



Maximizing Your Email List Potential



Getting the most from a mailing list 101

Contents

Introduction.....	4
Begin with a solid and well composed email database.....	5
Reach out to your email list in a unique way.....	6
Try and keep the message precise and simple	7
Make use of email automation systems	8
Segment your email list	10
Ascertain the sending frequency for your segmented list of customers	12
Segment your email list according to their weather patterns.....	13
Monitor the purchase cycle of your client list	14
Use past purchases to track your customers and predict their future purchases.....	15
Incorporate a call-to-action in your promotional mail.....	16
Reinforce your message	17
Encourage your contacts to forward your promotional information to their own contacts	18
Allow your contacts be in control of the information they receive from you.....	19
Make use of familiar sender names while sending your mails	20
Include personalized tokens on your subject line	21
Never make a fault promise on your email subject lines	23
Never disclose the contents of your emails on the email subject lines.....	24
Be conscious about the timing of your emails to your clients	25

Use verbs that are related to actions on your email subject lines	26
Make your clients feel special and part of your community.....	27
Bring a notion of urgency on your email subject lines	28
Create a sense of scarcity	29
Use number in your promotional mails	30
Pose compelling questions in your subject lines.....	32
Never hesitate to throw a few jibes in your promotional emails	33
Always refrain from using all caps in your subject lines.....	34
Avoid overusing exclamation mark in your subject line	35
Add a preview in your promotional email	36
Test your subject lines in order to come up with the most appropriate	37
Make it easy and simple for your contacts to key in their email addresses	38
Conclusion	39

Introduction

Businesses in the world of today have devised numerous means of communication with the aim of connecting with existing and potential clients. One of such ways is the use of email list that has proven to be relevant and very effective for most businesses. Your email list can be utilized effectively to provide maximum effects through a number of strategies and tactics that have been proven by many business owners and gurus in the field of internet marketing. Here is a list of proven strategies and tactics that have been used to achieve maximum effect from email lists.

Begin with a solid and well composed email database

This is perhaps the very first step to achieving maximum effect in your email list. Before embarking on any campaign of such magnitude, it is always advisable to begin by creating a well composed email database. During the initial stages of such a campaign, it must be noted that your business email list forms the beginning of not just the campaign but also your communication with the potential customers of your business. It is therefore imperative to sort your list and create a database.

Your list ought to contain a database listing the people and related businesses that have interest in your company. Ensure that these people and businesses actually have the reason to be contacted by your company. They must show interest in whatever your company is offering and must be able to find the information you intend to share with them helpful in one way or another. It is only through this that you can be sure that the information you will dispatch through the mails will reach the right audience.

In the event that you think your current list lack the desired impact, do not hesitate to conduct a cleanup. This can be done through filtering your list to include only the most relevant contacts that will have a positive impact for your business. Additionally, you can decide to send out refresher mails with the intention of knowing whether your current subscribers are still interested in the promotional information you send to them from time to time. It is pretty obvious that some subscribers might no longer be interested in the information you send and what your company offers. Therefore, always ensure that your database contains only the relevant contacts that will have a positive impact for your company.

Reach out to your email list in a unique way

Hundreds of companies or businesses reach out to their potential clients through their mails. In order for your information to stand out amidst other emails written by competing companies, it has to stand out. It is only through this that your clients will be interested in whatever information you are passing across. You need to send fresh and exiting content in order to capture the interests of your audience. This can be achieved by writing catchy email subjects.

You should be cognizant of the fact that most email readers decide to read their mails by simply going through the email subjects. Sometimes, people merely delete promotional emails before reading them because their subjects fail to impress them. In order to achieve maximum effect from your email list, come up with interesting subjects for your promotional mails. Become creative and arouse the curiosity of your audience in your email subjects.

