

A LITTLE EMAIL INSPIRATION

Fabrik's guide to the facts
and myths of email marketing



At Fabrik, we know that branding matters.

Of course, there's more to a brand than just a logo, a colour scheme, and a few images.

Your brand is the soul of your company. It dictates how you're perceived by the people in your industry, and can often determine whether you're going to be a blazing success, or a failure.



Email marketing is just as important today as it's ever been when it comes to building your verbal identity, or messaging strategy. By the end of 2017, the average number of email accounts is predicted to rise to 4.9 billion. That means half of the world has email.

So, what does this mean for your company? Simple.

72% of customers prefer contacting brands through email, and we spend 17% more of our time in our inbox today than we ever have before. With an email campaign, your conversions have a 77% chance of growing, and email is responsible for 7% of all eCommerce acquisitions.

The numbers don't lie. Email is a big deal.

With that in mind, the experts here at Fabrik are going to give you our guide to everything you need to know about email marketing. From the myths, to the experiments, and even a little bit of inspiration too.

Let's get started!

The myths of email marketing

Don't believe everything you read on the internet. There are plenty of great statistics and articles out there that have something to say about email marketing – but they're not all reliable.

Just like any other form of marketing strategy, the world of email is brimming with assumptions and myths that could lead your entire company into disarray. Don't fall down the rabbit hole and lose sight of your goals.

Here, we're going to address some of the biggest myths that you need to be aware of when it comes to email marketing – and the facts that you need to know too.



You should hold tight to every recipient

It's hard to let go in marketing, but any un-engaged recipient in your marketing list should be removed through an established "farewell" process. Remember that the average email list loses around 25% of its contacts each year, and refreshing your information can help to stop you from wasting time, and budget.



Millennials hate email

There's a rumour going around that the youngest generation are opposed to email for some reason. A lot of marketers believe that they can only get through to the youth of today with push notifications, or MMS. However, millennials, just like other generations, still like getting emails. The generation gap is all in your mind!



Unsubscribes are a nightmare

Though you might not want to lose any of your email recipients, unsubscribes don't mean the end of the world, or the end of your business. The best way to grow as a company is to reach out to customers who genuinely want to hear from you. Someone who unsubscribes wasn't going to become a customer, which means that you can refine your list, and prevent yourself from ending up in the spam folder.

MYTH**Blacklists are for spammers**

Ending up on a blacklist is one of the last things you want for your company – but it doesn't automatically define you as a spammer. Customers can place you on a blacklist for any reason – including sending unwanted emails. The best way to avoid the plague of the blacklist, is to use “confirmed opt-ins” to ensure that your subscribers really want to hear from you.

MYTH**More emails mean more profits**

Email marketing is a fantastic strategy for a lot of businesses – but you can have too much of a good thing. Though email does drive revenue, if you're constantly badgering your audience with updates, they're going to get sick of hearing from you. It's important to test your strategy and find the perfect balance between too little, and too much.

MYTH**Use tons of imagery**

Visuals are great – we use them all the time at Fabrik. However, they need to be used with care. Though some will make your email more visually appealing, others will have an impact on deliverability, and make it harder for customers to read your message.

MYTH**Ride the GIF train**

People love memes, GIFs, and any other manner of interesting visual these days. However, that doesn't mean that you should fill your email strategy full of moving pictures. GIFs can be a great way to make your email more interesting, but it's important to make sure that they render properly on every device, if you want to have the right impression.

MYTH**Make subject lines all about cash**

It's true that people love saving money – but that isn't all your subscribers care about. Including a discount in your subject line can be helpful, but you don't need to do it all the time. After all, variety is the spice of life. Additionally, too many discounts can set a standard for your company that implies you need to bribe people into purchases.

MYTH**Send your emails on Tuesdays**

Knowing when to send the right message to your target audience is crucial. However, it's important to remember that there's no specific day when your open rates are going to magically skyrocket and give you the results you've been searching for. Ultimately, every list is different, and you'll need to test to find out which days work best for you.

MYTH



There's a perfect time to send emails

We mentioned in the previous myth that there's no specific day in which you can send an email and expect an instant boost in open-rates. The same applies to the times that you send your content. While it's important to test a few different strategies, and see what works, you'll find that the best schedule for your emails will be based on numerous factors. For instance, an audience made up of mostly moms might check their email after picking the kids up from school.

