



Top 10 Email Marketing Tips

1. **Have a goal.** Be sure to have an overarching goal for your email marketing and know how each marketing email fits within that goal. Are you sending a monthly newsletter for general awareness? Do you focus more on messaging for trainings and events to secure attendance? Are you raising awareness for a fundraiser or action-oriented cause? Knowing your goal(s) will streamline the development of your content.
2. **Build your reader list.** Even if you have a long list of readers, continue to add to it. When you go to trainings, talk with people, and participate in events – ask to add them to your email mailing list. Services like MailChimp (<https://mailchimp.com/>), Constant Contact (<https://www.constantcontact.com>), SendinBlue (<https://www.sendinblue.com/>) and other email marketing websites will help you organize and keep track of contacts.
3. **Make it personal.** Use the first name of the contact in the opening of each email.
4. **Beware of spam filters.** Using ALL CAPS, too many exclamation marks (!!!), or common sales phrases (e.g., “For a Limited Time Only!”, “Exclusive Offer”) can trigger the spam filters in email accounts. Too many spam flags (i.e., alerts from spam filters in your readers’ email accounts) and you could lose your ability to send mass emails.
5. **Go lean.** Keep the look of your emails clean, crisp and consistent. Key features are short paragraphs, bullet point, sparing use of pictures and graphics, clear contact information and clear connection to your social media accounts.
6. **Hyperlink with intention.** Insert website links to key pieces of information such as names of partner organizations, website pages and articles you want your readers to visit online. Be sure that not every word is a hyperlink, however, as that sends your readers away from your message.
7. **Issue a call.** Include calls to action throughout your emails to focus your email and give your readers a purpose.
8. **Respect your readers.** Make it easy to unsubscribe by clearly including the option. This may seem counterintuitive but if there is not an easy way for people to unsubscribe they may mark it as spam. Usually, the option to unsubscribe from emails is found at the very end of an email design, in the footer of the message.
9. **Be selective.** Don’t overwhelm your subscribers with too many emails. Use the time in between emails to cultivate your connections through other avenues. Generally, avoid sending multiple emails to the same groups of readers within a seven-day period unless notifying of an event that they have signed up for or a time-sensitive fundraiser.

10. **Learn from others.** Look at the emails that you receive – what works well? What doesn't? Learn from others to develop your strategies.

Information Compiled and Adapted from the Following Resources:

- Agrawl, AJ. "7 Email Marketing Tips For Marketers." <https://www.forbes.com/sites/ajagrawal/2016/07/31/7-email-marketing-tips-for-marketers/#89a952078efa>
- Bhujwala, Amreen. Constant Contact. "How to Write a Newsletter." <https://blogs.constantcontact.com/how-to-write-a-newsletter-email/>
- "Download: Email Marketing pre-launch Checklist." <https://www.emailmonday.com/emailmarketingchecklist/>
- MailChimp. "Email marketing strategy and tips for Successful campaigns." <https://mailchimp.com/email-marketing/>
- MailChimp. "How to Avoid Spam Filters." <https://mailchimp.com/resources/avoid-spam-filters/>
- Pronto Marketing. "13 Tips for Effective Email Marketing." <https://www.prontomarketing.com/blog/13-tips-for-effective-email-marketing/>

This project was supported by Grant No. 2017-VF-GX-K026, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, conclusions or recommendations expressed in this document are those of the author(s) and do not necessarily represent the official position or policies of the U.S. Department of Justice