

8 TIPS for Effective EMAIL Marketing



MGIC

1. Know your Call to Action (CTA)

What do you want readers to do? Attend a webinar or an event? Download a PDF? Make it easy to complete the CTA by placing it near the top of your email — use a button for a better response.



Jinny from HappyBusiness

Do you like puppies, babies or complimentary food?

2. Craft your subject line well

Try keeping your subject line to no more than **65 characters** with the most important point at the beginning. Anything longer is likely to be cut off.

3. Don't rely on images

Most e-mail programs are set by default not to display images. So your customer won't see a large image at the top. Focus on creating clear, effective content and subject lines.



5 Things You Need Today.

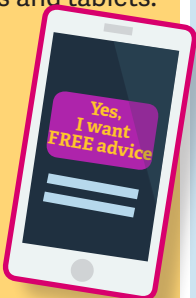
Sleep, food, air, water, shelter. We can help you get them all in fun and easy ways. Get our newsletter now.

4. Be brief

Keep your message to **4 or 5 short sentences**, especially for new or prospective customers. For long-standing customers with whom you have a strong relationship, more detail is okay.

5. Remember your mobile audience

66% of all email in the US is read on phones and tablets.¹ Keep your message brief and the CTA at the top to make your email easy to read without a lot of scrolling.



¹MovableInk, Jan. 28, 2015

6. Send on an optimal day and time

Tuesday, Thursday and Wednesday are good days to send.² Monday morning and Friday afternoon emails have a lower chance of being read. Avoid sending around a major holiday.

²CoSchedule, March 23, 2016



7. Measure your success

How many customers opened your email? Clicked the CTA? These are the email's open rate and click rate, respectively. Find out how well your email performed. If poorly, consider adjusting your strategy.



8. Keep your contact database up-to-date

Even the most finely crafted email won't do any good if your customer never receives it. Make sure email addresses are current.



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