How to Improve Every Email You Send

Ronn Torossian, CEO, [5WPR](#)

Email marketing remains one of the most effective ways of driving sales. It is also one of the few marketing channels where you own your audience: they've already opted in to hear from you, and you don't have to spend money every time you plan to reach them.

It makes sense, then, that email is a high priority marketing strategy for new businesses.

Even so, it can be all too easy to sabotage this effective and widely profitable channel by sending uncompelling emails to the wrong people. Great email marketing is timely, personalized, and highly relevant, but can seem an overwhelming task for businesses just starting out. As such, here's a guide to email best practices.

Before-the-Open

Focusing solely on the body of marketing is a common, easy mistake. The content of your email is important, sure, but before any of your subscribers read what you have crafted, you have to convince them to first open your email.

Here's where the subject line of your email has an important job to do, as perhaps the most significant factor in deciding whether or not a subscriber opens your email. Be sure to keep your subject line short and clickable (not to be confused with clickbait!) and clear.

Timing

In many cases, when you send your email is just as important a consideration as what you send. Finding the right time to send email campaigns starts with knowing your customers, and testing to see what works best.

For online stores, for example, a good starting point for marketing emails is to find out when your peak purchase times are. When does your store sell the most? This information can give you some insight into your customers' habits and schedules, in turn informing your email marketing strategy.

Crafting Good Copy

The body of your email is where you fulfill the promises made in your subject line. No matter how enticing your subject line, the email will fall flat on its face if the contents do not keep the subscriber engaged.

To begin with, the body of your email should be compelling, concise, and on brand. One way to do this is to put the most important information early on in the email, with the finer details coming later. Ultimately, your copy will need to convince subscribers to follow your call to action, so don't be afraid to use bolded phrases or highlighted text.

Use an Effective Call-to-Action (CTA)

Calls to action are an explicit suggestion for your reader's next step, along with the means to take this step (usually in the form of a link or button). Be sure to prioritize one CTA per email, as any additional calls to action are sure to distract or confuse the reader.

When crafting your CTA, be sure to use action-oriented

language to create a sense of urgency. A "limited time offer" is much more likely to generate sales than "here all season."

You're sure to send all kinds of email marketing campaigns, but these tips are near-universal. That means smarter emails, better campaigns and, ultimately, more sales.

About the Author: [Ronn Torossian](#) is CEO of leading [PR Agency 5WPR](#).