

**FLOW** BUSINESS

**BTC** BUSINESS

# EFFECTIVE **EMAIL** **MARKETING** FOR SMALL BUSINESSES

---





### Email marketing is effective marketing

Despite the proliferation of social media, email outreach remains one of the most impactful marketing tools for small businesses. That's because it's cost effective, customizable, easily automated, and highly profitable. Consider these statistics:

- Email marketing delivers a **66% conversion rate**, the highest of any marketing channel.
- Email **earns an average of \$44** for every marketing dollar spent.
- Compared to social media, email is **40 times more effective** in creating new customers.
- In fact, email has been proven to **deliver the highest ROI** for the past decade compared to any other marketing channel.

Clearly, email marketing needs to be in the toolkit of every small business. (And if you haven't embraced email as a marketing strategy, now's the perfect time!) But it's also important to know how to make the most of your email efforts with best practices that boost the chance your emails get opened, read, and acted on by your customers.

### Ensuring emails reach your customers

One of the biggest obstacles to email marketing is ensuring your email reaches an inbox. Most email accounts have spam filters and junk folders to keep unwanted email from being delivered to inboxes, but they can also snag your well-intentioned promotional emails, too. So, it's important to understand how to create emails that avoid spam filters to increase the chance your customers will see them.

In this whitepaper, we'll cover key technical and creative tips to help you ensure your emails:

- Reach customers' inboxes
- Avoid unnecessary unsubscribes
- Are personalized and relevant to recipients
- Increase engagement and conversion



## 5 Technical tips for effective email marketing

The technical side of email marketing is wide and deep. But we wanted to start with 5 simple things any small business can do right now to increase their email marketing effectiveness.



### Abide by email laws and regulations

Spam makes up 45% of all emails received, so it's no wonder that email service providers created spam filters. It's also the reason why so many countries have laws and regulations about email marketing. Ensuring your emails abide by these guidelines is crucial to maintaining a good email marketing reputation. Remember that email requirements vary by country or region, so do your research and know what your area requires for you to be a responsible email marketer.



### Target your emails by audience

When customers engage with your emails, it reduces the risk they'll be flagged as spam by an email or internet service provider. So, including customized messaging can be a smart way to get customers to open and interact with your email content. One of the easiest ways to do this is segmenting, or dividing, your email list into categories. There are many ways to do this, including by location, past purchases, and customer type (such as online, retail, and business customers).



### Ramp up email volume over time.

A sudden and significant increase in the volume of emails you're sending can seem suspicious to mailbox filters. If you're just starting your email marketing strategy, ramp up your email volume slowly over a few weeks before you launch a big email campaign.



### Clean up your email subscriber list

If you've been sending emails for a while, make sure to tidy up your email subscriber list. Remove any inactive subscribers and subscribers who haven't engaged with your content for a certain period of time. (Experts suggest starting with people that haven't opened your email in the past 18 months.) This ensures your email has the best chance of reaching customers excited to hear from you.



### Maintain an appropriate Email Reputation

Establishing and maintaining a good email marketing reputation is critical to making sure your emails get delivered. So, make it a habit to keep tabs on your analytics, specifically:

- Any spam complaints
- Bounce rates
- Decline in open or click rates

These signal that you need to reevaluate your email strategy and the quality of your content so that it resonates more meaningfully for the customers you're contacting.

## 3 Email creation best practices

Technical best practices help ensure your emails make it to a customer's inbox. But engaging content and attractive design are key to getting the business results you want. Let's look at 3 best practices to help you supercharge your ultimate goal: email conversion.



### Abide by email laws and regulations

Customization is the number one way to get customers' attention in your email, and it's more than just populating your content with their first name. Consider adding specific product references, personalized shipping timelines, or past purchases so customers know you've got their needs at the front of your mind.



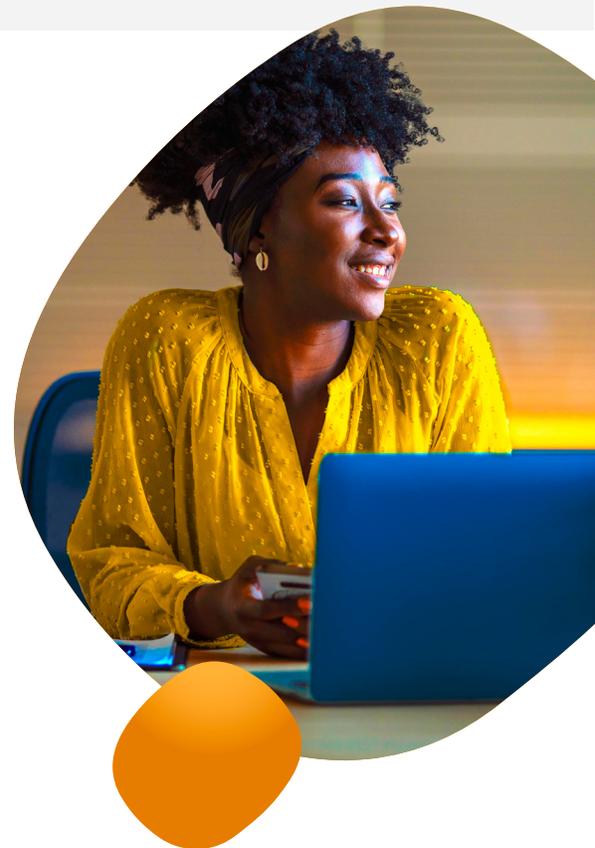
### Optimize on a good email design

Good design encourages email engagement. Make sure your email template is attractive, easy to read, and reflects your business and brand. You can even consider changing it up seasonally (just like you might do with your merchandise in store) to add variety and keep recipients interested.



### Ramp up email volume over time.

Including interactive features in your emails can add fun and create shortcuts for people to take the action you want. Imagine asking people to spin a wheel to reveal a discount or click a button to reveal a prize. Best of all, when customers engage with your email, it signals to email service providers that people want to see your content. If you don't have the ability to add interactive elements to your email, animated GIFs and landing pages are good alternatives.



### Start—or improve—your email marketing journey today

There's a reason why 4 out of 5 marketers would give up social media marketing before email marketing. Email is a powerful way to keep customers engaged with your brand and business. And with over 4 billion daily email users, the sky's the limit for utilizing email to build your customer base.

Because it's the most effective electronic outreach strategy, carve out the time to get it right. Follow these and other best practices, and research your own. Finally, test, test, test until you develop an email strategy that works for your business and your customers to help you achieve the success you deserve.



### About Flow Business

Flow Business is the premier connectivity partner for small business owners and entrepreneurs across Jamaica, Trinidad & Tobago, Barbados, St. Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines, British Virgin Islands, Grenada, Turks and Caicos, Curacao, Bonaire, St. Marteen, French St. Martin, Saba, and St. Eustatius. We combine reliable connectivity with Smart Solutions, helping small businesses create a strong digital presence for unstoppable growth.

To learn more, visit

[flowbusiness.co](https://flowbusiness.co)

<https://www.fool.com/the-ascent/small-business/email-marketing/articles/why-email-marketing-is-important>

<https://www.sparkpost.com/blog/litmus-email-deliverability-guide/>

<https://jilyonmarketing.com/resources/how-to-legally-send-marketing-emails-to-people-who-havent-subscribed/>

<https://www.constantcontact.com/blog/how-to-segment-email-list/>

<https://www.morebusiness.com/inactive-email-subscribers/>

<https://www.sparkpost.com/blog/litmus-email-deliverability-guide/>

<https://www.martechalliance.com/stories/email-marketing-stats-and-trends-for-2022>