This can increase email load times and end up in spam folders.

## 5. GIFs

Adding short GIFs to your messages can help boost engagement. They are great for grabbing attention, showcasing products and services, or expressing complex ideas. For many consumers, GIFs are a playful and relatable way to increase engagement.

**When it comes to incorporating GIFs, keep the following in mind:**

### Do...

- Avoid deliverability issues by keeping the image size in check.
- Test ahead of time.
- Incorporate alt text.
- Pair GIFs with your CTA.

### Don't...

- Overload the email with GIFs.
- Use them for all emails.
- Use them just for the sake of using them. GIFs should support your email message.



## 6. Videos

In 2022, people watched online video content for an average of more than 2.5 hours per day, up from 1.5 hours on average in 2018.<sup>10</sup>

Video content is on the rise and seems to only be gaining more traction with each passing year. When it comes to email marketing, video can be a great way to provide engaging content to your customers. Individuals who open your email to find a video will likely view it. But there are a couple of key practices to making sure your video content is delivered in an optimal way.

### Do...

- Include a fallback image to account for email clients that don't support video in email.
- Use a thumbnail (a static image or a gif with a play button) and hyperlink it to your video file.
- Keep videos short and front load the key message—placing it in the first 15 seconds.
- Switch off auto-play to let the consumers control the interaction.
- Limit the file size.
- Use videos to personalize the experience for your subscribers.
- Think about your audience when determining the video format you will use.

### Don't...

- Be too salesy. Make sure there is something of value in it for the viewer or you risk losing trust.
- Miss the opportunity to brand your video content. It shouldn't be too "in your face" but it should be consistent with how you represent your brand in other channels.
- Forget to monitor your metrics and evolve your approach to keep subscribers engaged.

## 7. CTAs

Calls-to-action (CTA) buttons and links are used to guide your audience on what steps to take after reading your email. Brands can encourage audiences to make a purchase, learn more about a specific product or service, sign up for communications, and more.

### Best practices include:

- Placement of the CTA should be visible, enticing, and show value to the reader.
- CTA style should be bold text, bright colors, and large buttons.
- Make your CTAs both action-oriented and descriptive.
- They should be bulletproof to ensure visibility when images are off.



<sup>10</sup> "7 Best Practices for Using Video in Your Email Marketing Strategy," PostMedia Solutions, <https://www.postmediasolutions.com/blog/how-to-use-video-in-email-marketing/>, 2022.



## 8. Branding

Emails should help build your brand. The key element to ensuring that is maintaining brand consistency in the email design and tone. When developing your email campaign, consider the following:

### Keep these elements consistent:

- Maintain tone across your emails and marketing collateral, including social media, website, and other communications.
- Use brand-consistent colors and fonts.
- Bring a cohesive approach to your logo, website links, and social media accounts.
- Ensure CTAs align with your brand voice and color(s).
- Use BIMl to add your brand's logo to the inbox. This feature isn't fully supported by all email mailbox providers, but some of the bigger ones have already rolled it out.



## 9. Accessibility

Accessibility is table stakes to ensure everyone can enjoy email. It's important to design emails for everyone, and this should be a consideration for brands wanting to work toward greater diversity and inclusion in their marketing practicing. This means that emails should be designed for specially-abled people.

### To do so, rely on these tips:

- Avoid all-image emails.
- Keep email layout simple.
- Left-align text.
- Use legible typography.
- Use appropriate color contrast.
- Leave enough white space/ breathing space.
- Make links and buttons distinguishable from other email elements.
- Make emails responsive for different screen sizes.
- Design for dark mode.

## 10. Segmentation

Segmentation is the process of creating specific groups from the audience list based on various data attributes—demographic, psychographic, and behavioral. It starts from the time of email opt-in and will be a continuous process based on the lifecycle of the customer journey. The biggest benefit of segmentation is that it enables personalized experiences and helps build long-lasting connections.

Advanced segmentation of your list can be indispensable in designing follow-up email campaigns—and it is something that every brand should invest in to maximize their personalization efforts.

### Best practices include:

- Perform a detailed analysis to understand which data attributes are essential at the time of sign-up and which can be collected over time through declared data.
- Leverage marketing automation tools that can trigger the right message to the right segment at the right time.
- Monitor and assess the segments periodically to ascertain if any changes in segment types or definitions are required.



## 11. Personalization

It is a no-brainer that today's consumers expect catered content. When it comes to personalization, it's all about the 1:1 interaction. How can we create emails for a large audience that also feel tailored to the individual?

### Best practices include:

- Leverage tools that would boost the level of personalization. Use dynamic content and interactive elements like Google AMP. Powered by data and automation, these tools help brands provide more personalized experiences.
- Create a personalization roadmap that is built on a strong zero-party and first-party data collection strategy.
- Track the performance of personalized campaigns and their impact on key business metrics, such as sales.



## 12. Subscriber list

If you haven't deleted inactive subscribers in previous years, now is the time. In fact, you should update your email list twice a year. If you don't, it can negatively impact email deliverability. Even more, your metrics will paint a more accurate picture as it won't be affected by subscribers whose email addresses might have changed or are inactive.

When updating your subscriber list by removing inactive subscribers, it's best practice to send a win-back email. It's worth a shot—there could be a few subscribers who want to remain on your list. Those who remain inactive after this re-engagement email should be deleted from your list with a clear conscience.

Remember to remove invalid emails (hard bounces), monitor soft bounces, and remove unengaged email subscribers.



## 13. Footers

Don't forget about the email footer. Having the right elements in the footer can act like a recovery module and help subscribers find something that might interest them.