MYTH



Never repeat emails

If you spend hours writing the perfect marketing email for your campaign, you don't just have to send it once and forget about. One of the easiest ways to get more mileage out of your emails, is to change the subject line and send it again. This might give you a chance to get through to people who weren't compelled to open the email first time around.

MYTH



If at first, they don't engage...

Just keep sending

Though you don't have to discard an email after you've used it once, that doesn't mean that you should just keep repeating the same send over and over. The more you do this, the more likely you are to be marked as spam. If you do want to re-send a message, make sure to change the subject line to avoid sullyng your reputation.



MYTH



Emoji's are crucial

Emoji's can definitely make your email campaign seem more fun. However, their impact in terms of open rates and success will depend on the brand you're trying to create, and the customers you want to appeal to. Simply put, for a younger audience, the occasional emoji is fine. For audience of executive business people – maybe not.

MYTH**The shorter, the better**

A lot of people consider email to be a short-form marketing medium. However, as with most things in marketing, the success rate of your email will depend on more than how many words it has. Like anything else, the length of your page depends on your prospects and visitors. Ask yourself what your prospects care about, and how much they're willing to read about in your email.

MYTH**People hate long subject lines**

There's something weird about the relationship between marketers and length. Although a shorter email subject line is easier to read, and less likely to be cut off, the truth is that short isn't always better. Though most subject lines are between 41-50 characters, the highest open rates are often for subject lines that contain 61-70 characters.

MYTH**Mobile responsive isn't important...**

This is so wrong it's painful. More than half of your recipients for any email campaign are going to be browsing through their inbox on their smartphone or tablet. Desktop computers are so last year. In other words, if you want your messages to be read, then they need to be just as beautiful and engaging on a five-inch screen, as a 24-incher.

MYTH**Open rate is everything**

If nobody is opening your emails, then there's no point sending them. Makes sense. That's why 90% of marketers use open-rate as a fundamental metric for measuring the success of their campaign. The problem is that open rates aren't "everything". They're just the first piece of a puzzle. People can open your emails and still not engage with them. If you want to know if your email was successful, you need to check conversions, and leads too.

MYTH**Fewer emails keep customers happy**

Annoying your customers with constant emails is a problem. However, not sending enough emails is an issue too. Unfortunately, in the complicated world of digital marketing, you're always going to be walking a tight-rope to keep your customers happy. No matter how frequently you're sending messages, make sure that you keep it consistent, fresh, and engaging.

MYTH**As soon as you have an email address, you can send unlimited messages**

Someone handing over their email address isn't a sign that they want you to plague their inbox with countless messages every day. Instead, you need to make sure that the amount of emails you send, and the type of content you provide, are relevant and useful to each audience member.

MYTH**Fill your email with links**

Links are great in email. They give your customers direction, so that they know where to go next. However, make sure that you don't pack your emails full of too many choices. If you're providing a list of different resources, products, and blogs for them to check out, then they're going to get overwhelmed. Instead, offer one or two links that your customer can't help but follow.

MYTH**Personalisation doesn't matter**

Today, personalisation is more important than it's ever been. Customers differentiate brands not by the products they offer, but by the experiences that they can give. By using personalised content, you create an instant connection with your audience, which leads to a better experience. This means segmenting your emails too, to offer relevant, purposeful, and engaging content to every reader.

MYTH**Pre-headers mean nothing**

The pre-header in an email is the content that appears after your subject line in your customer's inbox. If you use it properly, you can give your customers a quick insight into what they should expect from your email, and entice them to read further.

MYTH**People always open emails with the word "free" in the subject line**

We all love getting something for nothing, right? A lot of marketers assume that if they seduce their audience with the word "free", they'll get more opens and conversions. However, the truth is that this doesn't always work. If customers don't care about your brand, they won't care about what you're giving away either. Don't expect to bribe your way to success.

MYTH**Spam words should always be avoided**

The fact is that some words, like "SPAM", or even "FREE", can make it harder for you to reach the inbox of your intended customers. However, that doesn't mean that they don't have value. Try to reduce your use of spammy words, but don't remove them from your vocabulary.

