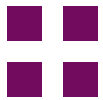


Email marketing hacks **for marketers**





Email marketing hacks for marketer

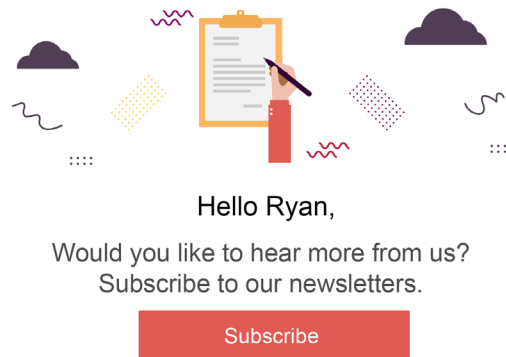
Every marketer's goal would be a constant improvement in their marketing strategies and performance. Now that email marketing has become so powerful, successful marketing strategy is not just about sending a good deal or offer via email. As the recipients' exposure to better marketing grows, what was a "hack" yesterday has become "fundamental" today. An ideal email marketing strategy is to focus on offering value to the contacts, creating an impact and bringing in more conversions.

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Permission from contacts

Getting prior permission from your contacts before sending them your emails is always effective. Double opt-in is one such method for getting permission. Contacts who double opt-in to receive your newsletters are passionate and responsive to your emails which in turn would boost up your emails' open and click-through rates.



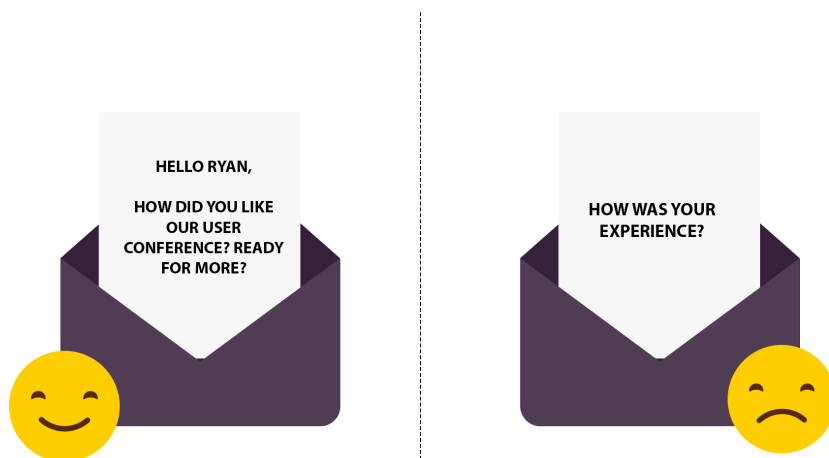
Welcome emails

Welcome emails tend to be opened by the recipients more than other types of messages, which makes them the best method to create first impression to your contacts. Your contacts will be pleased when you instantly delight them with offers and discounts on sign ups, contacts are more likely to become your customers. Quick conversions!



Personalized emails

Personalized email campaigns have proved to make conversions easier, improve the nurturing of leads, and make the email more likely to be opened and clicked. Use a personalized sender address for your emails. Recipients would prefer a humane interaction from the internet over a conventional email communication, and you can easily get a grasp of that preference by using personalized content in your emails.



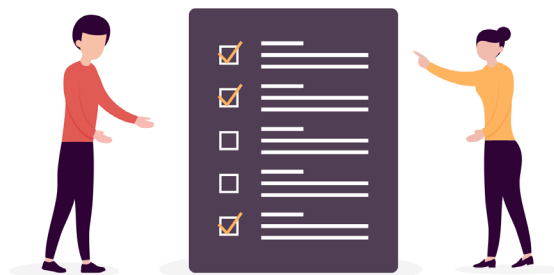
Preview your email on multiple platforms before sending

Preview your email in an email testing platform that shows users how their message will appear on several different email clients, in both HTML and text and on mobile. Having your emails responsive across all the email clients and devices is a great way to increase your conversion rates. One of the widely used email testing platforms is Litmus.



Contacts' digest preference

Nobody likes receiving content that is irrelevant to them. Ask your contacts about their preferences of newsletter topics and send only the relevant emails. It is always important to know what to sell to whom.



