

Generic Tips

Do Write compelling subject lines.

Do Test to see what type of subject lines capture their attentions – a recent study showed that subject lines with 70 characters or more had higher open rates, but you should test to see what works best for your audience.

Do Try to personalize the subject line with the recipients' names or other specific attribute so your message stands out in the inbox.

Do Brand your subject line with your company's name to help ensure recognition.

Do Perform A/B split tests on EVERYTHING – subject lines, images, calls-to-action, headlines, content – everything!

Don't Only rely on email to communicate with your customers - use a combination of traditional channels and new media.

Do Use your email marketing to enhance your direct mail campaigns and social networking channels.

Do Plan all of your email campaigns well in advance determining the type of communication you want to send, goal, segmented audience, targeted content, design, number of emails per campaign, and delivery schedule.

Do Ensure that you have the proper resources in place to handle the additional traffic, calls, and sales that emails generate.

Do Set realistic goals.

Do Integrate your email marketing solution with other tools using APIs to leverage your data.

Do Get creative with your email marketing campaigns – reach out to web visitors who abandoned their shopping carts, reward your most active subscribers with special offers, etc.

Do Link your message to optimized landing pages containing specific and useful information – not just your home page.

Caution Look for sponsorship or advertising opportunities in your email messages – but be sure to follow the new CAN-SPAM rules.