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.

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.