sendinblue

25 EXPERT TIPS

FOR BREAKOUT EMAIL MARKETING SUCCESS

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INTRODUCTION

How do I beat out my competitors for more attention in my contacts' inboxes?

This is the burning question inside the mind of experimental marketer who knows that the only way to succeed is through persistence and iteratively asking how a process can be improved.

When creating email campaigns, routine is the enemy. You should always be on the lookout for new tips that could be the secret weapon to unlocking the true potential of your emails. If you aren't testing new ideas and making changes to your strategy, you'll never be able to win the inbox war and come out on top of your competitors.

If you think I'm being overdramatic -- think again! It's 2018, and inboxes are a battlefield for marketers. Your contacts are receiving more and more email solicitations from other companies and competitors that devour the diminishing amount of precious attention they have left to give. So you're going to have to fight for the attention you deserve.

In order to help, we decided to take some time and come up with our best advice for marketers to achieve the maximum potential in their email marketing campaigns for 2018. After all, email is still one of the best tools for brands to improve customer loyalty and drive sales through meaningful interactions. In fact, our recent survey of millennial consumers confirmed that email is still overwhelmingly the number one preferred channel to receive marketing communications.

With that in mind, we selected our best articles, guides, and resources from 2017 to get 25 tips that will help marketers of all levels boost their email marketing performance.

As a reminder, the tips in this eBook will help you:

✔ Increase the size of your email list
✔ Improve your email open rate and generate more engagement
✔ Take advantage of marketing automation to save time and increase brand engagement
✔ Make sure nothing falls through the cracks with downloadable resources to keep you on track

Enjoy!

Tip #1:
Make sure you always show up in your customer's inbox

How do you easily improve your deliverability and open rates for marketing emails?

Ask your new subscribers to add you to their known list of email contacts in your welcome email.

When new subscribers sign up for your newsletter or email list, include text in your welcome email that asks them to add your sending email address to their "white list."

This will greatly improve your deliverability for contacts who agree to add you. The reason is that these contacts are essentially telling their email service that they want to see your emails, which completely prevents them from being mistaken as spam.
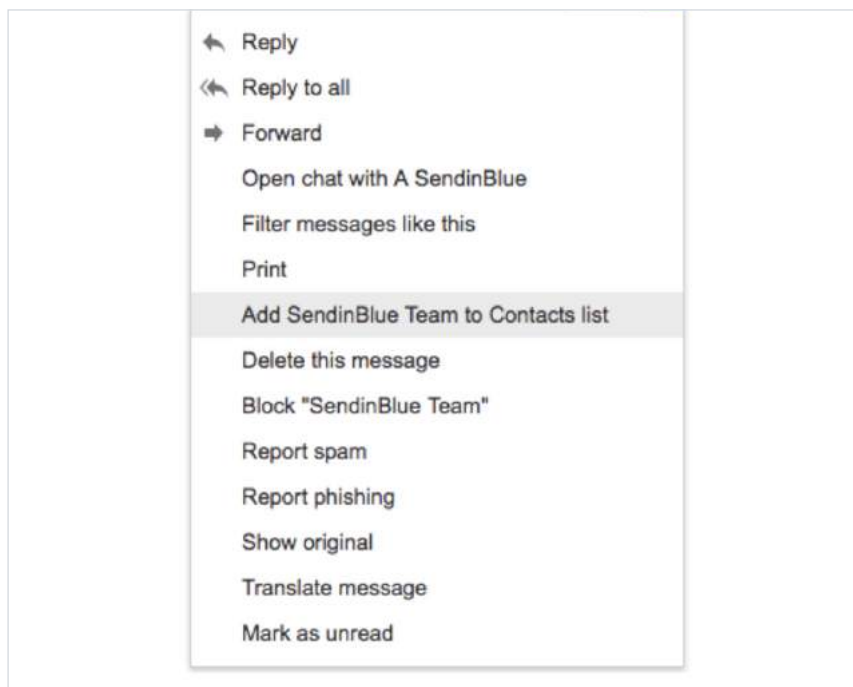
Another tip for increasing your open rates for subscribers who use Gmail -- ask them to move your email from the "Promotions" tab to the "Primary" tab.
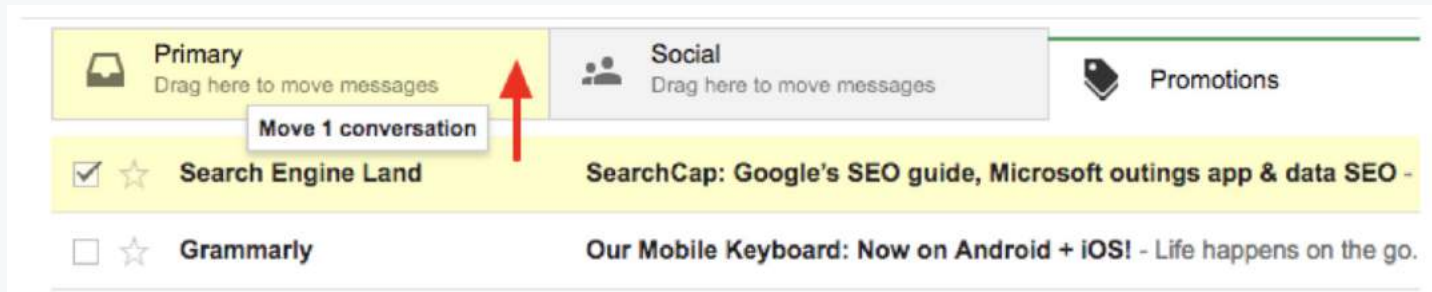
That way, your emails will stand out and be much more likely to receive engagement.
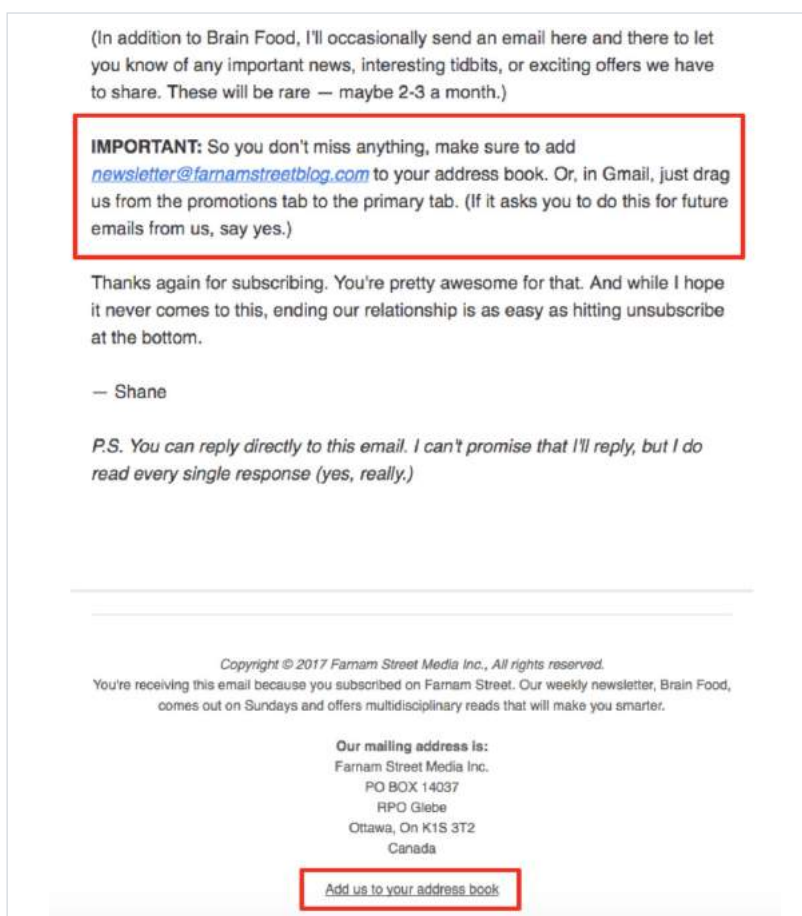
Example:

Farnam Street Blog is a newsletter and learning community that publishes articles about better ways of thinking and living that the creator calls "brain food." Their welcome email is an excellent example of how to ask readers to add the sender to their contacts.

