

7 Email Marketing Tips For Marketers

Marketers should always use email marketing to stay connected with their target audience. Regardless of the different strategies open to marketers today, you'll find email marketing to be integral to your marketing campaign. This is still the leading channel for getting the best ROI.

But email marketing is not a silver bullet. If your [email marketing efforts aren't effective](#) this is because you aren't doing the right things. You can't just do anything and expect it to work. You have to think about your strategy and use customer behaviors to turn it around.



This is how to do it.

Stop Treating Your Customers Like Nameless Faces

What a lot of marketers fail to grasp is that customers

don't want to be seen as a nameless face. They want to be acknowledged as unique human beings. This is relatively easy to do because all you have to do is indulge in some personalization.

Rather than sending out the same emails to everyone, use the feedback you're getting to segment your email list. That way you can make sure customers feel like you're reading their minds.

Change The Sales Funnel Based On The Customer's Journey

The customer journey is becoming more important within the field of marketing. Mapping out the customer journey is about charting the various touch points you'll come up against. The way customers behave will tell you what content they are looking for.

Combine this with demographical information to customize the sales funnel based on the type of customer you have.

Optimize And Retest

You should always be optimizing and retesting your various email campaigns. [A/B testing campaigns](#) are easily run from your mailing list provider. You can harvest detailed stats and begin to refine your future campaigns.

Effective testing will help you to make sure your strategies remain as potent as they were before. It will stop you from allowing the email marketing world to leave you behind.

Give Your Customers Space

It's true that your customers do want to hear from you. The fact you have a regular email marketing campaign is one of the [magic elements boosting your ROI](#). But there's such a thing as overkill. Once you come off a great campaign it's tempting to run the same campaign again in an attempt to get the same results. The chances are you're going to get

diminishing returns.

Customers don't want to be bombarded by promotional emails every day. Give them a break and don't make them feel like you're harassing them.

Define a schedule, based on the feedback you're getting from customers, and stick to that schedule. If you promise your customers they'll only receive a weekly email don't send them more than one email per week. Your welcome email can also come with a form to help customers decide how often they want to be contacted.

Don't Rely On Automation

Email automation is an [essential ingredient of every great email campaign](#). But this doesn't mean you should rely on it. You should be using it to eliminate the tedious processes that come with crafting an email marketing campaign. It shouldn't be replacing you in general.

Solve The 'Opt Out' Problem With A Break

Did you know that [54% of the average person's inbox](#) is taken up by promotional emails?

It's no surprise to see people opting out of mailing lists faster than ever before. They're becoming more discerning because they're tired of so many low-quality mailing lists. Marketers that have this same problem can alleviate it through implementing a break.

Opting down is a better option than giving people the chance to stay or go. For example, you can add a form that allows people to reduce how often they receive your emails. You can still retain your customers without bothering them. It's the best compromise.

Get Ready For Mobile

What companies are learning, often the hard way, is some people access the Internet exclusively through mobile devices. All your emails should be optimized for mobile. No matter the device someone reads your email on it should automatically adjust itself to fit their screen.

Luckily, optimizing for mobile is easier than ever before. The majority of emailing list providers automatically provide you with optimized mailing campaigns.

Conclusion

Your customers do want to stay in contact with you. Marketers have to be able to do it in a way that provides them with something of value, though. Through following adopting these [big corporate practices](#) you can increase your subscribe rates and keep people subscribed for the long haul.

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