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Top Email Marketing Tips for Small Businesses

Introduction

As a small business, it can be tough to decide where to spend your budget when it comes to marketing. Your marketing dollars can be quickly drained, and at this stage of your businesses' lifecycle, you don't want to invest in the wrong marketing channel. In saying this, however, you still know you need to attract new customers to help your business grow while ensuring your current customers continue to come back.

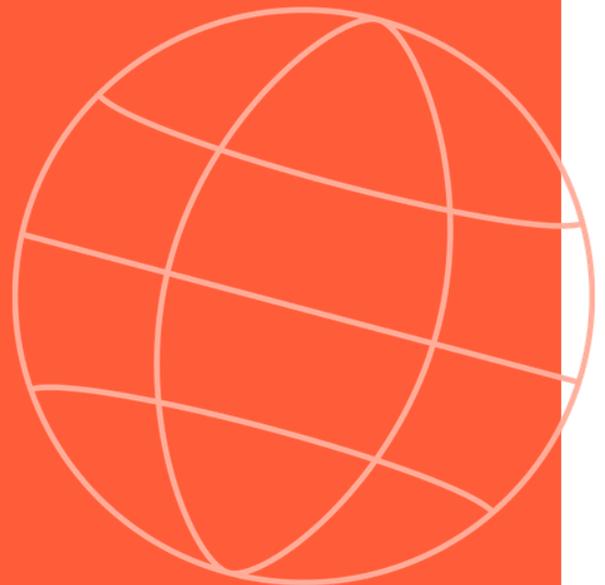
Email is a powerful form of marketing. It is one of the main drivers of customer retention and acquisition for small businesses - 81% of SMEs rely on email as their primary customer acquisition channel, and 80% for customer retention.

Email will give your small businesses the power to reach your customers directly into the place they spend a lot of their time - their inbox.



Here are some fun facts about email marketing...

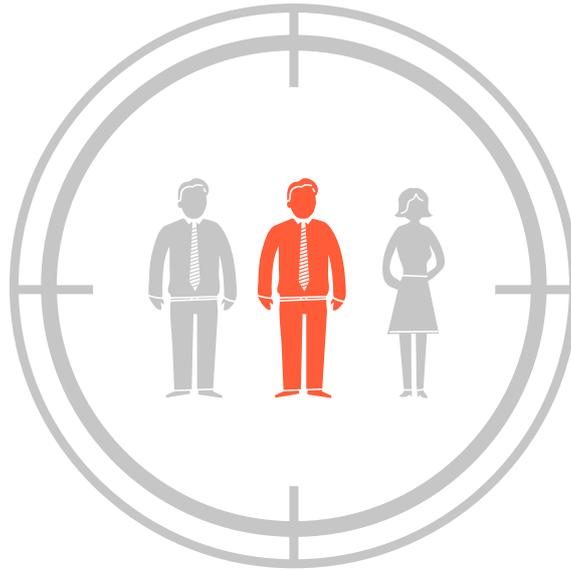
Did you know that the number of active email users is forecasted to reach 4.3 billion in 2023? That's half the world's population.



Or that the average expected ROI is \$42 for every \$1 you spend on email marketing?

1

Define your audience



It's important to define your audience and understand what type of content they will want to receive.

Would they be interested in receiving an email once a week with links to the week's blog posts?

Would they prefer to click through to guide on the latest advancements in your industry? Or what about exclusive offers with discounts from your e-commerce store?

When you understand the content that resonates best with your audience, you can then define what your goals are. The only way to find out is to test your email content with your audience.

You could split your email marketing list into 4, and send each group different content to see what resonates best. Remember to pay attention to your analytics, such as open rate, click-through rate, etc., as these behaviours will help you determine what type of content works best.

Without taking the time to understand your audience and the content that resonates best with them, there is a high chance that your content will be of no relevance to them, which could result in them moving you to spam.

2

Know your goals

Before starting an email campaign, you must understand your goals.

