Email Marketing:
Best Practices

Here are some additional tips and tricks for email marketing. Keep in mind these best practices when deciding on your campaign strategies.

Content

- Don't forget your logo
- Keep urgent and relevant info in top 250px
- Hyperlink anything that would make you want to click
- Offer helpful and value-driven content
- Based on Hubspot Blog, emails betwen 50-125 words had the best response rates at just above 50% .

Audience

- Success is often a result of the sender having permission, relevancy, and trust
- Segment smartly
- Be open to responses from your recipients - including a reply-to email instills trust in your audience and ensures they can respond or offer feedback if they desire.

Metrics

- Open rate
- Click-through-rate (how many recipients out of 100 clicked somewhere in your email)
- Bounce rate
- Unsubscribe rate
- Delivered
- Spam Complaints
- Revenue generated

Design

- Responsive design - stack your content for easier scrolling
- Use Bulletproof buttons
- Make good use of your space
- More graphics, less words
- Find the ideal balance of colors
- Use negative space to prevent overwhelming your reader
- Make your CTA stand out

Timing

- 8pm-midnight
- The weekends are another optimal time to send out emails
- About 52% of opens happen in the first 6 hours, with ~11% opens happening in the first hour (which means that an email sent in the morning will likely benefit from a stream of opens all day.)