MYTH**Automation is too expensive**

Automation is something that a lot of email marketers are considering these days. After all, being able to send emails instantly to consumers at certain points in the buyer cycle is a great boon to busy businesses. However, it's not as expensive as you might think. Modern tools have made automation funnels easier to create than ever.

MYTH

Your email address should include your company name

Sometimes, it's best to make sure that all your correspondence with consumers comes from a company-branded email address. It does look professional, but it's not always the right choice. It's worth testing a few variations of your address to see what improves your engagement metrics.

MYTH

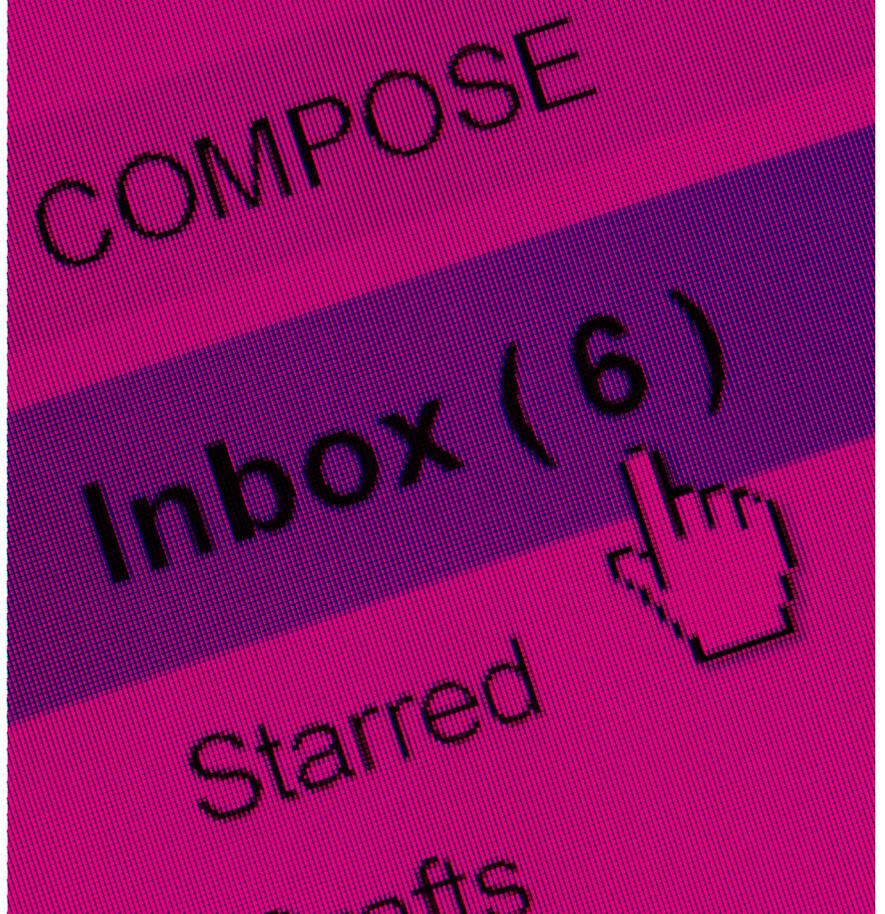
If it's good enough in the test, it's good enough to send

Have you ever sent a marketing email to yourself, before showing it to your list, to check that everything looks "above board"? Many marketers do this, but it's important to remember that this only gives you an insight into your email through a single device or browser. Using a service like Litmus could help to make sure that your emails render properly on all devices.

MYTH

Seed testing is crucial

Seed testing is great for most email campaigns, but it's not an essential. If you're sending a specifically targeted email to a certain group that you've interacted with hundreds of times before, seed testing might not be necessary.

**MYTH**

Any list will do

Sending emails to just anyone might seem like a good way to expand your brand reach, but it's not going to have a positive result for your business. In fact, using a bought list is one of the best ways to damage your reputation, and end up getting blacklisted. To improve your deliverability (and protect your brand), make sure you only send to people who want to hear from you.

MYTH



Buying email lists is easiest

Although buying a contact list is undoubtedly an easy way to get hold of names for your contact roster, that doesn't mean it's a good idea. If you're sending emails to contacts who aren't interested in your products or services, then you're not going to get any conversions. Don't waste your budget on recipients who aren't interested.