While it is important to be creative in writing mails for your email business list, always ensure that you stick to your brand and promotional objectives while writing the mails. You can be carried away by creativity to an extent that you fail to realize it when the promotional objectives of you emails are deviated. Therefore, it is imperative to ensure that each time you reach out to your email business list it is done in a unique way that arouses the interests of your audience.

Try and keep the message precise and simple

Do not bore your audiences with very long emails. You should note that your audience needs to know the objective of your emails from merely reading the subjects of the mails. For promotional mails, keeping the message simple and precise is the key to achieving maximum effect. Rarely do people enjoy reading long promotional mails. It is therefore important to keep in mind that your mails ought to be precise and very straightforward.

Even though you are interested in making your marketing campaigns stand out amongst other related mails, your content must be informative and valuable to your audience. For such mails, it is always advisable to get to the point as soon as possible in your writing. Make the very first sentences of your emails informative by including all your intentions and objectives in them. When this is done, your audiences will be able to know your objectives by merely reading the first few sentences of your mail. Thus, precision and simplicity is the key to achieving maximum effect from your business email list.

Make use of email automation systems

It is evident that sending mails directly could be cumbersome especially because you will need to compose the mails each time you intent to reach out to your business email list. Nonetheless, it is much easier when you incorporate email automation systems in your promotional activities.

With such systems, all you need to do is create email templates then activate the system to do the sending of mails for you. It is important to note that internet gurus have devised strategic systems that people have found invaluable when it comes to automated email sending. These include:

- MailChimp
- Constant Contact
- Get Response
- Emma

There is no need of making use of all of them at once. It is always advisable to find one system that clearly fits your varied needs and make use of it constructively to automatically send your promotional mails for you.

There are a number of ways through which you can trigger automated mails for your potential customers. Internet marketers have come up with ingenious ways of triggering automatic mails for their potential customers. These include:

One of such was is the use of subscriber welcome mails. When a new subscriber joins your business email list, you can use email automation systems to send them newsletters that welcome them to the club. These mails could contain information regarding what the subscriber will expect to get from subscribing to the system. It could also contain a checklist of probable preferences as well as welcome offers.

Internet markets have also come up with automated emails triggered from website activities. For instance, such mails are triggered by what the areas of your website that a subscriber frequently uses. Thus, a subscriber is sent an automated mail based on the section of your website that he or she seems to have particular interest in. when the subscriber views pages of your website regarding costs of products and services offered by your company, an automated mail is generated with detailed information of company prices and sent to them automatically.

In addition to the website activity follow ups, internet marketers have also found out that post purchase follow up mails provide maximum effects for email marketing. These mails are generated automatically following a purchase of company products or services. On most occasions, such mails always provide an ample opportunity for feedbacks from your customers regarding the purchase they have made. Therefore, make an attempt to use post purchase follow up mails to seek audience with your customers.

Segment your email list

Having a segmented or personalized email list allows you to come up with different messages for different audiences. There are numerous tools that can come in handy when it comes to exporting and sorting email lists. For example, internet marketers have recommended RICS as one of the most helpful tools that can be used to export email lists in order to come up with a personalized and segmented list of your customers. With the help of this tool, you can segment your list into sections containing your top clients, prospected clients and those that have not been to your shop for some time. By doing this, you will be in a position to sent the relevant information to your clients depending on the objectives of your promotional activities.

The segmentation of your email lists also helps you schedule for your updates, offers and sales. It is important to keep track of such schedules because they make you consistent and competent in the eyes of your customers. Additionally, keeping track of schedules is important in knowing what kind of information would have the most impact when communicated to your customers. It is important to note that knowing what and when to tell your customers gives you a competitive advantage over your competitors. As a result, you are highly likely to increase sales of your products or services by taking into close consideration these steps.

There are numerous segmentation patterns that have worked well before for most email marketers. One of such segmentation patterns is demographic segmentation in which your client list is segmented according to age, race, gender or even working position. It is however important not to complicate your segmentation strategy. Starting small by segmenting your list according to gender and age makes you able to determine what information will be most appropriate for certain clients. Additionally, it helps you determine the language and tone to use

while writing your promotional email. Through this, you are able to capture the attention of your customers by providing them with exactly what they expect from promotional mails.

