The Path to Email Marketing Success: Best Practices

Get Targeted Traffic

Targeted: Define who you want on your list. This will indicate where to find them and how to attract them.

Traffic: Use content marketing, SEO, ads and social media to bring in the right visitors.

From Visitor to subscriber

Combine 3-4 different opt-in forms. The most effective are: Home page | Under the content | An exit-intent pop up | Content Upgrade

Offer/test high perceived value and tactical lead magnets. Each type resonates with a different type of audience. Use lead magnets as a way to bring in the right subscribers, interested in what you'll be offering. Tactical lead magnets are most effective when offered under the content or as a content upgrade. They should be highly related to the article's content.

From Subscriber to reader

Do not personalize subject lines. Use words like "You", "your" & "How" in it. If your subscribers are U.S. professionals, start by sending the newsletter on Wednesday or Thursday between 10 and 11 (EST). Then, test.

Build your reputation. Focus on delivering value & connecting. That's what will drive opens, clicks & sales.

Deliver Value

• If you share content from your blog, provide extra value. Add an intro, a summary of the post, a teaser or an additional reflection.
• Make subscribers feel VIP’s. Make them feel they are special for being on your list. Remind them of this value.
• Share content or tips you don’t have on your blog, written by you or link to others.
• If you promote heavily, prepare subscribers for it. Offer non-interested subscribers a way out.

Connection

• Open a communication and ask for feedback. Show subscribers you listen.
• Write in a casual voice, similarly as you speak or how you'd write to a good friend.
• Use storytelling to share meaningful stories they can relate to.
• Open up & share meaningful things about you. Be vulnerable.
• Be entertaining and fun, if that’s part of your personality. If it’s not, don’t force it.
• Be transparent with anything relevant to your subscribers. Don’t trick them.
• Be grateful. Thank them for what they do, share or buy.
• Make them feel part of a/your mission, purpose or journey.