

8

EMAIL MARKETING ESSENTIALS

THESE ARE SOME OF THE WAYS I DELIVER A 36X ROI TO MY MARKETING CLIENTS

1 Use an attention-getting subject line

- Make them laugh
- Use numbers
- Be inquisitive
- Pull at their heartstrings
- Create a sense of urgency (FOMO)



2 Obey the "2-2-2" Rule

- You have **2** seconds to get their attention
- Get it in the first **2** words of the subject line
- So they open your email "**2**day"

3 Be recognizable in the inbox

Nearly 70% open an email based on knowing who it's coming from



4 Use high quality images

Low quality images represent a low quality service or message.



vs.



5 DO NOT USE...

- ALL CAPS
- Spam language
- Excessive symbols (\$\$\$)
- Too much punctuation (!!!)

SAVE MONEY \$\$\$\$\$
BUY NOW!!!!!!

6 Keep it short and sweet

- No more than 20 lines of text
- 3 images (or fewer)
- 1 Call to Action

7 Have an irresistible Call-to-Action (CTA)

Make sure the CTA is something they WANT and not just something you NEED from them.

Hire an accountant

vs.

Click here to get your taxes done now

8 Get HELP

You already have a job; don't make learning and creating effective email marketing campaigns one of them. Let someone like me make it easier for you to focus on what you do best by getting you where you need to be with email and digital marketing.

If you are busy and need help making this all work - book a free call with me and I'll show you how.



KENISEMAIL.com

