

Email Marketing best practices



INTRODUCTION

Every business wants to target the right audience, communicate with them in a more personalized way, and drive sales. Email marketing is the easiest way to achieve all of the above for it is non-intrusive, highly targeted, and completely measurable. Here's a list of best practices that we have compiled to help you make the most out of your email marketing efforts.

PLAN

Create a model for your promotions.

Promotions can be hit or miss; it all depends on the way you plan and execute them. Prepare a checklist of important activities and stick to your schedule so that you set your promotions up for success.

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Capture more subscribers with forms.

More subscribers = more visibility and more sales. When it comes to scoring more subscribers, sign-up forms go a long way. Create an exclusive design for your promotion form, and add it to your website to increase your subscriber base.

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Grow and maintain a healthy list.

Having a clean, recent, and permission-based mailing list will help you channelize your promotional efforts. Segment your list based on select criteria like location, age, industry, etc., so you can promote to the right people.

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DESIGN

Captivate your customers with stunning email.

Designing emails can be fun, especially when you personalize it for your recipients. Get creative with every newsletter you send and make your audience want to receive more from you.

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Create copy that speaks for itself.

As cliché as it may sound, no one can deny that content is king. Draw your recipients in with quality email copy, and support your words with **visuals** and videos to capture your audience.

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Automate follow-ups and save time.

From sales emails to thank you messages, send a **series of follow-ups** to your customers based on their responses. Once you get the messages in the right order and set the time interval, let automation take care of the rest.

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OPTIMIZE

Test email versions for better conversions.

It is very important to know how your audience responds to your emails. A/B test your emails with a test audience and see how your emails impact a larger group.

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Get the first impression right with subject lines.

A good subject line is all it takes to get a recipient open your email. Maintain a direct, clear, and persuasive tone in your subject, hook your readers with catchy pre-header text, and watch those email opens pile up.

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DELIVER

Share your promotions on social media.

Make your campaigns more visible by sharing them on various social media platforms. Create a Facebook promotion tab, Twitter sales card, or LinkedIn campaign based on where your target audience is.

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Pay attention to your audience's suggestions.

Start a conversation with your customers right from your campaigns. **Collect instant feedback and suggestions.** Also, send survey requests to your customers and ask about their shopping experiences so you can make your future promotions even better.

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