

Email Marketing Software Design A Quality Email

Author:
Resale Rights

Created On: 07 Oct 2009 08:36 PM

If you're ready to implement your email marketing campaign, and you've already selected some quality email marketing software, you should take time to analyze what factors make for a quality email in an email campaign. Below you will find some great tips for designing a quality email that were derived from various experts in the field of online marketing.

Target your emails to the right recipients

Most failed email marketing campaigns didn't work because the sender treated every email recipient the same. The person who loved blue wallpaper got the blanket email featuring the green wallpaper. While the people who like green wallpaper were happy, the rest of the email recipients were alienated. Don't make the same mistake. Gather as much data as you can, from geographic location to customer buying habits. Study that data and divide your list accordingly. If you have a group of people who love one type of service you offer and another group that couldn't care less, strategize accordingly.

Â

Personalize your emails

Call your customers by name in emails if you can. Send your emails from the same from address every time. The more personal you can get, the easier it is to build trust. You'll also have a better chance of your emails being opened and read.

Â

Keep your layout simple

Don't overload your layout with flashy graphics, huge fonts and other in-your-face items. Keep your layout clean and simple. Your layout should look professional and easy to navigate. A overly busy layout will turn your recipients off and send your email campaign or newsletter right into the trash file.

Â

Don't overload on copy

It's tempting to use three paragraphs to describe a product you really love and think your customers should love as well. But don't do it. Use small paragraphs and economy of language to cater to the short time frame your customers have to go through all their emails. If you have something you want to expand upon, link to the rest of the story via a landing page on your site.

Â

Include a call to action

What's the purpose sending an email touting products if you don't ask your customers to do something beyond look? Your call to action can do many things: ask customers to click on a link, ask customers to fill out a survey, ask customers to make a purchase. Whatever call to action you choose, just make sure you actually have one in the emails you send.

Â

Create a compelling subject line

Your subject line will make or break whether customers open your email or delete it. Do your due diligence. Come up with an honest, compelling subject line meant to grab the attention of your customers. Avoid hot-button words and phrases like "make money!" and "earn cash!". Go for subject lines that pique the recipient's curiosity, but tells the truth at the same time.

Keeping these things in mind as you create your campaign won't guarantee your success, but they'll dramatically improve your chances to generate sales and improve your ROI.