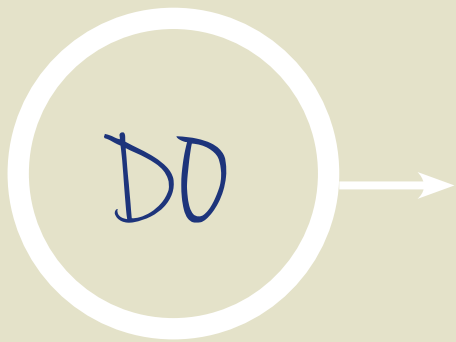


DOs & DON'Ts

FOR EFFECTIVE EMAIL CAMPAIGNS

Email marketing can be a powerful and effective tool to communicate with your clients, prospects and associates ... but only if you do it right.



Make it easy to opt-in/opt-out

Best practice is to offer an easy opt-out option for your email campaigns.

Focus on the subject line

A clever subject line (of less than 50 characters!) will pique recipients' curiosity like nothing else.

Get creative with a call to action

Research shows orange and red are great colors for call-to-action buttons.

Tailor emails to specific segments

Segment your list into targeted groups and create custom campaigns specifically for them.

Have a strategy

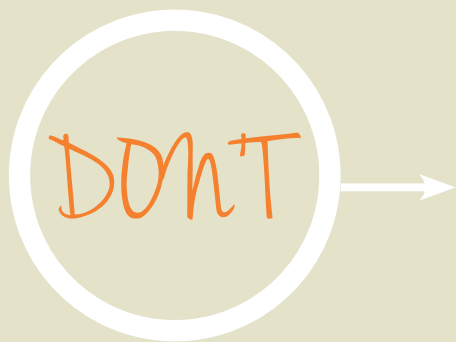
What are your goals? What's the desired outcome? How do you define a successful campaign?

Track the data

Knowing your open, click-through, and bounce rates will help guide decisions for your campaigns.

Have a clean list

Make sure your contacts are organized, and dump the "junk." The cleaner your list, the more impactful your campaigns.



Forget about mobile optimization

One report found that 55% of email is opened on a mobile device.

Send emails without testing

Double check links, edit for typos, view it on different browsers, and check your recipient list.

Send a sales pitch

Content is king, so provide readers with information that provides value.

Send emails too frequently

While consistency is good, don't take advantage of your opted-in audience by bombarding them.

Stuff copy with tons of links

A lot of links are difficult to navigate, and are especially unclickable on mobile devices.

Design with one giant image

Images are needed, but it shouldn't be the entire email. Some email clients can't display them.

Overlook the pre-header text

This is valuable real estate to highlight exclusive offers, a summary of the email, or important at-a-glance information.



We make your to-do list more manageable.

Rescue Desk Virtual Assistant Services takes important – but time-consuming – administrative and creative projects off your desk (*including managing email campaigns!*). We are a high-level executive assistant, project manager and marketing coordinator ... **all rolled into one.**