EMAIL MARKETING TODAY

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OVERVIEW OF EMAIL MARKETING

By 2022, the number of email users around the world is expected to hit 4.3 billion.

Among all of those users are members of your target audience, such as quality leads and prospects you can work to reach and convert via email. According to a 2020 survey, 59% of the respondents stated that emails influence their buying decisions.

The figure emphasizes how effective email marketing can be in driving sales.

However, you'll need to use the right approach, tools, and follow tried and tested design tips for creating stunning emails to generate clicks and conversions.

After all, your email marketing efforts should be valuable and engaging to your audience to help you achieve your campaign goals.

Here are six email marketing strategies to boost your email click-through rates and increase revenue.

EMAIL MARKETING STRATEGIES

1. Include a catchy email signature
An email signature makes your emails look professional, helping you build trust, connect with your audience, and show subscribers a glimpse of your brand's personality.

• Consider these tips when creating your email signature.

• Keep it simple. Avoid overloading your signature with too many texts and elements. Stick to the basic details such as your brand name, email, website, etc. Ensure consistent branding. Apply the same color schemes and logo you use in all your marketing materials, including your email signature.

2. Segment your audience
Since your subscribers differ in levels of readiness to convert, segment them based on their interests, unique characteristics, etc., to send appropriate content to the right people.

Determine your critical segments as well and target them with relevant campaigns.

For instance, send special offers emails to your previous customers to entice them back to your store and increase your conversion opportunities.

Establish segments to help you create laser-focused marketing materials and target them to appropriate audiences to increase your revenue.

3. Personalize your content
Email marketing personalization is targeting your email campaigns to specific audiences based on factors such as their last purchased product, demographics, etc.

Tailor your content to your customers' needs and provide offers relevant to their interests to give them personalized experiences.

Doing so helps you connect, engage, and nurture relationships with your audience, which boosts your conversions and sales.

Try these email personalization methods for your campaigns.
• **Address your subscribers using their names.** Make your audience feel special by using their names in your greeting or subject line to engage them better.

• **Deliver content relevant to your audiences' life-cycle stage.** Send appropriate content to the right audience, such as a welcome message for new subscribers and up-sell offers for previous customers.

• **Send content about personal and seasonal events.** Personalize your campaigns more by sending your subscribers birthday and holiday greetings (among others).

Build trust and nurture relationships with your audience through personalized email marketing campaigns and improve your click-through and conversions rates.

EMAIL MARKETING STRATEGIES cont.

4. Automate your campaigns
Effective email marketing requires aligning aspects of your campaign, but this takes time and effort.

Automate your email marketing campaigns for efficiency, better returns, and increased conversions.

Use email automation software to automate your campaigns, including setting up pre-set conditions and triggers, such as particular times and subscriber actions.

For example, set campaign triggers to send welcome emails to new subscribers.

Other emails you can automate include:
* **Abandoned cart emails.** Remind customers about their abandoned cart items and renew their interest in your products to entice them back to your store to complete their purchase.

* **Newsletters.** Automate your newsletters to send regular updates, special offers, and other promotions efficiently and maintain regular audience engagement.

Automate your email marketing campaigns to streamline your efforts, drive efficiency, and get better ROI and conversions.

5. Optimize for mobile
Based on statistics, 42.3% of users will delete emails that are not optimized for mobile, and that's significant conversion and sales opportunities down the drain.

Make your email campaigns mobile-friendly to provide an excellent user experience for your subscribers and increase engagement.

Optimize your emails for mobile with the following tips.
* **Keep it short.** Write concise email copies, subject lines, and pre-headers and use bigger font sizes so readers can see your content clearly on small displays.

* **Use responsive design.** Work with email campaign builders with features for creating mobile-friendly emails.

* **Test your call-to-action.** Avoid using unnecessary email graphics that take away the focus from your CTA, or make them hard to read or tap on a mobile screen.

6. Track the right metrics
Identify your metrics to assess your email marketing campaigns' performance and uncover areas of improvement.
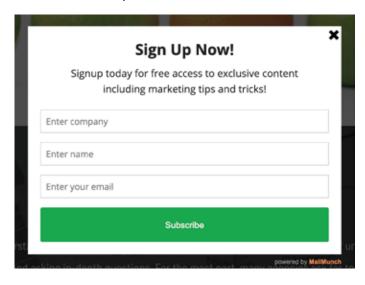
Define your metrics based on your email marketing campaign objectives to determine what you're doing right or wrong.

Use your metrics to help refine your strategies and improve your results.

EMAIL MARKETING OPT-IN FORM

We all want more email subscribers. One of the easiest ways to get them is to start at the very beginning – the opt-in form. If you can make even a few positive tweaks to the beginning of your opt-in form process, the results will follow through all the way to the end of the year and improve your email ROI.

1) Give them a reason

2) Don't ask for too much on your opt-in form

3) Don't hide the opt-in form

4) Use a feature box for your opt-in form

5) Use a form, not a link

6) Tell them what to expect

7) Say something more enticing than "subscribe" on the opt-in form button

8) Offer a sample newsletter, or let them view past issues

9) Call your updates something more interesting than "newsletter"

10) Use social proof

11) Add a privacy statement

12) Add a link to unsubscribe.

13) Put a default email address in the opt-in form

CONCLUSION

Email marketing helps you connect with your audience to promote your brand and increase sales. You can do a lot of things with emails, like sell products, share some news, improve your cart abandonment rate or tell a story.

With the right email marketing, you can simply and inexpensively say what you have to...whether you're welcoming new subscribers, notifying customers of a sale, or wishing someone a happy birthday.

Areca Marketing, LLC is a top provider of expert Email Marketing Services. We have over 32 years in Email Marketing, and a long list of satisfied customers.

Our goal is to provide a comprehensive Email Marketing Program that integrates smoothly with existing marketing and advertising programs.

Effective Email Marketing takes quality and consistency over time to build interest and a following. We work with all of the major platforms to create an innovative and consistent marketing presence for your company.

All information is generated and approved before posting and integrates your company's expertise in your industry...

AND WE MANAGE EVERYTHING FOR YOU!

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