How to Increase Your Email Open Rate by 42%

Who's Deleting Your Emails? FACT: 75% of recipients will delete an email if it's hard to read on a mobile device. Over 205 billion emails were sent last year. There are many Facts and Myths about email marketing and how to improve your open rate. FACT: One subject line change could increase your open rate by a whopping 42%!



- [ ] Not convinced to invest in email marketing? 90% of email gets delivered to the intended recipient's inbox, whereas only 2% of your Facebook fans see your posts in their News Feed. – Forrester Research

13 Email Marketing Myths: Here are 13 common email marketing myths: and 13 reasons you should perform A/B Testing on your emails.

- [ ] **Email marketing is dead:** Have you checked your inbox lately? Email is here... to stay. But email has changed, and marketers need to know how to improve their open rates.
- [ ] **Email marketing automation is expensive & time-consuming:** Email tools can be inexpensive and user-friendly. One of my favorites MailChimp is free for your 1st 2000 names https://mailchimp.com/
- [ ] **Unsubscribes will hurt your email efforts:** People change their minds. SPAM notifications can hurt your distribution: always offer an Unsubscribe option.
- [ ] **Morning is the best time to send email:** The best day and time of day to send an email is when its best for your specific audience.
- [ ] **Tuesday is the best day to send marketing emails:** see Monday above.
- [ ] **If you send too many emails your subscribers will unsubscribe:** It depends on your topic: some information is useful daily, other topics are better weekly or monthly.
- [ ] **Responsive design is not important for emails:** 75% of people delete an email if they can't read it on their phone.
- [ ] **Spammy content sends your email to the junk folder:** If your recipient opts in for your emails, even Spammy content should go to their inbox. Tip: Don't send spammy content.

- [ ] **Plain text emails don't perform as emails with graphics and images:** Not everyone has good internet access. Plain text emails download faster and can be easier to read for many people.
- [ ] **Use a professional tone in your B2B and B2C emails:** Know your audience. If your B2B email audience are hipsters, talk in their language. A B2C reader may not understand your industry jargon.
- [ ] **Short emails get better results than long ones:** It depends: don't use 1000 words for what you can say in 100; don't use 100 words if the subject requires 1000.
- [ ] **Subject lines should be short:** There is no statistical link between subject line length and open rate. But for subscribers reading on mobile devices, shorter may be better.
- [ ] **Only send each email once:** People forget. People need reminders. Do A/B testing on your important emails: do your subscribers prefer to get the same email again?

Email Marketing Facts: For every $1 spent on email marketing, the average return is $44.25. Are you getting those returns?

- [ ] **75% of recipients will delete an email if it's hard to read on a mobile** : Mobile-friendly emails are a MUST. Over 50% of emails are opened on mobile, and that number keeps climbing.
- [ ] **Mobile-friendly email marketing isn't expensive:** Free and low-cost email software is effective, affordable and easy to use http://www.wpbeginner.com/showcase/best-email-marketing-services/
- [ ] **Personalized subject lines increase open rates:** The recipient's name in the email subject line increased open rates by 42% https://blog.kissmetrics.com/personalization-automation-skyrocket
- [ ] **Get permission:** Inviting your audience to subscribe and opt-in to your mailing list gets better results than spamming. Ask subscribers to confirm so you're whitelisted and get in their inbox.
- [ ] **SPAM may be illegal:** In many places SPAM is not only unsolicited, it's illegal with serious fines. #CanSPAM http://www.spamlaws.com/illegal-spam.html
- [ ] **Words in your subject line can trigger SPAM filters:** Ultimate List of Email SPAM Triggers https://blog.hubspot.com/blog/tabid/6307/bid/30684/The-Ultimate-List-of-Email-SPAM-Trigger-Words.aspx
- [ ] **Weekdays are better to send emails:** In general, it's better to send emails on weekdays versus weekends. No single day won hand's down. https://blog.mailchimp.com/insights-from-mailchimps
- [ ] **10am is the best time to send emails:** In general, the optimal time of day to send emails is at 10 AM in the recipients' own time zone. http://ow.ly/aydb30ejHg6
- [ ] **Use a larger font:** Small fonts are difficult to read on mobile.
- [ ] **Use large social media and call-to-action buttons:** Larger buttons are easier to tap with a thumb on mobile.
- [ ] **Use smaller images to reduce load time:** Hi-res images take longer to load.
- [ ] **600px wide columns are a mobile marketing best practice:** Larger columns often wrap or aren't visible on mobile.
- [ ] **Emoji's save space and attract attention:** Know your audience. A picture tells 1000 words: and an emoji in your subject line attracts notice and saves space.
- [ ] **Numbers in your subject line get noticed:** People respond to facts and data, and numbers give your subject authority. https://blog.hubspot.com/marketing/improve-your-email-subject-line
- [ ] **Preview text shows up in most ESPs:** Set the preview text yourself, or most email tools will automatically pull the preview

from the body of your email.

- [ ] **Send emails from a person, not a bot:** Sending emails from a person increases open rates up to 31%, not info@, newsletter@ or noreply@. https://www.crazyegg.com/blog/high-email-open-rates/
- [ ] **Treat you subject line like a Call To Action:** Use action verbs to entice readers to click.
- [ ] **Create a sense of urgency:** "Today Only" Subject lines that create a sense of urgency and exclusivity can give a 22% higher open rate. http://www.emailinstitute.com/

Does your business have an email newsletter? It's the simplest, most effective way to stay in touch with your customers. http://hirecatherine.com/2017/08/10/5-reasons-your-business-needs-a-newsletter