SOSLAND
PUBLISHING

TARGETED EMAILS

10 TIPS FOR
CRAFTING A SUCCESSFUL TARGETED EMAIL

1. SEND THE RIGHT MESSAGE TO THE RIGHT PERSON
To get your message to the right people and generate more qualified leads, use demographic and behavioral targeting. Sending your email to the right segment of a distribution list can reportedly result in as much as a 760% increase in revenue.[1]

2. FOLLOW THE 3-5-7 RULE
You have 3 seconds to get someone's attention via the subject line.
You have 5 seconds to make your case in the text.
You have 7 seconds to encourage action via your call to action (CTA).
Craft your targeted email message accordingly!

3. USE A SIMPLE, STRAIGHTFORWARD SUBJECT LINE
Give your audience a clear reason to open your message. Keep in mind that 47% of recipients open an email based on the subject line alone.[2]

4. UTILIZE PERSONALIZATION TO ESTABLISH A ONE-TO-ONE RELATIONSHIP WITH YOUR CUSTOMER
Evoke a sense of familiarity with your recipient by adding their first name to the opening of the email. Using their name in the subject line can increase open rates by 26%.[1]

5. ADD COMPELLING AND ATTRACTIVE IMAGES
Images are a highly effective element in emails because they increase readability and engagement. When using gifs and small animations, make sure the key information is presented on the first frame just in case the email client prevents it from playing. Take care to reduce file sizes as much as possible to decrease load time.

Questions?
For more information on any Sosland Publishing products, please contact a Sosland Publishing sales representative at (816) 756-1000 or (800) 338-6201.

SOURCES:
1. campaignmonitor.com/resources/guides/email-marketing-new-rules/)
2. blog.hubspot.com/sales/subject-line-stats-open-rates-slideshare)

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6. OPTIMIZE YOUR HEADLINE AND BODY COPY
Many email clients block images as a matter of safety, so your images may never be seen. Craft your email copy so that your message comes through even without the help of an image. Don't include critical information in an image and include thoughtful alt-tags that display even when the images are turned off.

7. INCLUDE A COMPELLING CTA
Prominent calls to action are critical for the success of your email. Use large, colorful buttons and striking, actionable text to invite a next step from your recipient. Position your CTAs at the top and the bottom of your email to make it easy for your customers to click.

8. CHOOSE A SAFE FONT
Your email will be read by your customers in whichever email client they use. Outlook, Apple Mail, and Gmail each differ with how they present their fonts, so your email could appear differently among recipients depending on your font choice. Your safest bet is to use one of the following: Arial, Courier, Courier New, Georgia, Geneva, Helvetica, Lucida, Palatino, Tahoma, Times New Roman, Trebuchet MS, or Verdana.

9. OPTIMIZE YOUR EMAIL FOR MOBILE
Plan for your email to be read on mobile devices. Make sure text is legible on a smaller screen, and that your CTA button can be clicked easily on a smaller screen.

10. PROMOTE YOUR SOCIAL MEDIA CHANNELS
By encouraging your audience to follow you on social media, you can grow your social media presence and, ultimately, your customer base.

BONUS TIP:
Keep the customer's journey in mind. Your email may be the beginning of your buyer's journey. Make sure that your website landing page from the click-thru link shares your targeted email's look and feel, carries consistent branding, and includes messaging that delivers on the promise of your CTA. This will build trust and ensure your customer has an optimal experience.

ALWAYS REMEMBER:
- All links must be coded into the HTML file.
- Text should be coded as HTML, not embedded in images.
- Do not use Flash, Rich Media, JavaScript, or Image Maps.

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