

The Ultimate Cheat Sheet for  
**SUCCESSFUL**  
**MARKETING**  
**EMAILS**



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# Introduction to Email Marketing

Technology has completely changed the way we communicate, be it professional or personal, and email marketing is just another benefactor of technology. Since its invention in 1971 by Ray Tomlinson, email marketing has caused a great disruption in the marketing industry, changing the way companies reach out to their potential clients.

It is a type of digital marketing strategy run by organizations by exchanging emails with their clients. Not only to promote their brand, but also to grow as a business by generating leads, building long-term relationships with their clients, and successfully selling products and services.

Email marketing is a marketing procedure that is segmented into several parts to cover an organization's entire business communication. Starting from newsletters, the cycle of email marketing revolves around sending special offer messages, instructional information, transactional information, as well as automated emails.

Though the goal of email marketing is to build and foster a business relationship with your clients, the first step towards the success of email marketing is raising the email open rate.

## Evolution of Email Marketing

Email marketing was first used for mass messaging in 1978 by Gary Thuerk for the promotion of his business, DEC Machines and ended up with sales worth 13 million dollars. Witnessing the effectiveness of email marketing campaigns, several organizations incorporated email marketing into their system for higher ROI.

Unfortunately, this created chaos by flooding the inbox of customers with unnecessary emails. Since then, there have been multiple changes in email privacy law and tools used to ensure a secure business conversation.

The Data Protection Act was implemented in email marketing in 1998 that offered receivers with an option to opt-out of unsolicited emails. Moreover, to validate emails, Sender Policy Framework was introduced in 2004 to verify the sender's IP address and reduce spam emails based on ISP reports.

Gradually, with the growth in the use of smartphones, email formatting also needed some modification to fit in the display of smartphones. With the rising speed in industry competition and the number of clients, organizations now prefer to use automated email marketing tools for a better reach at a lesser time.

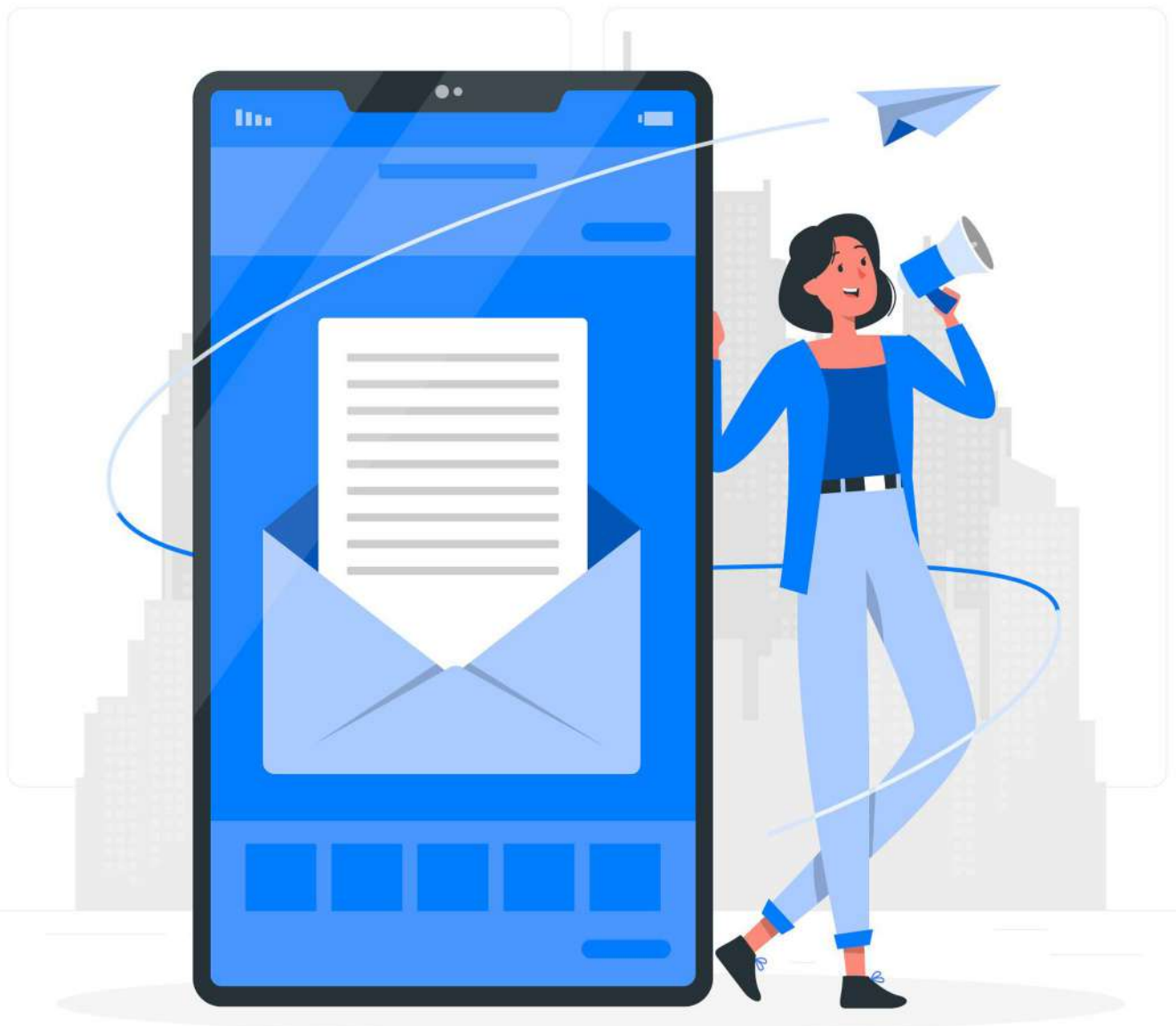
## Why is Email Marketing Important?

