

11 Tips to Boost Email Engagement Rates.

In today's modern age, we receive tons of emails every minute from various businesses, but there are very few emails that we consider. Our Inbox is full of marketing emails that deliver different messages, most of those are generalized messages and that's why we don't get engaged with those. There are different sorts of messages which are conveyed, including awareness, social media, marketing and sales, and business related. But regardless of what the email brings to us through its message, we measure the email using some parameters. The parameters include conciseness, intention-focused, summarizing, and clear on action. All these characteristics make a good email and proves successful email marketing.

Email marketing is one of the most effective marketing tools to engage and increase customer engagement for your business. Aforementioned elements can make any email's message strong and in order to include those in your email and achieve your business intended goal, there are some very important tips that not just make your email attractive but also make it stand out in thousands of other emails.

1. Set a goal for your email.

Without the intended goal, nothing achieves success, because the success hasn't been defined for them yet. It's like starting to travel without knowing the destination. Following the process, even buying tickets and then begin traveling before knowing where you will reach? Isn't it foolish? Yes indeed.

So similarly without planning and objective, no matter how good you write, it will take you nowhere. Not nowhere as in the place in Oklahoma, USA but literally nowhere.

2. Segment your audience.

Once you decide your objective then the first thing you must do is segmentation. There is infinite number of ways by which you can segmentation, including demographics, funnel position, actions (and inaction), interests, psychographics, behaviors, and etc.

Many experts recommend to segment your audience for achieving results on your emails. Mentioning Tiffany Lewis who is the owner of Tiffany & Co., “The best way for increasing email engagement is to segment your audience(s) and to find out what is most important to them. Then, focus your email strategy around a solution-oriented message that puts your ideal client at the center of your offering.”

3. Write a compelling Subject line to bring audience interest.

What is the first thing you see when you open an email? it's probably the subject line. Subject line is like the door to an email and if the door doesn't look suitable, for example if a person needs to go to the hospital why would he open a door to a restaurant? So the email subject line must be clear on what's inside.

Moreover, to make an exceptional one should put public interest in it. Therefore, in order to do it and make the subject line enticing, there are three ways as follows.

I. Curiosity; An email that tells about stories through articles, books, videos, or other sources of communication which has information.

II. Entertainment; Email that leads to something entertaining that sets you free from daily stress.

III. FOMO (Fear Of Missing Out; It's the most impactful way as it influences the users or viewers to take immediate action.

For example, There's a 70% sale on lewis.

4. Personalisation, customizing the email for each customer.

One of the biggest reasons that thousands of emails remain unopened, unread, and even unnoticed is that those emails are generalized. The senders compose one general email and send it to many new and potential consumers. Since most of the customers don't find anything for them, that's why they don't bother by such emails as a brand saying, "Losers don't buy this, only winners can take it", a clothing brand.

While personalized emails have a lot more chances of success. For example, Spotify tells us, "This playlist is just made for you, based on the songs you listened to".

5. Prioritize your CTAs.

What is the use of email if it isn't effective enough to make the viewer take action. Not just an action but the desired action. CTA stands for Call To Action, it's very useful tool utilized in various types of marketing but it's the soul of email marketing. Because millions of marketing emails fail due to bad or ineffective use of CTAs. Many times it has been seen that indirect Call To Action leads to failure like an ecommerce site says "Request Purchase" that's inappropriate, because CTAs should be direct and clear.

6. Consider Trigger Emails.

Trigger emails are those which defines an coming event, a story, or situation. Welcome emails are also includes in trigger emails. The CEO of 'The SaaS Studio', Bruce Hogan says, "The best way to increase email engagement over the long-term is to develop and implement more trigger emails. Trigger emails have significantly greater engagement rates than newsletters and bulk campaigns. Since they are triggered by user behavior, they are more relevant and will lead to more opens, clicks, and sales".

7. Tell a Story

One of the most important ways to sell to customer isn't through logic only, there's also another path and that is by telling a story. Customers loves to relate things to themselves. For example sometimes selling a car doesn't work by logic that's the best in the market but it can be sold by telling the customer it's similar to same one he buyed on his anniversary or her lover wants.

8. Write casual, fun copy.

Write as you talk. No one appreciates large, dull, jargon-heavy chunks of texts. Craft it easy, fun, and rewarding to read your emails. And, be ultra-clear about what next step you want the reader to take.

Use active, positive language and keep sentences short and concise. And, if appropriate, use humor; people like to smile.

9. Treat Your Readers Like Your Friends

Take a look at the email you're about to send to your subscribers. Would you send it to your friends or family? If the answer is no, it's time to rethink your email strategy.

10. DO A/B testing.

If you're sending emails, you should be doing A/B testing. You can test every element of your emails, from subject lines and preview tests to copy, images, design, and CTAs.

The more you test, the better you will get to know your target audience. And the better you know your audience, the more you will be able to engage them with your emails.

11. Never Neglect the preheader text.

Preheader is the text the reader sees when your email is in his inbox. It's shown beside the subject line and sender name.

For example, Foodpanda, best deals for you every week!

Indeed, New jobs in lahore.

