

78% of Emails Get Binned

Increase Engagement With These Essential Email Marketing Tactics

01\

Focus on clicks and conversion based metrics as Apple's Mail Privacy Protection (MPP) means marketers can no longer be able to see reliable open rates, open times, geolocation, or device usage for users who opt in.

02\

There are three effective strategies to start with when planning any email marketing campaign. These include subscriber segmentation (78%), message personalization (72%), and email automation campaigns (71%).

03\

Procrastination and short attention spans are commonplace now. Don't force recipients to read static emails. Make things more exciting! Adding interactivity into campaigns uplifts engagement by at least by 35% or more.

*(HubSpot Blog Research, 2021)

4 Billion

email users



122%

median email marketing ROI. 4x higher than any other digital marketing channel.

Market Share

58% Apple
29% Gmail
4% Outlook

15%

increase in clicks through mobile-responsive email design

10 Seconds

average time spent reading brand emails

(Statista 2021)

Deliverability Tip Checklist:

What is the end goal? Engagement? Sign ups? Converted sales?

Tactics

- Segment audience by persona
- Always edit the plain text version of the email - some people have HTML formatting turned off
- Always create preview text
- Personalize preview text as it generates 50% higher open rates
- A/B test one thing at a time e.g. subject line, sender, time of day, CTAs
- Validate emails with Zerobounce
- Check emails work in every browser
- Double check every link before sending
- Focus on existing clients with high quality newsletters, content and service updates
- Your audience will reward you with higher open and click rates if you don't send more than two newsletters a week
- Measure metrics, review and repeat. e.g. a large spike in unsubscribes could mean your message is wrong, your format is fatigued, or a change in market conditions.