Ascertain the sending frequency for your segmented list of customers

It should be noted that finding the perfect sending frequency for all your customers is tough. People have tried to come up with a perfect sending frequency for promotional mails but have failed because of the obvious challenges that come with fluctuating frequencies. While a customer may need more frequent promotional mails today, the situation might change drastically tomorrow due to circumstances beyond our control. In addition to that, some clients may want to see your name on their inboxes every day while others may be bored up by the monotony.

One of the most useful strategies of ensuring that you do not bother people with your promotional mails is by letting them decide on how often they would like to receive mails from you. This has worked before for email marketers and will most likely work for you if you try it out. Through this, your contact list will be self-segmenting to allow all the parties to decide on their own frequencies. As a result, they will save you the trouble of having to ponder your head on what frequencies best suit who.

Segment your email list according to their weather patterns

It is important to note that weather patterns can instigate purchases. People can be compelled to buy certain goods or services according to their weather patterns. Email marketers must therefore segment their contacts according to their weather patterns in order to make the most out of these lists. For example a retail clothing company with the intention of marketing rain jackets will find rainy seasons the most appropriate time for promoting these jackets. Therefore, in the event that their list of emails is also segmented according to weather patterns, they are more likely to market their jackets to the right audience and make huge sales in return.

Skymosity is one of the most preferable companies when it comes to email list segmentation according to weather patterns. It helps you track weather patterns and makes you able to come up with automated email campaigns that are triggered by weather-based automation systems. With this tool, you are able to comfortably reach out to your email contacts and send them promotional content that conforms to their present weather. This is therefore an invaluable tool for weather-based email segmentation.

Monitor the purchase cycle of your client list

You need to keep track of the purchase cycles of your customers. Through this, you will be able to come up with a complete timetable that can help you predict their next moves. This implies that with a conclusive and comprehensive analysis of your customers' purchase cycle, you can be able to determine what products or services they might need in the near future and be ready to offer such products exactly when they are needed by your clients. Therefore, monitoring the purchase cycle of your clients is one of the recommended tips of getting the most out of your email list.

In order to determine the buying journey of your clients, you will have to closely monitor their digital behavior. The digital behaviors of your clients can be determined by assessing the pages of your website that they visit most, how long they stay on those pages and how their mails were obtained by your company or business. A close analysis of this pattern can give you important insights on how your clients have been making their purchases before and what they are likely to purchase next.

Use past purchases to track your customers and predict their future purchases

While this tactic almost resembles monitoring customer purchase cycles, it has much to do with past purchases. This entails the use of past purchase of customers to target them with other sales. By having an idea of what a client purchased in the past, you can use that information to communicate to them and promote the products that interest them the most. In the event that this is done correctly, you can be able to increase your sales. Additionally, this initiative created customer loyalty to your brand thereby gives you a long lasting relationship with your customers.

Incorporate a call-to-action in your promotional mail

Marketing newsletters meet their objective more when a call-to-action is included in them. These strategies are used to make readers or audiences understand precisely what the newsletters and promotional materials expect them to do. The use of images and links has always come in handy when it comes to the incorporation of calls-to-action in email promotional materials. Email marketers always attach links and images that take users to websites of related web pages. This is an invaluable means of asking your customers to engage you further than merely reading your promotional message. It is therefore advisable to include calls-to-action at the end of your promotional email.

Even though not all your readers will click your call-to-action at the end of your promotional mail, some of them will be interested in knowing what awaits them behind those links and images. Take advantage of this urge to take your email marketing to a totally new level. With this tool, you are able to make the most out of your email list and draw massive traffic to your company website. There is nothing as important for an internet marketer as killing two birds with one stone. This tool utilizes your email list and draws traffic to your website; an equivalent to killing two birds with one stone.

