

6 Ways to Increase Email Engagement

A Checklist

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Make Your Email Work Harder

1. Offer Something Free

Draw people in with free, meaningful, value-adds such as: a free report, analysis, or trial offer. Everyone loves a free giveaway.

2. Promote Your Website

Always promote your website in your email marketing, beyond just social media links. Point readers to your site for more information or more on the email's topic, offer, or service.

Make Your Email Work Smarter

3. Be Visual

Don't be afraid to be bold and use creative colors, visuals, or illustrations. Pictures are worth a thousand words.

4. Treat People Differently

When possible, segregate your email list. Don't treat customers the same as prospects. Develop separate strategies for multiple audiences (e.g., leads, first-time buyers, 6-month buyers, etc.).

Make Your Email Work Better

5. Write Killer Headlines

Create value-driven headlines that would influence you to not only open an email, but read it.

6. Be Social

If you have them, always include your social media icons...all of them. Let the world know you are serious about your product or service and can offer the value to prove it.

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