

Boost Your Email Open Rates With The Email Marketing Check List

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Your Guide To Easy Online Marketing

Email Open Rates Can be Boosted with a few tweaks and minor edits to your email.

1. **Use the Best Subject Line:** Come up with 10 Subject lines. Some suggestions include:
 - Highlight the Benefits to the Recipient.
 - Show the timeliness of the email, like Season or Festivity related, or Time Bound
2. **Personalize the Email:** Use their Name in the Subject line & 2 times in the email?
3. **Setup Split Testing:** Use 2 different Subject lines to set up a A/B Split Test. The winner will generate a higher Email Open rate.
4. **Design Mobile Friendly Email:** Check the email on a couple of different mobile phones to see how the recipient will see them.
5. **Best Time to Send Emails:** Study the best time to send emails from your past campaigns. If you have never sent an email before, try a Tuesday to Thursday for B2B email, and a Friday for a B2C email.
6. **Use eye-catching visuals and graphics in your emails.** If a small preview of an eye catching visual or graphics is shown by the email client, it results in a much higher open rate.
7. **Avoid using spam-triggering words and phrases** in your emails. More emails will land in the Inbox and enhance the chance of being opened.
8. **Personalize the "From" name and email address for trustworthiness.** Most ESP allow you to change the Email From (name) of the sender for each campaign or in the profile level.
9. **Send emails regularly, and at a fixed time, to improve its perception** in the recipient's eyes. An email that comes regularly at a fixed time gets opened more frequently.
10. **Segment Your List, based on demographics, user behaviour, and user engagement** over time. A super focused, and laser targeted email with the right audience will result in a very high open rate.
11. **Add a Call To Action.** Avoid multiple calls to action. Stick to 1 important link or button that results in a measurable action that can be tracked. This furthers your customer journey to the next level in the email funnel. And they'll be eager to open your next email!

With these Key Items to Check in your next Email Campaign, you can be sure of success and improve your Email Open Rates.

Contact us at BrandRich.com for any questions, or for an assessment of your email campaigns, so we can offer you some suggestions and get you to boost your email campaigns drastically.

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