



DO'S

~~DON'T'S~~

For Email Marketing



ONQOR
GROUP.

DO

GROW YOUR EMAIL LIST IN THE RIGHT WAY

Grow your email list the right way using a sign-up form that requires subscribers to opt-in to receive your emails, have this everywhere so your audience can't miss a chance to subscribe to your content.



BE INCONSISTENT

Want to lose credibility with your customers? We didn't think so! Ensure you are consistent with your communication!



DON'T

KEEP YOUR BUSINESS ON THEIR MIND

Send a welcome email immediately after they subscribe & thank them. You want to be fuelling their excitement about your brand, show them you appreciate them joining the hype!



RE-USE IMAGES AND COPY FOR ALL SUBSCRIBERS

Did you want to spoil the customer journey? Our guess is no! For example, if you're running a shoe promotion & you use gender-specific images (of men) you'll lose out on converting most of the females on your list.



DON'T

DO SEGMENT YOUR LIST

Segmenting your list to ensure you are sending relevant information to each of your subscribers. As a result, they will be looking forward to your emails as they provide them with information relevant to them.



SEND A GENERIC EMAIL THAT DOESN'T SPEAK TO ANYONE

Treat your readers like people, not email addresses. Think about what you would want to receive!



DON'T

DO GET PERSONAL

Research has shown an increase your emails' chances of being opened by 26% if they are personalised. Go on, get personal!



SEND THE SAME EMAIL TO EVERYONE

NEVER. EVER. Such a rookie error, if you're sending irrelevant information it will make you seem like you don't care, or worst case..don't know about your customers' needs.



DON'T

USE DYNAMIC CONTENT

Tailor your messages to different attributes of your subscribers - do this through using dynamic content. Focus on your subscribers' gender, preferences, & geographic location. This type of content ensures the email is super-relevant to its readers.



FORGET PRE-HEADER TEXT

Why should the reader open it? Give them a reason to take time out of their day to read your email.



DON'T

DO GIVE YOUR EMAILS THE BEST CHANCE OF BEING OPENED

Do you have subscribers in different time zones? Remember this when sending emails, they will have a better chance of being seen & opened.

TIMING IS EVERYTHING!



MAKE NEW SUBSCRIBERS WAIT TO HEAR FROM YOU

Don't wait too long to reach out to new subscribers – they might forget you *cries*. It's true though – they might even discover a competitor & sign-up to their list *gasps*.



DON'T

DOUBLE CHECK

DOUBLE CHECK, EVEN TRIPLE CHECK IF YOU LIKE. Check the links, typos & everything else - you only have one shot at this! Get it right before you hit that send button.



BUY AN EMAIL LIST

Errr it's like buying followers on Insta - they aren't going to be authentically engaged & you don't want that!



DON'T

DO INCLUDE POWERFUL PRE-HEADER TEXT

You want to be grabbing the attention of the reader & provide more context to your message. OPEN IT, should be the voice in their heads as they hover over the email.

