

# 5 UP-TO-DATE WAYS TO GET MORE OF YOUR EMAILS READ

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## Introduction

The average number of emails a person receives in the normal course of business each day is currently 122 (and rising).

If you are not standing out and delivering value, your emails will be ignored.

Today you need to be relevant, engaging and attracting attention.

The clearer you can be about what you're offering, the better your sales results will be.

## So, how do we do that?

### #1 - Make sure your emails are **RESPONSIVE**

More email is now read on a mobile device than on a desktop. How do your emails look on a smartphone or tablet?

By making your emails responsive (that is, they change size and layout in response to the device they are being viewed on), you ensure your message can be received loud and clear at all times.

Even though mobile users tend to click on emails less than desktop users, according to Mailchimp research, making your emails responsive will increase mobile clicks by 15%.

A growing number of customer relationship and marketing automation software providers such as Infusionsoft, Mailchimp, ActiveCampaign and Ontraport are including responsive templates in their offering.

**\*\*Note** – this also applies to any landing pages, websites etc that you will be sending people to after they click on your emails. Those pages also need to be responsive, or all that hard work to get the click may be wasted if a user on a mobile device can't easily optin for your offer.



## #2 - Find creative and authentic ways to use a person's NAME

Personalisation is becoming increasingly important in email marketing.

Dale Carnegie, author of How to Win Friends and Influence People once said:

*“Remember that a person's name is, to that person, the sweetest and most important sound in any language.”*

We are attuned to hearing our name and, our ability to hear or distinguish our name even amidst chaos has become known as The Cocktail Party Effect – referring to our ability to hear our name come up in conversation across a crowded room. So, using a person's name does have the ability to cut through the noise in their inbox.

A 2015 survey by Experian Marketing Services found that including a person's name in the subject line boosted open rates on average by 29.3%, which is a significant bump. Plus, they found that transaction rates were 49% higher and revenue per email was 73% higher when including a personalised subject line.

Here are a few ways you can use a person's name in your email marketing:

- Subject line eg *“Catherine, this will help boost your sales”*
- Conversationally in the email body e.g. *“Looking forward to seeing you at next week's event, Catherine”*
- Part of the Call To Action eg *“Click Here For Your Special Discount, Catherine.”*

## #3 - Send more RELEVANT emails based on past actions, purchases or preferences of your audience

Personalisation is also a LOT more than including someone's name in your emails. The “one size fits all” days of emailing everyone on your list about everything you say are long gone.

If you want to get your emails read in today's overcrowded inbox you need to be incredibly relevant and to tailor your messages to each person's specific situation.

Here are some email marketing strategies to help you send more relevant emails:

**Segment your list** - If you have an offer that is only relevant to parents, make sure you have a way of identifying all the parents on your list before you start sending multiple emails about your offer. Segmentation is basically defining your database into identifiable segments based on what you know about them and then tailoring your communications to those segments for whom it will be relevant.

A few criteria you can use to segment your list can include:

- clients / prospects
- stage in the buyer journey
- demographics - age, where they live, size of business



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- purchase history
- time on list
- interaction style - are they clicking/opening your emails?
- interest area
- level of experience

Build more email content based on specific actions - create email sequences that are triggered by actions such as a specific purchase, an email open, an email click, a cart abandoned, a milestone reached etc.

Use a survey funnel – start your marketing sequences with a survey or quiz so you can direct new leads into a more specific email sequence.

## #4 - Utilise the power of **AUTOMATION**

Creating personalised, relevant emails can be a challenge when you are doing manual or broadcast style emails.

Once you start segmenting your list and adopting the approach of only emailing people once they trigger certain communications by taking certain actions, you really need to be investing in automation.

Marketing automation occurs when you plan out and build email sequences and other marketing activities ahead of time which are then automatically triggered by certain actions taken by your customers and prospects – such as making a purchase or opting in or clicking on something.

If you are just getting started, low cost (or no cost) email tools such as MailChimp, ActiveCampaign and GetResponse and CRM tools such as Capsule CRM, can be good entry-level solutions.

If you are looking for a more comprehensive all-in-one solution that contains your CRM (Customer Relationship Management) and your email marketing tools, you could take a look at platforms such as Infusionsoft and Ontraport.

