CHEAT SHEET 6

EMAIL MARKETING FUNDAMENTALS – CONNECT AND CONVERT

1

BUILD A QUALITY EMAIL LIST

Focus on growing an opt-in list (recipients subscribe)

10

STAY COMPLIANT WITH REGULATIONS

Adhere to email marketing laws like CAN-SPAM or GDPR.

2

SEGMENT YOUR AUDIENCE

Categorize your list by demographics or behaviour to tailor messages

9

MONITOR KEY METRICS

Track performance to understand engagement and improve strategies.

3

CRAFT COMPELLING SUBJECT LINES

Write clear, engaging subject lines that prompt recipients to open emails

8

TEST AND OPTIMIZE

Continuously test different elements to see what works best.

4

PERSONALISE YOUR EMAILS

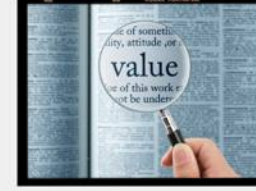Address recipients by name and customise content based on their interests

7

INCLUDE CLEAR CALLS-TO-ACTION

Direct recipients on the next steps with a clear, concise CTA.

5

DESIGN RESPONSIVE EMAILS

Ensure your emails look great and function well on all devices

6

PROVIDE VALUABLE CONTENT

Share information that is informative, helpful, or offers clear value.

MASTER YOUR EMAIL MARKETING STRATEGY

BOOST ENGAGEMENT & DRIVE CONVERSIONS WITH EMAIL MARKETING

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CHEAT SHEET 6

1. Build a Quality Email List

- Focus on building an opt-in email list where recipients voluntarily sign up for your emails. This ensures a higher engagement rate as your audience has already shown interest in your brand.

2. Segment Your Audience

- Divide your email list into segments based on demographics, purchase history, or engagement level. This allows for more targeted and relevant email campaigns, increasing their effectiveness.

3. Craft Compelling Subject Lines

- Create subject lines that are clear, intriguing, and relevant to the content of your email. A well-crafted subject line can significantly increase your open rates.

4. Personalize Your Emails

- Use the recipient's name and tailor the content to their interests and past interactions with your brand. Personalisation can lead to higher engagement and conversion rates.

5. Design Responsive Emails

- Ensure your emails are visually appealing and function well on all devices, especially mobiles. A responsive design improves the user experience and engagement.

6. Provide Valuable Content

- Your emails should offer value to the recipients, whether through informative content, access to exclusive deals, or insights into new products or services.

7. Include Clear Calls-to-Action

- Every email should have a clear and concise call-to-action (CTA) that tells the recipient what you want them to do next, such as visiting your website, purchasing, or registering for an event.

8. Test and Optimize

- Regularly test different elements of your emails (such as subject lines, email layouts, and CTAs) to see what works best with your audience. Use A/B testing to make data-driven decisions.

9. Monitor Key Metrics

- Track important email metrics such as open rates, click-through rates, conversion rates, and bounce rates. Analysing these metrics can help you measure success and improve future campaigns.

10. Stay Compliant with Regulations

- Familiarize yourself with and adhere to email marketing laws and regulations, such as GDPR in Europe or CAN-SPAM in the U.S., to ensure your practices are ethical and legal.

This cheat sheet provides essential guidelines for small business owners to effectively leverage email marketing as a powerful tool to reach their audience, nurture leads, and drive conversions.