

# Top Tips to Get More Conversions from Your Emails

It's frustrating when your carefully crafted marketing email delivers poor open and click-through rates. The good news is we're sharing some proven tips below on how to encourage customers to act so that you can see your conversion rates soar to new heights!

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## Choose the Right Subject Line

- Make your subject line specific, engaging, and intriguing.
- Compel the reader to find out what the email is all about.
- Be truthful about what to expect from your email.
- Appeal to readers' interests, desires, and pain points.
- Keep each subject line to around 41 characters.

## Show Readers That You Understand Them

- Speak to your readers' needs and aspirations.
- Personalize emails with recipients' names.
- Segment your emails by where people are in the funnel.
- Consider demographics when driving to social pages.
- Learn how and where your customers receive information.



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## Don't Send Needless Messages

- Only send emails that are necessary, relevant, or informative.
- Share exciting news and product launches with customers.
- Send emails with special offers and coupons.
- Offer beneficial tips and strategies.
- Talk about current events when they're relevant.

## Engage, Engage, ENGAGE

- End with a question to encourage readers to interact with you.
- Use the power of storytelling to make an emotional connection.
- Engage your audience with graphics and informative videos.
- Keep the length of the email short (around 200 to 250 words).
- Link to landing pages in your emails.



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## Time Your Emails Carefully

- Send emails at the right time and frequency.
- Consider factors such as the campaign goal and stage of the funnel.
- Schedule emails to go out when they're most likely to be read.
- Use a calendar to keep your campaigns organized.
- Avoid bombarding your customers with emails.

## Bonus Tips!

### Use A/B Testing to Fine-Tune Your Campaigns

- Split test different elements of your emails (one at a time).
- Change up subject lines, layouts, graphics, body copy, and CTAs.

### Design an Effective CTA

- Spend time on design, messaging, and positioning.
- Make sure your CTA is eye-catching, short, clear, and accurate.

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