Reinforce your message

For you to achieve the most out of your business email lists, it is always advisable to spice up your messages. While you should not over spice your promotional content, keep in mind that plain messages are dull and sometimes boring for your audience. You can include a few images in your mails in order to capture the interests of your audience. Please note that images included in your mails must fit your brand. In the event that these images do not fit your brand, you risk jeopardizing the entire aim of sending these emails to your existing and potential clients.

Therefore, the use of images and other impressive content makes your mails more attractive thereby giving your audience a reason to continue reading your promotional information and eventually a reason to purchase your products or services.

Encourage your contacts to forward your promotional information to their own contacts

The goal of email marketing is to reach out to the most number of existing and potential clients. You can achieve this by encouraging your contacts to forward the newsletters and other promotional content you send to them to their own contacts. Find ways of motivating your audiences to share you information to their friend and family. Through this, you will be able to reach out to more people who will in turn translate into increased sales for your products and services.

Internet markets have since found a way of encouraging subscribers to share information on their social media accounts. This is achieved by attaching links to social media sites on your newsletters. Since this tactic has been proven to yield the desired results, you can attach links to social media sites on your promotional emails to your contacts. Through this, you clients are able to share your information with their friends and family thereby increasing traffic to your business.

Allow your contacts be in control of the information they receive from you

If the number of subscribers to your newsletters is constantly reducing, it may not simply be because your subscribers find your content unhelpful. Perhaps your subscribers are unable to keep up with your promotional content and hence opt to unsubscribe. With the current anti-spam measures that have been put in place by Gmail, Yahoo and Hotmail to assist users prioritize what comes in their inbox, it is crucial to ensure that you mails are not sent to spam.

You should let your contacts be in control of the information they receive from you by seeking to know why your subscribers might opt to unsubscribe from the service. Do not just ask why they are leaving but make more conclusive investigations. Ask your clients if they would like you to change the type of messages or change the frequency of sending those messages to them. This can be helpful in coming up with a more personalized list of contacts and know exactly the kind of information to send to particular clients and the frequency of sending such information. This strategy will therefore help you maintain your subscribers and get the most from sending them promotional information for your business.

Make use of familiar sender names while sending your mails

On most occasions, users want to associate the name of the senders of promotional mails to people they really want to hear from. It will not matter what the subject line is all about if the sender name points to automated mails. The number of spam mails that people get today has increased exponentially and therefore people hesitate to open most promotional mails. No one would love to communicate with a robot so do not give your clients the reason to think that your mails are auto-generated.

In order to familiarize the sender names with people that your customers would actually love to hear from, never use sender names or addresses like 'noreply'. Such names make your customers automatically know that the mails are generated by automatic email systems and thus they will want nothing to do with such mails. Not only do such names make your promotional mails look less personable but also discourages your clients from adding your address to their contact list.

In order to avoid such circumstances, send your mails from a real person. While you might need to include the name of your business on the email subject, make sure the sender name contains the name of a real person. For example, HubSpot realized that the emails they had send bearing the name Maggie Georgieva, HubSpot received more click-through and opens as compared to those that bared the name HubSpot alone. This is therefore a confirmation that the use of a real person as the sender makes your promotional content more acceptable to your clients.

Include personalized tokens on your subject line

The use of more personalized tokens like the location or name of your recipients gives you a good rapport with your clients. It is important to note that ascertaining the locations of your clients might be very difficult. It is from this reason that use of first name is recommended when it comes to adding a personalized token to your promotional mails. When you include the first name of your client to the subject line of your mail, the client is highly likely to feel cared for thereby increasing the chances that he or she will have an interest in knowing the content of your mail. Thus, emails that have the first names of their recipients are mostly opened.

