DeepTarget's 20 Tips to Better Emails

1. When building your email, keep in mind that attractive well designed emails increase the likelihood that your subscriber will click on links and buttons within the email.

2. You can increase your click through rates by adding several links to your email. The more the merrier, but remember to keep it clean and attractive.

3. Use tables when designing your email. This helps with the layout and keeping your emails clean and neat.

4. Personalize your message. Personalized messages generally yield higher click rates.

5. Keep your subject lines short. Less is more here. Avoid the following words and symbols in your subjects (this will help reduce the likelihood that your email will be marked as spam): Urgent, Free, Lowest Prices, Breaking News, !, $

6. Use similar subject lines when sending your emails (e.g. monthly newsletter). This helps your subscriber recognize you.

7. Use spam checking sites to test your email for spam potential. There are free sites (e.g. http://spamcheck.sitesell.com/) on the web that will allow you to send your email to them and they will in return send you a spam report. If there are any red flags they will offer suggestions on items to fix in your email.

8. Send test emails to co-workers. Two sets of eyes are always better than one.

9. Keep in touch with your subscriber. A good rule of thumb is to send something monthly. You may send out more per month if you have something of interest and of value.

10. To decrease your chances of being marked as spam and in order to build a high quality contact database, use the double opt-in method when the subscriber registers to receive your emails. This requires that the subscriber confirms the email subscription.   This is usually done by sending a subscriber an email to confirm his subscription.

11. Always provide an alternative means of communication in your emails. (e.g. phone number, website, address)

12. On each email have a link to your privacy policy. It is important that your subscribers know that you value their privacy and will keep their information safe.

13. FOLLOW YOUR PRIVACY POLICY!

14. Avoid purchasing email lists.

15. To increase your email opt-in list, offer incentives to those that visit your website and subscribe to your invitation for an email subscription.

16. Keep all unsubscribed or bounced emails in your blacklist. This will prevent you from accidentally adding them to your subscriber list again. Keep in mind that some emails bounce due to a legitimate error like a missed character in an email address, so carefully go through these bounced emails. If you are confident that they still want to receive your messages, you can remove them from your blacklist.

17. Always include an unsubscribe link in the email messages that you send!

18. Send your new subscriber a welcome email. This will help remind them that they signed up for your subscription and reduce your chances of being marked as spam.

19. Know your subscriber. What type of links are they clicking on? What products or services do they have with you? Store this type of information in your contact database to enrich it. You always have the ability to use this information to further personalize and target your email messages.

20. Be creative! Have a little fun, and include some humor and a human touch in your communication.