## Get more marketing tips :

Read the full article ▸

Tip #2:
Design emails that reinforce your brand

Brand consistency and recognition are extremely important in creating a seamless experience for customers across all communication channels. That includes email.

Your emails should be instantly recognizable and always reflect your brand. That means keeping your logo at the top and following your brand design guidelines for fonts, color palette, image styles, and everything in between.

You can (and should) also use similar elements from your website design, such as the navigation bar, to make your emails even more user friendly and consistent with your brand.

This is important because you don't want to confuse or upset your email audience with an inconsistent experience. Keeping your design consistent makes it easier to match reader expectations and reinforce trust in your brand.
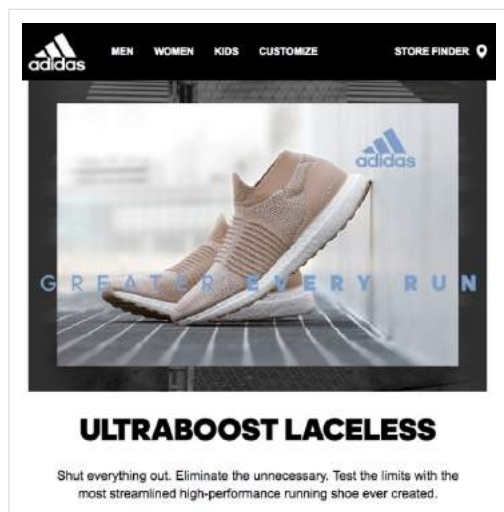
Want to create more effective emails? Follow this:

6 step plan to better email campaigns ▸

Tip #3:
Send emails that look good on any device using responsive design

Over half of all emails are opened on mobile devices -- make sure you're designing your emails accordingly.

The last thing you want is your subscribers to have difficulties reading your emails. All it takes these days is one negative experience for a consumer to lose trust in a brand.
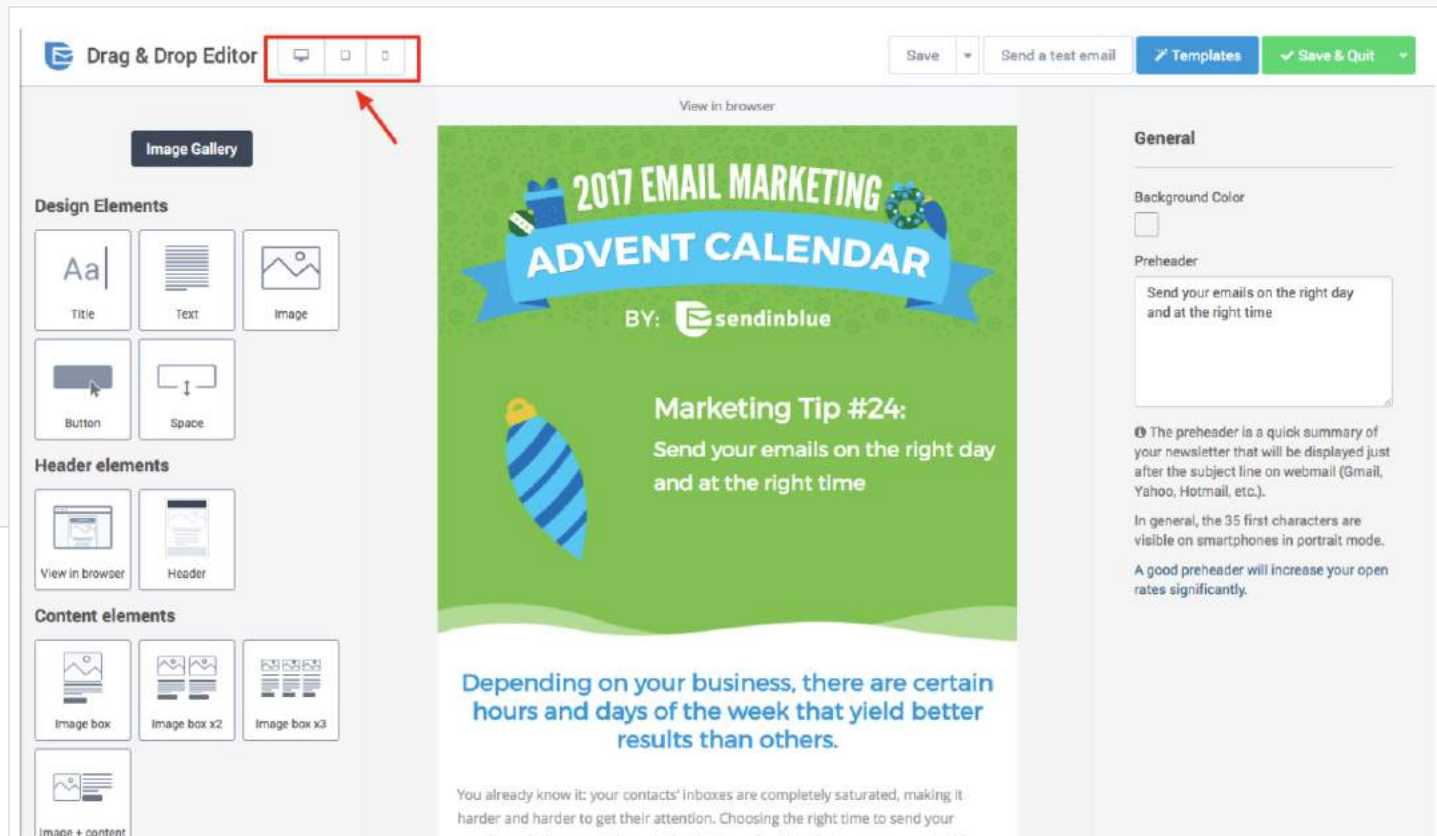
If you're not using responsive design in your emails, you may very well be sending messages to your customers that won't render correctly on their device. This will either get you sent straight to the trash bin -- or worse -- the spam folder.

As consumers become more and more attached to their mobile phones, we as marketers must adjust. Creating emails for desktop only is a thing of the past. Responsive design ensures that your emails look great no matter what type of device your customers are using to check their messages.

So, before you hit send on your next campaign, make sure that you preview your emails on multiple devices to prevent any negative experiences for customers.
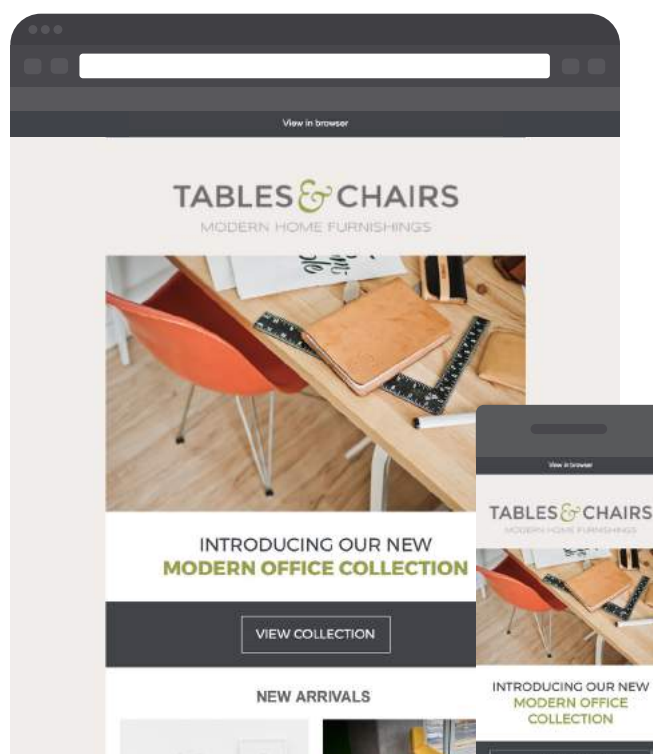
Thankfully, emails created with SendinBlue's drag and drop design tool are always responsive and can be previewed on different device types.

