

10 Email Marketing Hacks

Email marketing is still considered one of the most common forms of online marketing. If your email marketing campaign is failing, it's probably because you're not managing it correctly. Below are 10 tricks on how to get your email marketing campaign running successfully.

1. Review your emails on multiple platforms
2. Don't be afraid to resend
3. Short subject lines increase open rates
4. Don't make subject lines too detailed
5. Think in terms of integrated sales and marketing
6. Forward and reply in subject lines are okay
7. Enlist a proofreader
8. Take advantage of content delivery emails
9. Draft your subject lines
10. A/B test subject lines