Email Marketing

ClickDimensions

10 Ways to Achieve Email Marketing Success

Think email marketing is dead? Far from it. According to research firm MarketingSherpa, 72 percent of those surveyed named email as their preferred method of communication from businesses. And marketers love email as much as their customers and prospects, ranking email as the most effective tactic for awareness, acquisition, conversion and retention (Gigaom Research).

While email marketing is still very much alive and well, the tactics for garnering opens and inspiring action are evolving. As the top-rated marketing automation solution for Microsoft Dynamics CRM, ClickDimensions is well-versed in the ways of modern email marketing. Here are 10 of our tips for ensuring the success of your email marketing campaigns:

1. Send quality content.

Gone are the days of sending emails just to send them. Today, people expect messages that are tailored to who they are and what they want to hear from your company. There is a person on the other end of your email, not just a sales opportunity, and your emails should reflect that. Keep your messages short and to the point. Also, think about your message from your audience's perspective, and ask yourself what's in it for them. Whether it's a special discount, a link to download an eBook, or another offer or announcement, your emails should deliver genuine value to the person reading it.

2. Mind your subject lines.

In terms of deliverability and open rates, subject lines can make or break an email marketing campaign. To help ensure your email doesn't trigger spam filters, avoid words like "free," "guarantee," "reminder" and "help." In addition to these spam trigger words, avoid using all caps and special characters. Once they've successfully made it to the inbox, the most successful email subjects are under 50 characters. Questions, call to actions and subject lines that convey a sense of urgency are also effective at improving email open rates.

3. Optimize preheaders.

There are three things that recipients will see when your email hits their inbox: the sender name, the subject and the preheader. The subject line is what grabs your readers' attention, but as an extension of your subject line, the preheader can really help you increase opens and clicks. It's a great place to utilize personalization, as seeing their name in the preheader can help your

subscribers hone in on your email, even in the most crowded inbox. Whether you go the personalization route or not, your preheader copy should always clearly and concisely convey the message in your email.

4. Utilize split testing.

Split testing, or A/B testing, is a method of testing two versions of an email against one another to see which one performs better. You can use the results of these tests to improve future email marketing efforts and send emails that really resonate with your audience. What should you change in your email variations in a split test? Try using different subject lines, layouts, send times or content. Split testing can demonstrate how even small changes can have a big impact on opens, clicks and conversions.

5. Change your design.

We all need a change of scenery from time to time, and your email subscribers are no exception. Something as simple as switching up fonts and colors, while still remaining within your brand's look and feel, can be the change you need to get your audience engaging with your emails again. A new layout can also be a refreshing change of pace, especially for longtime email subscribers. If you have been using a two column design, for example, try switching to a layout featuring a body section and a sidebar instead to see what results change can bring.

6. Get animated.

Love them or hate them, animated GIFs have established a strong presence in the online community. Before you dismiss GIFs as a social media gimmick, consider using them in email marketing campaigns. They are easy to load, easy to create, run automatically without requiring a play button and provide a little something extra that can help increase engagement. GIFs are perfect for explaining how something works or for drawing attention to an otherwise static image.

7. Resend emails to non-openers.

You only get one chance to get your subscribers to open an email, right? Not necessarily. While you should do so sparingly and intelligently, try resending emails to those that don't open them the first time. Keep in mind that this doesn't mean sending the exact same email multiple times. Keep the subject matter the same, but change the subject line, preheader text and even elements of the content, like the text for the call to action or the images, so it seems like a brand new email experience.

8. Build your lists.

Even the best email list with the most engaged subscribers degrades over time. People change email addresses, lose interest or opt out of your communications. According to MarketingSherpa, the average email database will degrade by an average of 22.5 percent every year. To combat that decline and its impacts, companies must constantly focus on building their email lists. Something as simple as adding easy-to-find email sign up boxes throughout your website can help tremendously. Social media is also a great place to build your lists, either by promoting giveaways or content downloads.

9. Re-engage old customers.

New email subscribers seem to love every message you send, but over time that interest fades. Before you know it, a formerly engaged subscriber barely blinks before deleting your emails. Rekindling the relationship won't be possible for every subscriber, but you can win some back with re-engagement campaigns. These campaigns can come in many different forms, but they should communicate the message that you recognize they haven't interacted with your company's email in some time and that you want them back as an engaged subscriber. Try asking them how you can improve their email experience or giving them a special offer that is presented as it is just for them and their fellow longtime subscribers.

10. Utilize marketing automation.

Adoption of marketing automation has soared in recent years, and for good reason. Marketing automation allows companies to gain greater insights into their customers and leads in order to more effectively nurture, delight and sell to these individuals. Marketing automation software encompasses more than email marketing, from ease of designing emails to robust nurturing campaigns, email is one of the many ways companies can utilize and benefit from marketing automation.

If you are interested in learning more about how the ClickDimensions marketing automation solution embeds email marketing features directly into Microsoft Dynamics CRM, contact ClickDimensions today. We are happy to show you examples of successful email campaigns during a demo of the top-rated marketing automation solution on the Microsoft Dynamics Marketplace. Contact sales@clickdimensions.com or call +1.888.214.4228 today.

Put your email marketing campaigns on auto-pilot with the new ClickDimensions campaign automation builder. Learn more at clickdimensions.com/features/campaign-automation/

To watch a 7-minute overview of the ClickDimensions email marketing and marketing automation solution for Microsoft Dynamics CRM, visit clickdimensions.com/demo.