

File Created by [Blogging Rebirth](#) WP Plugin

4 Miscellaneous Email Marketing Advices

Email is one of the most personal advertising medium ever invented. Here are four of the many ways you can improve your email marketing results.

e-marketing, email marketing, email advice, email campaigns, email marketing campaigns, mailing list, newsletters, daily emails, daily email list, subscribe mailing list

Email is one of the most personal advertising medium ever invented. Here are four of the many ways you can improve your email marketing results.

Spread the Word

Get others to sign up for your mailing lists with their consent. Spread the word about your mailing list through word of mouth. The beauty in this is that the list of emails will be self-screened and the database will only contain the people who are interested in your offers. Make sure you have their consent beforehand. You don't want to risk losing reputation or SPAM penalties.

Persistence

Before the internet, they used to say it takes around 7.3 impacts to make an impression with an ad. Today I would guess it to be over twice as high with the internet present. Make sure you are reaching out to your clients at least once a month in emails or other medium. Just because you emailed a list of people and had little or no response does not necessarily mean your audience isn't interested in your product. Experiment with different emails, get to know which email strategy works best, and keep using it to reach out to your audience.

They Want Useful Information

Emails should contain something that the customer wants. It shouldn't be just a summary of your company or your resume. Focus on giving more than just what you sell. Specific content, messages, and other targeted information that interests your customers are good to include. For example, if you were selling makeup, you may want to include advice on how to apply the makeup or any makeup in general.

Make Sure Your Audience Reads Your Emails

Graphics, Flash animations, logos are often blocked by email filters. Although they look impressive on an email, they will often lower your impression statistics. I recommend using flat text with hyperlinks to your site. Once they get to your site, you can show them as many graphics as you want. Although some businesses have both a plain and a rich text edition of their email, for starters, stick to the plain text.

You can also find this article published on [4 Miscellaneous Email Marketing Advices](#)