

EMAIL LIST BEST PRACTICES

FREE DOWNLOAD



SOC BUSINESS CONSULTING

Prepared by Gerrie Schoeman

Phone: +27 74 364 9092

Email: gerrie@socbusinessconsulting.com

www.socbusinessconsulting.com



EMAIL LIST BEST PRACTICES

No matter what industry you're in, a robust email marketing strategy is a must if you want to keep customers / members coming back to your business or organization. Email marketing is one of the best ways to keep existing customers engaged, and it can also be a very effective way to draw in new customers or members when used strategically.

Today's customers are bombarded with emails. In fact, the average office employee receives over [120 emails](#) each day. You'll need to be creative and considerate of your recipients' needs to cut through the noise and get them to open your emails. Here are some email marketing best practices to implement in your strategy.

1) Make sure your emails provide value for the reader.

If your recipients don't find value in your emails, they're not going to open them. You'll need to put yourself in your readers' shoes to determine what they find value in.

What works for you and your audience may not necessarily be what works for other businesses, even if they are in the same industry as you. What type of information is your target audience looking for? When do they check their emails? What type of tone and language resonates with your audience the most? These are all great questions to answer as you're developing your email list.



Email newsletters are very popular and very effective because they provide so much value to the reader when done well. You can use your newsletter to keep readers up to date about new products, upcoming sales, and other business transitions, but you can also use email newsletters to share helpful information with your clients and establish yourself as a thought leader in your industry. This is just one approach - the right choice for your business will really depend on your audience and your unique needs.

2) A/B test your emails.

A/B testing will enable you to see how your recipients are actually responding to your emails and how you can improve them. With an A/B testing campaign, you'll choose a "control email," which is sent to one segment of your email list, and then change one variable to create a "variation email," which is sent to another segment of your email list.

You'll then be able to compare results between the two emails to see which approach is most effective. Many of today's most popular email marketing platforms have A/B testing features included to streamline the process.

3) Keep your email list up to date.

Ideally, your email list should only consist of recipients who care about your business and genuinely want to hear from you. Realistically, there is always going to be a portion of your list that doesn't open your emails. However, you can keep your open rates high by consistently monitoring and improving your email list.



Email List Best Practices

Make sure to periodically go through your email list and remove recipients who have not opened your emails in a few months, or whose emails are getting sent back. Using a double opt-in procedure is a good way to ensure that your recipients want to be receiving your emails. Users should also be able to unsubscribe at any time, with a clearly labeled unsubscribe link on each email.

It's also important to make sure you're getting email sign-ups authentically, rather than buying or renting an email list. Not only is this illegal in some places, but it also typically results in very low engagement rates. Major ISPs can also deny your service if you're using purchased email lists with low engagement, which makes it even harder to reach your actual customers.

4) Keep your design on-brand.

Email marketing is an excellent opportunity to develop your brand's voice and personality. Every email you send should use consistent branding and design features. This means including your logo as well as using a defined color palette and set of fonts in each email. Your readers should be able to open your email and immediately know who sent it. If there's any confusion, this could result in them eventually unsubscribing.

5) Use a clear but compelling subject line.

Many businesses focus so much on the body of the email that they forget to write a great subject line - this is a huge email marketing mistake to avoid! Your subject line is the first part of the email that your recipient sees, so it needs to be a very strong hook.



If you're including an offer in your email, it makes sense to put this into the subject line. Noting a 30-percent-off sale or a BOGO offer (by one, get one free) upfront shows readers exactly what they will get inside. While your subject lines should always be clear and concise, you can also add a little bit of humor or personality to catch the reader's eye.

6) Be strategic with the timing of your emails.

The timing of your emails is often just as important as the content. There isn't one best time to send an email - it's going to depend on your audience and when they spend time online. Experimenting with sending emails at different times can help you find the right schedule for your needs.

You'll also want to make sure you're sending emails at the right frequency. If you send emails too often, your recipients could start to find them irritating and unsubscribe. However, if you're not sending them often enough, your customers could forget about you, sending engagement tumbling down. A good way to approach this is with quality over quantity and send emails when you have something truly valuable to say.

7) Personalize your greetings.

Today's consumers want to build an authentic connection with the brands they love. To make your emails feel more friendly and engaging, make sure you're adding a personalized greeting at the top of each email. It's a small touch that can make a big difference when it comes to building customer relationships.



8) **Contact Us**

Contact us for more on building your email list or book a FREE CONSULTATION now.

