

ATTENTION! You've Got Mail!

8

Email Marketing Tips from the Experts

First impressions are key, especially when it comes to email marketing. Every successful email marketer should know a few simple tips to engage their customers and desired target market.

1
An Offer You Can't Refuse
Hit your market right off the bat by offering a promotional item or other benefit in the email's subject line.

Short & Sweet



2
Trim that email! Make short, informative points. People don't want to skim an entire email for just a bit of information.

Stay Active!



3
Use active words in your subjects. This makes your email appealing and draws in customers.

Be Personal!

4
Some email clients such as MailChimp offer features that pull user's first names for the subject line. If you don't feel comfortable using this feature, using the words "you", "your" or "yours" can strengthen an email.

Ask the Big Questions

5
People respond positively to engaging, open-ended questions.

Use Power Words

6
You're more likely to grab a reader's attention through powerful words such as "smash", "sensational" or "authentic". Use a thesaurus if you have trouble replacing words.

The Student Becomes the Master

7
Subscribe to email lists and see which subject lines interest you the most. Learn what captures you and incorporate it.



Write It Out

8
Numerical values have been proven to stop eyeflow. When using numbers in subject lines, write it out.



Use these tips and you'll be well on your way to becoming an email marketing **master!** Keep it simple, personal, and engaging and your click through rate will be sure to rise.



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