11 Email Tips that Can Help Increase Conversion Rates

By: eTargetMedia

It's a new year and it is time to get your email marketing strategy on the right track. According to research, there will be 200 billion emails sent every day during the new year. This gives marketers a tremendous opportunity to reach consumers and business professionals through targeted, email marketing communications. With consumers being bombarded by email messages every day, it's critical to ensure that your email messages are being opened, read and acted on.

The following email marketing tips can be used to create email messages that capture your customers' attention so they open the email, engage your customers so they act on the email, and ultimately result in sales for your business. If you need help increasing conversion rates on your emails, contact eTargetMedia, we can help.

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01

Write Captivating Subject Lines that Interest Your Customers

Your subject line is the most important part of your email. The subject line's only job is to get the email recipient to open the email. The subject line has to create interest and motivate the email recipient to open the email and find out more about what's inside. Short and to the point subject lines work best. Having a strong subject line can help increase opens and conversions.

02

Personalize Your Emails

Personalizing your email message can help consumers open your email message and focus more on the content. If your customer or prospect sees that the email is personalized to them, they may engage more with the email. This can help increase conversions as recipients may feel more comfortable doing business with a company that personalizes messages to them.

03

Reinforce Your Subject Line In Your Email

A strong subject line may get your email opened, but that doesn't guarantee a conversion. The email message must engage the customer and build upon the subject line which is what motivated your customer to open the email in the first place. Make sure the email message gives the consumer what they expected from the subject line.

04

Use Multiple Call to Actions

Using multiple call to actions throughout your email can help increase conversion rates because it makes it easy for customers to take the next step whether it be clicking through to your website to learn more, making a sale, or contacting your company. Use both linked text and image buttons throughout the email so it's hard to miss the call to actions.

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05 Establish an Email Marketing Plan with Objectives and Conversion Goals

Create a plan with measurable goals before you even start writing or designing your email message. Think about what you want the message to say and what you want your customers to do after reading the message. Having clear, measurable goals can help you stay on track when designing the email and can help you measure conversions to see the success of your initiatives.

06 Use Creative and A/B Split Testing

Sending out multiple variations of your email message can help you track and measure which email message is performing the best. You can test creative messaging, subject lines, message length, different email lists and calls to action. Track all of the data and use it to constantly improve your conversion rates and email performance.

07 Test Your Emails on Multiple Screens

Before sending out your emails, test it on multiple devices, in different browsers and in different email programs. You need to ensure that everyone that receives your email message is able to view it and that it looks good on their screens. Making sure the email displays perfectly on every screen, browser and device can help increase conversion rates.

08 Proof Read, Use High Quality Images and a Professional Design

Make sure your email messages feature a professional design with high quality images and very clear and to the point copy. Making it easy for consumers to understand what you are trying to sell them, can help improve conversion rates. Consumers want to trust the companies they are purchasing from and are more likely to purchase from a company that has a professional image.

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09 **Feature Special Offers in your Email Messages**

Including a special offer in your email message can help increase conversion rates dramatically. Special offers can include special discounts, promotions, sales, free downloads, free demos, free trials and more. Having a special offer in your email can motivate consumers who were thinking about purchasing from you to make the purchase or a new prospect to try your product or service.

10 **Use an Opt-In Email List and Targeted Segmentation Selects**

Target your messages to the right audience by using segmentation criteria, including demographic, psychographic, and geographic qualifiers. Use the segmentation criteria to make sure your offers are more customized to meet the needs of the email receiver. Using an opt-in email list can also help improve conversions because the recipients have agreed to receive special offers and promotions like yours.

11 **Track and Measure Your Results**

Use a good email tracking program that tracks opens, clicks, sales, conversions, unsubscribes and more. Tracking your campaign can help increase conversions by giving you the data you need to measure your campaign results. Use this data to improve future email campaigns so you can constantly increase conversions.

About eTargetMedia

eTargetMedia has the knowledge and experience to implement a comprehensive email marketing strategy that will produce measurable results in traffic, customer acquisition, and revenues. eTargetMedia's services include online and offline direct marketing, including; Targeted Email Lists, Postal Lists, Email Append and Creative Services.

Our service and commitment to excellence means that not only will you see vast improvements, but you will have the benefit of utilizing our ongoing support and services to further enhance and develop your email marketing presence.

Contact us to see how we can help you plan and manage a successful email campaign:

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