Other email marketers have gone a notch higher to provide their clients with more personalized information. For example, keeping track of the birthdays of clients and wishing them a happy birthday while sending them promotional emails offers great personalization of the relationship with clients. You can therefore include happy birthday wishes on the subject lines of your emails in order to give them a more personalized touch. This is expected to yield the desired results.

Tailoring the subject lines with the locations of your customers is also an effective personalization tactic that can be utilized with the aim of encouraging opens and views. Uber is one of the companies that make use of this strategy effectively. They have devised ways of sending location-specific emails containing the best outdoor restaurants and bars of their clients. With this application, customers feel that their interests are taken to the next level and obviously want to associate themselves with such companies or businesses. Therefore, you should take advantage of this application in order to maximize the effects of your email list.

It is however important not to go overboard in an attempt to make your emails personalized. Your customers might feel that their privacy is infringed in the event that you offer in-depth personalized touches. Being too personal might seem a little creepy thereby scaring your clients away. One way to avoid such circumstances is always to try and know at least something much more than your clients' email addresses. Through this, they will still feel like your emails are addressing them directly without feeling insecure about too much personalized details.

Never make a fault promise on your email subject lines

The attention of your readers is always drawn by catchy email subject lines. On most occasions, email marketers tend to make their email subject lines as interesting and lucrative as possible in order to woo the interests of their clients. This is acceptable. However, never offer fault promises or tell a lie on your email subject line. This will completely damage your credibility and your clients might never want anything to do with your newsletters or promotional materials. The trick is therefore to tell the truth in these subject lines. Stick purely to the services or products you are offering, their true qualities and prices and their projected positive or even negative effects when consumed or purchased by your client. Credibility is important for any business and therefore you ought not lose it in the very first sentence that connects you to your customers.

Never disclose the contents of your emails on the email subject lines

For email marketing, achieving the most out of your email list requires leaving your readers at suspense in the subject lines. Do not be too obvious in the subject lines to an extent that your audiences already know the contents of your emails before opening them. If this happens, they will definitely never open the emails you send to them. Therefore, try as much as you can to conceal the contents of your mails.

Failing to disclose the contents of your mails from their subject lines arouses the readers' eager to open and view the contents of the mails. Additionally, in the event that the contents of the mails are not disclosed, it is always difficult to tell whether the mails are helpful or not. The only way to find out is to open the emails and confirm personally. This will always be the case for promotional mails and it is therefore important to take advantage of this fact if you want your mails opened by your prospected clients.

Be conscious about the timing of your emails to your clients

On most occasions, email marketers tend to send random mails without taking into close consideration their timing and other related factors that might lower or increase the chances of being opened by their clients. Always try to send your mails at the most appropriate time in order to capture the attention of your clients. For instance an email by Eater Boston sent at 1845 hours on a Wednesday evening read; “Where to take beer right now.” This mail was just in time for the famous happy hour and he definitely nailed it here. As a result, it is important to keep the right timing for your promotional mails in order to maximize on their effects.

Another good example of a timely promotional mail was sent by Warby Parker that sought to remind subscribers to the expiry of their prescriptions. The mail was sent only two weeks before the expiry dates of those prescriptions. He nailed it as well. The mail was just on time to remind his clients of the expiry dates of their subscriptions. By sending the mails at that particular time, there was a high chance that those mails were opened by their subscribers and the intended objectives met. It is almost evident that those who opened the mails renewed their subscriptions hence both the opening objective and renewal of the prescriptions were met by the timely promotional emails.

Use verbs that are related to actions on your email subject lines

A subject line of a promotional email is the same as a call-to-action that requires readers to take an action fast. Because of this, competitive emails and their subject line inspire their reader to click on the open button and take the necessary action. It has been proven that subject lines that are began with the use of action verbs perform well in terms of click-through and opens. Do not hesitate to take advantage of their fact to increase the chances of your promotional emails being opened and the right action being taken by your clients.

