

02

Use Engaging Subject Lines

Entice your customers with an engaging subject line. Your subject line is the driving force behind whether your email recipients open your message or not. You need to create powerful subject lines that will motivate your customers to open the email. If your subject line fails to grab your customer's attention, they may automatically delete the email and even if they open it, they may not give it their full attention.

03

Personalize Your Email Marketing Messages

Include personalized content in your email marketing messages to make the email recipient feel like they are important to your business. This could include adding the person's first name or a special promotion that is unique to them. You can also use customer segmenting to customize content to different consumer clusters. This can go a long way towards building customer brand loyalty.

04

Use Optimized Preheader Text as an Extension of Your Subject Line

Preheader text is the short line of text at the top of your email that follows the subject line when an email is viewed in the inbox. Many email clients display preheader text to summarize the email to the receiver before they open it. Consumers often use the subject line and preheader text to decide whether or not to open your campaign. Keep your preheader text between 40-50 characters and make it compelling.

05

Include a Strong Call to Action

The most successful emails include strong call to actions (CTAs). Make sure your email recipients know what you want them to do. Action verbs such as click here, order now, shop now, call now or sign up will encourage your customers to take the next step. Also, make sure you put your call to action in a prominent place and test different CTAs to see what generates the highest results.

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.

Learn more at www.eTargetMedia.com

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