

MARPOST.  
MARKETING CLOUD

# 52

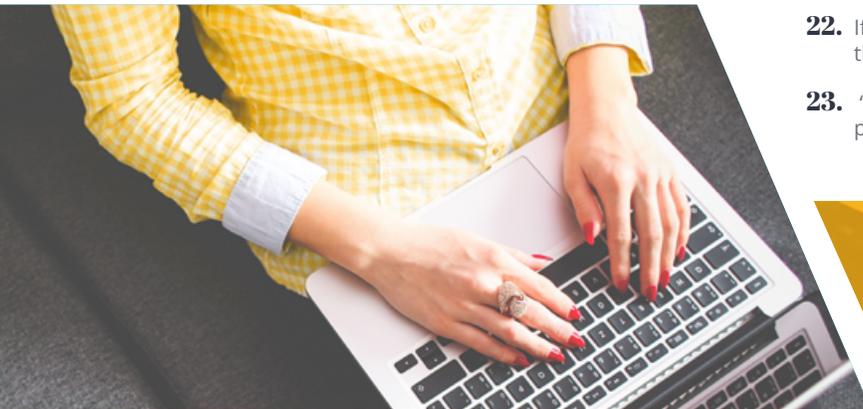
TIPS

to improve your email marketing



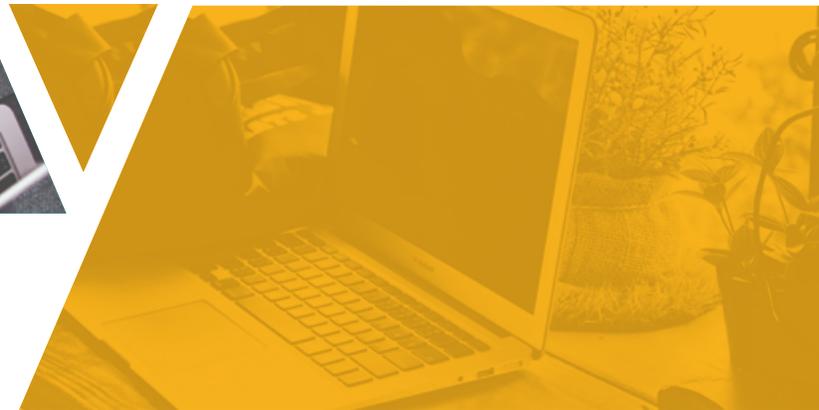
# 52 Tips to Improve Your Email Marketing

- 1.** The voice you use in your content should reflect your unique business. Trying to sound like someone else means your subscribers never get to know the real you.
- 2.** If you're looking to maximize your open rates, an eye-catching subject line and preview text are the key to attracting clicks.
- 3.** You can never count on whether email images will display on your subscribers' browsers, which is why you should be sure to have good alt text.
- 4.** Keep your description of promotional offers brief, and save the details for later in the email so you don't overwhelm your subscribers with information upfront.
- 5.** Make CTAs clear. People should know what to click and why.
- 6.** Your company's branding doesn't end where your email marketing begins. For consistent customer experiences, every email you send out should match both your company's visual and verbal branding.



- 7.** When your design is clean and simple, your content can shine through.
- 8.** Keep it short. Your emails need to cater to people's naturally short attention spans.
- 9.** When you're putting your emails together, write to specific buyer personas. Curated content always produces more engaging customer experiences.
- 10.** Cross-promotion of other brands your customers might like is a good way to show of how well you know your subscriber base.
- 11.** If you're looking to add something extra to your emails, you can't go wrong with GIFs.
- 12.** Sometimes branded emails need a boost, luckily emojis are an easy way to humanize your message.
- 13.** When it comes to composing emails, you have to be sure to balance your image to text ratio. Too many images and you'll encounter spam issues; too much text and you'll lose your customers' interest.