MYTH



Companies must have a 100% delivery rate

In an ideal world, this would be true. However, getting your messages out to every recipient without flaw is pretty difficult. Don't worry about a 100% delivery rate. Instead, focus your efforts on getting the right messages out, to the right people, at the right time.

MYTH



Delivery rate and inbox rate are the same

Importantly, the fact that an email was "delivered" doesn't mean it's gone straight to your customer's inbox. Instead, it means that the email was accepted by the inbox provider. This is great, because it means you weren't blocked, but it also could mean that you ended up in the spam folder. Don't count your chickens before they've hatched.

MYTH



A new IP will fix my rates

Simply changing out your IP address isn't going to instantly fix everything that's wrong with your email campaign. Contrastingly, because it has no reputation, your new IP address is more likely to be sent to the spam folder than your old one. Instead, re-evaluate your methods, and make sure that you're creating messages people want to open.

MYTH



No testing is required for a dedicated IP

Remember that new IP addresses haven't got any prior relationship with your inbox provider or email. In other words, you need to get your IP warmed up, by slowly boosting the amount of emails you're sending out, until your inbox providers know that your content is valuable and trustworthy.

MYTH



All emails come from the same place

If your plan is to send out a lot of emails, like thousands per month, you're going to need to do some segmentation, not just with your recipients, but your email accounts too. You'll need different IP addresses for marketing and transactional accounts, as this will help you to build a better reputation.

MYTH



HTML emails are best

While branded, HTML emails definitely look pretty, that doesn't mean that all of your emails need to be coded. Most experts advise including plain-text versions of your message in your email if you're going to be using HTML. The last thing you want is to miss out on a customer because something doesn't render as it should.

MYTH



People adore image emails!

There's a lot of appeal to sending an image that's designed as a single graphic. It looks good, and the message is generally more appealing to your target customer. However, this is a tactic that can be used by low-reputation companies, and it may get you sent to the spam folder. Including both text, and imagery, is the best way to go.

MYTH



Always use link shorteners

Including a big, unwieldy URL in your email doesn't look great. However, it's important to be careful when using link shorteners too. Sometimes, these tactics are used by malicious people online to hide phishing links, so people might feel wary clicking on your URL. Try to send the full link, so that your customers can see exactly where they're going.

MYTH



Email only works for certain industries

There are some industries where it's clear to see the benefits of using a regular email strategy. For instance, eCommerce and travel, where daily deals and updates can be sent to customers, are clear winners for the email world. However, that doesn't mean other companies can't benefit from using email to communicate and connect with their audience. Email helps your customers to know they can trust you, and to learn more about your brand – no matter the industry.

MYTH

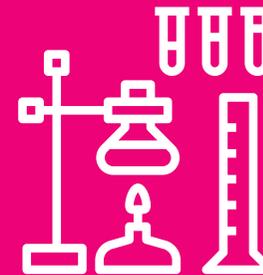


Email is dead

Finally, no matter what you've been told, email is still alive and kicking. The truth is that email is the second most valuable solution for customer acquisition behind search. What's more, the customers that you get from email have a lifetime value that's 12% higher than average. That means you not only get more customers, but you get better customers too.

Email experiments:

How to change your email strategy



As your business grows and changes, your marketing strategy will need to evolve alongside it. Nothing stays the same forever.

Just like a brand refresh, something small, like a tweak, or a change to your branded email solution, could end up having a huge impact on your overall success rate. But, where do you get started with those changes?

The best way to decide what your next course of action should be, is to do a little testing. If you want your email strategy to be the best it can be, then you need to constantly experiment with whatever you're doing, and pay attention to the different results you get. The more you learn about what your customers like, and dislike, the more you can tailor your email marketing to meet their needs.

Here are a few helpful tips on what you can change to make a big impact on your email campaign.

Experiment 1: CTA colours

Colour is more important than you could imagine when it comes to influencing buyer decisions. Something as simple as changing the colour of your button from red to orange could help you to convert more leads, and earn more sales.

Experiment 2: CTA wording

Sometimes, the wrong words can really rub your customers the wrong way. For instance, saying "Submit", instead of "Enter", can be enough to lose you a sale. Try different terms to see what appeals most to your customers.

Experiment 3: CTA placement

Your CTA doesn't have to go right at the end of your message – although that's a common place for it. Customers can react just as well (or even better), to a CTA that's placed in the top or middle of your message.