Tip #4:
Don't wait until your list is "big enough" to start sending emails

There is no such thing as the right number of contacts in an email list.

Although most businesses want tens of thousands of subscribers to their email list, it's unlikely that you can make this happen overnight.

Despite this fact, many businesses feel that they should wait until they achieve some arbitrary number of subscribers before sending out their newsletter or promotional emails. Don't make this same mistake.

There are two reasons why you should start sending emails as soon as you have subscribers:

✔ **Fulfill your promise:** When subscribers sign up, they expect to receive value in the form of promotional emails or content. A magic number of contacts doesn't change the fact that you have an obligation to ALL of your contacts.

✔ **Get the word out more easily:** The sooner you start delivering emails, the sooner your subscribers have the opportunity to spread the word about the value you're giving them or actually forward your emails to others in their network.

Not sure where to start with your email strategy?
Learn more about how to

Create an effective welcome email ▸

Tip #5:
Use an optin form rather than a link in your menu

Save contacts the extra click by allowing them to subscribe directly in an embedded form on your site without visiting a new page.

Many sites still use a link when asking people to sign up for their newsletter. But, why use a link when you can just embed a form directly into your website?

Simply replacing a link with an optin form can increase your newsletter subscription rate by 20% - 50%! That's pretty crazy.

The reason for this?

Instead of forcing users to open a new page and type in their information, you are saving them the effort and lowering the bar to entry by making the signup process as easy as possible.

Not to mention, a form is easier to spot on the page:

Receive our newsletters

name@email.com ✉

As opposed to a link:

Receive our newsletters ✉

Find out more ways to increase your subscribers:

Visit the SendinBlue Blog ▶

Tip #6:

Give customers an opportunity to sign up for your newsletter at checkout

One of the best time to ask customers to subscribe to your newsletter is during checkout.

When customers are at checkout, that means they are experiencing the value your business offers and are willing to pay for it in that moment.

If they're willing to spend their hard-earned money on what you're offering, it's not unlikely that they would also be willing to receive emails from your business. After all, they've already decided to put their trust in you by making a purchase.

Just make sure that you give customers a concise summary of what they'll get if they sign up (e.g. exclusive discounts, sale reminders, etc.). This will give them that final push to click "Subscribe."

Using WooCommerce for your ecommerce store?
Learn more about:

Which WooCommerce email plugin is best for you ▸

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Tip #7:
Ask subscribers to set their email preferences at the time of subscription

Segmentation is one of the best ways to create engaging emails for your customers that better fit what their needs.

If you want your email marketing to work, your campaigns should address the real needs of your subscribers. But, to do that, you need to know what your subscribers' needs and preferences really are.

The solution? Ask new subscribers what their preferences are upfront when they sign up or allow them to complete their email settings in their account. Here is an example from Spotify:

Notification settings

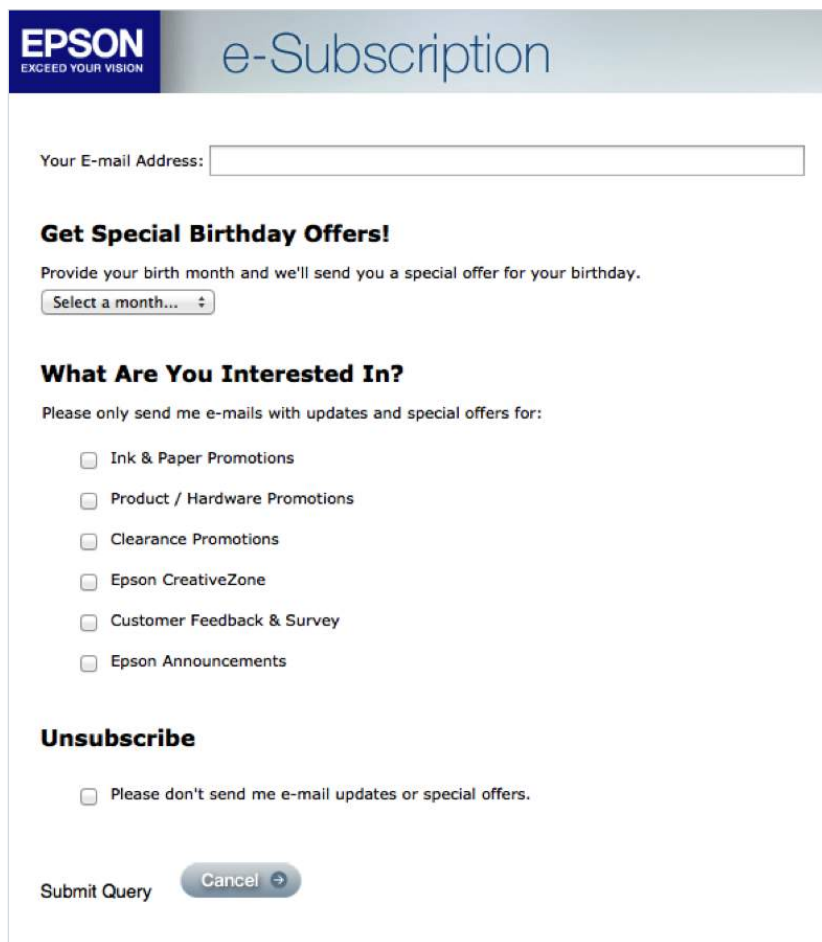|	✉ EMAIL	□ PUSH
Spotify Updates		
Product News Getting started, new features and the latest product updates on Spotify	☑	☐
Spotify News and Offers News, promos and events for you	☑	☐
Your Music		
Recommended Music Music we find that we think you'll like	☑	☐
New Music Fresh tracks from artists you follow or might like	☑	☐
Playlist Updates A playlist you follow is updated	☑	☐
Concert Notifications Updates about live shows by artists you like, in places near you	☑	☐

This gives new subscribers a chance to tell you exactly what they are looking for in their relationship with you.

Some of the options you can give are:

✔ Email frequency

✔ Topics of interest

✔ Types of preferred emails (newsletter, promotions, etc.)

Once you have their preferences, you can create more meaningful segments within your email list.

By giving your contacts some say in the email marketing process, you can greatly improve the engagement and trust level from your subscribers, which ultimately means more business.

Want to learn more about email list segmentation?

Read the full article on the SendinBlue blog ▸

Tip #8:
Send out a satisfaction survey and use marketing automation to automatically split customers into happy and unhappy segments

Communications with customers should vary depending on their experience with and sentiment towards your brand.

This may seem obvious, but it's not always a great idea to send the same emails to your happiest customers that you do to your less than satisfied customers. You will see better engagement if you separate these groups in your email strategy.

To do this, you should send out a customer feedback survey. You can do this as an NPS survey, or something else you created on your own. Here is an example of an NPS survey from Retently:

Promoters	Passives	Detractors							
☺ ☺	☺ ☺	☹ ☹	☹	☹	☹	☹	☹	☹	☹
10 9	8 7	6	5	4	3	2	1	0	

Once you have the responses, you should be able to create a group of your happiest customers, as well as a group of unhappy customers.

