

HABITS OF GREAT EMAIL MARKETERS

Introduction

Great email marketers really know how to construct and deliver emails that sell. They habitually deliver communications that get results.

So, how do we do that?

By embracing the following eight habits of successful email marketers:

1. Speak to a single person (in a personal way)
2. Market with Permission
3. Segment their audience
4. Are consistent (in tone and delivery)
5. Create a great first impression
6. Have a clear call to action
7. Use visuals and graphics well
8. Track and test

#1 – Speak to one, single person

Great email marketers use language that has the reader feel they are being spoken to personally. They personalise their messages both with the words they use and also the messages they share.

USE “YOU” — Avoid speak in generalities like “Dear Subscribers” and use the word ‘you’ liberally.

‘SPEAK NATURALLY’ — Speak in a way that is natural and avoid corporate speak, jargon and clichés. For example, instead of saying:

“We provide the best in personal service to meet your strategic objectives” try saying... even if it means staying back late to get your project out the door, we’ve got your back”.

#2 – Market with Permission

Great marketers do not spam. They speak to clients about the things that the client has expressed interest in.



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Be sure to know what the spam laws are in your country. In Australia, the SPAM Act says you either need **EXPRESSED** consent or **INFERRED** consent to send marketing emails to someone.

Expressed consent can be obtained in a variety of ways — for example by filling in a form, ticking a box on a website, over the phone, or face-to-face — as long as the recipient is clearly aware that he or she may receive commercial messages in the future from you.

Inferred consent can come about in two ways, through an existing business or other relationship or through conspicuous publication of a work-related electronic address in certain limited circumstances. If you are not confident that the existing business relationship is strong enough to infer consent, or are unsure that the recipient will want your messages, you will need to obtain express consent.

Make it easy to unsubscribe — The other important point related to marketing permissions is making sure you have a good unsubscribe process in place. Make sure leaving your list is a gracious process.

#3 – Segment Your List

It's so important to give people on your database only the information they want and have requested.

Segmentation is basically defining your database into identifiable segments based on what you know about them and then tailoring your communications based on sending information only to those segments for whom it will be relevant.

Segmentation is all about avoiding the “one size fits all” approach that many people have to their email marketing.

Sending irrelevant emails is the fastest way to become irrelevant to our audience.

#4 – Be Consistent

Consistency builds trust. Be sure that you're being consistent in:

- **The tone of your emails** — find your voice and style and maintain it. People need to know who you are - trust you - it makes it hard if you are the tough talking entrepreneur one day and then the personal development peace and love hippie the next. If you outsource some of your writing, be sure your subcontractors can immitate your style well.
- **Your timing and schedule** e.g. your newsletter goes out every Tuesday at 11.00am. If you're not keeping up your intended schedule, it's better to pull back and let your customers know that you're publishing less frequently. Over time your customers will (sometimes unconsciously) come to rely on your behaviour to be consistent - and for your messages to be delivered as promised.



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“For over 15 years we’ve been sending the Women in Business eNewsletter out at 11am on a Tuesday morning every week except the last week of December and the first week of January. We’ve launched later than 11am only a handful of times, and often that’s been due to some technical hiccup.

The consistency is not only good for the customer - it’s good for the team putting the publication together to know that their role is important in order for us to successfully meet our deadline.”

— **Suzi Dafnis, Australian Businesswomen’s Network**

Timing can also be about being in touch regularly. Only emailing when you have a sale or offer may appear as inconsistent to your readers.

- **Your formatting** (consistent styles, fonts, colours, layout) — Strive to keep your header layout, footers, use of P.S., use of graphics, fonts, the layout of your newsletters etc. all consistent in order for the customer to be able to easily recognise your publications.
- **The consistency** (or lack of it) shows your professionalism and dependability.

#5 – Create Great First Impressions

When someone first joins your list, what are you doing to induct them into your community? How are you welcoming them into your world?

Here are a few ideas for making a great impression:

- **Create a welcome email sequence** that perhaps includes a few bonuses
- **Avoid “click baiting”** headlines which often lead with misleading headlines that are not matched by the content of the email
- **Use your ‘from’ field thoughtfully.** Make the from a person not a department
- **Make the most of your ‘preview text’** — those lines of text that most people see before they open their email

#6 – Have a Clear Call to Action

Make it easy for the reader to know what you want them to do.

Keep your ‘call to action’:

- singular
- bold
- visible
- a hyperlink and
- easy to understand



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#7 – Use Graphics and Visuals Well

Using graphics in your emails can make them more compelling.

An email with relevant and good-looking imagery will capture your audience's attention.

But, here are a few things to watch out for:

- **Making the whole email an image** — if images are turned off on a mail program they won't see anything
- If you're going to make your call to action an image e.g. a button **ALWAYS include a text link as well** otherwise if your recipient has images turned off or a slow internet connection etc - they will miss your call to action
- **Add an alt tag in the email html for your images** — alt attribute provides alternative information for an image if a user for some reason cannot view it
- **Big header images** can push all your great content down under the fold - many people won't scroll - so be sure your most important information is above the fold
- **Make all your images links** — heatmap analysis shows that people click on images that don't have a specific call to action. So, just to be sure, make all your images link to the main call to action.

#8 – Track and Test

When you track and test you get to know what works and what your clients are responding do.

Check your open rates, click throughs and measure how different times of day, subject lines and copy perform. Which emails are your clients loving and which ones are not even being opened?

Get Started...

Just like developing any new habit, it may take time and dedication to really ingrain these behaviours into your email marketing practice... but the results will be worth it.



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