

EMAIL MARKETING BEST PRACTICES

Email marketing is a great tool to help you engage with your audience. Through email marketing you're able to notify your learners of potential sales, teach them about new certificate launches, and it's a way to help grow your overall learner base. Email marketing is relatively cost effective and simple to incorporate. However, there are still things that you need to be mindful of when launching your next marketing campaign.

To help you with your email marketing, we've put together a list of "Email Marketing Best Practices". Below you'll find the foundation of how to successfully incorporate email marketing into your sales strategy.

Building Your Email List is a great first step when creating email campaigns. Organizing your lists will help you segment your audiences and send out targeted content that has higher potential to convert.

- **Segment Email List**
  - Organize your email list by different enrollment categories. This will allow you to send more targeted and promotional offers for topics learners are interested in.

- **Create an Opt-In Strategy**
  - Offer potential learners a way to opt-in to your emails on your website or social channels. This will grow your email list organically and is a great remarketing tool for people that land on your website or social accounts.
    - Make sure to create a lead magnet that offers valuable content like webinars, exam prep, special discounts, etc. to attract more email subscribers.

Personalizing Email Content will drastically help with your open rates, clickthrough-rates and will lead to better conversions.

- **Create Specific Category Emails**
  - Creating emails based on a category or topic will help you build email sequences that are highly targeted and focused on what potential learners are interested in. It's more likely that someone will convert when they are sent something that interests them. Our Marketing Resource Center a good place to find category specific HTML emails that we've already created for you.

- **Success Stories/Reminders**
  - Incorporate success stories to spotlight people's achievements and include how taking specific courses benefited other people. When you personalize emails, you're able to cater to specific groups. For example, Project Managers need to earn PDUs therefore sending this group PDU reminders is a great way to help improve conversions.

- **Upselling**
  - Upselling is a lot easier when your emails and email lists are organized by specific topics. If a learner has purchased one or two courses, they might benefit from receiving emails that encourage them to upgrade and purchase the whole certificate. Upselling is a lot easier when your content and email lists align with what a current or potential learner has expressed interest in.

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- **Subject Lines**
  - Don't underestimate the importance of a subject line. Your subject line should be clear and between four and eight words. Make sure to include any promotional language or email topic specific text. Your subject line could land your email in the spam folder, so do some subject line research online before you commit to a subject.

Timing and Frequency of your email send plays a significant role in the effectiveness of your email marketing initiatives. Make sure to create a timing strategy based on your audience.

- **Timing**
  - The actual send time of your emails does affect overall open rates. If you send out emails too early or too late in the day, your engagement could fluctuate. Considering time zones and holidays is a must when scheduling your content. It's usually safe to send emails between 9am and 12pm.

- **Frequency**
  - Less is more when it comes to marketing. People are inundated with promotional emails daily. Some emails land in their Junk/Spam folders, while others are simply deleted or unsubscribed from. Finding a perfect balance of email send frequency is essential to your email goals. Sending one email a week is reasonable, but more than two could become a little too much.

Call to Actions (CTAs) help email recipients understand what action they should perform upon receiving the email.

- **CTA Buttons/Links**
  - There should always be a purpose to your email and an overall action you would like your recipient to perform. Ensure your CTAs are clear and focused on your goal. Incorporating “Enroll Now” or “Download” buttons/language gives a clear indication of what learners should do next.

- **Make CTAs Stand Out**
  - Using larger fonts, buttons, or different colors that differentiate from the other text will help your CTA stand out.

- **Be Specific**
  - You don’t want to overdue your email text with CTAs, usually one CTA is ideal and will eliminate any confusion email recipients might have.

A/B Testing your emails will help you make data-driven decisions and will enhance your emails key metrics like open rates and conversion rates.

- **Test Send Times**
  - Experiment with sending your emails during different times and days to measure when your audience is most engaged.

- **Test Content**
  - Testing different forms of content like videos or testimonials might make a huge difference when it comes to resonating with your audience.

- **Test Subject Lines**
  - Subject lines are the first thing your audience sees; therefore, they are a direct reflection of your open rate. Try to use different language to help increase your open rate.

- **Test Audiences**
  - Once audience might be more receptive to an email campaign compared to another. Circulate your email content to see what content works best for an audience.

Visit our Marketing Resource Center to download our certificate/bundle HTML Emails.