

Email Marketing: Moving from Opens to Clicks to Conversions

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In this age of technology, email is one of the oldest forms of communication, but one that is ever evolving and growing. Moving from opens to clicks to conversions is, unfortunately, not an exact science – but in common with most aspects of business, “exact science” rarely exists. Whether you are just starting out or have already created a reputable brand, effective email communication can be the difference between staying top of mind with your customers and being forgotten.

As with every other aspect of your business, your email communication is going to take some time to build, and moving from opens, to clicks, to conversions is not going to happen overnight. With a well-thought-out and developed strategy, however, it can become second nature and an integral revenue generator propelling you past the competition.

The List

Almost every digital marketer is asked, “I have this huge list of emails, why aren’t people taking action?” To which we all respond, “How did you build your list of subscribers?” If your answer involves purchasing a list or adding every individual you’ve ever met, you may have a large list, but not one with value. If

you’re looking to ensure that your email list leads to conversions, you want to ensure that you have the right recipients on the list – which means you also need to segment. Implementing different opt-in strategies guarantees that your message is going out to inter-

ue receiving your message.

The Subject Line

When you open your email in the morning, what do you open first? Think back to the last email you opened; did you open it because you were expect-

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ested people who more than likely will convert. Opt-in solutions can include opt-in forms, on your website or a social platform, or simply sent out to your list to determine who would like to contin-

ing it, or because the subject line piqued your interest and you wanted to know more? Writing subject lines doesn’t mean you have to reinvent the wheel, but you do have to trigger something



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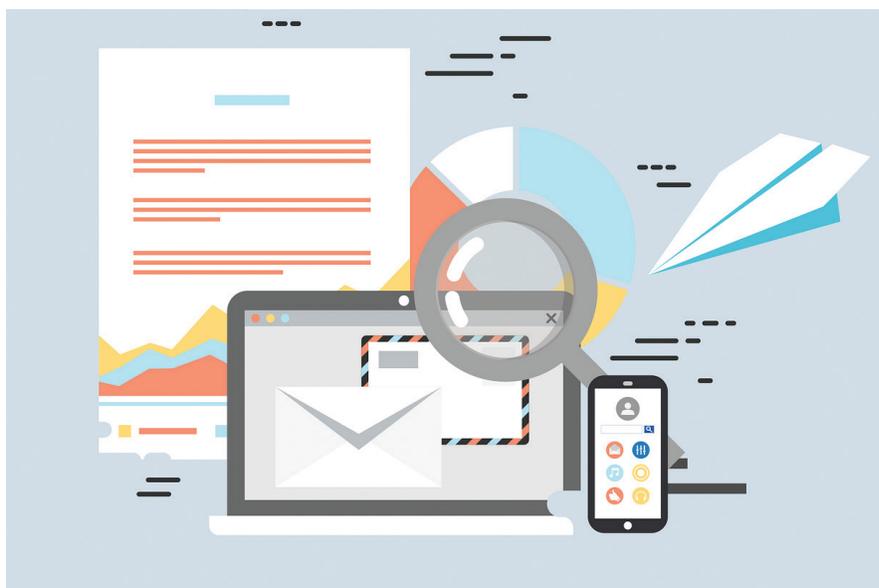
To be effective, emails must be tailored to specific audiences.

within the reader that sparks interest, asks a question, or makes the reader eager to find something out. A good exercise to determine “best subject lines” is to write down specific subject lines that prompted *you* to take action opening an email. What was interesting about it, and why did you open it? Tracking what you like and respond to is a great first step in writing subject lines that will resonate with your customers, enticing them to open the gates and welcome your message.

Call to Action

If you have the right list, subscribers are more likely to open the email. The next question is, how do I get them to click and convert?

If every email campaign goes to all of your subscribers, you are not capitalizing on their unique traits such as connection, interests, or demographics. Creating different segments, or tagging contacts with words like “walker” or “runner” or “hiker” empowers you to send emails tailored to a specific audience.



Think about sending a coupon to lapsed customers; you don't want *that* message and coupon delivered to someone who was in your store just that morning. If one product or service needs an introduction or a bit of a push, segmented contact lists will help ensure your message is seen by customers most likely to heed it.

The Design

If you've successfully intrigued someone into opening your email, the customer needs to convert – and design will assist. More than 50% of emails are opened on mobile devices, whether

a smartphone or a tablet; therefore, sending emails that are formatted for mobile will enhance the user experience. According to Adestra, 15% of subscribers will unsubscribe if emails aren't mobile-responsive. The best way to ensure your email won't be deleted is to send preview or test messages, then check them on different devices. Then you can be sure the formatting is transmitted as intended.

We've all received emails in the middle of the night, first thing in the morning, and right before we leave the office for the day. For some industries, these may be the optimal times to reach customers – but for others, it's a nail in the coffin and almost a sure way to miss out on opens, clicks, and sales. To ensure you're sending emails at times your customers are connected, run an A/B test. Is your customer connected at night or before lunch? You wouldn't ship out a product that wasn't tested, so why would you communicate when no one is there? ■

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