

Email Marketing

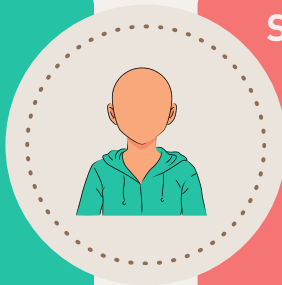
Dive into these golden rules to supercharge your campaigns. Unleash the power of your emails!

DO'S

DON'TS

SEGMENT YOUR LISTS

Base your emails on audience interests or their stage in the buying cycle.

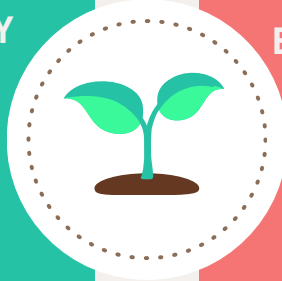


SPAM YOUR SUBSCRIBERS

Don't send the same email to everyone

GROW YOUR LIST THE RIGHT WAY

Adhere to GDPR and data protection regulations and include a clear unsubscribe option. No one likes a rule-breaker in their inbox



BUY AN EMAIL LIST

There are many reasons why you shouldn't, but the main one is trust.

SEND WELCOME EMAILS

Keep your business on their mind. Send your welcome email immediately after they subscribe.



MAKE THEM WAIT

Don't make your new subscribers wait to hear from you after they've signed up. Strike while the iron is warm!

TEST YOUR EMAILS

A/B testing different elements of your email, such as subject lines, images, and CTAs, helps you understand what resonates best with your audience.



FORGET TO TEST LINKS & IMAGES

Broken links and missing images can frustrate your subscribers. Always test your emails before sending to ensure everything works correctly.

PROVIDE VALUABLE CONTENT

Make sure your emails offer something of value, whether it's insightful articles, special offers, or exclusive content.



NEGLECT YOUR SUBJECT LINE

A weak or boring subject line can result in low open rates. Invest time in crafting compelling and intriguing subject lines to grab attention.

USE A CLEAR CALL-TO-ACTION

Every email should have a compelling CTA that guides the recipient on what to do next, e.g. making a purchase, signing up for an event, or downloading a resource



IGNORE EMAIL ANALYTICS

Failing to analyse your email performance means missing out on valuable insights. Ignoring analytics is like driving blindfolded—not recommended.

OPTIMISE DIFFERENT OPERATING SYSTEMS

Emails may appear differently across devices, operating systems, and email clients; make sure it looks the way you want it to.



OVERLOOK EMAIL DESIGN

Poorly designed emails can be off-putting and difficult to read. Invest in professional design or use quality templates to ensure a polished look

GET PERSONAL

Personalisation increases your email's chance of being opened by 26%



SEND GENERIC CONTENT

If you understand your audience, don't send them content that they have no interest in, and is not relevant.

KEEP YOUR DESIGN SIMPLE

A clutter-free design with plenty of white space and a clear hierarchy makes your emails more readable and visually appealing.



USE TOO MANY FLASHY GRAPHICS

Overloading your email with images can lead to slow loading times and may not display properly on all devices.

MONITOR AND ANALYSE RESULTS

Track key metrics such as open rates, click-through rates, and conversions regularly. Analysing these metrics helps you understand what works and where you can improve.



UPDATE YOUR EMAIL LIST

Regularly clean and update your email list to remove inactive subscribers and ensure you're targeting engaged and interested recipients.