THE DO'S & DON'TS OF EMAIL MARKETING

DO

CREATE AN ENGAGING SUBJECT LINE

47% of people open an email based on the subject line.*

SUBJECT: PROMOTE YOUR BRAND

GOOD NEWS!

47%

DO

MAKE IT PERSONAL

Personalized emails have a greater chance of being opened.
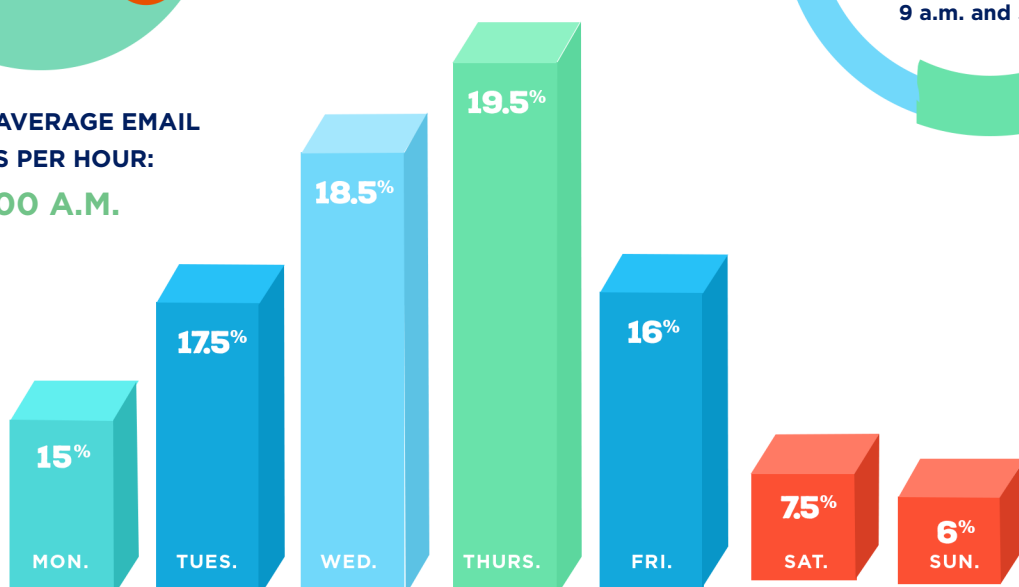

DON'T

MAKE EMAILS TOO GENERIC

Standing out is important. Add details, images and language to help set you apart from competitors.

SEND AT AN OPTIMAL TIME

DO

11

HIGHEST AVERAGE EMAIL OPENS PER HOUR:
11:00 A.M.

53% of emails are opened between **9 a.m. and 5 p.m.**

Day	Percentage
MON.	15%
TUES.	17.5%
WED.	18.5%
THURS.	19.5%
FRI.	16%
SAT.	7.5%
SUN.	6%

PERCENTAGE OF EMAIL OPEN RATES BY DAY

DON'T

FORGET TO TEST YOUR EMAILS

Make sure your images load and that all grammatical errors are fixed – send to your personal email to get a true preview.
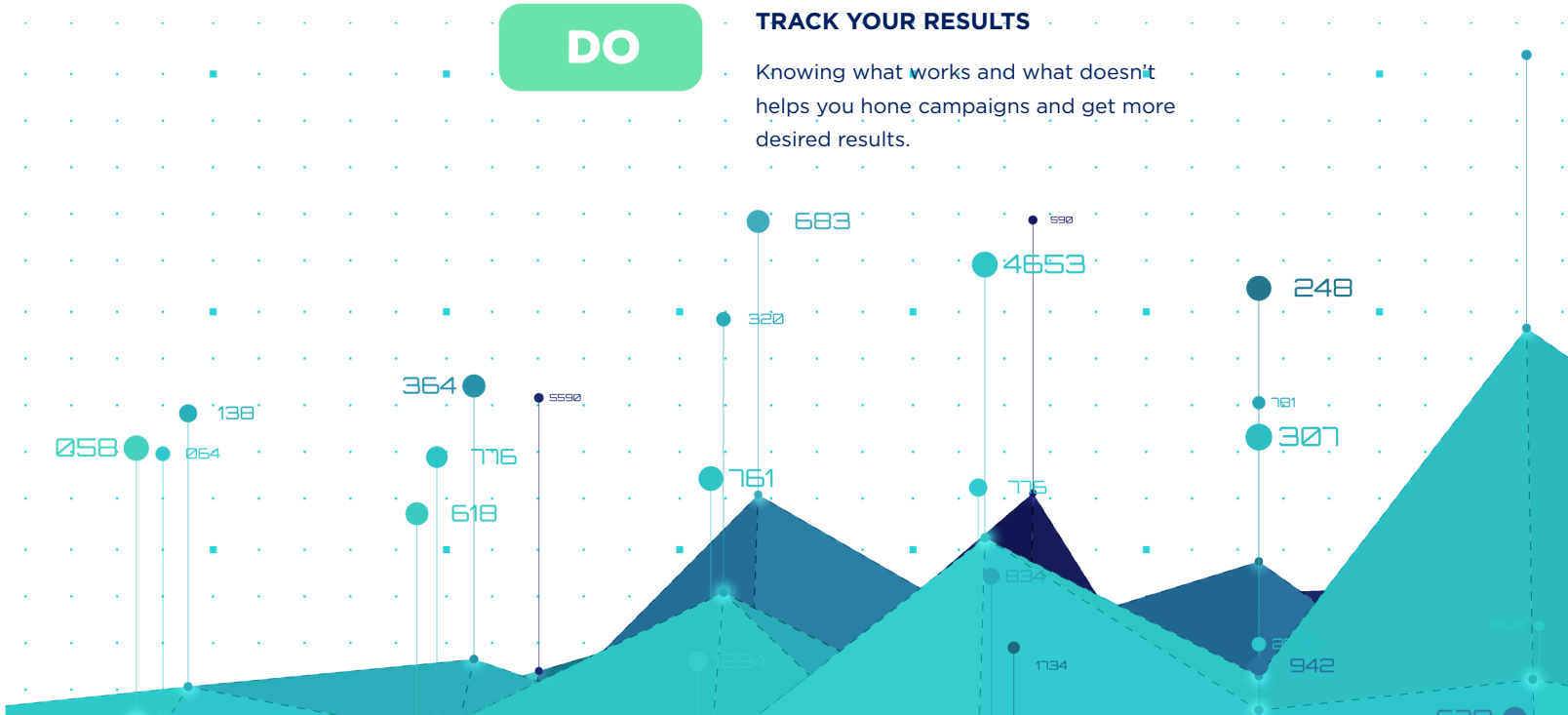
DON'T

MAKE YOUR EMAILS TOO LONG

Keep the email short – between 50-150 words is the best length.†

DO

TRACK YOUR RESULTS

Knowing what works and what doesn't helps you hone campaigns and get more desired results.

058   138   364   583   702   248
      264   776   530   761   4553   781
      618   761   776   307
            1194   942

DO

SEGMENT YOUR LISTS

By sending to a curated list of targets, you stand a better chance of getting results.

DON'T

BUY EMAIL LISTS

These lists may be huge, but they are often ineffective, as many of the recipients on these lists are random at best. A smaller, more targeted list will always be more effective.

We hope you find this information helpful when planning your next email marketing campaign.

ASI® has many other resources to help you take it to the next level.

CALL US TODAY

(800) 546-1350

TO TALK TO YOUR REP ABOUT EMAIL MARKETING WITH ASI.

ASi Advertising Specialty Institute®