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## WAYS TO IMPROVE EMAIL RESPONSES

Every marketer faces the challenge of poor performing email campaigns. The good news is you can improve performance with some extra effort.



### HERE ARE SOME NITTY GRITTY TACTICAL ITEMS TO HELP

1

#### CADENCE



Even the best email will fall flat if you are sending too many emails too often to the same people.

2

#### SENT FROM ADDRESS



The "From" name should appear as a person's name so it doesn't feel impersonal and auto-generated.

3

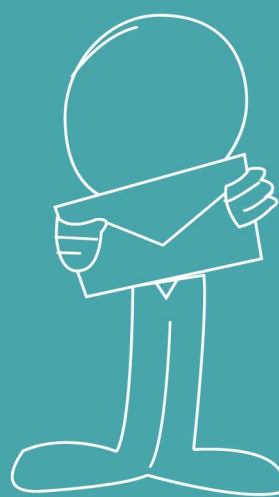
#### SUBJECT LINE



Tell, don't sell. Strong open rates can indicate a trusted sender and compelling subject line.

4

#### HEADERS



Make sure the header is well balanced and supports the overall message.

5

#### COPY



The copy should follow overall campaign messaging guidelines. Make sure it's clear what you're asking recipients to do.

6

#### DESIGN



Simple email designs with a good color balance help drive engagement.

7

#### IMAGES



If using images, make sure they aren't too big and don't overload the email.

8

#### CALL TO ACTION



The CTA should be easy to follow so the user can rapidly and efficiently get to the desired destination.

9

#### TEST



Test the links. After you test them once, test them ten more times and ask other team members to test them.

10

#### LANDING PAGE



Make sure the destination of your email has a consistent landing page that's easy to follow to make that conversion happen.