Cross promoting social media

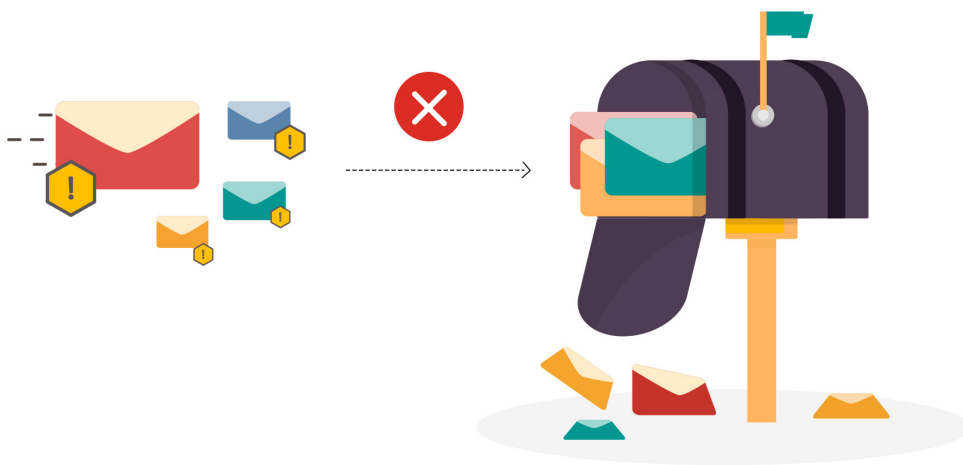
Email and social media are two of the most robust forms of communication today. Cross-promotional marketing between the two is a key hack for growth in the current marketing era. Have the links to all your social media profiles and your website at the footer of all the emails that you send.

Cross Promotional Marketing



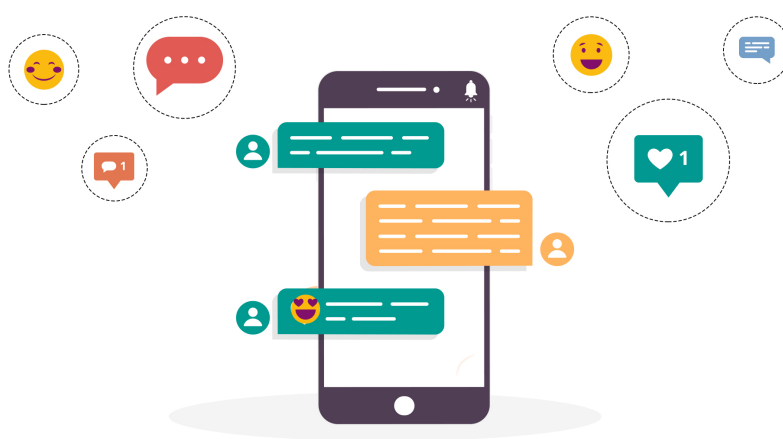
Avoid spamming your contacts' inboxes

Keep a limit on the number of emails that you send to your contacts. Set an ideal frequency limit for your emails and stick to it. You don't want to go any farther than one email a day on an average. At the same time, you do not want to have too much time between your emails. Sending the right emails at the right time is a key factor to excel. Set weekly and monthly limits on the number of emails that you send.



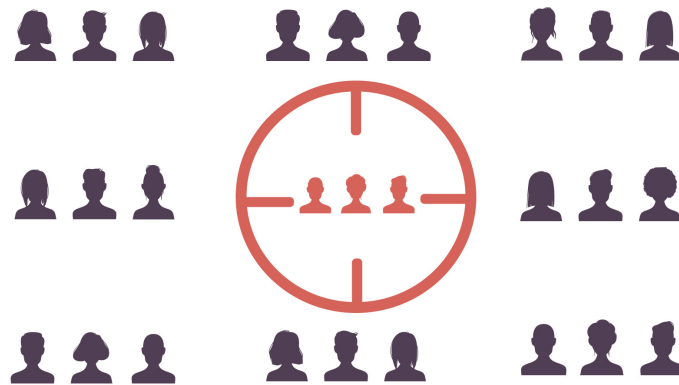
Conversations with contacts

Remember there is always a room for feedbacks and suggestions even if your emails are doing great among your recipients. View your contacts' replies to your emails and get a good insight into how they feel about your emails. You might know what you can improve in your emails when you engage in conversations with your contacts.



Niche marketing

Niche marketing is the business of promoting and selling a product or service to a unique segment of a market. This strategy focuses on a specialized demography of potential customers who would benefit the most from your offerings. Spotting the right niche with low competition and good profit potential is a crucial step for initial brand recognition. Basically, with niche marketing, you start with small fishes in a large pond and eventually aim for the big ones.



Holiday marketing

Holidays are the most competitive time of the year. The feeling of joy and festivity incites the buying mood of your contacts. It is essential for you to cut through the noise and stand out as a brand. Build up anticipation among your contacts. Make your campaign finite. For instance, showing the number of days, minutes, and seconds left before the end of a sale can persuade customers to buy. Nobody would like to miss a holiday-only sale.



Conclusion

Analyze your current strategy and create a prioritized action plan to improve your efforts. Remember, your marketing attention is getting more divided by the day. List areas with high, medium, and low priority after the analysis and start implementing them. Keeping the immense potential of email marketing in mind, you owe it to your business to endow your emails and campaigns with every possible means and hit the bull's eye.



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