Email Marketing Tips

AIR MARKETING

From Name

Use a real person when selecting a "From Name" for your email campaigns. This will increase your campaigns open rates.

Email Address

Consider the domain you will be using for your email marketing campaigns. Generic email accounts are more likely to alert spam triggers. Do not use a no-reply address

Subject Line & Preview

Add personalisation like "F*Name" to increase deliverability and improve open rates.

Internal Email Name

Create a clear name to easily identify your email campaigns. It's also great for when you have to pull reports or add emails into workflows.

Account Address

Your domain will be connected to a physical address. If the address is different in your footer or incorrect, this will alert spam triggers.

Send to and Not Send

Once you've segmented your data into lists. Avoid sending to wrong contacts by including lists of contacts you don't want receiving the email.

Optimised Send Time

As you send emails, your software will use AI to gather data on your contacts. It will suggest a time you contacts are most likely to open your emails.

UTM & Tracking

Make sure your email campaigns' cta links have utm's set up. This allows you to easily attribute stats to your marketing efforts.