Email marketing stands as one of the important tools of your marketing kit, because it helps get on board target-specific customers and focuses only on your business goal. It is an action-oriented platform that promptly triggers interested customers to take an action, such as reply or forward.

Also, email marketing enables you to re-engage with lost clients by offering you a platform for more detailed discussion that helps understand your client's demands. Thus email marketing has proved to generate the highest conversion rates as compared to other communication platforms. Moreover, being the oldest and the most authentic online communication platform, email is used by a huge section of the population and has a global reach.

# Benefits of Email Marketing

- **Enables creation of personalized messages:** As email marketing gives you an option to segregate your clients, you can easily curate customized messages with a unique personal touch. This makes your content more appealing, automatically increasing customer interest and building long-term relationships with them.
- **One of the least expensive marketing tools:** Email marketing helps you reach out to a mass of target audience at a negligible cost. Thus, even small organizations can afford to integrate email marketing campaigns into their promotional system and achieve remarkable success in business.
- **Faster communication platform:** Email marketing is the only solution to send business messages to a bunch of potential customers in real-time. The introduction of this unique mode of marketing platform has helped several organizations to achieve a growth rate at an unexpectedly lesser time, just with the click of a button. Moreover, you can schedule your messages for timely delivery.
- **Offers an accurate customer data:** Email marketing helps you track and analyze all important metrics of your marketing campaign such as open rate, click-through rate, conversion rate, time spent on your site, and links opened. If utilized wisely, email marketing can turn out a treasure trove of information that will highlight the success and failure factors in your business. Accordingly, you can modify your future campaigns for more effective marketing.