Make your promotional emails more clickable by amalgamating their subject lines with vibrant action-oriented verbs at the beginning of their sentences. It is worth noting that actionable verbs encourage more opens. This is done by instilling excitement and urgency in the mindset of your customers. In doing so, you clients are compelled to open the mails and confirm their contents. Therefore, it is imperative to include actionable verbs in the subject lines of your promotional emails in order to encourage your clients to open them thereby maximizing on their effects.

Make your clients feel special and part of your community

Exclusivity psychology is a powerful think used to make customers feel at home. While the used of personalized touches and customized mails makes clients feel special and wanted in your community, it is not the only way to entice your clients to make good use of your promotional mails. Always endeavor to make use of the right phrases that make your customers feel like they are part of the inside team. This has a powerful effect of giving your customers a sense of belonging thereby building an unbreakable loyalty to your business.

Phrases like ‘for our most trusted customers only’ and ‘exclusive offer for just you’ can make the recipients of your promotional mails feel special and part of your inside community. Such mails make them feel prioritized and wanted by your business and hence compel them to react accordingly. With such psychological tricks, you are able to turn your ever unresponsive email client list to a business boom. You should therefore always try to make your clients feel special and wanted with the help of such phrases not only on your email subject lines but also in the content of your promotional emails.

Bring a notion of urgency on your email subject lines

Effective subject lines and promotional emails that will compel reader to take a second and have a look at the contents of your mails are those that create a state of urgency. It has been noted that mails with such urgency in their tones significantly increase the open rates. Nothing is more important in email marketing an increase in the open rates of promotional mails. In order to achieve this effect, make an attempt of using deadlines like '24-hour giveaways' or 'today only' to create a sense of exigency and hurry. For this reason, it is advisable to include a few words that denote urgency in your promotional emails and their subject lines in order to encourage your clients to open them before their deadline expires.

Create a sense of scarcity

From time immemorial, buyers make hurried buyer decisions when stocks are running low. This is an implication that people tend to make purchases only more when their products are almost out of stock. Thus, in order to achieve the maximum effects out of your email business list, take advantage of scarcity to lure your clients to subscribe to your services. This can be achieved by using words that denote scarcity like 'limited stock' as a way of encouraging your clients to open your promotional emails and purchase your goods and services. As a result, you should always consider bringing a notion of scarcity in your emails and their subject lines. Through this, you will be amazed at how significant your open rates will increase thereby driving massive traffic to your business.

You should let your contacts be in control of the information they receive from you by seeking to know why your subscribers might opt to unsubscribe from the service. Do not just ask why they are leaving but make more conclusive investigations. Ask your clients if they would like you to change the type of messages or change the frequency of sending those messages to them. This can be helpful in coming up with a more personalized list of contacts and know exactly the kind of information to send to particular clients and the frequency of sending such information. This strategy will therefore help you maintain your subscribers and get the most from sending them promotional information for your business.

Use number in your promotional mails

Many businesses tend to use vague statements while sending promotional mails. This does not concur with work or business ethics. That aside, it does not make businesses look or even sound credible in the presence of their existing and potential customers. Therefore, look for a different approach to this issue if you aim to have a competitive edge over your business competitors. This can therefore be achieved with the use of numbers.

It is important to note that relevant data and numbers are effective ways of making your promotional emails noticeable. With the use of numbers and relevant data in the emails, you are proving your straightforwardness and setting the right expectations for your customers. It is only through this that you can be able to tell your clients what to expect and prove to them that you are a credible and trustworthy business person.

The use of number is one of the most recommended best practices of email marketing. Numbers can be used in a number of ways to communicate your intentions to your customers. For example, you can make use of numbers to communicate the length of your newsletter in terms of pages. Additionally, numbers can come in handy when projecting the number of subscribers who you have sent the same promotional email to. For example, a statement that reads; ‘join 1000 others’ makes your reader project the number of subscribers who have confirmed association with your services. Through this, your customers can be encouraged to join the team.

