

# 8 Ways

## To Turn Your Email Marketing Content From Drab to Fab

As the old saying goes, content is king. This is especially the case when it comes to increasing your rate of success with email marketing. Your ability to create compelling, valuable content for your subscribers will result in customers who are not only more loyal, but who are more willing to spread the word about your company to their friends. All of which, when combined, results in a markedly improved bottom line for you business.

In this guide, you'll learn the "do's" and "don'ts" of email marketing copy and content, from subject line to post script and everything in between.

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### Customize the 'From' field.

Giving your subscribers a reason to click on your email starts with the often overlooked 'From' field. There's nothing special or memorable about receiving an email from 'sales' or 'info' @ yourcompany.com. But when you personalize the 'From' address to send your campaign from an actual person, such as the owner of your business, you've taken the first step in creating a relationship with your reader.

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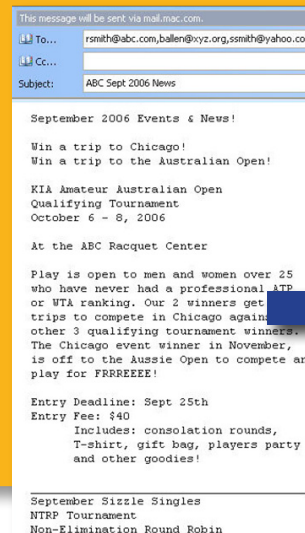
### Subject Line Length.

The perfect length of an email's subject line is up for debate. The rule of thumb is a 40 character limit, but some email clients only display the first 25. When in doubt, test across as many email clients as you can, and take a look at your open rates as you test.

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### Subject Line Copy.

You've only got one chance to make a good first impression -- a statement rings true when talking about email marketing. Your subject line needs to concisely convey your offer and its value by focusing on what's in it for the reader. Always avoid using ALL CAPS, % off, dollar signs \$, or exclamation points !, all of which will raise spam filter flags. Also, avoid using words like 'free', 'help', or 'invite'. Try 'complimentary', 'assistance' and 'confirm' instead. To increase your email delivery rates further, always use Constant Contact's Spam Check feature to scour your email header, subject line, email body, and footer.



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## Make it Personal.

Old timey salutations like 'Dear Sir or Madam' were appropriate when writing long form letters by hand, but with email, the expectation is less formal. Feel free to address your recipients with a familiar 'Hi', followed by their first name -- provided of course you have followed the email list building best practice of asking for your customers first and last names when they sign up to your list.

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## Create the Conversation.

You should always strive to add value to your email by giving your subscribers something that helps them solve a problem. For example, subscribers to a favorite fashion designer can help you select the right elements to create a current look, or perhaps your favorite local restaurant features tips from its head chef. Even though you're always striving to make that next sale, it's important to remember you're building a relationship for the long term. Pro tip: From time-to-time, reach out to your subscribers and ask them what they want to see, be it in the newsletter, or in your service / product offerings.

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## Keep it Short and Sweet.

In email marketing, time is truly money, and you only have a few short seconds to grab your reader's attention, to get them to open your email and then take action. While you may have written the world's first email marketing masterpiece, it may well not be read if it takes more than a minute to digest. Aim for two to three paragraphs of no more than four lines each. Inject bullet points where needed for emphasis, but keep those short too -- heat mapping studies reveal people only read the first five or six words in a bullet point.

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## Bring it to a Close.

Remember all you've just read about making your content personal? The same rule applies when signing off. Feel free to thank your readers or be 'sincere', but remember to put your name -- and even your face with a small headshot -- to personalize the email further. The email's closing also provides you with the chance to add one more reminder using a post script (P.S.) to prompt reader action. Be sure to take advantage of this, as it has proven to be one of the most read elements in emails.

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## Test, Test, Test.

The more email marketing you do, and the more techniques you try will lead to a greater understanding your audience. You will learn how some segments of your audience will readily respond to certain types of offers, while others will require additional nurturing. A/B split testing, where a segment within your audience receives one of two versions of the same offer, can also be used to test different subject lines, methods of personalization, and 'From' fields. When it comes to email marketing to any audience, there is no single proven path to guaranteed success. However, the best practices contained within this guide, when paired with a willingness to test and refine your messages over time, will deliver the results your business deserves.