12 Email Marketing Tips of 2022

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1 Know Your Audience

Develop buyer personas and understand their pain points. By sending emails targeted at the persona's pain points, you'll turn customers into brand advocates.

2. Don't Buy Email Lists

Build your own list by offering free website content that asks for an email. Buying lists will get you kicked into the spam folder faster than you can say "unsubscribe."

3. Segment Your List

Divide up your contact list by age, demographics, location, etc. People are more likely to buy from you when you offer deals and content specific to them.

4. Personalize Email and Sender Email

Add your subscriber's name into the subject line or greeting. Use a solid "from" name in your sender email (a brand name or title/department name should do).

5. Write a Powerful Subject Line

Keep it short, offer value, use emojis, and pique curiosity. Find more advice on writing a great subject line here!

6. Tell a Story

Engage your reader by telling a story. Humans love stories, and it's a much better way to promote your business than the "sell, sell, sell" approach.

7. 5-Second Test

Increase your email's effectiveness by asking someone to glance over your email for 5 seconds–can they tell you what it's about or what product or service is being offered?

8. Incorporate Interactive Elements

Include gifs, videos, quizzes, surveys, and countdowns to make your email content more engaging. Find more outside-the-box email content ideas here.

9. A/B Testing

See what strategies work best for your email marketing campaigns by testing two different variations of the same email campaign to see which one works best.

10. Measure Results Using Key Metrics

Track your email marketing strategy's effectiveness using key metrics such as open rate, conversion rate, bounce rate, and unsubscribes.

11. Automate Email Campaigns

Engage with customers easily using automation. Deploy welcome emails to new customers, trigger re-engagement emails with inactive subscribers, and send anniversary/birthday discounts.

12. Make It Easy to Unsubscribe

Don't make customers jump through hoops to unsubscribe. Add the "unsubscribe" button to the bottom of your emails to help keep your email list clean.

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