Experiment 4: Segments

All customers are different, so you need to communicate with them differently. Make sure that you create targeted campaigns that are based on different customer segments in your marketplace. This will help you to personalise the experience you give your audience.

Experiment 5: Email content

You can use content to your advantage by experimenting with different short and long-form requests throughout your message. Ideally, you want people to come back to your website from your email, but how you lure them there is up to you.

Experiment 6: Capital letters

Using a lot of CAPITAL LETTERS, in your subject line can help to spike interest in your audience. However, if you do it all the time, you're going to look unprofessional. Try using it for one-off campaigns, but don't get carried away.

Experiment 7: "From" addresses

Who a message is coming from can play a huge part in whether your recipient responds well to your message or not. Experiment with sending messages from your business, your department, or even an individual.

Experiment 8: Responses

If you're constantly sending out "Do not reply" messages, try shaking things up by making communication a two-way street. Let your customers come back to you, and see what happens.

Experiment 9: Using customer names

Sometimes, using your customer's name in an email is a great way to personalise their experience. However, you don't have to call them out in every email subject line.

Experiment 10: Emphasize something different

All of your emails don't have to be based around the latest product or service that you're offering. Too much sales and not enough fun makes your brand pretty boring. Instead, offer different types of value, from sales and promotions, to interesting content.

Experiment 11: Different imagery

Not all images are going to have the perfect impact on your target audience. Make sure that you test different images, videos, infographics, and even GIFs to see what leads to the best engagement.

Experiment 12: HTML5?

Not all email clients or browsers are compatible with HTML5 yet. However, that doesn't mean you should ignore it. If you can figure out who's using HTML5 on your platform, then you should be able to make your messages more valuable.

Experiment 13: Use interactive elements

Remember, your emails don't have to be all words (although you should have something to say). Ask your contacts to engage with your messages more directly to make sure they're having fun with your interactions!

Experiment 14: Get more personal

Using a first name is great, but it's not the only way to personalise your mail. You can segment your audience into different sections, so that they receive content based on specific demographics, such as their job titles, their most recent purchases, or their favourite things.

Experiment 15: Use different copy for different personas

When you start to learn more about your customers, you'll begin creating personas that help you to inform your marketing efforts. The chances are that you'll have a few different personas that you're trying to appeal to, so make sure that you don't try to communicate with different people using the same voice. Adapt to your audience.

Experiment 16: Segment by engagement

There are plenty of ways to segment your audience, one good solution is to adapt your copy depending on whether you're speaking to people who regularly engage, or people who are less likely to engage. With the high-engagers, you can show your appreciation, while with the low-engagers, you try to alleviate the concerns that might be stopping them from interacting with your brand.

Experiment 17: Test your value

The best way to get the attention of an audience with any email marketing campaign, is to appeal to their interests. Think about which differentiator you're drawing the most attention to in your copy, and consider adjusting if your current strategy isn't working.

Experiment 18: Try emoji's

Emoji's have had quite the impact on the marketing world lately. If you want to take advantage of the trend, there's nothing wrong with that, but keep your brand image in mind. Ask yourself if a smiley face really goes with your current positioning.

Experiment 19: Try emotions

No matter the type of copy, people connect better with content that makes them feel something. Try to add an emotional element to your emails. For instance, you could introduce some humour, elicit fear through urgency, or use video and imagery to evoke joy.

Experiment 20: Tweak a template

There's nothing lazy about using email templates. We all do it. However, if you've been using the same format for a while, and it's not having a huge impact, you could try changing it up, presenting your content a little differently. You might find that your customers appreciate the change.

Experiment 21: Change the format

A long scrolling page might have worked well for you back in the days of desktop browsing. However, now that customers are becoming more "mobile", it might make sense to switch out the format to something a little simpler. Try adjusting your format to make reading easier for your recipients.

Experiment 22: Subject line length

As with anything else in marketing, subject length should always be tried and tested to see what works best for your audience. Although sometimes shorter subject lines have the best impact, in other instances, a longer message can be equally compelling.

Experiment 23: Test frequency

How often do you talk to your leads? If you're sending them messages every day, and you're finding you're getting a lot of "unsubscribe" notifications, then it might be time to slow down. Try sending something once a week instead. Alternatively, if you're not sending messages often enough, you might want to try building up your frequency.

