

6 TIPS ON GETTING YOUR EMAILS OPENED AND READ

This information has been compiled from various places for your use.

1. Include your Brand Name in your “From:” line.
 - a. It is important that the sender uses his/her name, company name, product or service name; whichever the recipient will know or recognize best.
2. Include your Brand in the “Subject” line.
 - a. You may also want to include your brand in the subject line when it isn't included in the from line.
 - b. Ex: From Line: Kari Black [kari@blackincevents.com]
Subject Line: Black Inc. GonnaGetWed website information
 - c. When an email is targeted, relevant and timely the recipient is more likely to open, read, and act on it.
3. Customer Interests
 - a. Gather customer interests on your website sign up form. Maybe setup a special mailing list subscription on your website. This will allow customers to solicit your emails with specific requests.
 - b. Ex: Allow them to sign up for a newsletter or coupons.
4. Ask at every opportunity
 - a. Building your email list is essential.
 - b. Ask customers in your store, on sales calls, during services, thru comment cards, etc.
5. Send an email survey
 - a. Email surveys compliment your marketing efforts by allowing you to gather important feedback and opinions from your customers and potential customers in an easy way.
6. Use your reports.
 - a. Monitor your webpage hits, unique visits, repeat customers, etc. This will allow you to see how well your efforts are working to drive the traffic to your website.
 - b. If you subscribe to certain marketing services, you can often monitor how many people opened your email, click through, email replies, and any unsubscribers.

5 TIPS TO INCREASE EMAIL DELIVERABILITY

1. Become a trusted sender
 - a. Ask and encourage recipients to you're your from address in their address book, trusted sender list, or approved sender list.
2. Understand email filters
 - a. Look at your from line, subject line, and content to make sure to avoid language that looks like spam.
 - b. Avoid the following:
 - i. Spam-like words: FREE, Guarantee, Credit Card, Etc.
 - ii. Red Text: Red is a loud color and is also hard to read. It is also a spam tactic and may trip an email filter.
 - iii. All Caps: don't use all caps or over-punctuate.

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- iv. Incomplete Information: always include your reply email address and your website or URL if you have one. You could also include your phone #.
- v. Excessive Punctuation: !!! ??? Both are not good, and are spam indicators.
- vi. Excessive use of “click here”: make call to action more specific to avoid filters.
- vii. Use of \$\$ and other symbols: these can trip email filters, use just one dollar sign or use the words for currency instead of symbols.
- viii. Misleading subject line: always match your subject line to your email content and never employ spam tactics like leaving the subject line blank or using “Re:”.

7 REDEEMING VALUES OF COUPONS

1. Increased Traffic
 - a. Coupons are a great way to introduce your business to new customers and send a reminder to your existing customers. They give shoppers a reason to choose your business over the competition.
 - b. Online coupons can translate info offline purchases. According to Prospective, 66% of consumers polled said they plan to use their online coupons for in-store purchases. 10% use them online, and 23% use coupons for both.
2. Increased Sales and Repeat Sales
 - a. Customers with coupons or discounts will very likely buy much more given the discount.
 - b. Coupons have also been proven to get customers to try new products or services they may have never considered.
 - c. Consider increasing the coupon discount for multiple purchases.
Ex: Save \$25 on \$100 purchase, \$50 on \$150, \$100 on a \$200 purchase
3. Get a Larger Email Marketing List
 - a. Make collecting email address a priority. Put a requirement on your coupon as part of redeeming they must fill in their email address.
4. Viral Marketing
 - a. Take advantage of word of mouth advertising by encouraging your customers to forward your coupons to others who may be interested.
5. Increased Customer Loyalty
 - a. Coupons make your customers feel special.
6. Affordability
 - a. Emailed coupons and online coupons are far less expensive than traditional print coupons. There is no postage!
7. Targeting
 - a. According to Prospective, 32% of coupon users say they would rather receive coupons online in the future.
 - b. This number jumps to 55% if online offers are specifically tailored to consumer interests.