- 14.** Calling for customer responses in your emails is a great way to increase engagement.
- 15.** CTAs need not be boring. Mixing things up by A/B testing creative copy keeps things fresh.
- 16.** Personalize emails whenever you can. The aim is get your campaigns as close to one-to-one communications possible.
- 17.** Create clear sections in your emails for maximum readability.
- 18.** If your CTAs are lacking clicks, they may be lacking a sense of urgency. When people feel they might miss out on something, they're more engaged.
- 19.** Be clear and communicative, using emails to let customers know when changes in the messages and service they receive may be coming.
- 20.** Animations make your emails more eye-catching and can keep your customers' attention longer than static images.
- 21.** You can use content to gently nudge customers to do what you want, but being pushy will cost you.
- 22.** If you need to ask for something from your subscribers, soften the blow with clever, creative content.
- 23.** "Behind-the-scenes" emails are a good way to show off your product, while remaining educational and informative.



- 24.** Static text emails are only one way to communicate with customers. Experiment with different styles to keep subscribers interested in your emails.
- 25.** Give recipients a chance to state their preferences, helping you build segments and helping them get only the emails they want.
- 26.** Being promotional without being pushy is a fine balance to walk, but well-written content can mean the difference between a successful and an unsuccessful attempt at winning a sale or winning a customer back.
- 27.** Interactive experiences make your emails feel less intrusive and more inclusive.

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28. Sometimes, simplicity is key, with pared down emails asking only for what you really want.
29. Even if your emails are automated, personalization can help forge closer connections with your customers.
30. Sometimes you'll need to remind subscribers how you met and who you are. Use this as an opportunity to reassert your brand.
31. Making subscribers feel more like part of a community and less like part of a mailing list is key to keeping them engaged.
32. Incorporate other connection points you have with your customers, like social media, tradeshows, or events, within your emails.
33. Clean, simple design always wins over complicated designs that don't render well in various environments.
34. People want to hear stories. If you can turn your message into a story, your subscribers are far more likely to engage with what you're saying.
35. Being straightforward can spur people into action, but use it sparingly. You don't want all your emails to be demands.
36. Showing the human face behind the emails helps your brand stand out in a sea of anonymous promotional emails.
37. Make sure your design is responsive, so your emails look their best, no matter what browser or screen your customers are using to view them.
38. Using a render preview tool is the best way to get a look into how your subscriber see you (and your emails) on different devices, email clients, and browsers.
39. Understanding which mobile operating systems block images and don't support HTML and adapting accordingly means your email marketing reaches your mobile audience.
40. There's no easier way to humanize your campaigns than by using your real name in your from address.
41. Be upfront and honest with your subscribers, always letting people know what to expect from you and your emails.
42. Make your subscribers feel like they're part of an exclusive community, by offering subscriber-specific promotions as a reward for letting you into their inboxes.
43. Using numbers in your subject lines attracts more opens and attention.
44. It's easy to get stuck in an email marketing comfort zone, but experimenting and A/B testing can help you break old habits.
45. Make your emails an interactive experience for subscribers by asking questions and encouraging forwarding.
46. Insert multiple links within your emails to give subscribers options on both where and what to click.
47. Be human. Your content should read as if you're having a conversation with your subscribers.
48. Exercise empathy in your email marketing, by showing your subscribers that you understand their challenges.
49. Using the word "FREE" might seem like an easy way to attract attention, but it's actually an easy way to be seen as spam.
50. Make sure your subject line reflects the content in the actual email. Misleading subject lines, however catchy, will only annoy subscribers.
51. There's no need to keep your emails completely anonymous. Signing them as a real person or team of people helps humanize your brand.
52. When in doubt, simple design and clever copy are the basis of all good email marketing.

**For more best practices and practical advice to improve your email marketing, visit our Resources page.**

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Maropost is a B2C cloud-based revenue optimization suite that gives companies the ability to increase cross-channel customer engagement to maximize revenue. Through integrated marketing and sales automation, Maropost provides essential tools, strategic guidance, and support needed to create more personalized customer experiences through a 360-degree business view—from marketing automation, to CRM, commerce, and customer support. Headquartered in Toronto, Canada, Maropost is trusted by brands like New York Post, DigitalMarketer, SHOP.com, and Mercedes-Benz.

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