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TIPS FOR BETTER E-MAIL MARKETING

SHARE

1. SOCIAL NETWORK INTEGRATION

Add a share feature to allow your e-mail recipients to share your e-mail with their social network. Also, include links to your social media pages so your contacts can easily link up to you online.

REMEMBER

SUBJECT LINES
ARE BEST WHEN
140 CHARACTERS
OR LESS

2. SHORT SUBJECT LINES

Utilize the KISS rule and keep your subject line short. It's best when subject lines are 140 characters or less and include no extraneous punctuations or odd characters.



3. CULTIVATE YOUR LISTS

It's important to keep your lists current - add new contacts in a timely fashion and purge outdated contacts after an e-mail send. Remember to review your overall report, open report and bounce report for details on how your contacts are responding to your e-mail.



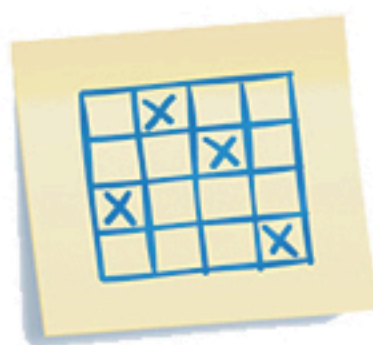
4. ALLOW ONLINE PAYMENTS

Link your e-mail to your PayPal or shopping cart to allow your contacts for easily donate, renew memberships, pay for sponsorships, seminars and more.



6. MOBILE FRIENDLY

91% of adults check e-mail on their smartphone at least 1x per day. Ensuring that your e-mail loads properly on mobile devices is a must.



5. SCHEDULE IN ADVANCE

Prepare and schedule your e-mails in advance so you never miss an opportunity to connect with your contacts.

7. SAVE TIME AND GO GREEN

Transition all your printed materials to digital format so they are on the ready. PDF format or some other online compatible documentation ready to e-mail will certainly help streamline things.

- Press Releases
- Newsletters
- Invitations

- Announcements
- Brochures
- Board Meeting Minutes

- Annual Reports
- Promotions

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8. TRANSLATE YOUR CONTENT

Do your contacts have a language preference other than English? Translate the content into the preferred language and communicate more effectively with your contacts.

Looking for a custom mobile-friendly e-mail template to match your promotion or brand? Contact us today for a free consultation.

[View our e-mail Marketing Portfolio](#)

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