5 Ways to Reengage Your Customers Through Email Marketing

For many consumers, email is the main way they stay connected to their favorite businesses. Most adults choose email as their favorite marketing communications channel. Over 90% of email users state that they like to receive marketing emails from companies that they do business with according to Marketing Sherpa. No one can deny the power of email but even though consumers embrace email, they can also experience email fatigue when marketers over email to them which results in email disengagement. When your customers become disengaged from your business, there are many steps you can take to increase engagement and retain them as a customer:

Personalize: Personalizing the content in your email message helps increase engagement substantially. Make your email message relevant to your customers' needs and they will be more responsive to your emails. Ask your customers what interests them to help customize the content to their needs.

Discover What Motivates Your Customers to Respond: One of the most important steps in reengaging your customers is determining what engages them most. Do a series of email tests and use your tracking and performance data to evaluate what motivates your customers to engage and what leads them to disengage. Build upon that data to help increase engagement in future campaigns.

Let Your Customers Control the Email Experience: Give your customers the option of when they want to receive your message, how often they will receive it and the content contained in the message. When you let your customers control the email experience, it is less likely that they will become disengaged.

Create Unique Email Offers: Consumers will be more interested in engaging with your email messages if you send them unique content and offers that they won't find anywhere else. Consider using special promotions that you only send through email campaigns. This will entice your customers to engage more with your email.

Identify Inactive Subscribers: There is no point in emailing people who are not engaging with your emails. Identify inactive subscribers and remove them from your email list if they have not engaged with your emails over an extended period of time. Removing inactive subscribers will help you increase subscriber engagement as well as the overall performance of your email campaigns.

Contact eTargetMedia to find out how we can help you target your email campaigns to maximize your campaign results.

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