✔ **Happy Customers:**
Continue to send them normal promotions to encourage more purchases or an upgrade.

✔ **Unhappy Customers:**
Ask them for feedback on how you can improve, or simply offer to have them removed from your list altogether.

Want to read the whole article?

Visit the SendinBlue Blog ▸

Tip #9:
Extend the content
in your articles
with extra
gated resources

Getting readers to return to your blog should always be a top priority. The best way to do this is to get them to sign up for your emails.

Typically, people sign up for newsletters for two main reasons:

✔ They find value in the content and want to read it regularly

✔ They're getting something specific in return immediately after signup (chance to win a prize, discount coupon, etc.)

SUBSCRIBE TO OUR NEWSLETTER ⊗

PIXELS • DAILY is a collection of free and commercial resources for designers.Subscribe to our weekly newsletter to receive the latest freebies in your inbox! (see an example)

YOUR NAME

YOUR EMAIL

WE HATE SPAM! Really. It's terrible, and we never do it | Join

Ideally, readers would only need the first reason to sign up. But, the world isn't perfect and sometimes people need immediate gratification before they can see the long term value of your newsletter.

So, why not combine the best of both worlds? When publishing blog posts, include "content extension" offers that give reader even more value on the article topic in exchange for their email address.

Whether it's extra tips, a spreadsheet template for tracking metrics, or a whitepaper that provides a more in-depth discussion, the content extension should provide real value and actively encourage readers to sign up for your list.

Ready to try it out? Check out the:

Top 5 list building tools ▸

to get the job done!

Tip #10:
Give subscribers FOMO in the copy of your opt-ins

Words are an extremely powerful tool. Use them to your advantage by making your newsletter optin an offer that readers can't refuse.

It's no secret that humans are susceptible to certain words and phrases. Because words tie strongly to our emotions, we as marketers are able to use **conversion focused language** to drive engagement with our marketing campaigns.

By using words like, "exclusive tips," and "expert advice," you can give your readers FOMO (fear of missing out) if they don't sign up for your newsletter.

To give this strategy some extra juice, you can include social proof. Phrases such as "Join 10,000 other subscribers" and "50,000 monthly readers," or reader testimonials can do a lot to convince potential subscribers to join.

Sign up for the Free Backlinko Newsletter

For exclusive strategies not found on the blog

Enter your email address... | Sign Up

Join over 60,000

subscribers to get free conversion optimization tips and resources.

Your Email...

SUBSCRIBE NOW
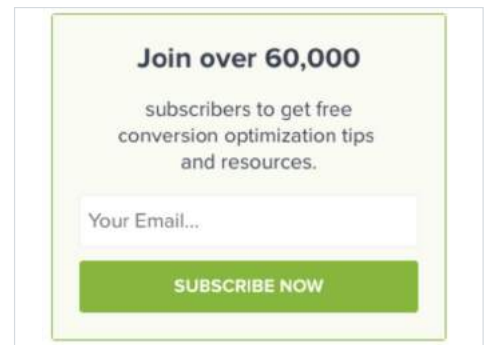
When building your list, don't forget to avoid:

Common optin strategy mistakes ▶
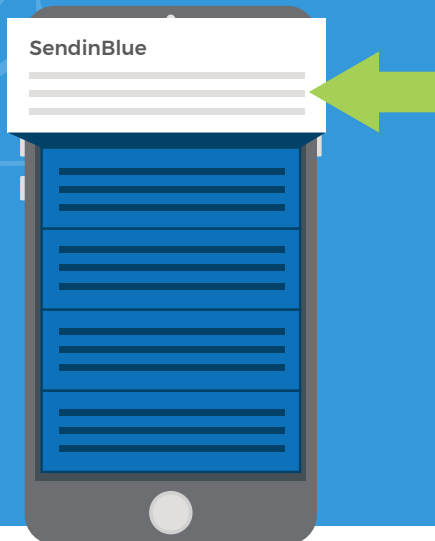
Tip #11:
Optimize your email preview text to improve your open rate

Open rate is almost entirely dependent on the subject line, but there is another element that's often overlooked: preview text.

The preview text is a preview of the content in your email that generally appears to the side of (or underneath) your subject line.

cks Rewards	**Get to Rewards two times faster** - Collect 4★/$1 from Friday to Sunday	View online Starbucl
Bauer	**A $10 Gift Just For You!** - Gear up with the World's Best Outerwear. View in a browser Gear up
cks Rewards	**You have Stars expiring next month** - Collect more Stars to earn a reward	View online Starb
	Subject Line **Preview Text**
en North America	**The Vidda Pro Trouser, Uniquely Fjällräven** - Shop Outdoor Pants View in Browser FJALLRA'
rage	**Stay Warm. Look Cool. Get 25% off.** - Shop Cold-Weather Deals	View With Images REI GAF

If you forget to set the preview text for your email campaigns, the email provider will just show the beginning of the text from your actual email, which may not be a big deal for some emails -- but, things can get messy if you have a small amount of content or tons of images and links.

With SendinBlue, you can modify this preview to make it exactly what you want. When creating your emails in the drag and drop editor, look in the right column to find the field in which you can set the content of your preview text.

By taking the time to create an informative preview text, you're creating a better user experience, which will increase your open rate and overall email engagement.

Learn more about what you can do in our drag and drop email editor

Visit the SendinBlue Blog ▸

When used sparingly, emojis can make your email subject lines more visible, attractive, and of course, expressive.

Like every other marketing tip you read, this advice should be adapted to your particular situation. If you're a law firm or financial consulting service, you might not need emojis to better engage with your audience (but you never know!).

However, If your brand uses a lighter tone in marketing communications, there's no reason why you can't toss in a few emojis.

Not only do emojis help build rapport and connect with readers, but they also make your emails stand out in a crowded inbox

Jeannie from edX	Enroll Now: 12 🔥Courses	- Discover exciting courses in data science
Zoovillage	Varma, sköna och lyxiga vinterparkas	- Shoppa vinterns jacka med
Sturtevant's	Black Friday Package Deals For Skiers and Boarders!	- Packages
Keystone	Come Back This Winter With an Exclusive Deal, Jeffrey	- VIEW ON

As you can see, the edX email with flames in the subject line stands out from the rest without being too over the top. Testing emojis in your subject lines is a great way to start optimizing your subject lines.

Emojis can even be used to communicate information directly, or used to replace certain **spam words** making your message shorter and more powerful:

instead of "urgent"	**instead of** "gift"	**instead of** "promotion"
instead of "important date"	**instead of** "hot deal"	**instead of** "empty cart"

Caution: Emojis are displayed differently depending on the email client and device type. This can sometimes produce unexpected results.

Learn more in our article about **emojis in emailings**.

Want more tips for optimizing the subject line?

Check out the full SendinBlue article ▸

Tip #13:
Leverage the marketing potential of your transactional emails

Use your transactional emails (order receipts, delivery confirmations, etc.) to reinforce your client relationships.

According to **an Experian study**, transactional emails have a significantly (at times, 8x) higher open rate than normal marketing emails!

But, the emails that have the most engagement often end up being under-utilized: no branding, no CTA, only the bare minimum information, etc. In many cases, these emails are being sent by third parties altogether (e.g. your ecommerce platform). That means you have no say in their design or content in the first place!