Experiment 24: Time

The right time to send an email depends on your target audience. Often, you'll do a little market research, and then decide on a time that seems right for your demographic. Just remember that the time isn't set in stone, you can change it up if it seems like it's not working.

Experiment 25: Extra links

Sometimes, it makes sense to focus your entire email around a singular call to action, and one link. After all, too many links and your customers can be struck by a decision fatigue that causes them to throw their computer out of the window. However, there's always the chance that an extra link here or there could help to give your customers more options for engagement.

Experiment 26: Font

The type of font you use says a lot for your brand image. Sans serif fonts are often more professional, modern and business like, whereas serif fonts are more friendly and relatable. Make sure that the font you choose is right for your company, and consider using different types of font to highlight specific portions of your message.

Experiment 27: Size

Speaking of font, make sure that your customers don't need to squint at their phone screens to read whatever you have to say. Play around with different sizes, both in font and images, to make sure that you create something that's easy to read.

Experiment 28: HTML or plain text?

A plain email is quick, simple, and easy to read – but it doesn't offer much to the reader from a visual perspective. Alternatively, a HTML message can be a lot more appealing, but it also has a greater chance of rendering poorly. Your best bet is to try a little of both, and see what your contacts prefer.

Experiment 29: Image to text ratio

Images are a great way to draw attention in your email, but it can be difficult to determine how much is "too much". The best bet is to start simple, and work your way up. Try not to clutter your content with too many visuals, but don't leave your customers to stare at a wall of text either.

Experiment 30: Promotions

Discounts, offers, deals, oh my! A great promotion is a good way to convince your customers to open your emails, but you shouldn't just use them without any prior planning. Keep track of which discounts have the best open rates. For instance, giving someone 11% off might actually encourage more interest than 15%.

Experiment 31: Tone of voice

You need to be careful when changing your tone of voice in an email marketing campaign. Too much of a change could make it seem as though someone else has gotten hold of your account. The idea is to create a tone that resonates with your brand image, but also reaches out to your audience. Perhaps be a little more playful from time to time, show your informal side.

Experiment 32: Pre-header info

The pre-header text is the small amount of email someone can see underneath the subject line when they check out your contact on their phone. Use it to whet their appetite for whatever your main course is. Try asking a question, or encourage interest with a witty remark. Heck, you can even break the ice with a joke!

Experiment 33: Social sharing solutions

People love being social these days. Instagram, Twitter, and Facebook, has made sharing more appealing than ever. A great way to take advantage of this community spirit, is to give your customers a chance to share your news, deals, or offers through social widgets in your emails. Just make sure that they work properly, and you test the size of the icons too!



Inspiration:

Hints for improving your next campaign

By this stage, you should know almost everything there is to know about email marketing – almost.

The most important thing to remember about email, is that like all marketing strategies, it revolves around a constant process of testing, and updating your methods.

No business stays stagnant. We all change, and whether your company is

refreshing, rebranding, or simply evolving with the times, it's important to make sure that your email evolves with you.

Of course, a great email program isn't just about testing everything, sometimes you're going to need a little inspiration to get your innovation moving again. Below, we'll cover a few inspiration tactics to help you make some cool changes to your existing strategy.

#1 Short, sweet, hard to beat

While the length of your emails is something that you'll decide based on months of testing, it's often easier to keep things brief. After all, it's much easier to read through a short message on a smartphone, that scroll through pages of content.

#2 Try thumbnails

Getting a video to work as it's supposed to in an email campaign is tough. A better option might be to include a small image or thumbnail of your chosen video, that can link to the actual content.

#3 Hero images are saviours

Consider using hero images throughout your content, rather than just at the very top of the message. This can give your email a better flow, and keep people engaged all the way through to your sign off.

#4 Keep segmenting

Segmentation is a crucial aspect of any email strategy. Remember that splitting your audience into sections doesn't just mean focusing on demographics and geographical location. It's also worth thinking about things like past purchases, social media habits, job role, and more.

#5 Get real

Try sending your email from a real person, rather than the "no-reply" address. Around 64% of people open an email based on who they think it's coming from. By convincing your customers that your messages are coming from real people, you increase the chances that they'll want to hear from you.

#6 Be more dynamic

These days, we love anything that we can play with. Rather than just asking your subscribers to read your emails, why not give them the chance to experience it, with engaging, interactive solutions?

