

Go for the Email Gold by Using These Winning Strategies [Infographic]

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Win more business by using these medal-worthy email **marketing** strategies.

"Use demographic and location data and target offers based on past purchase behavior," recommends [Campaigner](#) in the following infographic.

"The individual attention will encourage readers to open your messages, click through to your webpage, and convert with future purchases."

Also, don't be afraid to try new things in your email campaigns. "Consider using emojis in your subject line or adding video or interactive polls to the body of your email to drive engagement from new audiences," suggests the infographic.

To find out more about email **marketing** strategies, check out the infographic.

GOING FOR EMAIL GOLD

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5 Winning Strategies For Your Next Email Marketing Campaign

Athletes from around the world are convening in Brazil to face off in the ultimate athletic contest. After years of practice, they're ready to compete at the highest level to win medals and victories for their home countries. In the spirit of sportsmanship, Campaigner has compiled the following winning strategies for email marketers to take home the gold with their next campaign:

TAKE CLOSE AIM AT YOUR SUBSCRIBERS WITH HYPER-PERSONALIZED CONTENT.

Use demographic and location data and target offers based on past purchase behavior. The individual attention will encourage readers to open your messages, click through to your webpage, and convert with future purchases.

BE FLEXIBLE AND CONSIDER ALTERNATIVE APPROACHES TO THE CONTENT IN YOUR EMAIL MARKETING CAMPAIGNS.

Use A/B split testing to try out different subject lines, email body content and images to find out if a new strategy might be worth implementing for a future campaign.

DON'T BE AFRAID TO DIVE INTO SOMETHING NEW AND EXPERIMENT WITH YOUR EMAIL CAMPAIGN.

Consider using emojis in your subject line or adding video or interactive polls to the body of your email to drive engagement from new audiences.

NOT EVERY SHOT YOU TAKE WILL SOAR THROUGH THE NET - SOME ARE BOUND TO HIT THE BACKBOARD AND BOUNCE BACK.

When subscriber emails miss their target, use the rebound opportunity to clean up your lists for a better shooting percentage (deliverability rate) in your next campaign.

EMAIL IS JUST ONE LEG OF A WINNING MARKETING RELAY CAMPAIGN.

Keep the momentum going with a smooth hand-off to your website, blogs and social media properties, and make sure every last leg of your marketing team is as strong as the first.

KEEP THESE TIPS IN MIND AS YOU STRIVE FOR A GOLD MEDAL WITH YOUR NEXT EMAIL CAMPAIGN.

Be sure to implement these tactics for a chance to stand on the podium and show off your successful victory.

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