

# 5 Essential Email Marketing Tips

Email can be a highly effective marketing channel and very easy to use, allowing you to send messages to hundreds or even thousands of clients and prospects at the click of a button. But to make the most of this powerful tool, it's worth spending time to plan and refine your e-marketing campaign approach

### 1 Make it personal

Personalisation is very important in email and can help elevate your message above a sea of others in your recipient's inbox. Show that you know your customer by making the content relevant to them and their situation

### 2 Grab attention

Subject lines are your eye-grabber headline and can make the difference between an email that is opened and one that is deleted almost as soon as it's arrived. Keep them short, relevant and intriguing...and make sure they link and are relevant to your content

### 3 Test and learn

Speaking of subject lines, you will want to try out different lines, as well as email layouts and content styles to see which ones work best. This is best done with a dedicated email platform like MailChimp or Dotdigital as they include tools to help you to do this automatically

### 4 Clear 'Calls To Action'

Think about what you want your client to do next and include a clear Call To Action. It's tempting to put lots of different links in an email but stick to just one or two at most to avoid confusing your recipient and put those at various points throughout your email

### 5 Use dynamic content

Using interactive and dynamic content can help bring your email to life and highly personalise the effect it has on the recipient. This might include using video content, animated GIFs and content that changes depending on audience rules you programme into the email