

5 TIPS FOR EFFECTIVE EMAIL MARKETING

GDPR



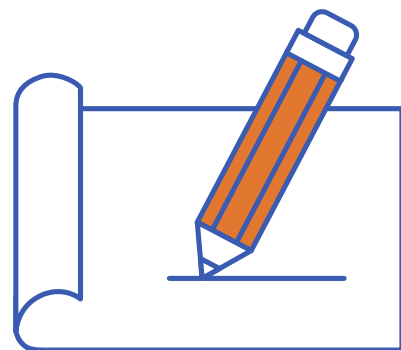
Be aware of the **General Data Protection Regulation (GDPR)** and adhere to the laws that come under them. Each area has a specific set of rules and regulations, make yourself knowledgeable in these aspects and tune your campaigns accordingly.

SUBJECT LINE

Keep your subject line short and simple.

Include numbers like “**5 tricks to help your email marketing process**” and keep it personal by including the customer’s name.

This is an excellent way to target and attract your customers by encouraging them to read your email.



CONTENT



Do not flood your customers with irrelevant information. Only send emails when it is necessary. Customers will tend to get frustrated with a constant flow of emails and could even lead them to unsubscribe

CALL-TO-ACTION

It is essential to create email marketing content that leads a customer to the **Call-to-Action** button, encouraging them to take action, like subscribing to your email list, filling a form, or purchasing a product.



USE AUTOMATION & DATA



Using automation for your email marketing will help increase conversion rates and improve efficiency. Using a tool like HubSpot for your email campaigns allows you to segment your customer lists, create stunning & engaging mailshots and gives you incredibly useful data on how your email campaign performed. This data is powerful information for sales teams to make outbound calls to further increase conversions and sales for your company.