PERSONALIZED EMAILS

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Email personalization is one of the main elements to stand out in the e-commerce industry

WHAT ELEMENT IN AN EMAIL GETS NOTICED FIRST?

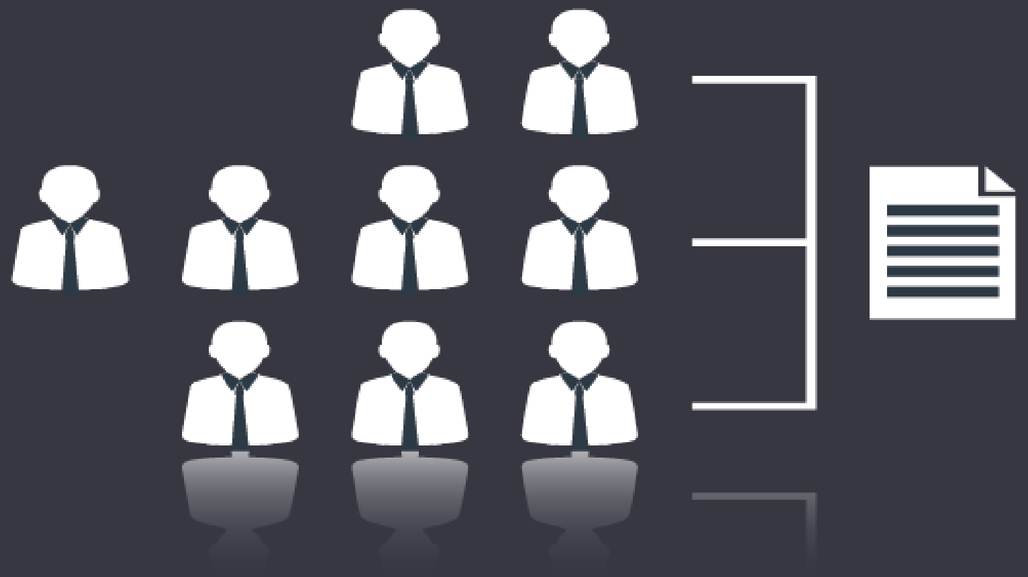
Personalized subject lines in an email are much more likely to be getting noticed

WHAT IS ESSENTIAL TO ACHIEVE MAXIMUM MARKETING RESULTS?

To retrieve the maximum benefit from the email marketing one has to understand and target their audience

ONE WAY IN WHICH YOU CAN UNDERSTAND YOUR AUDIENCE IS –

One of the best ways to do this is modifying sign up forms by getting the correct fields such as name, age, interests, gender and much more.



WHAT SHOULD BE THE STARTING POINT OF YOUR PERSONALIZED EMAIL MARKETING?

Segmenting is a great way too when it comes, to begin with, personalization, as it provides an easy way to differentiate customers of different preferences and needs.

THREE KEYS TO BETTER EMAIL PERSONALIZATION ARE

Right Software

Capturing Correct Data

Using Right Tools And Techniques

WHAT IS ALSO IMPORTANT IS –

One stays up to date with the personalization practices which will yield better results to email marketing.

ONE WAY TO DO THIS IS –

Addressing the first name while composing a message or any other information creates good impact.

SOME PERSONALIZATION TACTICS

- Using automation tools to target customer on the basis of their choices.
- Modifying content or composing a new one to point out specific needs, factors, and issues of varied marketing personas.
- Using social networks to expand circles. Google +, LinkedIn, Facebook and so on.

WHY IS RELEVANCE IMPORTANT IN EMAIL MARKETING?

Customers will respond positively to the information that is relevant as well as related to them.

IN WHAT OTHER PLACES CAN YOU USE PERSONALIZATION IN EMAIL MARKETING?

Instead of using “From” and “Subject” lines, actual thumbnail image is available in Gmail which can be specified in the HTML code.

THANK YOU

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