

## Get the Most Out of Email Marketing with These Effective Strategies

The future of email marketing is a heavily debated topic in the digital marketing community. Many people believe that email marketing is on the decline, but the truth is - [email marketing is far from dead](#). In fact, email marketing is stronger than ever and expected to grow – it is used by [82% of all business organizations](#), and [55% of U.S. companies](#) receive more than 10% of their sales from email marketing.

What has happened to email marketing is that it has evolved into an effective tool that compliments a comprehensive digital marketing strategy. Email can serve as the mortar that holds all the parts of a digital strategy together. It allows a one-time transaction with a website visitor to turn into an ongoing conversation. It helps companies build relationships with potential customers, and encourages customer retention. Email was ranked by marketers as one of the [most effective strategies](#) to raise awareness, acquisition, conversion, and retention - as long as it is used right. Here are some tips on how to improve email marketing strategies.

### Build Your List:

- Start by inviting people to join the email list by offering something of value, such as a special offer for subscribers or access to exclusive content.
- Put subscription links on the most popular web pages, and invite social media followers to sign up.
- Keep sign-up as simple as possible.
- Comply with the [CAN-SPAM act](#) - make sure to get consent from recipients and provide an opt-out option.

### Engaging Subscribers:

- Send newsletters on a consistent basis with valuable content to keep readers engaged.
- Use the newsletter as a way to introduce new products or services, or offer sales promotions.
- Offer quality information, and keep emails 80% informative, and 20% promotional. The information can be repurposed from past blogs, whitepapers, and ebooks that have been created.

- Target emails towards specific audiences based on data research, then take it one step further and personalize emails to capture the recipients' attention.

#### **Maximize Click-Through Rates:**

- Keep emails clean and easily readable, with bold text to highlight relevant information.
- Continue providing free offers to customers to keep them reading.
- [A/B test emails](#) to see how audiences respond to content and create content that aligns with what they respond to.

As with every piece of your digital marketing strategy, the most important part of email marketing is knowing who your audience is and providing your audience with the information they're looking for. Contact [Advance Ohio](#) today to discuss how we can help you develop your [email marketing strategy](#).