

10 QUICK EMAIL MARKETING TIPS (RESOURCES INCLUDED!)

- 1 Get To Know Your Audience:** Research your target audience's demographics and interests, and use this data to create a buyer persona(s).
- 2 Make Your Subject Line Pop:** Keep it short, use puns or questions, and don't be afraid to add an emoji!
- 3 Keep Your Copy Short and Snappy:** Aim for around 200-300 words, and try to break up the text into small, digestible chunks.
- 4 Talk Like a Human:** Use contractions, cut out industry jargon, and keep the tone light.
- 5 Hook Your Reader With a Killer Opening Line:** Open the email with a joke, a fun fact, or a personal story.
- 6 Show Them the Benefits, Not Just the Features:** People are more interested in what your product can do for them than its technical specifications.
- 7 Use Social Proof To Build Trust:** Include a testimonial from a satisfied customer or showcase the results of a recent survey.
- 8 Give Them a Clear Call-To-Action:** Create a bold, easily visible CTA that tells your audience what action to take next.
- 9 Add Visual Interest:** Add images or GIFs to break up text.
- 10 Test and Refine Your Approach:** A/B test different subject lines and CTAs. Switch up content strategies to see what resonates best with your audience.

Resources & Tools: ✨

Buyer Personas: [Make My Persona](#)

Email Subject Line Grader: [Net Atlantic](#), [SubjectLine.com](#)

Writing Assistant/Editor: [Grammarly](#), [Hemingway App](#)

Find GIFs: [GIPHY](#), [Tenor](#)

Find Images: [Canva](#), [Bigstock](#)

A/B Testing Help: [HubSpot](#)