Instead of letting the space go to waste, give your transactional emails some marketing objectives:

✔ Use colors and logos to match the branding of your other emails

✔ Provide product recommendations or interesting articles from your blog

✔ Promote a specific upcoming sale or offering

To help get you started, we have included a library of transactional email templates for you to customize in the SendinBlue drag and drop editor.
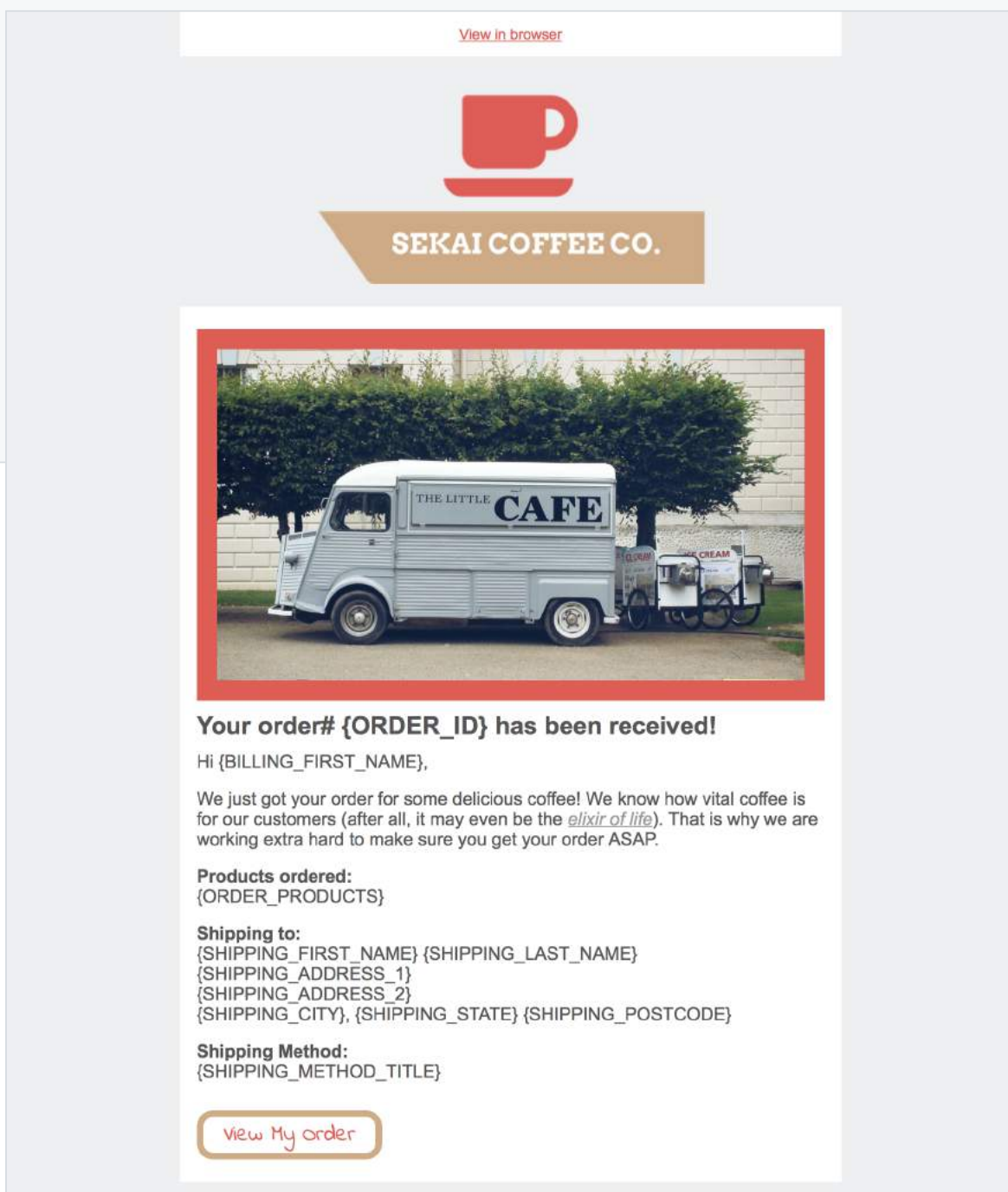
Need even more free email templates?

Check out this list of great resources ▸

Tip #14:
Create a sense of urgency in your promotional emails

Sometimes customers need a little extra incentive to make a purchase. Give it to them by creating a sense of urgency in your emails.

It's easy for shoppers to put off making a purchase for one reason or another. Creating a sense of urgency eliminates these excuses and imposes a psychological imperative that greatly increases the likelihood that readers will convert.

So, how do you do this?

The best way is to include a countdown timer in your email.

The countdown can correspond to the time left on a special sale or discount offer. With the time ticking away right in front of them, customers will want to make a purchase and avoid missing out on the sale.
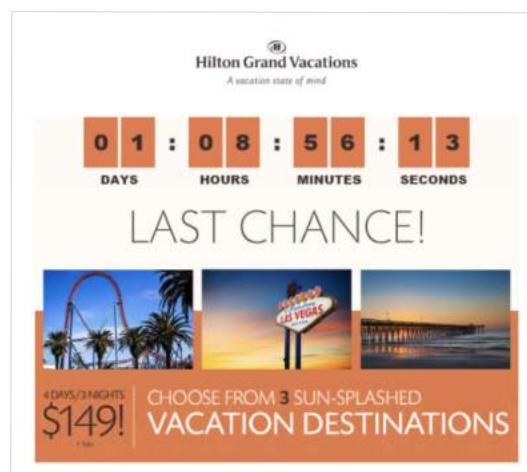
Want to know more?

Learn how to include a countdown in your SendinBlue emails ▶

That holiday bonus isn't gonna spend itself!

The holidays always mean a few things: time off work, extra spending money, and seasonal sales.

While most businesses follow the classic model of pre-Christmas sales (Halloween, Thanksgiving, Black Friday, Cyber Monday), many forget about the most important sale: the after holidays sale.

This sale is perfect because it leverages all of the free time people have from work, as well as the disposable income that comes from holiday bonuses, checks from Grandma, and of course those refunds from all the returned gifts. :)

For more holiday marketing tips:

Visit the SendinBlue Blog ▸

Tip #16:
Send abandoned cart emails to increase conversions

Persistence is key when it comes to ecommerce sales. Don't let casual shoppers go without a fight.

Over 75% of online shoppers abandon their cart before checkout. That means you are losing three quarters of your potential online sales before they even happen!

People abandon carts for all kinds of reasons:

✔ There were some unexpected costs at checkout (shipping, taxes, etc.)

✔ Something came up that took them away from the page

✔ They found a better deal

Although you can't reclaim all of your lost sales, abandoned cart email workflows let you easily win back a large number of these lost sales. Some people just need a reminder because they got busy and forgot about their purchase.

Example - Abandoned Cart
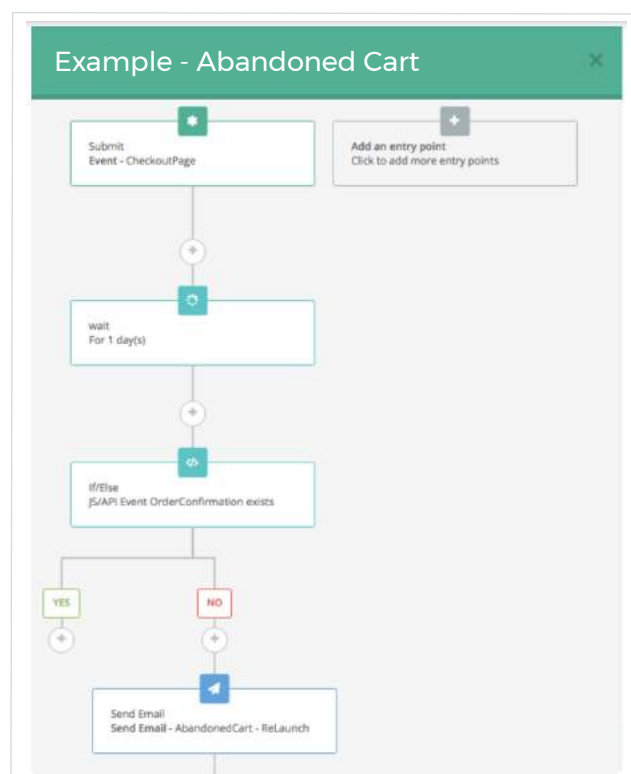
If you really want to win back shoppers, you can even provide a discount code to try and entice customers who left for cost-related reasons.