#7 Go live

People are far more engaged by things that are happening in real time. If you've found that social widgets work well for your target audience, then you can always up the ante by including a live Twitter feed in the mix too.

#8 Make a connection

Dynamic content like name tags, and changing content based on what your customer has interacted with on your website in the past, can help customers feel as though you're talking directly to them, rather than a huge crowd of people. This personal touch could be a great way to earn more enquiries and sales.

#9 Change your designs

If you've been using the same design on your emails for years now, it might be time to update. Check out what's happening in your industry and consider making a few changes.

#10 Use new colours

The right colours can actually encourage your customers to act when words don't. Try sticking to colours that are bright and happy for a younger audience, or consider sophisticated blues and greys when you're trying to show professionalism.

#11 Ask for help

Customers like to have an impact on their favourite brands. Ask them what they'd like to see in your emails with polls and surveys, or request some feedback on a form that they can return to a specific email address. This is one of the easiest ways to refine your marketing.

#12 Stay trendy

Make sure that your emails reflect the current trends. If there's something huge in your industry news, then draw attention to it with your next bulletin. On the other hand, remember to pay attention to holidays like Easter and Christmas too.

#13 Use a calendar

If you want to make sure that you're not left searching for inspiration at the last second, create a calendar for emails that keeps you on track.

#14 Watch your competitors

Make sure that you don't fall behind other people in your marketplace. If changes occur in your industry, then you need to be on the ball and ready to take advantage.

#15 Shine a spotlight

Customers love seeing that their favourite brands are made up of real people. Give them a personal touch by asking one of your staff members to take over for a day, and run their own email announcement.

#16 Offer a "pause" button

Sometimes, people aren't done with your emails – they just want a break. If you offer them the chance to "pause" emails for a month, instead of unsubscribing completely, they might come back with a bigger appreciation for your brand.

#17 Learn

Email marketing is a great way to get your hands on lots of juicy metrics and important data. Don't let the information that you get go to waste. Learn from your mistakes, and the things that have been successful for you in the past.

#18 Use abandonment emails

We've all placed something in our cart at one time or another, then forgotten all about it. That doesn't mean that your customer doesn't want to buy from you. Abandonment emails can remind your customers of the value of your company, and even tempt them to come back for more.

#19 Use Welcome emails

Today's customers expect welcome emails. Use yours to demonstrate the value that you're going to give your reader now that they've signed up to hear from you. A good tip is to include some valuable content, and at least one promotional deal.

#20 Take responsibility

If you make a mistake with your strategy, and something goes wrong – acknowledge it. People love companies that show their human side, so a little humility can go a long way.

#21 Try before you buy

You know what they say about assumptions... If you think something's going to work for your email campaign, it doesn't take much effort to try it out before you commit. Test every change you're going to make – no matter how small.

#22 Teamwork works best

If you're struggling for inspiration by yourself, bring your team together and get their input. A brand works better as a whole entity, than it does as a single person. Getting other people involved can mean that you see ideas you've never considered before.

#23 Keep the ones you love

If you write some really good emails, then create a folder and save them to it. This will give you an instant source of inspiration that you can use in the future when you're feeling lost.

#24 Reward loyalty

Show your customers that you appreciate their commitment to your brand with loyalty schemes. Rather than simply testing your new campaigns on high-engagers, you can offer them special promotions and thank-you's for their continued relationship with your brand.

#25 Make sure everything is seamless

Make sure that your customers don't get sick of the sight of you. That means that you should co-ordinate your email updates so that they don't come at the same time as your video updates on YouTube, and other notifications.

#26 Be consistent

Your brand identity should remain consistent in everything you do. That means that your landing pages, website, and tone of voice, should all be reflected in your email correspondence. Your customers should know they're talking to you.

#27 Try something new

Remember that email doesn't have to be just about promotions and marketing messages. You can also use it to draw attention to your latest achievements, or shine the spotlight on some really good content.

