Fundamentals of Email Marketing
Cheat Sheet

As a marketer, if you think that email is out of date, then you are WRONG. According to inbound marketing software provider Hubspot, the average Return on Investment (ROI) for email marketing is $40.56 for every $1 spent. In fact, 63% of marketers cite email as the best channel for ROI. Not only does email marketing help build relationships, but it also helps to nurture those relationships. These relationships help create brand awareness, build customer loyalty, boost social interaction, generate leads, drive sales, and much more.

Another great feature- email provides straightforward analytics that marketers can't argue with! It is truly a measurable form of marketing. So how do you create that perfect email?

TOP 10 Ways to Create Outstanding Emails

1. **Identify.** Ask yourself, what is the ideal action that you want your readers to take upon reading your email? For example, do you want them to click on a specific link and enter their email address? Your first step should be to identify a specific goal for your email.
2. **Segment.** Take your email list and segment the contacts. Highly targeted email marketing is essential to the success of your campaign.
3. **Personalize.** Be personal and consistent. Don't send an email from your sales account. Instead, have your email sent from a real live person. Not only will this help prevent your email from turning into spam, but it will also show a personalized touch that readers will appreciate. Also, make sure all of your emails are from the same account.
4. **Be concise.** If you use clear and concise language then your readers will know exactly what you want them to do. Don't beat around the bush; be clear and actionable in your subject lines and your language.

5. **Focus on benefits.** Make sure to focus on the benefits of your email offer, not the features. How will the content help your readers? What are they getting out of it?
6. **Be brief.** Nothing rings true more than to be short and sweet. Try to keep your email to roughly 200 words or less.
7. **Sign appropriately.** When signing your email, don't forget to be personal. Have a concise signature or footer. We recommend adding a post-script (p.s.) and adding another link to it. Also, consider adding a headshot to your signature to add a friendly face to the name.
8. **Test.** Test your email in various platforms to make sure that it works perfectly.
9. **Analyze.** There are tons of factors to analyze after you send your email. A few statistics to analyze:
   a. Bounce rate
   b. Delivery rate
   c. Click through rate
   d. Conversion rate
   e. Open rate
   f. Unsubscribe rate
   g. List growth
10. **Learn.** Take all of these statistics and learn from them. Check to see what was successful and what was not. We recommend A/B testing design, text copy, color, page placement, positioning and more. The more you test, the more you can perfect!

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