



briar
copywriting

A copywriting
guide:

Why is your
email marketing
failing?

Common causes for poor email results.

You're not alone.

Email marketing is a difficult nut to crack.

Not only do you have to stay on the right side of some very stringent spam filters, you also have to convince people to open your email and read it.

Killed by popularity?

It's cheap. It's quick. It can potentially reach thousands in seconds.

Practically everyone is using it. Could that be leading to its downfall?

Your inbox is filled daily by newsletters and sales emails from other companies. That's why you've got to be sure your emails stand out from everyone else's.

Want to know more?

Why your emails are failing.

1. Subject line

Trust is vital if you want people to read your emails. Making sure your subject line reflects the content of your email will help you develop a relationship of trust.

2. How long?

The ideal length for an email/newsletter is about 400 words.

If you have an article you want to include, write a short teaser and then link out to the full piece. That way your reader can take a look when they have time.

3. You, you, you

Everything in your email must benefit your reader. If you've filled it with "we" start over because they don't want to read about you; they want to know how you're going to help them.

Why your emails are failing (cont.).

4. Call to action

You always place a call to action in your marketing materials, so why not in your emails too?

5. Typos

No one's perfect. Errors happen, but do your best to make sure your email is error free.

If you do spot a real howler after you've hit send, send an apology along with a voucher. After all, the mistake won't lose you customers, but how you deal with it might.

So how do you write engaging emails?

How to write engaging emails.

So far we've looked at why your emails may be failing, so what can you do to remedy it?

Here are some simple tips to help you be more effective with your email marketing:

- **Be yourself** – write with personality and be conversational
- **Be in a good mood** – you'll do your best work when you're happy
- **Read it out loud** – the best way to check for errors and readability
- **Connection** – tie your news in with topical events to make it relevant
- **Email address** – make sure you send from a real email address, i.e. one that has your company name in it because it is more likely to be opened if you do

You see, email marketing isn't rocket science, but it does need a bit of thought.

Take a look at the emails you get that you actually open. What was it that made you pay attention to it? Harness that and you'll be on to a winner.

Get in touch....

I hope you found this short guide useful.

I'm constantly writing new guides, so come back again to see what's new.

If there's something you'd like to learn about that I haven't covered yet, drop me a line and let me know.

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