Don't Worry About Annoying Your Customers

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2017 is nearly gone. But our lives are still revolving around finding the best way to marketing. And, surprisingly it is the e-mail marketing that people love to consider anytime. The buzz around e-mail marketing is pretty high. It has been on an increasing pace for the last 2 years. According to an online survey by DMA (Data & Marketing Association) in 2016, e-mail has become "very important" for marketers. In 2012, it held 89% importance which increased to 93% in 2015.

With the increased dependency on e-mails, the tension amongst the marketers has also increased. And this tension revolves around the challenges that they face every time they shoot onto e-mail marketing campaigns. Coping up with these challenges varies from marketer to marketer. For some, it is the sailing between the frequency & engagement and for others, it is the very basic as to develop the apt content that would make their subscribers hooked up for a long term. There are several challenges that are common to all the marketers. For example, 'how to acquire the email list' or 'how to grow the list of recipients (in numbers)' or how not to be seen as a spammer?

Let's talk about the common challenges first. Making people subscribe to your e-mail list is purely a task that would keep the mind wondering. But no! It is not that much of rocket science. The simple and easiest way to increase your e-mail list is by inviting them with their consent. For instance, one can take the people's consent when they visit your store or giving a pop-up when they visit your website. If people know your brand or like you, then they are likely to subscribe to your e-mail list. That way your audience would be authentic and will be there with their consent. But, if your customer is outside India you need to be very careful while sending out e-mails. A lot of countries have strict e-mailing ethics that you should really abide by. To read more on Anti-Spam Laws worldwide, one can read http://www.itu.int/osg/spu/spam/law.html. Post the acquisition of e-mail subscriber,s comes up the main task. Starting with the perfect subject line it goes on to the perfect timing to send out the e-mail. Let us address some of them.

A good subject line is one of the most important things. After all, it's the subject line that marks the opening of the e-mail by the reader. As per the data by Convince & Convert, an advisory firm on digital marketing, 33% of the e-mail recipients open the e-mail based on the subject line alone. Adding on to this, words like "Sale", "New" and "Video"

boosts the e-mail opening rates, suggests Adestra, a UK based marketing automation and e-mail marketing software. To have the perfect subject line, follow the thumb rule of making it short, crisp and clear.

The second challenge that most of the marketers face is the content. It's not just the engaging content that your e-mail should have but there are certain words which if used in the content, then they might land your e-mail in spam. Curious? Take a look at the topmost banned words to be used in content https://www.simplycast.com/blog/100-top-email-spam-trigger-words-and-phrases-to-avoid/. For making the task simpler, there are some free as well as paid tools which can test the vulnerability of your e-mail to land into the spam box. https://litmus.com/spam-filter-tests/ a   paid   tool   and https://www.sendforensics.com/ a free tool. However, these tools are more than telling about the content having spam words. Check out to know more about them.

The third challenge is the timing. To cut short the trash around the speculations of the perfect timing to send the e-mails, it is the early morning time i.e. 6 AM to 10 AM when people read their e-mails. Says Kissmetrics, an online platform that does behavioural and marketing analytics. Open rates are as high as 53%. And to the contrary, the dead zone is 10 PM to 6 PM i.e. the sleeping time. Last but not the least, it is the assessment of the ROI and the conversion rate. One should always monitor the open rate of the e-mails and the click-through rate i.e. the percentage of recipients who clicked at least one link in the e-mail. Assessment of these two metrics is as important as anything else.   It is the measurement of these two metrics which helps in filtering out the subscribers who have always shown interest in your e-mails and are actively looking at them. These are your potential customers.

Happy E-mail Marketing!

Grammar & Symbol Does Not Impact SEO

Google recently clarified that for ranking and SEO purposes, symbols including those of registered trademark such as ® and ™, poor or bad grammar will not matter. However, bad grammar might affect your search ability and the user's footfall on your website.