While the temptation to use untruthful figures is almost unavoidable with the use of numbers, always be cognizant of the fact that credibility should never be compromised in promotional emails. Most businesses are tempted to inflate figures when using numbers as promotional materials. Their aim is always to lure their customers into thinking that their business is doing

extremely well while this might not be the actual case. When customers find out such lies that are more often than not revealed, you lose them completely and getting them back becomes a major task. Therefore, it is important to stick to the truth while using numbers to meet your promotional objectives using emails.

Pose compelling questions in your subject lines

The use of compelling questions in the subject lines of your promotional emails can be used to achieve the maximum effect from your email list. It is worth noting that compelling questions used in the subject lines of promotional emails must be relevant to your clients. This is an implication that the questions must conform to the different problems faced by your clients and which they are trying so hard to find solutions to. For example, if you have noted from your research that your clients face complication when it comes to search engine optimization, you can create a compelling question and subsequent newsletter that seeks to offer solutions to such problems. In this example, ‘are you making such SEO mistakes?’ is a compelling question that is relevant to the theme.

A good example of a promotional email with a compelling question was sent by Zillow whose subject line read; “what can you afford?” this email was linked to a business that was marketing rental houses. Such an email encourages readers to go further than just merely reading the subject lines. While it gives hope for any customer with the intention of moving out from their old apartments, such an email also offers alternatives. It makes customers hopeful that there are apartments that will fit within their small budgets. It is therefore important to emulate this strategy in the event that you want to make the most out of your business email list.

Never hesitate to throw a few jibes in your promotional emails

It is important to note that most customers love a good joke or jibe when they read promotional materials especially in their mails. The use of jokes is increasingly becoming a norm for email marketers. They use these jibes not only to capture the interest of their customers but also to kill the monotony that comes with reading flat sentiments. Using a jibe particularly on the subject lines of your promotional mails will make you stand out amongst other promotional content that visit our emails every day. As a result of this, people are more likely to open your promotional mails when they read something that puts a smile of their faces in the subject line. This is a powerful strategy that can increase the chances of opening your promotional emails and hence you should give it a try.

While it is advisable to use some pun in your email subject lines, be careful not to overdo it. It must be noted that most of our clients are professionals and executives. Being just a little funny is ok but overdoing it makes you lose your target audiences. Most buyer populations comprise of adults who might not find too much jokes appealing. Such extended jokes are always widely accepted amongst teenage populations. Therefore, you must know your target audience in order to ascertain the right amount of jokes that will go well with them.

Always refrain from using all caps in your subject lines

Many email marketers have always tried to associate all caps with urgency during their promotional mails. While all caps can be used to show some sense of importance, hardly do they portray urgency. As a matter of fact, the use of all caps in subject lines of promotional emails makes people think you are yelling at them. No one likes being yelled at. Therefore, using all caps in the subject line of your promotional emails will more often make your emails ignored and sometimes trashed.

You can use all caps for a keyword in your subject lines but not the entire lines. This can be effective in denoting stress in the keyword. Additionally, using all caps for just a keyword in your subject line makes the keyword readily seen by your readers who will in turn open your mails to view their contents. This is particularly true in a case where your clients has subscribed for numerous newsletters and hence has a long list of promotional emails waiting to be opened. It is almost obvious that the mail with a capitalized keyword will stand out among other related mails. Therefore, try not to use all caps in your subject line. You can however, use all cap for a keyword in your subject line.

Avoid overusing exclamation marks in your subject line

Just like all caps in subject line, using many exclamation marks in a subject line makes someone feel that you are yelling at them. While you might think that using exclamation marks brings a notion of urgency, you are only yelling at you customers who will probably want nothing to do with you after your mail that had all the right intentions. Therefore, avoid exclamation marks as a plague. It is only through this that you will be in a position to have a maximum effect from your business email list.

