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7 Techniques to make your e-mail marketing efforts better

When you send an email to prospects or customers there are 4 objectives you want to realize. You need to be able to deliver the email successfully, you want it to be opened, you need it to be read and lastly you need the end user to take the action you wish.

With these goals to mind , here are some tips when planning your next e-mail marketing program using e-mail systems such as MailChimp, Constant Contact or Adobe [Business Catalyst](#).

Subject Line

The topic line of email is similar to a paper headline or an advert. Its purpose is to attract the attention of the customer inside their mailbox. You can use questions in your subject line, you need to use intrigue or you can use a strong action call such as Sale Ends Tomorrow. It's important that the subject line is relevant to your marketing campaign but ensure your subject is not dull.

Email Address

Consider the e-mail you are sending from. Don't utilize a non branded email address such as one of the free ones you get from Google or Hotmail. Also made sure it is a real email address as folk typically answer to the email and you need to make certain somebody within your company will receive any enquiries or questions your client could have.

Personalise it

It's critical to personalise your email like beginning the content of the email with Dear John. Nothing upsets a client more when you do not know their name. Also, please don't address the e-mail as Dear John Smith as this is a really cold and non personal way to address a person.

Send it from a real person

Close the e-mail like you would in a person e-mail with a real person's name, position, email address and contact information. Again this is a much warmer approach which shows you care about your client.

Links to your internet site

Many sure in the body content of your email campaign that all your photographs and photos link to your site. Also link some significant text areas with links to the applicable part of your website.

Test it out in the key e-mail programs

As people can now access their email from an e-mail client, an internet based browser and their cellphone, it's critical to guarantee your e-mail works across all these different devices.

Use promotional codes

And eventually, if you should chance to sell online, make the usage of voucher codes in your email campaign. This is very engaging in increasing sales and providing a measurable campaign result.

Molly Jamieson writes for Adobe [Business Catalyst](#) partner Platonik. They have examples of online stores built using Adobe [Business Catalyst](#).

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