

5 Tips to Optimize Your Email Strategy

Email is still a powerful way to contact customers—if you know how to get it right. Discover 5 email marketing strategies to increase your chance of success.

Social media may be today's marketing darling, but email is still one of the most effective ways to stay in touch with customers. Learn why email remains a powerful marketing strategy along with 5 tips to help you optimize your email outreach.



Despite the proliferation of social channels, email marketing still remains an important strategy for customer outreach. Why? Consider these facts¹:

- Over 4 billion people use email daily.
- For every \$1 spent on email marketing, \$42 is generated, giving email a 4,200% ROI.
- 78% of marketers state that email engagement has increased over the last year.
- 4 out of 5 marketers would not use social media before they gave up email marketing.

So, if you haven't reassessed your email marketing plan lately, it's time to take another look. Here are five strategies you can use to take advantage of the power of email marketing².



1. Segment your email audience.

Effective marketing is never one-size-fits-all plan. Think about all the ways you could break your customer base into smaller categories according to their needs, the problem they're trying to solve, the way they buy, where they're located, or their demographics; just to name a few. Grouping customers into smaller categories means you can create more customized email marketing for better results.



2. Measure email performance.

When you launch an email, do you follow up on the results to see how it performed? Understanding metrics like open rates, click-through rates, conversion rate, bounce rate, and sharing rate can help you determine not only the success of your most recent email campaign, but it can help you to benchmark what success will take the form of going forward.



3. Test new ideas.

When you're comfortable monitoring email performance, put it to work for you by testing new email ideas and measuring the results. This could be as simple as trying a new headline or tracking open rates of a new offer and comparing them to your established baseline of email success. A little innovation and attention to testing new ideas could net you a successful new email marketing strategy.



4. Optimize your email content.

There are lots of best practices when it comes to crafting great email content! Experts suggest by focusing on your "why," personalizing your message to recipients, and testing different subject lines to see which is stickiest³. This gives you a better idea about how to capture the attention of your customers and get them to engage with you via email.



5. Scrutinize your unsubscribe rate.

If tracking your email marketing metrics seems daunting, start with unpacking your unsubscribe rate. While this can seem like a simple metric, remember that no email metric exists in a vacuum. A low unsubscribe rate is good, but if it's paired with a low click-through rate, it could mean that your email content isn't interesting enough to customers. Understanding this metric can unlock terrific insights for future email campaigns.

Email marketing is still a powerful—and preferred—way to reach many customers. So, take the time to optimize your email outreach and give your business an advantage.



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¹ <https://blog.hubspot.com/marketing/email-marketing-stats>

² <https://www.litmus.com/blog/email-marketing-ideas/>

³ <https://www.litmus.com/blog/subject-line-tests-and-tips/>