



## Quick Tips to Improve (or Start) Your Email Marketing

1. **Sign up for a no-cost or low-cost email solution.** MailChimp ([www.mailchimp.com](http://www.mailchimp.com)) has a forever free account that lets you send email to as many as 2,000 subscribers. Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)) is affordably priced. Both offer list management features, templates for emails, and both help you manage spam.
2. **Have a purpose.** Make sure you are specific about what the list is about and follow through.
3. **Make sure there is a clear path to sign up.** Publicize in the bulletin, on the web, and once a year before summer vacations begin. Be sure to catch new members too.
4. **Make your subject line work for you.** Keep it short and sweet and be clear. Pique their curiosity. (Digital Impact found 80 percent of those tested opened their inbox, read the "from" line and then subject line and then hit delete).
5. **Add preview text.** This gives them enough of a glimpse that they will often open the email to read further.
6. **Send your email at the right time.** Experiment by sending email at different times, then check your statistics (providers such as MailChimp make this easy) to determine when your audience is most likely to open the email (called the "open rate." Once you've determined when the best time is for your audience, be consistent. (A recent study indicated open rates are best on Tuesday then Thursday. Click through rates are best on Friday then Tuesday).
7. **Review your stats.** Keep checking. What is your open rate? What are viewers clicking (and not clicking)?
8. **Make sure your emails are mobile friendly.** 65 percent of all email gets opened first on a mobile device.
9. **Do not overuse capitalization (or color).** This will actually cause people not to open the email. No one likes to be screamed at.
10. **Check your spelling, grammar, and all your facts.** This is best done by having someone else read your email before you send it.
11. **Don't waste people's time.** Be clear, concise, and timely. Long unwieldy emails kill your readers' interest. If you can eliminate a word without changing the meaning, do so.
12. **Be useful.** Don't just email because "the church/we" need something. Be helpful. Share interesting information. Focus on content that is high priority and important.
13. **Develop a natural voice.** Consider emails as a way to talk to your congregation. Keep it friendly and human.
14. **Don't be dull.** Write short, strong sentences. Long sentences are cumbersome and boring. Don't bore your readers with difficult words.
15. **Use the rule of one.** One concept. One idea. One call to action.
16. **Avoid the passive tense of verbs.** Rather than saying "a meal will follow the service" say "Please join us for lunch after service."
17. **Choose the right font.** Not too fancy. Not too small. Arial and Verdana are two good options.
18. **Be generous with white space.** Use bullet points when possible.