

Email Marketing Guide

Your go-to guide for crafting effective email marketing campaigns.



Planning and Strategy

- Define your goals
- Identify target audience
- Choose email type



Technical Considerations

- Email list management
- Compliance with regulations
- Test links
- Spam check



Content Creation

- Consider an offer
- Personalisation
- Engaging preview text
- Clear and concise copy
- Strong call to action (CTA)
- Visual elements
- Mobile optimisation



Scheduling and Sending

- Optimal send times
- Email frequency



Tracking and Analysis

- Key metrics
- A/B testing
- Reporting



Design and Layout

- Consistent branding
- Easy navigation
- White space
- Alt text for images



Post-Campaign Activities

- Follow-up
- Update lists
- Continuous improvement



Planning and Strategy

Define your goals

What are the objectives of your email campaign (e.g. brand awareness, lead generation, customer retention)?

TIP: Clearly define measurable goals to guide your campaign strategy and evaluate success.

Identify target audience

Who are you sending the email to? What stage of the sales funnel are they? Segment your audience based on demographics, behaviours and preferences.

TIP: Use data-driven insights to segment your audience for more personalised and effective email campaigns.

Choose email type

Determine the type of email (e.g. newsletter, promotional, transactional, follow-up).

Tip: Choose the email type that best aligns with your campaign objectives and audience needs.

Content Creation



See our blog: [How to Write a Compelling Email Newsletter](#) for more help.

Compelling subject line

Craft a subject line that grabs attention and encourages opens.

Tip: *Keep subject lines short, intriguing and relevant to increase open rates.*

Personalisation

Use recipient names and tailor content to individual preferences and behaviours.

Tip: *Personalisation can significantly boost engagement, so use your customer data effectively.*

Engaging preview text

Write a preheader that complements the subject line and entices the reader.

Tip: *Use the preheader preview text to provide additional context or a teaser to enhance open rates. This text appears in the inbox after the subject line.*

Clear and concise copy

Keep your message clear, concise and relevant to the audience.

Tip: *Focus on delivering value with every sentence to keep your audience engaged.*

Strong call to action (CTA)

Include a clear, actionable CTA that directs the reader toward your goal (e.g. Shop Now, Learn More).

Tip: *Make your CTA stand out with bold text or buttons and ensure it's easy to find.*

Visual elements

Use high-quality images and graphics to enhance the content.

Tip: *Ensure visuals are relevant and support the message but avoid overcrowding your email.*

Mobile optimisation

Ensure your email is mobile-friendly, with responsive design and easy-to-read text.

Tip: *Some platforms have testing features to ensure a seamless experience for all recipients.*



Design and Layout

Consistent branding

Use your brand colours, fonts and logo consistently.

Tip: *Maintain consistent branding to build recognition and trust with your audience.*

Easy navigation

Make it easy for readers to navigate through the email with a clean layout.

Tip: *Use a clear hierarchy and logical structure to guide readers effortlessly through your content.*

White space

Use white space to avoid clutter and improve readability.

Alt text for images

Provide alt text for images in case they don't load.

Tip: *Alt text not only helps with accessibility but also improves your email's chances of landing in the inbox.*



Technical Considerations

Email list management

Ensure your email list is clean, segmented and up to date.

Tip: *Regularly update and clean your email list to maintain high deliverability and engagement rates.*

Compliance with regulations

Follow GDPR and other relevant regulations. Include an unsubscribe link. To ensure optimal email campaign performance, verify the validity and expiry date of any purchased email data lists.

Tip: *Stay compliant with regulations to build trust and avoid legal issues.*

Test emails

Send test emails to check for formatting, broken links and typos.

Tip: *Always test your emails before sending them to fix any errors.*

Spam check

Use tools to check your email for potential spam triggers. Most email platforms automatically run these and assign a spam score.

Tip: *Run spam tests to improve deliverability and keep your emails out of the junk folder.*



Scheduling and Sending

Optimal send times

Determine the best time to send your emails based on your audience's behaviour by analysing previous campaign performance.

Tip: Analyse past email performance to find the optimal send times for your audience.

Email frequency

Send emails at intervals to avoid overwhelming your subscribers.

Tip: Maintain a consistent but non-intrusive frequency to keep your audience engaged without annoying them.



Tracking and Analysis

Key metrics

Monitor open rates, click-through rates, conversion rates, unsubscribe rates and ROI.

Tip: Regularly track key metrics to understand performance and inform future strategies.

A/B testing

Test different subject lines, content and send times to optimise performance.

Tip: Conduct A/B tests to learn what resonates best with your audience and improve your campaigns.

Feedback loop

Gather feedback from subscribers and use it to improve future campaigns.

Tip: Use subscriber feedback to refine your approach and better meet their needs and expectations.

Reporting

Analyse data and report on the performance to identify areas for improvement.

Tip: Create detailed reports to highlight successes, learnings, and areas for improvement for continual growth.



Post-Campaign Activities

Follow-up

Engage with respondents and follow up with non-respondents.

Tip: *Timely follow-up can nurture leads and strengthen customer relationships.*

Update lists

Clean and update your email list based on engagement and feedback.

Tip: *Regularly update your lists to remove inactive subscribers and improve engagement rates.*

Continuous improvement

Use insights and data to refine and improve future email marketing strategies.

Tip: *Continuously refine your email marketing strategy based on performance data and industry trends to stay effective.*

Need help with your email marketing?

We've got your back! As email marketing pros, we're here to help you with every step of the way to make your campaigns shine.

Whether it's strategy, content creation or technical setup, our team is ready to jump in.

Ready to elevate your email marketing? Contact us today!

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