And the best part about abandoned cart email workflows: they only take a few minutes to set up!

All you have to do is visit the "Automation" tab in SendinBlue, create a new workflow, and then select the "Abandoned Cart" premade workflow. After that, you just have to set which email you want to be sent and a few other options and you're good to go!
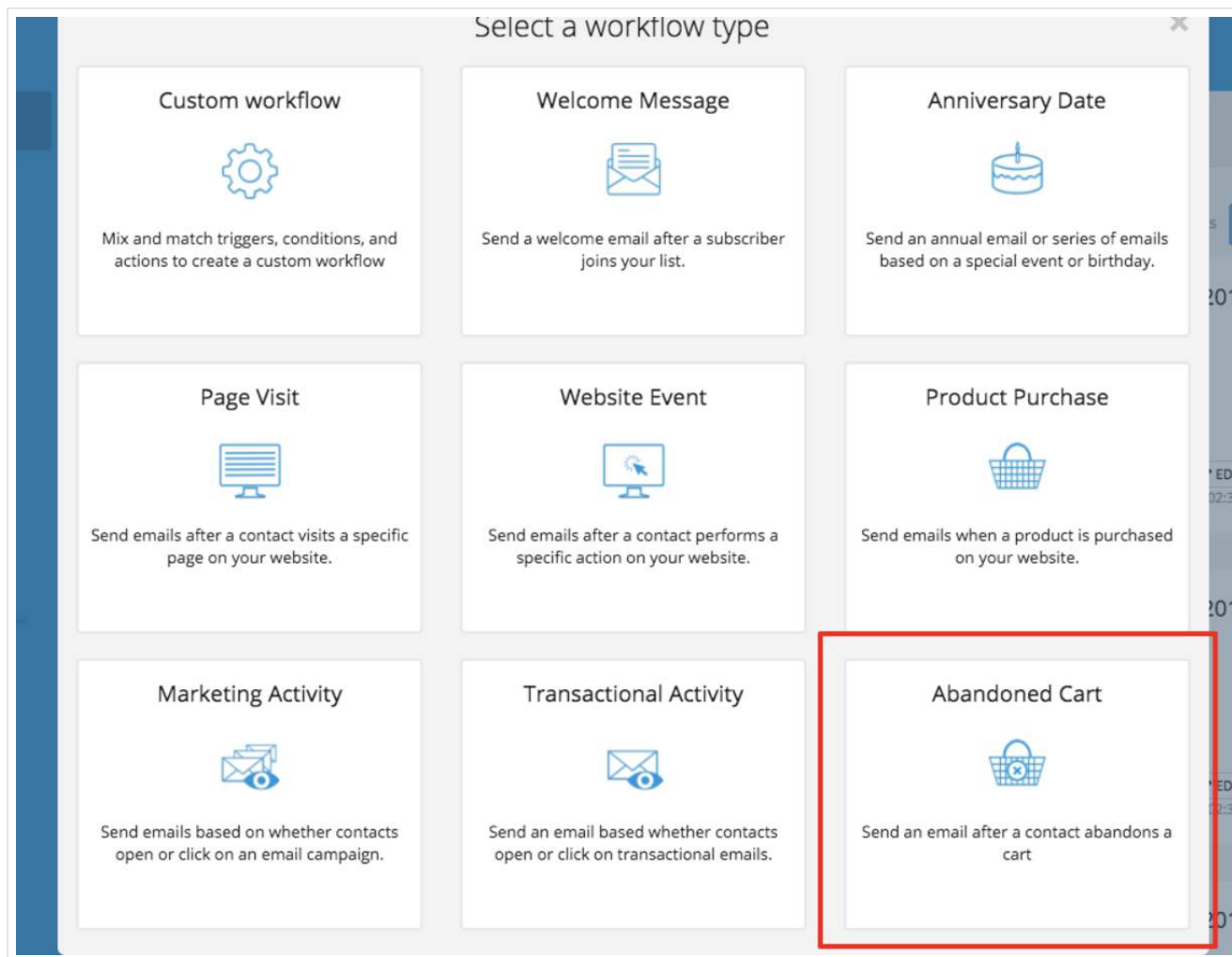
Want to know what other workflows you can use with SendinBlue?

Here are a few you should check out ▸

Tip #17:
Notify interested shoppers when a previously out of stock item is back in stock

Just because you run out of your most popular item doesn't mean that's the end of the road.

It can be frustrating as an ecommerce shopper to have a desired item out of stock. But, as a business owner, visits to an out of stock product page means there's an opportunity for sales.

Instead of just saying "out of stock" on your product page, you can leverage the traffic to win back some of these sales using email. Simply include a subscription form for this product that lets users sign up with their email address to be notified when the product comes back in stock.

Once the product is back in inventory, send an automatic update to this list of interested contacts. You can even include a small discount code to further encourage a purchase.

Remember that this works best for products that you can realistically replenish in a reasonable amount of time. You don't want to follow up with customers 6 months later unless the product is truly one of a kind.

Want more tips like this? Check out this article:

20+ ecommerce email marketing tips ▶

Tip #18:
Qualify your future customers with marketing automation

Use lead scoring to give each potential customer a score based on their interest in your site.

Don't waste anymore of your precious time on prospects who aren't interested in making a purchase. Instead, use marketing automation to filter out everyone except for the cream of the crop -- that way, you know you aren't wasting your time.

To do this, you need to have a strong idea of how customers behave before making a purchase. Once you know this, you can create a new attribute in your database called "lead score," which has a default value of zero.

Then, you can set up a marketing automation workflow that adds a certain number of points if a prospect completes a certain action (e.g. clicking on a link in your email).

