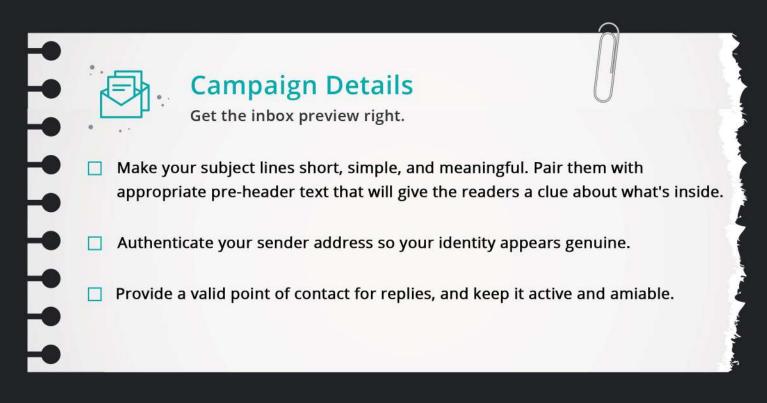
# MAXIMIZE CONVERSIONS

## MINIMIZE UNSUBSCRIBES

The checklist that highlights how to avoid a shrinking mailing list





### **Capstone Content**

Create and deliver the best message.

- Don't just send, engage. Make your email relevant so your recipients get the apt answer fo "What's in it for me?"
- Never guess, and keep your intentions clear. Make sure you use a conspicuous call-to-action that entices readers to click.
- □ The average individual's attention span is approximately 8 seconds—your content should be brief but compelling to capture the reader.





#### Optimize your engagement approach.

- Excite your audience with emails that invoke the scarcity heuristic—limited editions, time-bound offers, and special giveaways will encourage your audience to buy.
- Send promotional campaigns about enticing, exciting events like product shows, big sales and contests with incentives.
- ☐ Give and take. Provide a curated list of educational deliverables and turn more subscribers into long-term, loyal customers.



### **Email Deliverability**

Take your email straight to the recipients.

- Only engage people when they have given their consent to receive your emails. Use double opt-in process to get subscribers genuinely interested in your business.
- Keep a check on the frequency of your emails. Don't overwhelm your recipients with messages and turn yourself into a spammer.
- Stick to the ethics and laws of email marketing—CAN-SPAM Act, CASL, Spam Act, an privacy and electronic communications regulations.



Email marketing software that drives sales

The Zoho Campaigns support team has been really excellent and there is a great "can do" ethos in the team.

- Paul Madgin, Founder | 2020 Webvision



