Maximizing your Email Marketing

Templates, Subject lines and Calls-to-Action
Agenda

• Goal
• Email Templates
• Subject Lines
• Calls to Action
• Statistics
Goal

• Provide email marketing template examples
• Give ideas that you can implement
• Establish a solid email marketing foundation to build on
• You can build a message either within iContact, or in an external program like Photoshop, and then place the code directly into the HTML page in a new template.

• Our design team can help with tweaks, if needed, or if there are any problems with rendering when your template is placed into the application.
Choosing a “From address”

- Do you open emails from people/organizations you don’t recognize?

- From Name should be recognizable

- *DoNotReply@organization.com* is not a good email to send from

- Neither is *Fred@company.com* unless you are certain subscribers know who Fred is!
Subject Lines

• Goal of a subject line = get recipient to open your email

• Is there value? Exclusive info or deals.

• Is there urgency or breaking news?

• Stay under 50 characters. People are busy, and inboxes will chop them off!

• Questions can work well
What makes someone open your message?

Test, test, test those subject lines, and see what works!
Calls to Action

• Call to Action (CTA) means an element that solicits an action from the user
  – Typically a visual element
• If you want recipients to do something when they get your email, tell them via CTA
• Grab their attention
• Entice them to click, call, purchase, donate, attend, read, listen, visit, etc…
  – Note all of the above words are verbs
• Tell them the action they should take
CTA Examples

BUTTONS! Much more effective than hyperlinks in generating clicks because:
1. They draw attention better
2. They are more easily clickable--- particularly in mobile devices

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Recap

• Templates should be well branded and be consistent with your website, and any other marketing communication

• Navigation bars are a great way to provide this type of consistency, as well as give contacts more opportunities to click on your message

• Subject lines are a key determinant of whether an email is opened--- what will they gain from opening your message?

• Include a clear Call-To-Action

• Keep content brief. If they want more, they will click to read/see/hear more on your website

• Average open rates vary by industry and audience, but maximizing results requires TESTING!
Resources


• Email Marketing Guide: https://www.icontact.com/resources/email-marketing-guide/

• Video training links for iContact application: https://www.icontact.com/resources/email-marketing-tips