EMAIL

Email marketing is one of the best ways to build and nurture relationships with your contacts, both before and after they become a customer. Sending highly targeted emails with helpful and relevant content, will result in more engagement with contacts and more delighted customers.

Before Writing your Email
1. Identify who you want to send it to – import these contacts or create a segmented smart list in HubSpot, it's important to only send to contacts who have opted-in to hearing from you.
2. Identify the goal of the email – What is the purpose of emailing these contacts? Each email should have a clear action you want a recipient to take.
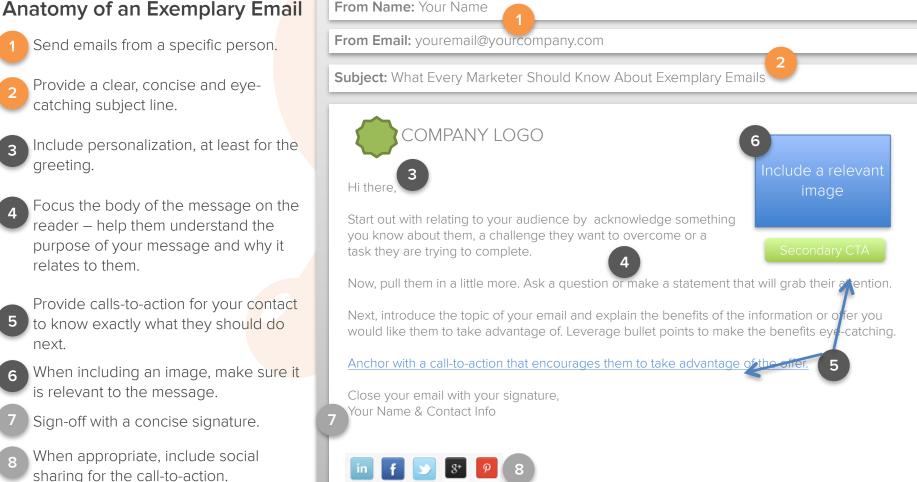
Best Practices for Writing Your Email
1. Send your email from a real person (name@company.com) - avoid using "noreply" and distribution emails (sales@company.com)
2. Write a clear and compelling subject line
3. In the body:
   - Focus your message on the recipient, not just your company.
   - Highlight the benefits and value to the reader
   - Use actionable language- make sure the purpose of the email is clear
   - Anchor your message with a clear call-to-action, this should be the same as the action you want the recipient to take
   - Include personalization tokens for more personable and human-like messages (remember to set defaults in Email Settings)
4. Always send a test email before sending or scheduling

When Analyzing Results
1. **Open rates** vary based on how each email client reports it back to HubSpot. Look for trends in open rates across the emails your company is sending. Remember, an opened email is not necessarily a read email.
   - Improve your open rates by working on your subject line, try out adding personalization, clarity, action-oriented verbs or questions.
2. **Click through rate** will vary by industry, business and even across personas and types of content. Try to find a trend in your own email data, and aim to always get a better click rate. As a frame of reference, less than 3% usually means your emails are missing the mark – 2012 Ultimate List of Email Stats & Email Marketing Benchmarks
   - Add multiple chances for people to meet the goal of the email to increase click through rate.
   - Keep the email body brief and make the purpose clear.

PRO TIPS

Create Email Types to represent the different emails you will be sending. Contacts will see these if they click to update their email preferences in the footer of an email. For each Email Type, include a description, approximate frequency and anything else that will help them understand that category of emails.

Check your Sources report - how many new contacts are you generating from your email efforts

Test out different templates and formats to keep things interesting for your contacts.

An "okay" email will perform better when sent to the right audience than a perfect email send to the wrong audience.

HubSpot automatically creates tracking for links you include in your emails. If you send links to resources through your corporate email or CRM, you can still track the performance using tracking URLs.

Spam complaints, unsubscribe rates and blacklisting negatively impact your sending reputation and ability to reach the inbox. Your sending reputation will follow your domain, regardless of what platform you use to send emails.

HubSpot's Email Deliverability team monitors the performance of all emails sent through HubSpot. This helps you maintain a high quality standard for the lists you send to and the content you send to them.

Anatomy of an Exemplary Email

1. Send emails from a specific person.

2. Provide a clear, concise and eye-catching subject line.

3. Include personalization, at least for the greeting.

4. Focus the body of the message on the reader – help them understand the purpose of your message and why it relates to them.

5. Provide calls-to-action for your contact to know exactly what they should do next.

6. When including an image, make sure it is relevant to the message.

7. Sign-off with a concise signature.

8. When appropriate, include social sharing for the call-to-action.

From Name: Your Name (1)

From Email: youremail@yourcompany.com

Subject: What Every Marketer Should Know About Exemplary Emails (2)

COMPANY LOGO

(6) Include a relevant image

Hi there, (3)

Start out with relating to your audience by acknowledge something you know about them, a challenge they want to overcome or a task they are trying to complete.

Secondary CTA

Now, pull them in a little more. Ask a question or make a statement that will grab their attention. (4)

Next, introduce the topic of your email and explain the benefits of the information or offer you would like them to take advantage of. Leverage bullet points to make the benefits eye-catching.

Anchor with a call-to-action that encourages them to take advantage of the offer. (5)

Close your email with your signature, Your Name & Contact Info (7)

(8)