Welcome Email   Email Link Click   +10 points
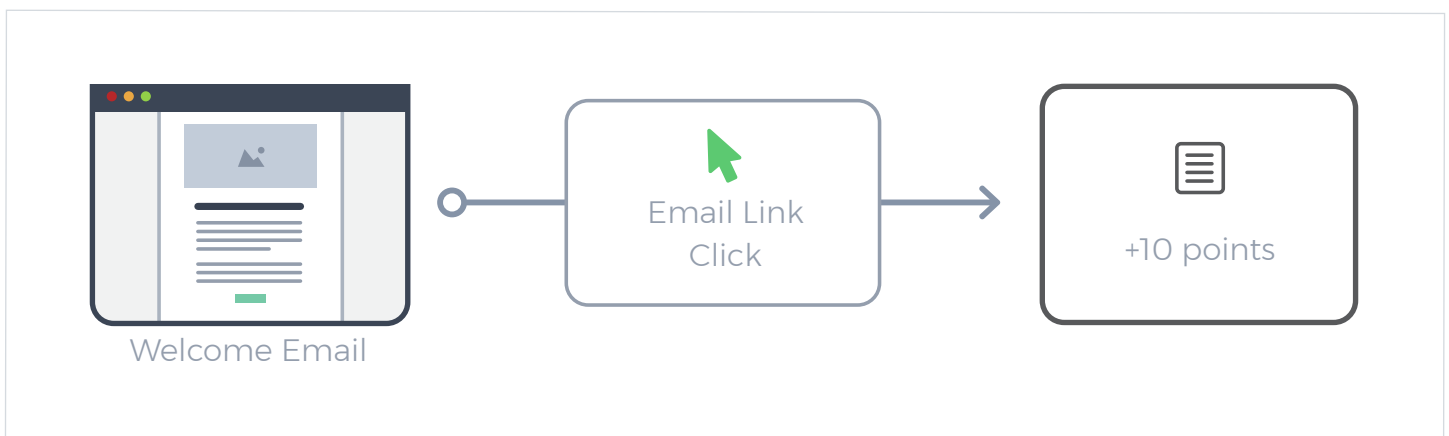
Once contacts reach a score threshold that you define (e.g. 80 points), your automation workflow will add them to a list of "Qualified Leads."
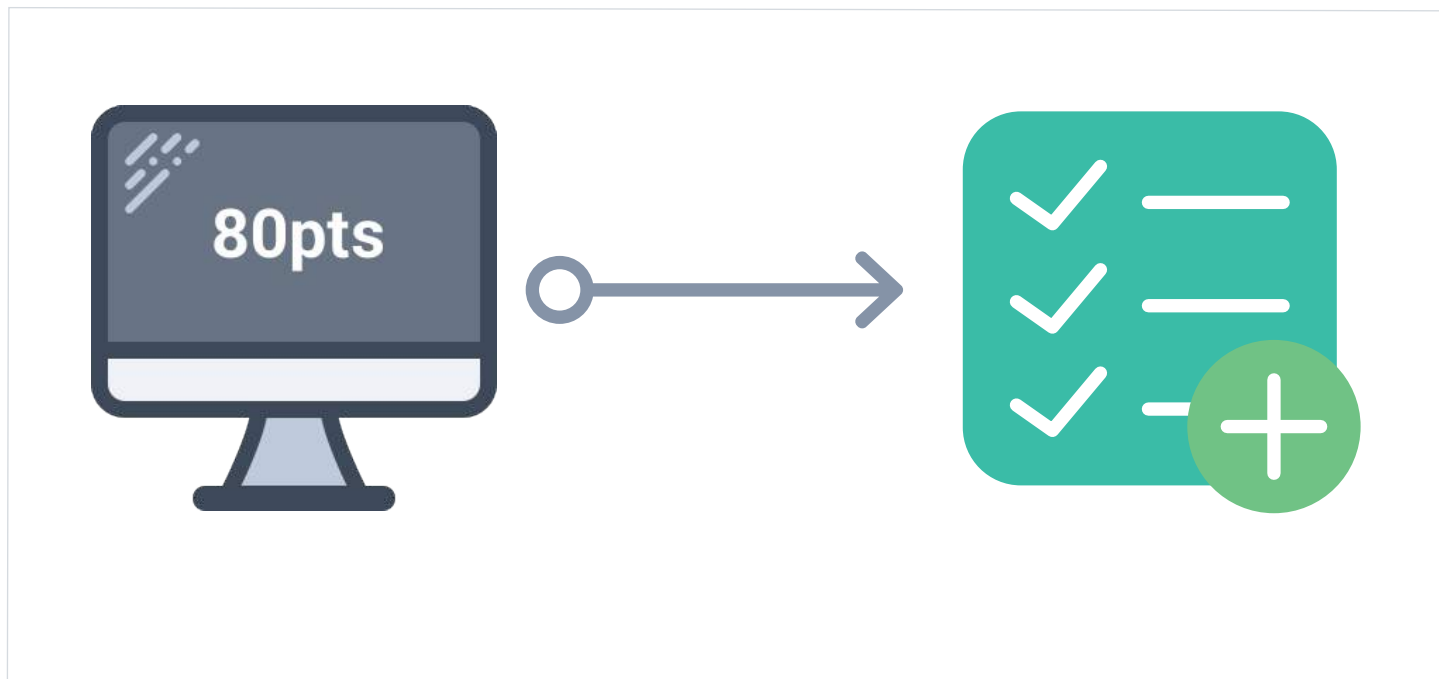
That way, you can spend most of your time doing outreach to your qualified leads (who are actually interested), instead of spending too much time trying to reach everyone who visits your site.

Want more clever ways to use marketing automation for more than just email?

Read the full article ▸

Tip #19:
Keep your list clean with a re-optin email

Periodically removing old contacts from your list will greatly benefit your email marketing in the long run.

We've all been there -- signed up for an email list without thinking, only to end up unsubscribing after a few months.

People's preferences and interests change -- or maybe they just signed up to enter a contest or download the latest ebook but weren't interested in actually receiving emails.

Whatever the reason, some people will inevitably leave. But, instead of waiting for people to click unsubscribe, you can be proactive by sending a re-optin email: an email asking if they want to stay subscribed or be removed from the list. If they don't re-optin within a certain period of time, you can automatically remove them from your list.

This is great because it allows you to keep only your most engaged contacts.
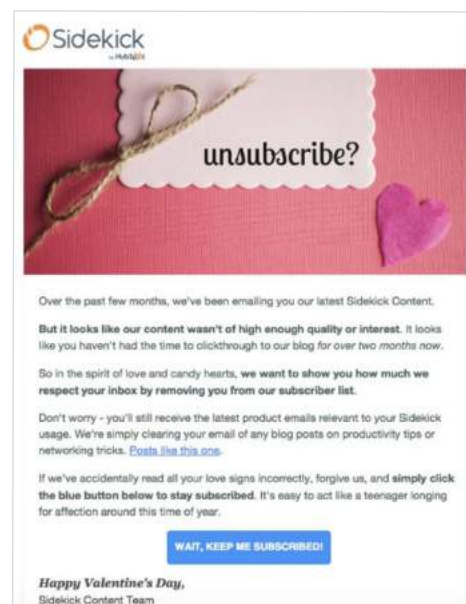
Want to learn more about sender reputation and deliverability?

Read more here ▶

Tip #20:

Create a list segment for your most engaged customers to build more brand loyalty and increase sales

Customers want to feel special. Give them what they want by creating a separate list for your most loyal customers.

If you have repeat customers or readers who are already engaging with your emails, this is a fantastic opportunity. These people have shown a deeper level of interest in your business and these relationships should be cultivated.

A great way to do this is to create an email list segment specifically for these contacts. That way you can send them special offers and discounts to encourage them to make purchases through your business.

Because these people have already expressed loyalty to your brand, they will be much more likely to continue coming back if you keep rewarding their loyalty.
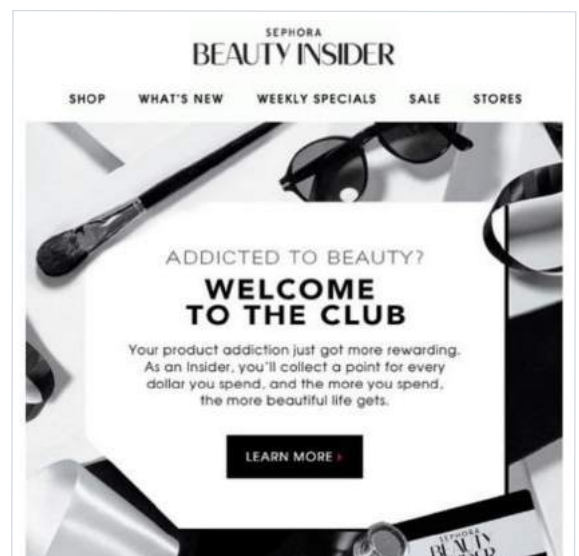
Learn more about how to

Build a bridge to your audience with content ▸

Tip #21:
Notify customers if an abandoned cart item goes on sale

Customers only add items to their cart if they're truly interested in buying. Use this information to your advantage.

It's frustrating to have potential customers add items to their cart only to abandon them before making a purchase. But, instead of viewing this as a lost sale, think of it more as an opportunity.

Of course following up with customers and reminding them of the items they left in the cart is always a good idea, you can take that one step further.

