



TOP 6 EMAIL MARKETING BEST PRACTICES

Data decays at a rate of up to 30% per year (Source: ZoomInfo)



1. REFRESH YOUR CONTACT DATABASE REGULARLY

Data decays at a rate of up to 30% per year (Source: ZoomInfo), so it's vital to regularly refresh your contact list. People change jobs, mergers and acquisitions occur, or people enter incorrect information, so your database might not be as up to date as you think. By going back and updating out of date or inaccurate information, your email open rates are more likely to increase, improving your marketing campaign results.

2. CREATE TARGETED LISTS

No matter how many articles are written about the effectiveness of highly segmented campaigns, companies are still sending batch and blast email campaigns to every person in their contact list. There is a time to aim wide, but in email marketing they are few and far between. If you're not segmenting your contacts into different lists, you're running the risk of turning off a lot of prospects and sending people to unsubscribe in droves. If your message isn't relevant to them, why would they open it?

Use any insights you have on your customers to help identify your buyer persona profiles and improve your targeting efforts. Defining your segments as narrowly as possible also has the added benefit of making it easier to create highly focused content for your campaigns, enabling more engagement. Readers will appreciate how relevant your content is to their interests or needs.

3. ABIDE BY THE CAN-SPAM LAW

Once a recipient expresses that they don't want to receive emails from you, their request must be honored within 10 business days. As a best practice, remove the contact and add them to your "do not email" list as soon as possible to avoid any further communication.

You may think that hiding the unsubscribe button will reduce opt-outs. While this may be true, it's not recommended. The harder you make it for someone to unsubscribe from your emails, the more likely it is that your message will be marked as spam. If you're sending irrelevant content to unsegmented lists, you also run the risk of being blacklisted from your email marketing service provider. If too many people report your email as spam, your company won't be able to send anymore email campaigns.

4. CREATE HONEST & COMPELLING SUBJECT LINES



People decide whether they read an email or not based on the subject line alone. In order to make the most of your email marketing efforts, spend some time testing which subject lines you've used and see which ones resulted in the most open rates. Also, make sure that the subject line is honest to the actual message you're trying to communicate in the body of your email. People won't be happy if the content of your email doesn't deliver on the promise made in the subject line.

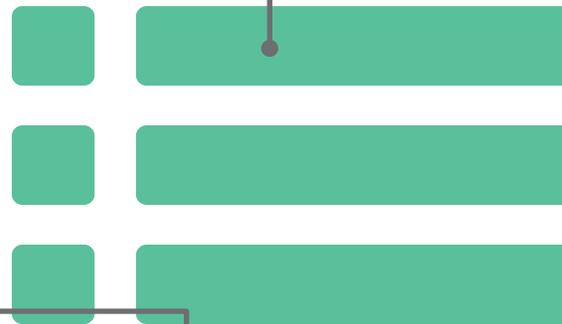
5. KEEP IT BRIEF

You only have a few seconds to hold a reader's interest and show them your value. Keep your emails brief, and easy to read. Utilize bullets and short sentences so recipients can scan your message quickly while retaining all of the important information.

6. INCLUDE A CALL TO ACTION

Regardless of the purpose of your email, you have an action you want the reader to take. Whether that's downloading a white paper, registering for a webinar, or even just replying to you. Whatever the case may be, you need to include a CTA. Using a clickable button is a great way to do it since they create a sense of urgency. In order to create a compelling CTA, make sure you communicate clearly what it is you want readers to do, and how they will benefit from it.

5 TIPS YOU N



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