

## CONFESSIONS OF AN EMAIL MARKETER: The Science Behind Boosting Conversions

If you thought email marketing was just about sending a mass email to your contact list, **THINK AGAIN!** Emails can be a powerful mechanism for brands – just like yours – to engage new and existing customers. But what happens when your email isn't even deliverable? Oftentimes, email marketers battle email bounces, spam filters and even the dreaded blacklist. In this marketing guide, we'll discuss the common mistakes to avoid and the best practices for ensuring your email campaigns can dodge spam blockers, arrive to your recipient's inbox, get noticed, and - ultimately – get opened!

### TO DOs

### DO NOTs

#### SUBJECT LINES → CHOOSE YOUR WORDS CAREFULLY!

Believe it or not, there's a science to composing effective subject lines for your email campaigns! Consider this list of subject line keywords your guide for preventing your emails from getting ignored and trashed.



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#### BEST PRACTICES vs COMMON MISTAKES

Boosting email deliverability and reducing spam complaints go hand in hand. Here are industry-proven tips to ensure you don't ruin your email reputation.



#### ***Become A Trusted Sender***

Encourage your recipients to add your email address into their address book; this ensures deliverability & prevents common image blockers!



#### ***No "From:" Address***

If it looks like spam, email filters will decide it IS spam and your message will never see the light of day!



#### ***Personalize Your Messages***

It's harder to ignore emails that are addressed to you personally. Try incorporating first names now and then to make recipients feel more connected to the message.



#### ***Missing or Misleading Subject Lines***

Never leave the subject line blank or use 'RE:' to mislead anyone. It's illegal to mislead recipients, so always match your subject line to your email content.



#### ***Use a Reputable Email Marketing Service***

These services take care of the heavy lifting. They deliver emails with proper protocols, develop relationships with ISPs and are white-listed to ensure your emails reach your recipients!



#### ***Don't Hide the Unsubscribe Button***

The option to opt-out is legally required to be included in your email campaigns. Besides, if recipients can't find the unsubscribe link but don't want to receive your email, they're very likely to hit the spam button instead!

**DROP US  
A LINE,  
we'd love  
to help.**

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