#28 Get triggered

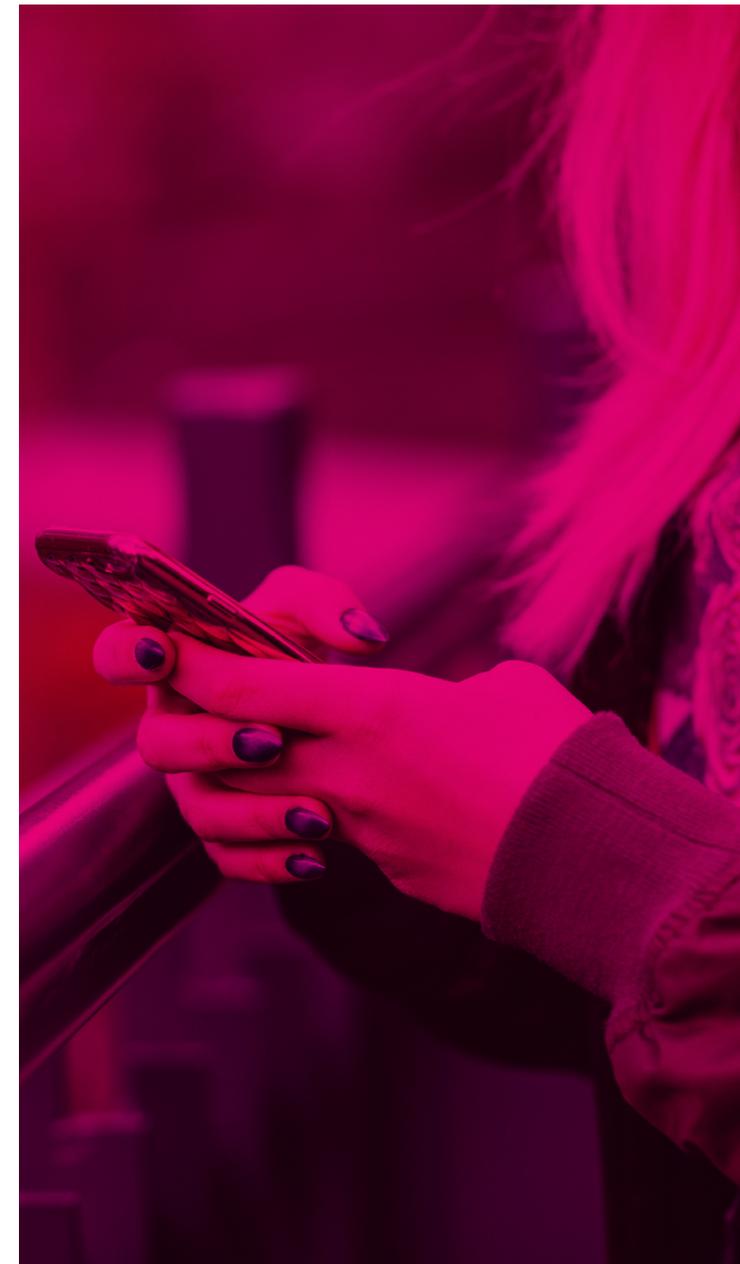
Try using data strategies to trigger specific email campaigns. For instance, if someone visits the same page a number of times, or makes repeat purchases with your business.

#29 Give them another chance

If you're not getting much engagement from certain recipients, you don't have to give up on them straight away. It could be worth running a campaign for re-engagement to deliver interest back to your website.

#30 Follow the rules

Finally, if you think your emails are getting blocked or black-listed, make sure that you check out the rules and regulations of different inbox providers. It's important to play by the rules – even if you're a rebel.



Takeaways



Email marketing is just as valuable today as it's ever been. If you know how to do it right, you can build up a list of clients that love your brand, and keep your profits rolling in.



There are dozens of myths out there about email marketing - from the idea that millennials despise email, to the concept that open-rate is everything. The first step in maximising your campaign, is getting past those myths, and learning the facts!



As with most things in marketing, the best way to find a strategy that works for you, is to test your assumptions. Don't just believe everything you read online. Try different things and find out what works for your audience.



Experiment with your email strategy! Email, like other areas in digital marketing, is constantly evolving. If you want to stay ahead of the curve, then you need to be ready to adapt, and evolve.



Don't be afraid to check out what your competition are doing. That doesn't mean that you should just copy their ideas, but it's a good idea to refresh your inspiration banks every once in a while, when you're building up your email marketing strategy.



Remember, though preferences regarding email marketing will change with the times, keeping track of the best practices in your industry, and using the checklist above, should keep you on the right track.

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