Email Campaign for
Rookies

*53 words You Shouldn`t Use in Email Subject Lines Inside

A potential email campaign has the capability to improve the open rates, get a greater response rate and upturn your revenue. If you want to start your first email campaign, and are bothered by questions like, how to get started? What to include in emails? And how to avoid falling prey for spam? Don't worry; this is what you can do:

Create an Email Marketing Calendar

There are many email marketers who write emails without a strategic plan. This leads to unorganized emails hampering your brand's reputation. When you know you are definitely going to launch campaigns, here's how you can start off. Craft an email marketing calendar and then kick start your campaigns again!

To ensure that readers continue to be awed with your brand, you need to have a persistent flow of valuable information through your emails. Create an email marketing calendar that is aligned to product offers, and any communication you want to deliver to your readers.

Here's a basic example for an email marketing calendar. Be sure to include holidays in your calendar.

October – 2012				
Monday	Tuesday	Wednesday	Thursday	Friday
1	2 Begin the Q3 Campaign Series	3 Send Halloween promo newsletter-1	4	5
8 Columbus Day	9	10 Send Halloween promo newsletter-2	11	12
15	16 Send Halloween promo newsletter-2	17	18	19
22	23	24 Send Halloween Offer	25	26 Send Halloween Offer Reminder
29	30	31 Halloween (Send wishes optional)		

Bad time to send emails:

1. Weekends or Mondays
2. Early in the morning or end of the day
3. When recipients are likely to be away from their computers like lunchtimes, etc.

Pioneer Marketers
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Tailor Customer-Friendly Content

The success of an email campaign lies in those carefully chosen words that make an email vibrant. Tailor your content to make it personal and customer-friendly. Here are a few tips you that would prove profitable to you.

Make sure your message is concise and easy to take action

Get your message across in as few words as possible. Choose your words carefully. Be straight forward. Include words that compel readers to take action.

Recipients have inboxes with every email demanding attention. If you want readers to open your email, you need to stand out from the crowd and that is possible only through your subject line. A catchy or a cleverly worded subject line that elicits a smile or generates trust in your brand is the best thing to do.

Realize the power of subject line in your email

Make your content relevant

In simple words, your message should be of value to the audience. To craft a meaningful message, you need to have perfectly segmented lists. A confusing message will never let you reach your target audience. carefully. Be straight forward. Include words that compel readers to take action.

Avoid stuffing your message with a lot information or too many calls-toactionin an email; don't overburden the readers with unnecessary information. Even too many offers in a single email wouldn't do you any good.

Too much of information could prove to be a headache

Make unsubscribing easy

The loss of hiding an unsubscribe button is too high. Make sure the unsubscribe option is clearly visible in your email template. carefully. Be straight forward. Include words that compel readers to take action.

Design Your Email to Suit Your Business:

Before designing email, you need to decide how you want your email to look in HTML and plain text versions. Generally, senders prefer HTML to text versions due to the visual appeal of former. However, you need to weigh the pros and cons of both versions before you ignore text version completely.

> 60% email users receive HTML emails, which get twice the response rate as text email (Source: Jupiter Research)

Text Version

1. **Universal Readability:** Any email client can render plain text, which means that you will not stumble on deliverability issues. An added advantage is that plain text is displayed easily on the mobile devices too.

2. **Deliverability Rate:** Plain text version emails are likely to have higher deliverability rates. HTML versions have images that cannot be read by all email clients, the emails might land in the spam folder.

HTML

1. **Higher Click -Through Rate:** The click-through rates are double than that of plain text. This is mainly due to their visual appeal.

2. **Enhanced aesthetics:** Your message looks vibrant with colors, images and graphics, thus increasing the attractiveness of the message.

At the end, audience decides what to choose between Text and HTML message. If you are a B2C marketer, you can opt for HTML while text versions prove fruitful for B2B marketers.

Test Your Creative

Once you have crafted the content and design that meets your goals, you need to check how these would look in different email clients and mobile devices. To check this, create email accounts in different email clients and send test emails to those accounts to check the appearance.

Side Step Spam Filters

Spam filters are actually the scourge of email marketing. You need to sidestep them to make sure you reach your audience. All your effort would go down the drain if your email would end up in the junk folder. So here are a few tips to help you not to get trapped in the spam filters:

Check your email message for content related issues - The best way to check this is pass your email message through spam checkers. These spam checkers will give you the spam score and the lower the scores, the better are the odds that your message would reach your audience.

Avoid words that throw you into the junk folder. Find word in your email that can be considered misleading or spam related. Change the words you are skeptical about it is not worth risking.

Check your text-to-image ratio. The optimum text-to-image ratio is 60:40. An imbalance of this ratio can be seen as spam by email clients. If your email is too bright, try to add more text or reduce the number of images. Make sure that every image has Alt tag (usually image display is off).

Check your text fonts. Do not have too many font styles or colors or sizes. This might be interpreted as spam by the spam filters.

Finally, check your sender reputation and see to it that you do not sender ID is not blacklisted. If it is, request the email clients to remove your ID from the list.
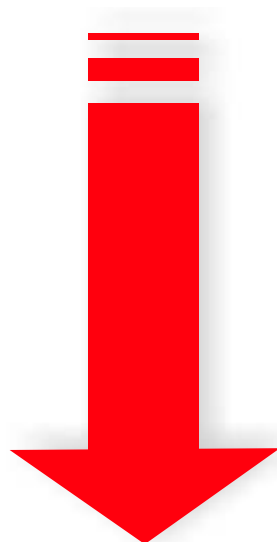
Check the Results

To assay the performance of your email campaign, you need to have an ongoing trackingprocess. Measure your results by keeping a track on the following numbers:

- Emails Sent
- Emails Opened
- Click-through rate
- Unsubscribes
- Conversions

This way, you can keep a track on all your campaigns and know what's working and what's not.And, when you launch your next campaign, you can accordingly incorporate the learning from the previous campaign into it.

Only after you start measuring the effectiveness of your email campaign can you begin to improve your emails. When you test and analyze results, you can get to know what's working and what's not and use this information to improve your bottom line.

As a bonus we've included the "53 Words You Shouldn't Use In Email Subject Line" list with this document. Scroll Down to read it!

53 Words You Shouldn't Use In Email Subject Line

- $$$
- 100% Free
- 50% Off
- Act Now
- Act Now
- Amazing
- Apply Now
- Be Your Own Boss
- Buy
- Call Now
- Cash Bonus
- Collect
- Credit
- Dear Friend
- Discount
- Don't Delete
- Earn
- Earn Extra Cash

- Extra Income
- Fast Cash
- Financial Freedom
- For You
- Free
- Free Gift
- Free Info
- Free Offer
- Friend
- Get Out Of Debt
- Hello
- Herbal
- Hot
- Instant
- Instant
- Life Insurance
- Limited Time
- Lose Weight

- Lower Your Insurance Rate
- Lower Your Mortgage Rate
- Make Money
- Medicine
- Not spam
- Open
- Opportunity
- Removes
- Serious Cash
- Stop Or Stops
- Teen
- Undisclosed Receipt
- Viagra
- Winner
- Work From Home
- You're A Winner
- Your Own