If your goal is to convert people to customers, make sure you have clear calls to actions (CTA's) that define what your customer should do and catches their attention.

If you want people to book a slot for a call-back, make sure and include a direct link to a form for people to fill in their details (don't just send your recipients to your website homepage and hope they'll find their own way - they won't).

You must know what you want your audience to do before you set up your email campaign, and then create your email with CTAs directing your reader to exactly the action you want them to take.

Top 3 email stats that you should analyse in detail are:

- Delivery rate: this signals the % of people on your list that actually received your email (remember that this doesn't distinguish between inbox and spam folders)
- Open rate: this signals the % of the delivered recipients actually opened your email
- Click-through rate (CTR): this shows the % of recipients who then clicked on the link in your email

These stats vary from industry to industry, but there are benchmarks that you can aim for - just Google your industry and it's average email stats. This will give you an idea of the benchmarks you should be aiming for.

It's also a good idea to A/B your emails. So split your list and make one small change to your email, e.g., change your CTA buttons from red to green for the 'A' portion of your list, or change an image, or the language that you're using.

Don't forget to test your emails using various email providers. What looks good to someone using Outlook, might not look so great to a Gmail recipient. Before you do your big send, test your email by sending it to different email addresses using different providers, such as Outlook, Gmail, Hotmail, MSN, etc.

By testing your emails over time you'll know what works best, and is most engaging for your audience.

3

Links



More often than not, emails will drive traffic to landing pages. Without having links that direct traffic to landing pages, it is difficult to convert visitors to sign-ups or customers.

Make sure that any CTA's are relevant and lead on from interesting and engaging text that makes the user want to click. Also, make sure they are clear CTA's, for example, if you are inserting links in the text, ensure these are obvious eg: bold, underlined text.

4

Don't overuse images



The majority of recipients on your email list will not see the images included in your emails, which can result in wasted space for every image that is included. Don't rely on images to give the whole message, and don't put any text on an image that is essential for the user to convert, e.g.: click here/download here.

Instead, you should rely more on HTML to communicate essential pieces of information to convert receivers to users of your product/service.

Email providers pick up on emails that are image-heavy, and will usually direct these emails to the spam folder. So if your email is more text-based, you stand a higher chance of it being delivered to inbox.

5

Make it easy for receivers to unsubscribe



UNSUBSCRIBE

This may sound like something that you don't want to do but you must give the recipient an easy option to unsubscribe. This is required by law, following the implementation of GDPR.

If a receiver doesn't feel your content is relevant to them and they try to unsubscribe but can't find that option, they could mark you as spam or report you to their email provider.

Every time a user marks you as spam, your reputation falls, which makes it harder for your emails to make it to inbox instead of spam. Not only this - but you are risking a hefty fine.

If you aren't confident that your content will keep a user interested in what you're sending, you really shouldn't be sending it. If you find you have a lot of users unsubscribing, you must reconsider your email strategy.

6

Content Marketing starts with the title and the subject line

When your email goes to your client's inbox, the first thing they notice is your subject line. You don't get more than a few seconds to make them curious, therefore you need to capture them early.

There are plenty of subject line testing tools that you can take advantage of, such as this one from Coschedule. Depending on your industry, you might want to try an emoji in the subject line as this can improve click-through rates (CTR), but not all browsers/email providers or smartphones may be compatible.

The title is also important, should you manage to get the client to open the email. The subject line will make your audience click and open the email, so the title should convince them to read the rest of your content.

Remember to not use click-bait titles or subject lines, e.g., with the word 'free', etc., in it. Words like these can get picked up and put you into the spam folder. Not only this, but if you're offering something for free to try and get more opens, but there's nothing actually being offered for free in your email, this can annoy your audience and encourage them to mark you as spam - again, hurting your reputation.

The goal with email is to be helpful and engaging - not to annoy your audience and turn them against you.

7

Keep your text short and to the point

The majority of email receivers won't read the full text of an email. Instead, they will scan for key points.

