



18 essential practices of highly efficient email marketers

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1. Visualize a proper plan

Take some time to jot down your ideas and chart a clear-cut plan. Organize your thoughts in the form of a flowchart or an outline so they're easy to understand. You can always come back to your plan to help you make decisions on how to proceed.

2. Maintain mailing list hygiene

To keep your mailing lists healthy, make sure to remove unresponsive email addresses. Smart email marketers achieve this by reaching out to the least-engaged people to know if they're interested in further interaction.

3. Segment your mailing lists

Segmentation gives you well-organized mailing lists and helps you target your subscribers better. By segmenting your mailing list, you can bring exclusivity and distinction to your email campaigns.

4. Personalize your email campaigns

You're not a robot, so don't sound like one. Instead of "Guest," or "Customer," make sure you refer to your subscribers by name. A good email campaign should have personal mentions in the subject line, greeting, and sometimes even in the middle of the content.

5. Produce crisp and relevant content

Creating content may seem simple; getting your subscribers to read it is a different story altogether. Attract your readers with short, snappy content that includes videos and images. Additionally, make sure your campaign targets the correct recipients.

6. Create catchy subject lines

Don't let your emails get lumped into the unread pile of the inbox. Go the extra mile to make your email stand out, with striking and compelling subject lines, and suitable pre-header text. Watch in awe as your open rates catapult.

7. Test and optimize emails

A/B test your subject lines, sender addresses, and email content with a small section of your audience. Understanding what works well with your subscribers will help you create the best-performing campaign.

8. Use responsive templates.

Make sure your email templates are mobile-friendly. People today view emails directly on their mobile phones, so it's important for you to have mobile-responsive templates with succinct content.

9. Automate follow-ups

Successful email marketers don't make their audience wait to hear from them. So send follow-up messages to your recipients at every opportunity.

10. Monitor campaign reports.

Thorough observation is the key to continuous improvement. Before creating a new campaign, study the performance of your previous campaigns to get a better understanding of what works for you, and gradually improve your overall reach.

11. Connect only after consent.

Only send campaigns to those who have given permission to receive your emails. Using a double opt-in process will help you stay in touch with interested subscribers, making your email marketing attempts both successful and smart.

12. Engage without spam.

Nothing is worse than having unsolicited and irrelevant emails pile up in your inbox. Don't spam your subscribers, send emails only when it benefits the reader.

13. Study your recipients' behavior.

Your campaigning efforts shouldn't stop when you hit the "Send" button. After your campaign is sent, be sure to observe your recipients' activities. From tracking links to action-based scoring, do everything you can to understand them completely.

14. Make use of every opportunity.

Aim to increase your subscriber base. Webinars and promotional events are an excellent means to step up your conversations with interested leads and drive your brand. Continue to draw in more subscribers with sign-up forms on your website and blogs.

15. Promote on social media.

Go social—it's the best way to share your campaigns and gain a wider reach. Effective email marketers increase their social media traffic with a comprehensive content strategy and an ability to elevate their marketing approaches.

16. Convert leads to customers.

Nurture your leads today so they make great customers tomorrow. The journey from leads to customers is simple when your campaigns include calls-to-action, links, and other informative resources.

17. Sync details from CRM.

When you sync with CRM, you don't have to worry about missing lead information and qualification statuses. Keep all of your leads' details at your fingertips, and incorporate them into your campaigns. Doing this will uplift your sales and close deals faster.

18. Experiment different approaches.

Explore new ideas and leave no stone unturned. Offers, discounts, grand sales, product-related events—venture into something new and keep your subscribers engaged. These activities can help you gather new leads in due course.

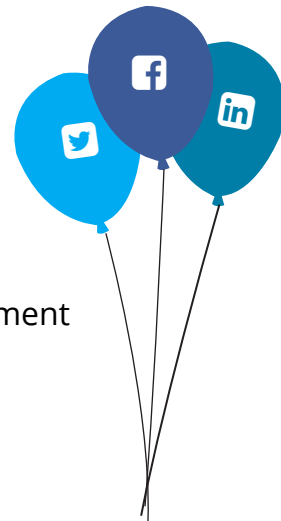
Contact us:

Zoho Corporation
4141 Hacienda Drive
Pleasanton,
California 94588, USA

+1 (888) 900 9646 (USA)

+44 (20) 35647890 (UK)

Support@zohocampaigns.com



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