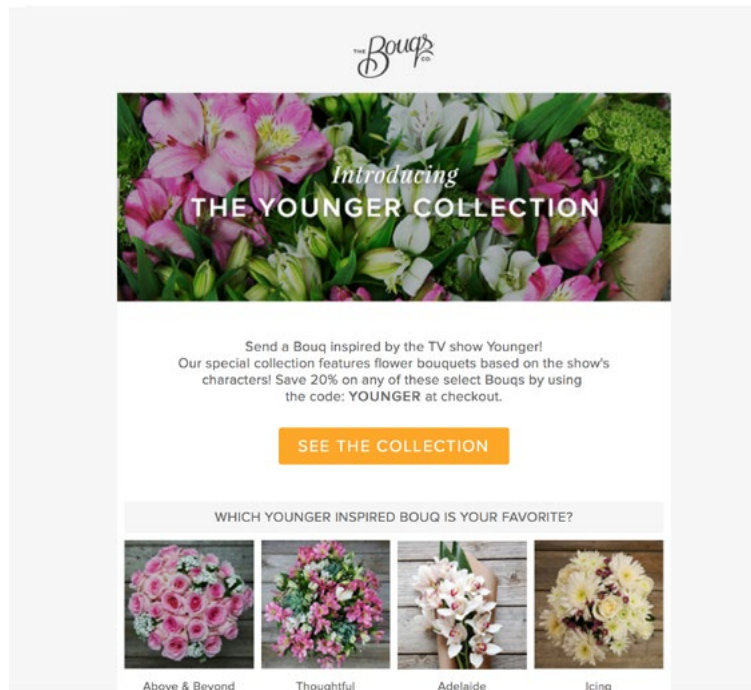
## #5 - Make your emails more **VISUAL**

Adding compelling visuals to your emails can really help get your emails read and your calls to action clicked on.

A few ways you could consider making your emails more visual include:



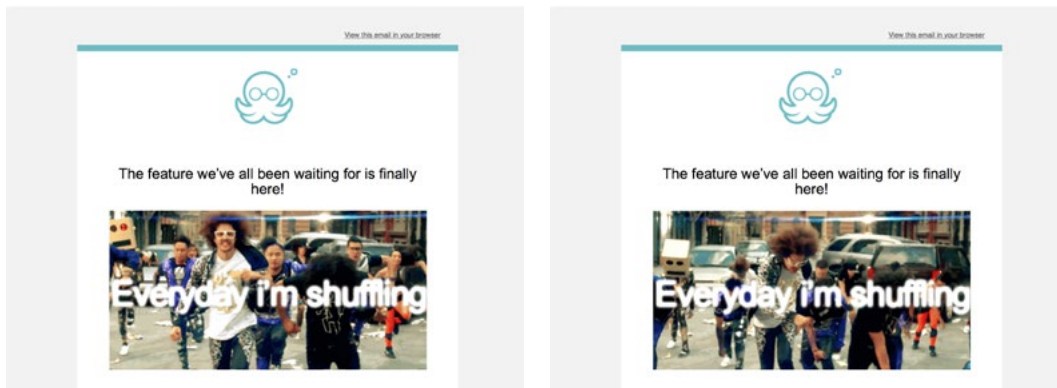
**Use a hero image** – adding a compelling image at the top of your emails can get your reader’s attention. Such as this example from online flower seller, bouqs.com:



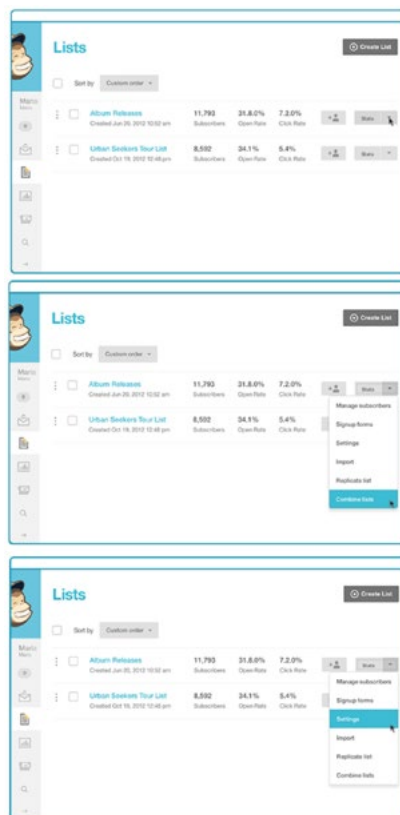
**Use images as headlines** – this can make your headlines a lot more compelling and attention-getting than pure text (be sure to include alt tags with the headline name as well, for those people who have “download images” turned off on their mail program). Such as this example from modcloth.com:



**Use animated gifs** – these are files that enable you to include multiple frames that give the impression of an animation. Not all email clients support this feature so make sure your FIRST frame will always work as a static image. The movement offered by these images can be attention-getting and fun (as per the frames from the MeetEdgar.com example below):



Animated gifs can also be used to provide instruction (as per the frames from the MailChimp.com example below):



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