Add a preview in your promotional email

Sometimes passing across all the intended information in a promotional email requires that you make long explanations that might bore a reader. Remember that readers souls never be bored by your long mails and hence find a way of curbing this before it actually makes your readers lose interest in whatever you have written in the email. The best way to do this is through the use of a preview.

A preview of a promotional mail comes just after the subject line of the mail. It is a short abstract that illuminates the content of your email. It is like a bulletin that introduces the reader to the entire mail that you have sent. A good preview is short and concise. Additionally, it highlights all the key points contained in the email. Therefore, including a preview at the beginning of your mail makes it easy for a reader to decide whether to continue reading your promotional email or not. It is from the preview that the reader can identify whether the email you have sent is relevant to his demands and continue reading or not. As a result of this, it is always advisable to include a concise preview at the beginning of your email in order to achieve a maximum effect from your email list.

Test your subject lines in order to come up with the most appropriate

The tips of achieving the most out of your email list can work for others but fail to work for you. It is worth noting that other businesses might find some tips particularly helpful in meeting their promotional objectives while the same tips might not yield the same results for a different business. It is advisable therefore to keep testing your email marketing tips and strategies in order to figure out what tips work best for your business.

It is tempting to use your own intuition to ascertain what marketing tips work best from your business. However, the success of a strategy should not be based entirely on your own intuition. You might like a marketing strategy so much that it seems to work for your business even if it is not. It is for this reason that you should avoid basing the level of success of your marketing strategy on your intuition. Always try to use A/B testing to ascertain the best marketing tip for your business. Through this, you will be able to know a strategy that works best for you even if you do not like it. After getting your most preferable strategies, stick to them and they will go a long way in helping you achieve the most out of your email list.

Make it easy and simple for your contacts to key in their email addresses

Make sure your company website is easily accessible with easily visible opt-in forms that allow users to key in their email addresses as a means of subscription. Once a new visitor visits your website for the first time, it is upon you to ensure that that visit is not in vain. Make sure something worthwhile will come out of that visit for the purpose of meeting your organizational goals. This can be achieved by developing visible and lucrative opt-in forms that persuade users to enter their email addresses. This will enable you to gather as many email addresses as you can thereby giving you an opportunity to send newsletters and promotional materials to a wide range of audience.

While opt-in forms should not be interruptive and annoying for users, they must be placed strategically on the homepage of your website. Some company websites have their opt-in forms appearing as popup windows once users begin to navigate through the pages. However, ensure that the opt-in forms give your customers an option that allows them to continue with website navigation without having to key in their email addresses. Not all clients want to get newsletters from you. If you compel them to enter their email addresses in order to continue with website navigation they will leave your page never to return. Therefore, one must be keen to allow his or her users make an independent decision of whether to subscribe to their newsletters and promotional materials or not. It is only through this that you will get a set of customers who are particularly interested in whatever it is you have to offer in your promotional engagements with them.

Conclusion

In précis, therefore, using your email list for maximum effect requires a number of proven tactics and strategies including beginning with a solid and well composed email database, reaching out to your email list in a unique and different way, trying to keep the message precise and simple, making good use of email automation systems and monitor the purchase cycle of your client list. In addition to the aforementioned strategies, you can also achieve maximum effect from your email list by using past purchases to track your customers in order to predict their future purchases, incorporating a call-to-action in your promotional mail, encouraging your contacts to forward your promotional information to their own contacts and allow your contacts be in control of the information they receive from you. More recently, email marketers have found making use of familiar sender names while sending your mails and including personalized tokens on subject lines to be very effective when it comes to maximizing on the use of email list.

While there are impeccable dos that have been recommended for achieving the most out of your email contact list, there are don'ts that must be taken into close consideration as well when you want to make it in email marketing. For example, never make a fault promise of your email subject lines. This will harm your credibility for good. In addition to that, never disclose the contents of your emails on the email subject lines and never hesitate to throw a few jibes in your promotional emails. It is also advisable to always refrain from using all caps in your subject lines and avoid overusing exclamation mark in your subject lines.