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Email Newsletters: 8 Quick Tips

By Rebecca McIntyre on October 9, 2014

Email newsletters. Are they dead? MIA? Nope. In fact, despite what you may have heard, one could argue that customers/people are viewing email newsletters more often than ever, due to the proliferation, availability, and access to emails on-the-go via mobile devices and tablets. Since everyone's constantly plugged in, what does that mean for your company or business? Quite simply, you want to make sure that your email newsletter campaigns are as effective as possible so you can tap into this continuing trend and use it as a competitive advantage.

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We put a few tips and best practices together for you to ensure that you get the most out of your email newsletter marketing efforts. Take a look below:

1. Incorporate imagery, and use a simple design

Who likes to look at visuals? Most people. Add interest to your emails by incorporating compelling images. It's easier than you think. Artsy? Create your own. Not so much? Check out some stock photo libraries such as Shutterstock, iStock, or RGBStock. If you're still not sure how, where, or why to start, read this article for inspiration, and learn how optimizing emails can increase ROI. Remember to make your emails easy to read and navigate, and don't forget to perfect your pre-header, header, and footer by following these email design best practices.

2. Optimize for mobile

Cells and tablets, anyone? Consumers are accessing email anytime, anywhere. As a result, it's key to make sure that your content is easily viewable—and also looks good—on mobile devices and tablets. After all, you want to project a professional image no matter where your customers or prospects are reading your emails. Another option is to include a link within your email that invites readers to access your content on the web via their device.

3. Create original content

Many people list original content creation as one of the major challenges of email newsletters, but that doesn't have to be the case. Think about this a little more: how can you energize your inner content creator? For one, you can tap your team to find shareable information. What events, new products, or customer stories can you share? Put yourself in others' shoes, and cater your content to the people who you're trying to reach.

4. Curate content

If you want to quickly create more content while saving precious resources, consider curation; it's easier than you think, but make sure to keep a few best practices in mind. Make the content uniquely "yours," but credit the original source. In other words, you'll need a new title and image, and add your own commentary. And remember, don't forget to link to and credit the original source.

5. Ask your readers to do something

Use one call-to-action (CTA) per email, and don't hide it inside an image or infographic (eyes are drawn to overall visuals, not miniscule CTAs within visuals). Ask yourself some questions. Why are you sending this email—what is the purpose of your efforts? What is the next step—what do you want the recipient to do? After you answer those questions, you can formulate a simple CTA, such as "request a free demo," to add value and purpose to your campaign.

6. Craft compelling subject lines

Get creative with email subject lines to grab your customers' attention from the get-go. An article from Search Engine Land states that subject lines shouldn't be too long (less than 55 characters) and suggests that you include the content of your email within it. Tease readers with clever wording so that they want to read your content, but don't give all of it away. For more ideas, check out The 6-Step Secret Sauce for Awesome Email Subject Lines.

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7. Avoid spamming, and don't be annoying

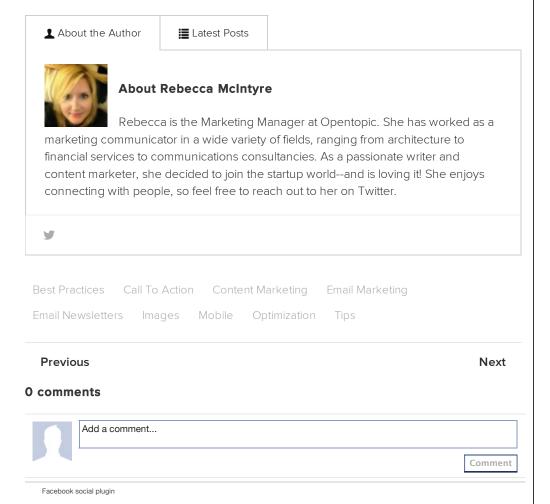
Provide readers with your email address, and ask them to add it to their address books so they don't miss any of your emails (in other words, avoid being marked as spam). Even better: use a personal address that recipients can reply to. Also avoid email irritations, such as attachment chaos, the great flood, super spam, and forgetful forward, all of which are illustrated in this infographic.

8. Maintain consistency

Finally, be consistent. You want people to check their inboxes eagerly in anticipation of receiving your awesome emails. At the same time, don't go overboard (look at this article about the best and worst times to send emails). Remember, people receive many emails each day, and you don't want them to opt out because you're cluttering up their inboxes.

Now that you've read our email marketing tips and best practices, we want to hear from *you*! How are you using email marketing to engage customers? How do you experience email marketing as a customer of other companies? Your tips and thoughts are greatly welcome, so please share them with us below in the comments section.

Struggling to find and curate high-quality, relevant content for your newsletter? Find out how Opentopic can help you discover the content you need, when you need it. Contact us today for a free demo.



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