- Always provide the option of opting out to your audience. Allow your audience to unsubscribe from your emails quickly and without any hassle by adding an easily visible and accessible "unsubscribe" button as a part of your footer. In fact, it's the law. According to the Federal Trade Commission, GDPR, and CAN-SPAM<sup>11</sup> Act, you're legally required to include a "clear and conspicuous explanation of how the recipient can opt out of getting emails from you in the future."<sup>12</sup>
- Keep it simple and easily scannable. Don't overcrowd it with too many links. Only include links that will be helpful and align with the key message such as app downloads with a promotional email.
- Make it mobile-friendly.
- Include trackable links.

<sup>11</sup> <https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>

<sup>12</sup> CAN-SPAM Act: A Compliance Guide for Business," Federal Trade Commission, 2009.



## Key takeaways for increasing subscriber engagement:

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Put yourself in the recipient's shoes when crafting email copy.

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Capture attention with a clearly communicated header that prepares subscribers for your message.

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Provide readers with a natural flow of content with the right layout, keeping the user experience in mind.

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Drive messaging with images—making sure they are displayed with the correct sizes and ratios.

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Use GIFs that are fun and relatable to connect with customers.

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Amp up engagement with video content, but keep them short and sweet.

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Employ calls-to-action that are clear, descriptive, and easy to spot.

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Keep branding consistent across all collateral—including email campaigns.

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Make sure your emails are accessible so that everyone can gain value from the content.

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Further personalize content with smart segmentation.

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Maximize personalization with dynamic content and interactive elements.

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Keep subscriber lists clean by conducting an audit at least twice a year.

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Optimize the footer and use it as a recovery module.

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## > Get the conversions

Opens are important. Clicks are important. But when it comes to successful marketing, it's all about conversion.

Conversions aren't always about purchases. Rather, they are about whatever action a customer needs to take—which could be anything from signing up for a newsletter, learning about important updates, or gaining exclusive membership opportunities. However you define the conversion, it should be measured accurately from the start of your campaign in order to track and quantify success.

Consider the following best practices for increasing your email conversion rates.

### 1. Landing pages

Creating a seamless transition for subscribers clicking on your emails is of the utmost importance. Think of your landing page as an extension of your email—carefully designing a landing page that is aligned with your goals and your email content shows consistency and promotes a positive user experience and trust in the brand.

**Here are some best practices to get the most out of your landing pages:**

- Align the header with the email message to ensure consistency.
- Keep the landing page short and simple.
- Remove distractions by keeping only relevant links.
- Incorporate reviews and other value-added content that can help boost the main message.
- Test and learn which email and landing page combinations drive the best results.





## 2. Testing (and learning, and evolving)

There are three words all email marketers should learn: **always be testing**. Testing is a crucial part of understanding effective marketing and learning what your customers are really looking for from your brand.

Testing can take many forms: A/B testing, multi-variant tests, and more. Each comes with its own benefits, so be sure to explore all options available on your platform.

Numerous elements can be tested, including email names, subject lines, layouts, and copy. However, it's important to remember to only test one element at a time. If you test too many combinations at once, it will be difficult to determine which elements were the most impactful.

Once you've successfully tested options, learn which resonate best with your customers and continue to make improvements over time—but don't assume you always know what's best. Continue experimenting and leveraging what you learn.



## 3. Measure and optimize

Measure and optimize by taking all of the practices outlined in this guide and bringing them full circle. Without establishing and measuring email KPIs, it's impossible to fully understand which efforts are effective.

Your findings will tell you a lot about what worked, what didn't, and what could be improved upon. Analyze the results and strategically use them to optimize your next campaign—this works to establish trust in your brand and personalize the experience for your subscribers.

### Consider the following as you measure and optimize:

- Open rate
- Deliverability rate
- Click-through rate
- Conversion rate
- Unsubscribe rate
- Bounce rate

When it comes to conversions, there are a number of practices that will continue to benefit your brand over time: optimize landing pages to create a seamless transition, live by the “always be testing” mantra, and bring your practices full circle by analyzing results and applying lessons learned to your next campaign. By falling back on these takeaways, you will learn more about your consumers and supply them with more meaningful content—ultimately resulting in greater conversions.



## What's Next

This guide provides useful tips for getting started, but it's important to remember that email is just one channel in your overall marketing efforts. Engagement methods will continue to evolve—so there's no “set it and forget it” approach that will help you achieve your goals.

Achieving success with any marketing campaign starts with the right foundational strategy—and email marketing is no exception. **When it comes to connecting with your customers in relevant and meaningful ways, email is definitely not dead, but it is prime territory for transformation. Thinking about how you execute on email campaigns in new ways that focus on the customer is critical to revitalize your efforts and ensure better outcomes.**

A strategy-first partner will help you increase brand loyalty as an advisor for all of your email marketing and CRM needs, helping to drive results with a positive ROI. Our teams work with clients to take their email and CRM strategy to the next level. Working with our proprietary strategic methodology and patent-pending analytical models can help you achieve your marketing goals and deliver outcomes across your business.



## About the author

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Bindu is a customer-centric strategist and proactive project manager with more than a decade of experience in marketing and customer resource management. She develops data-driven tactics that improve client engagement outcomes and takes a lead role in helping bring those strategies to life.

From a young age, Bindu was obsessed with problem-solving. Now, that passion guides her as she solves problems for prominent brands such as Wyndham, Hilton, Allegiant Air, and Eaton through email and loyalty marketing strategies, trends and insights, and competitive outlooks.

Bindu focuses on consumer insights and loyalty strategies. She is an expert in sharing cross-industry lessons that spark new ideas with clients across diverse industries. She is a thought leader with both internal and external teams and dives into client projects like a champion and team player.



# Email marketing best practices

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