

EMAIL MARKETING TIPS FOR HIGHER OPEN RATES



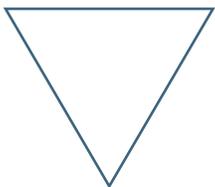
The “you’ve got mail” days are not behind us. In fact, [statistics](#) on salesforce.com show email continues to be one of the most successful tactics for driving sales.

Here are some email marketing tips to help you get higher open rates and more engagement with your email contact list:



Subject Lines ARE Important

Did you know 33% of recipients open email based on the subject line alone? Luckily there are tried and true practices you can adopt for your next email. Keeping it short and sweet for instance; no more than 10 words. Use a person’s name and briefly describe what’s inside. Do not write your subject line like you would an advertisement.



Images to Content

The average adult attention span for email is eight seconds. This means your content will not be read word-for-word. The best approach, according to [Campaign Monitor](#) (an email marketing platform), is to structure emails using the “Inverted Pyramid Method.” A large photo at the top, headline underneath, brief copy that follows, then end with a call-to-action button as well as contact information in the footer.



Segment Your List

By personalizing the content within an email, you are making the reader's experience much more enjoyable. Segments you can include are: people who support the cause, have previously attended, have never attended, etc.

Ex. "<Name>, we know you <haven't been> to an event like this before, however, we thought we'd extend an invitation for you and your friends to join us because we understand how important <cancer care> means to you."



Test and Test Again

The best way to improve your email open rate is to conduct an A/B test — two versions of the same email, only slightly different. You can test subject lines, delivery time, content, colours, images, sender name, etc. Most email marketing platforms will allow you to test a percentage of your list for a set period of time. The version with the highest open rate or clicks (depending on your settings) will be sent the remainder of the email list.

TIP: There are many cost-efficient email marketing platforms. Reputable ones include: MailChimp, Campaign Monitor and Constant Contact.



Get Started

It's time — here's your step-by-step guide:

1. Establish an email schedule with what you would like to accomplish in each email.
2. Build your email list by gathering emails from your contacts, conduct a promotional incentive that collects emails from the public and/or provide a button on your website or social media where people can join your mailing list.
3. Decide the look and feel. Be consistent (email marketing platforms help with this).
4. Create the content, upload the list and send it!

