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Your Monthly Social Media Marketing Tip

Increase Your Email Click Through Rates in 2017

When it comes to emailing our customers, a big challenge we face is increasing our click through percentage rate. Not only do you need them to “click to open the email” but also to “click on your link (Call to Action) inside”

1. First and foremost, make sure your emails are mobile-optimized emails. Over 70% of your customers use their phones to read their emails. To ensure they can read your emails clearly and quickly, use email templates that are mobile responsive. Not sure if yours are? Ask your e-blast program provider. Most are, *but not all*.
2. Write eye-catching subject lines. Pique their curiosity so they feel the need to open it. But always deliver. If your subject line is – “You Won’t Want to Miss This”... make sure it really benefits them, their children, or their pocket books. Segment your lists to ensure you send a targeted, accurate message to the right customers.
3. So your subject line got your email opened, now what? The headline. The job of your headline is to keep them interested enough to continue reading and eventually take action. “What’s in it for them?” is what you should be thinking. A good headline example would be, “We Have Helped Hundreds of Kids, Just Like Yours Achieve Their Back Handspring”. Then, instantly go into who, what, where, why, and when.
4. Create a sense of urgency with your Call to Action. Example- Click NOW to register-only six spots left!
5. Keep your email design simple. People are busy... make it clear and clean looking. Don’t make them hunt through all your cute clip art and fancy fonts to be able to do business with you.
6. Do not over email. Once per week or possibly twice if you have additional “must know” info you need to get out will be sufficient. You don’t want to be bothersome or become “white noise”.
7. Do not send out emails on Mondays. People are busy and will be trying to catch up from the weekend.
8. Incorporate a short video or clear photos of what you are promoting. People tend to follow when they see others having fun or benefiting from an action. If you need to promote an upcoming skill clinic... your short video should be of a loving teacher helping a super proud child achieve their back handspring.

Wishing you much success in 2017!



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