Therefore, you should keep your text in either short paragraphs or snappy bullet points and use bolding/colour to highlight key-words or phrases that are important for the message you are trying to convey.



8

Automate!

With technology forever improving, the sophistication of various marketing automation tools has helped many businesses save time and money.

By utilising automation, segmenting email lists and personalising automated emails has never been easier or more rewarding in terms of lead generation and engagement.

Not only is this rewarding, but it is also resource-saving in terms of time spent on email campaigns.

Even a simple monthly newsletter can be automated, by setting it up and scheduling it in advance, with the recipient's name included in the text. Tricks like these are fantastic for small, growing businesses, and help increase engagement from your audience.

Remember that Zym.ai can help you save time, money and effort by using our quick and easy automation tools. Just check out our website for [more information](#)



9

Analysing your results



Understanding what works and doesn't work from your email marketing strategy is essential. Analysing your results is the best way to understand what works best and how you can improve.

Recreating your best-received ideas is a key way to engage more users, and continually testing new ideas/designs/techniques is essential when considering a strategy that can compete against industry competitors.

You should continually analyse data (on a weekly basis) to ensure you can adjust your

campaigns. Remember to sign-up for your competitors' emails, to see what content they're sending out, and any campaigns they are using that seem to be more engaging.

[Zym.ai](#) offers marketing automation, rich email data analytic reports, and a complete CRM, which can make a massive difference in understanding what works for your email marketing campaigns. [Zym.ai](#) starts from £5 per month - allowing you to scale up or down depending on what tools you need on the fly.

10

Mobile-first approach

With the majority of people accessing information on their mobile phones, it is no surprise that ensuring your emails are optimised to be viewed on mobiles is critical.

In 2020, email opens on mobile accounted for 46% - a stat which is growing month on month. Ensuring that your emails are clear and consistent on desktop AND mobile is essential to providing a consistent and positive user experience.

Zym.ai allows you to preview your email templates in various screen sizes, which means you can optimise for both desktop and mobile in one easy to use campaign building area.

11

Consistency is key

As with any other piece of marketing collateral, you need to ensure your branding is consistent not only in design but also in tone.

By this, we mean using the same fonts, colours, image styles, messaging, logo and tone that is used across your website, social media and any other marketing channels readers may associate with your brand.

12 Don't buy a list

If you are considering purchasing an email list - stop. Don't do it, these lists are not worth the money. Email lists are expensive, and the contact quality is extremely poor, with the vast majority of emails being either outdated or generic info@ email addresses going to an unmonitored inbox.

Zym.ai offers a range of data solutions, with pricing options that are suitable for any small business budget. We can provide you with data from the following places:

LinkedIn Reveal: Using your own LinkedIn, you can use our LinkedIn Reveal tool to search for your ideal target audience, and our bot will scrape these profiles and pull the relevant contact information into your Zym.ai platform (including email address).

Domain Look-Up: If you have a list of outdated contacts, you can use our Domain Look-Up tool to give us the parameters of who you'd like to target (such as location and

job title), as well as the website address, and we can pull back the contact information of your target audience (including email address), and input it directly into your Zym.ai platform.

Buyer Intent: If you'd like to target contacts who are engaging with your competitors, or attending events, using our unique algorithm we can pull back the contact information of these contacts and input it directly into your Zym.ai platform.

Reach out to us if you'd like to [find out more](#) about these awesome data tools.



13 Keep your list clean

Make sure incorrectly formatted email addresses are flagged and removed. It isn't uncommon for people to put in false email addresses, or to simply make a formatting mistake.

Keeping these emails in your email lists will increase your undeliverability percentage and could push you into spam folders.

Conclusion

Email is a powerful tool for small businesses. It's cost-effective, 100% measurable and will help you find new customers, retain them and stay in touch with them - all while maintaining your small business budget.

While there is a multitude of email marketing tools out there, Zym.ai is the only one that has been built for small businesses, exactly like yours. Not only that - but we have a wealth of other tools that will help your business grow while growing alongside you.

Want to learn more?

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