# Common Email Marketing Mistakes

- **Making your content too promotional:** To build a professional relationship that lasts long, one needs to feed it constantly with respect and trust. Thus, to gain your consumer's trust and respect, you must understand that messages that merely focus on pushing your sales is one of the biggest mistakes. It is important to understand your customer's point of view to generate replies that solve customer queries and offer information useful for them. It is your duty to understand their problem and not the other way around. To maintain your business goal, you need to learn the subtle art of dropping business deals in between your email content, in a way that it does not demean the interest of the receiver.
- **Not optimizing your content for smartphones:** The era of sitting and working from a desk is past now. Our busy schedule forces us to complete half of our job on the go. Since email is the most important platform to stay up to date on the business and industry, most users need to keep checking for newer emails. Thanks to the invention of smartphones, the task has gotten easier. One can check their inbox anytime from anywhere and that's what most of your target customers do. Thus, failing to optimize your email content for smartphones can be a huge setback.
- **Ignoring the importance of customer segmentation:** A well-targeted message can generate higher conversions as compared to a general mass message. Not all your potential customers are looking for the same thing. It is important to analyze customer behaviour data and segment your target market based on different interests. This helps you curate more tailored messages for more personalized conversations.
- **Forgetting to add call-to-action:** The aim of your email marketing campaign is to make your readers take action towards your service. Thus, a final solution to avail the service is important for faster customer engagement. You need to provide them with a link button that will take them directly to the page from where they can avail your service so that your potential customers don't get deviated in the process of finding your service page.
- **Poor subject line:** The open-rate of your email depends on the content of your subject line. Emails with boring subject lines or with no relation to the inner content generally get neglected. Try creating a catchy subject line that will invoke your target market to open the message. Also, try to keep it short since only half of the subject line gets displayed in smartphones.
- **Emails sent at wrong hours:** It depends on your target market when they would ideally prefer to open your company email. While B2B emails generally get opened in the first half of the day, B2C emails work better if sent at the second half of the day. To better understand the best time to send an email, try experimenting by sending emails at different times and analyzing the best time to increase your email's open rate. This will help you to strategize your future endeavors to increase the efficiency of email marketing.
- **Not generating opt-in:** Pushing your message into the inbox of any individual without their consent can do more harm to your organization than you can even imagine. Receivers who have no interest in your service will keep neglecting your emails which will eventually get marked as spam. Or if they get irritated with your emails, they will mark your domain as spam. This can lead to a negative ISP report for your business. Thus it is important to be sure about your email list and create an opt-in link for the interested candidates, which will confirm their interest in receiving your emails. Similarly, you can add an unsubscribe link at the end.

## Cheat Sheet for Flawless Email Marketing

Now that you are aware of what to avoid while strategizing your email marketing plan, let's discuss the hacks to generate a perfect email marketing campaign. The business strategy of every organization varies and so do their email marketing campaign designs. But there are certain basic and simple cheat codes for the success of marketing emails which have been proven capable of improving your email marketing success rate.

- **Add a personal touch:** Addressing your customers by their name and emphasizing on how important they are for your business can instantly attract the reader's attention. Also, don't forget to wish them on their special days if there was any mention of it in the subscription form. The emotional bonding created by adding such small personal touches to your email content can do wonders to your business by generating long-term relationships.
- **Re-engaging with inactive customers:** Several studies have proved that re-engaging is much easier as compared to attracting a new customer. Since you are already aware of the customer behaviour of your previous customers who have now become inactive, it will be easier for you to formulate an email marketing strategy based on data analytics. You can suggest to them about your business's new products and services based on their previous browsing history. Also, as a token of gratitude for the inactive customer's previous engagement with your business, you can offer them deals on the next investment.
- **Let the sender be a real human being:** Potential customers can easily neglect automated emails from your company domain since most of the time, emails sent directly from an organization can be mistaken for spam. The effort made in sending an email from an existing team member's email address pays off as the reader gives the message more importance, creating a higher open rate.
- **Add sharing buttons and links:** Word of mouth is still a thing, just that the concept got a little digitized over the years. Readers prefer sharing the links to pages with their peers who keep similar interest. This is a great blessing of digital transformation since being able to access direct links offer more information as compared to traditional word of mouth. Thus, be smart and insert sharing options for the link to your service page so that it can be shared easily and take your promotional campaign a tier higher through your email marketing campaign.
- **Never stop growing your email list:** It has been proven that organizations lose a huge section of their email subscribers every year either due to change in interest or because of change in address. It is important to keep building your email list, not only to make up for lost subscriptions, but also for higher market retention.



## Observation of a Perfect Email Marketing

Even after such technological advancement in email marketing, some organizations still can't leverage the complete benefit of email marketing. That's primarily because they are not yet aware of implementing effective email marketing strategy into their plan.

Email marketing is the most powerful lever for lead generation amongst all inbound marketing tools that offer the right purpose and direction to your campaign and enable you to measure the success rate. Thus, if you wish to witness your business soar high, strategize a perfect email marketing campaign and don't forget the cheat sheet guides for successful marketing emails.

**Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.**

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[www.marrinadecisions.com](http://www.marrinadecisions.com) | (408) 502-6765 | [experts@marrinadecisions.com](mailto:experts@marrinadecisions.com)