



## 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.

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 About the Author

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### About Rebecca McIntyre

Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.



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