Many customers abandon a cart because there are unforeseen costs that make their purchase too expensive (shipping, taxes, etc.). But, if one of the items that was left in a cart goes on sale, this is an even bigger opportunity to win back the sale. Whenever you have a sale, check if anyone left those sale items in an abandoned cart, and send notifications to any customers that did so. This will drastically increase the chances that they will come back and make their purchase.

Looking for more ways to increase your ecommerce sales?

Here are 5 marketing automation workflows that can help ▸

Tip #22:
Track your marketing automation strategy like a conversion funnel
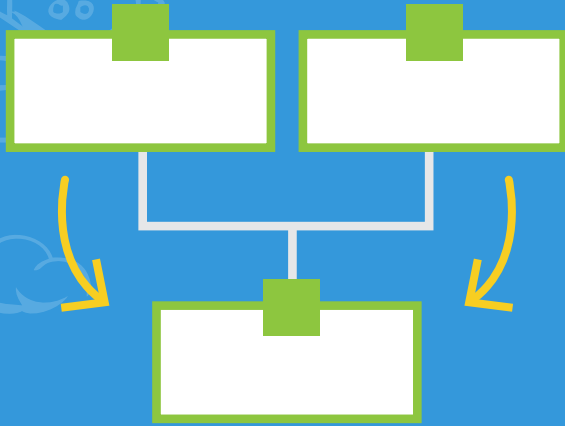
Monitoring automation KPIs enables you to identify bottlenecks and try new ideas or make necessary adjustments to fix them.

Most of marketing is a numbers game, and marketing automation is no different. Customers that go through marketing automation typically go through three stages:

If you want to get the most out of your marketing automation strategy, you need to keep track of your conversion rate, the steps people take before converting, and the average amount of time a conversion takes.

This allows you to identify how effective your automation strategy is at acquiring new customers and where you might be able to improve.

Website Visitor

Qualified Lead

Paying Customer

Not sure where to start?

Read more about the 3 Essential Marketing Automation KPIs ▸

Make a pre-send checklist for your email campaigns

It can be devastating to realize you made a mistake after it's too late. Not only can it hurt the performance of your email campaign, it can also reflect poorly on your brand and even diminish the trust of your customers.

At SendinBlue, we like our users to have well-optimized email campaigns that achieve good results. That's why we created a 25 point checklist that guarantees you've done everything to optimize your campaign for success!

By following these steps, you are sure to avoid any embarrassing mistakes and send only the best emails that you can possibly send. :)

Is your email ready to send?

Download the checklist ▸

EMAIL MARKETING CHECKLIST

24 STEPS TO A SUCCESSFUL EMAIL MARKETING CAMPAIGN

STRATEGY AND TARGETING (4)

1   Campaign has a clear goal ☐

2   You've asked yourself the 3 most important questions ☐

3   Contact list has been segmented ☐

4   The email list is clean ☐

CAMPAIGN SETTINGS (4)

5   There is a clear subject line that entices readers to click ☐

6   Email and sender name are clearly identifiable ☐

7   Return email address has been set (if necessary) ☐

8   Personalization has been included in the email ☐

EMAIL CONTENT (8)

9   All of the default text and images have been replaced ☐

10   Alternative text for images has been set ☐

11   Links have been added to buttons, images, and logos ☐

12   CTA is clearly identifiable and aligns with the goal of the campaign ☐

13   Text has been proofread ☐

14   Only used short sentences with no jargon ☐

15   Preview text has been optimized ☐

16   Personalization has been used correctly ☐

EMAIL PREVIEW (6)

17   Preview works on desktop, mobile, and tablet ☐

18   Preview works for different email clients ☐

19   Inbox test complete ☐

20   Test email sent out to test list with various email clients ☐

21   Pre-header looks good on different email clients ☐

22   All links are functioning properly ☐

23   Dynamic text/ personalization is rendering correctly ☐

SENDING AND BEYOND (2)

24   The campaigns has been scheduled for a strategic time and day ☐

25   Monitor engagement metrics and results ☐

Send up to 9,000 emails per month for free!

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Tip #24:
Send your emails on the right day and at the right time

Depending on your business, there are certain hours and days of the week that yield better results than others.

Business Type	Best Day to Send an Email Campaign	Best Time to Send an Email Campaign
Ecommerce	Wednesday	10:00 AM
Software / SaaS	Wednesday	2:00 – 3:00 PM
Marketing Services	Wednesday	4:00 PM
Offline Retail/ Hospitality	Thursday	8:00 – 10:00 AM
Professional Services (B2B)	Tuesday	8:00 – 10:00 AM
NGOs (Nonprofits)	Tuesday or Wednesday	3:00 – 4:00 PM
Overall	Tuesday or Wednesday	10:00 AM or 3:00 PM

You already know it: your contacts' inboxes are completely saturated, making it harder and harder to get their attention. Choosing the right time to send your emails can help you cut through the clutter and achieve better engagement with your campaigns.

To help you figure out the best time to send an email, we analyzed millions of our users' email campaigns and engagement rates. We looked at the send times, open rates, click rates, and the total percentage of volume of opens and clicks for different days and different hours.

To make the results easier to understand and analyze, we created an infographic that sums up the best send times by business type.

To help you see at a glance the best time to send your newsletter according to your industry, check out our infographic:

Download infographic ▸
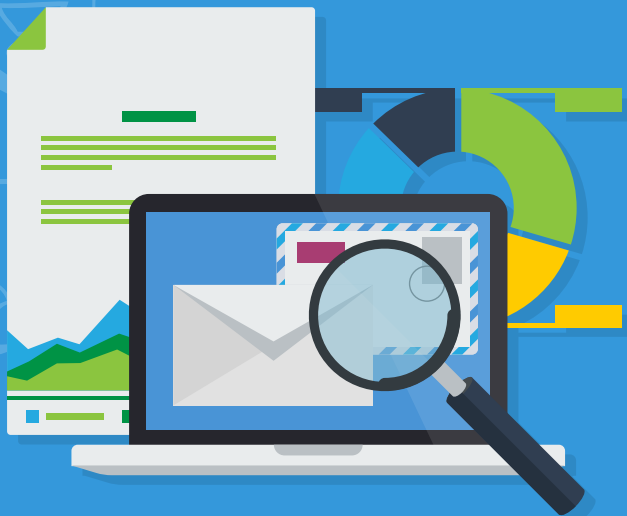
Tip #25:
Make sure nothing falls through the cracks!

Email marketing is a complex subject, so it's easy to let pieces of your email strategy fall through the cracks.

Although it may not seem like it, there is a lot more to email than just sending the right content. As you probably realized from the tips in the eBook, there a several important elements that lead to a successful email marketing strategy, including:

- ✔ List Building and Management
- ✔ Email Content
- ✔ Email Design
- ✔ Deliverability
- ✔ Timing
- ✔ Automation

Knowing how all of these different pieces fit together can be challenging, but it's also important if you want to have a successful email marketing strategy.

When you're planning out you emails, make sure that you have considered all of these elements before hitting the send button on your campaign.

Need help connecting the dots on email marketing? Check out our

In-depth guide to email marketing success ▸

CONCLUSION

There you have it! You've reached the end of our list of expert email marketing tips. We hope you've found some inspiration and ideas to more effectively communicate with your customers through email marketing.

Although we promised to make you an email marketing pro, these tips are actually just the beginning!

You should now have a better understanding of how you can optimize certain aspects of your campaigns to achieve more engagement. This knowledge will help you think more critically about your emails and adapt new strategies that fit your specific needs.

If you enjoyed reading these tips, feel free to subscribe to our newsletter: monthly emails that contain our latest articles on digital marketing and strategic guides, as well as other exclusive content.

You can also follow us on Twitter, Facebook or LinkedIn to keep track of our content while you slack off at work.

Happy Sending !

https://sendinblue.com/