



EMAIL MARKETING BEST PRACTICES

COURTESY OF SALESFORCE MARKETING CLOUD

YOUR DATA SHOULD ALWAYS BE ACCURATE

Assess your current data to make sure you're sending targeted communications, not “batch and blast” messages. Using simple data points like gender and location can dramatically improve the subscriber experience.



BUILD AN ACQUISITION STRATEGY

If you've prioritized audience growth, begin by analyzing the places where customers are already engaging with your brand. Then, determine how to enhance those experiences and drive interactive engagement with new tools and techniques.



GET PERMISSION

Thanks to the good work of marketing guru Seth Godin, the email channel is permanently linked with the concept of "permission marketing"—namely, that brands should first seek permission before sending customers email marketing messages. More importantly, the CAN-SPAM Act of 2003—a law that set the standards for commercial email usage—dictates that it must be easy for subscribers to opt out of receiving emails, and those opt-out requests must be honored in a timely fashion.



CLEAN YOUR LIST

Lack of engagement and spam complaints are two of the biggest factors that can harm your overall deliverability. Email providers like Gmail, AOL, and others are watching both how people engage with your emails and how they don't. It's just as important to make it easy for someone to opt-out and then honor it, as it is to perform list hygiene to remove inactive subscribers.



PERSONALIZE EMAILS

Customers know that companies will use their data to deliver personalized experiences — and 57% of consumers say they're willing to share personal data in exchange for personalized content. And if they're not getting a personalized experience, it's easy to opt out. Adding personalized recommendations into marketing emails can increase conversion by 15-25%, and click-through rates by 25-35%.



DON'T BASE CONTENT ON INTERNAL PRIORITIES

Don't think like your boss. Think like your audience. Plan with consideration for why and how they want to engage with you, not just the bottom line – and give them a role in the process through a user preference center. Then, set your content based on what they tell you that they care about. Your content has to offer value to them or they won't stay and engage.



BE RESPECTFUL, FUNCTIONAL, REMARKABLE

Many brands make huge mistakes with regards to email respect and function. You can't have a relationship if you don't have the respect, and you can't create value if you don't have a functional email experience. Strategize for a singular transaction and that's what you'll get. Strategize to build relationships and you'll get brand loyalty.



STRATEGIZE ACROSS DIGITAL PLATFORMS

Think of email as everyone you know and mobile as your best friends. Use email to drive mobile messaging acquisition. Then use the two together to develop deeper relationships.



UNIFIED DIGITAL

Consumers see only one brand. Therefore, it is incumbent upon brands to act like one brand and to act like one channel. Things that happen on the website, in site search or on social media need to come back and inform your email marketing activities.

Too often, email marketers are living in a silo and sending messages that haven't been informed by users' other digital behaviors.



SHARING ISN'T JUST FOR SOCIAL

If your brand is emphasizing only that consumers share via social networks, you're reaching just the tip of the iceberg. Private communications are extremely valuable to brands, as a friend's thoughtful personal endorsement will often realize a better response than one broadcast to thousands.



MAKE EMAIL A PRIORITY

Almost everybody has an email account. In fact, there are more email accounts than Facebook accounts. Here's what makes email so beneficial for marketers: It's a platform where consumers are truly comfortable with receiving messages from the companies they do business with. Yet many marketers make the mistake of neglecting email for the sake of other channels where consumers may or may not want to interact with you.



SEND BETTER EMAILS, NOT MORE

Unfortunately, email is so productive that many marketers do it poorly and still see a profit. Sending too many emails has allowed marketers to get lazy, as some have learned that they don't need to work hard at it (or be selective with their messages) to see results. Email marketing is evolving, and it's getting harder and harder to catch up once you start to fall behind because of things like dynamic content and personalization — which require a lot of data organization.



USE AUTOMATION

Use automated emails to reach subscribers without heavy lifting. Automation means building emails and journeys with paths that are triggered based on a user's data or behavior across digital platforms. You build the email once, then tell the system which content blocks to customize based on the individual and the cadence for deployment upon trigger.



CADENCE: JUST AS IMPORTANT AS CONTENT

When you're building an email marketing journey for a certain subset of your audience, think about optimizing more than just the subject line, preheader, and content.

Think about that optimal cadence and total number of emails. Be sure to give them time to react at every point.





DESIGN & CONTENT BEST PRACTICES

COURTESY OF SALESFORCE MARKETING CLOUD

OPTIMIZING FOR MOBILE IS EXTREMELY IMPORTANT

For brands that do not optimize email for mobile, the penalty is stiff. Offer an elegant mobile experience from the get-go, beginning with your initial welcome email. If you think subscribers will revisit your email when they're at a desktop computer, you're likely to be disappointed.



CONSIDER CONSUMER BEHAVIOR

When designing your emails, put yourself in your subscribers' shoes in order to realize the biggest possible impact. Think about where your customers may be when they get your email, as well as what kinds of obstacles they could face when they read it and try to engage with call-to-action buttons. Remove any obstacles to make the process easier.



COMMUNICATE IN A CLEAR BRAND VOICE

Compassionate | Passionate | Brave | Uplifting | Trustworthy

The language and voice you use in your emails create a feeling and brand image that can make your emails stand out. The general tone and voice you use should be consistent throughout email campaigns and all other brand materials so loyal customers and subscribers feel a strong connection to your brand — and so they can tell it's you without even seeing who the email is from.



WRITE A GREAT SUBJECT LINE

Your email design starts with what people see right away: the subject line. Your email subject should be something that grabs your subscribers' attention and gets them interested enough to keep reading. Make it informative so that it offers something of value, but not so long that it gives away too much or reduces your readers' interest. The ideal email subject should be a good, interesting summary that tells people what they can expect from reading your email in the fewest possible characters.



CONSIDER YOUR ENVELOPE

Remember, your email subject isn't the only thing a subscriber sees when they see your email in their inbox. The other elements likely to show up are your name (or the sender's name) and a snippet of the beginning of your email. Those elements are also important when it comes to getting subscribers to actually read your emails. The first line of your email can be another opportunity to pique subscribers' interest about what your email has to offer.



MAKE CALLS TO ACTION STAND OUT

Each email you send to your list should have a goal. Make your goal clear through calls to action within your email. Even when you include a call to action, some subscribers won't find it if you don't make it stand out. Colorful buttons and bold text can bring attention to your calls to action, and if you're able to get that attention, you're that much closer to helping people take the action that will help your campaign reach its goal.



EMAIL MARKETING BEST PRACTICES

5 BEST PRACTICES
FOR CREATING YOUR CALL-TO-ACTION BUTTON

Use visually **striking** colors

Use **strong** verbs and language

Put the button in a **smart** location

Make the button **big**

Use **easy-to-understand** copy

source
leadboxer.com



DOING THE MOST GOOD

RESOURCES

- 🛡 [Salesforce Marketing Cloud Best Practices](#)
- 🛡 [10 Tips for a Powerful Email Strategy](#)
- 🛡 [The Email Design Best Practices You Need to Know](#)
- 🛡 [Five Most Critical Elements of Every Email](#)
- 🛡 [Five Ways to Re-energize Your Email Marketing Creative](#)
- 🛡 [Are You Making These Six Common Email Marketing Mistakes](#)
- 🛡 Chad White, Research Director at Litmus, author of Email Marketing Rules

