Effective Emails

L ast evening Bill and I went over to our neighborhood's club to sit outside, away from others, and eat dinner. After we got home about an hour later I opened my emails to find that while we were at the club we had received an email about dinner specials for that night!

To be effective your emails have to perform in certain ways, and one of them, as you might figure out, is that your emails have to arrive in a timely manner.

- If you are offering specials make sure your emails give your subscribers at least a 24 hour notice.
- Don't deliver emails to inboxes so that they arrive in the middle of the night. They will just got lost in the barrage of emails that everyone gets each morning.

What else can make your emails more effective?

- Use email subject lines that are interesting or cliffhangers. Cliffhangers are those email topics that end with …. and the purpose is to tease your subscriber and get her interested about what the rest of the sentence is.

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There's a technique to writing cliffhangers. Here's an example. Don't use, "This is the best eyeliner..." Instead use, "This is the best...." Do you see how the second version piques your curiosity more than the first? In other words, don't give the answer in your cliffhanger title.

- Expand words to give them more emotion. Your goal is for your email title to emotionally connect with your reader, so that she will want to open your email and read it. So now and then you can use an expanded word to convey emotion. TIP: Make sure that it reads correctly. For example, if you say, "I looooove this...." that makes sense. If you expand the word to read, "I lovvvvvvvve this" it doesn't read as well. Match up your expander words with how we actually speak.

- Make your emails super simple in wording. This one annoys me, to be honest. But the sad fact is that if you are talking to a primarily US market, our reading level has steadily dropped over the past 20 years. It's now hovering somewhere between a 7th to 8th grade level. (We should be ashamed, but that's a whole other topic.) This means that you do best using words that are not advanced or complex words. Your goal is to engage and sometimes to sell. People click away or trash what is too complicated to read.

- Some email marketing specialists advise always using short emails. Things like "Hi, are you interested in bananas? Let me know." Personally, that's not too much my style and I resist making my emails 20 words or so (can you tell, ha ha ha?). But I'll tell you when this type of email is effective. If you are planning a new product or offer, and you want to gauge interest, you could use a short email. Something like, "Hi, it's Sue. I'm planning to take 10 people to Africa in the spring of 2023. What is your thought about this?" (You would also make the "what is your thought about this" clickable to a link that gives the trip details.) In email marketing terms this is called "controlling the environment of your email." In other words, shorter emails leave much less to interpretation. Longer emails can be interpreted depending on how the subscriber is feeling that day, or her knowledge level, or her interest level.

There are more than these 4 ways to make your emails more effective. I'm working on an article that will give additional tips, and I'll let you know when it's available. Meanwhile, you can read my article about how to increase your email open rates by going here: confidentmarketer.com/email-marketing-strategies-to-increase-open-rates.

To your sweet success,

Sue Painter