

A guide for Successful Email Campaign And Get Higher Open Rate

Whatever email open rates you get in your email marketing software or service reports, you obviously want to improve. Since the open rate is a measure of your relative email-to-email success, improving open rates is simply about doing better email marketing.

And that's a giant subject.

To give you a sense of how your results compare with others in your industry, we've created the list below.

How your Results Compare with Others in your Industry

Business Type	Open Rate	Bounce Rate	Click-Through Rate
Accountant	14.0%	5.5%	14.5%
Art Gallery	21.9%	6.0%	10.6%
Association	18.5%	6.2%	11.0%
Communications	8.5%	2.0%	8.9%
Consultant	13.6%	8.0%	12.0%
Crafts	27.0%	3.4%	22.1%
Education and Services	18.6%	5.9%	15.1%
Entertainment	17.0%	5.3%	10.8%
Event Planning	16.6%	5.9%	12.2%
Franchise	19.3%	5.9%	12.5%
Government Agency	23.0%	6.5%	14.7%
Hotel, Inn, B&B	19.8%	5.4%	13.9%
Legal Services	18.2%	7.8%	13.0%
Manufacturing & Distribution	18.0%	7.0%	13.1%
Marketing/PR	11.0%	6.4%	13.5%
Medical Services	16.7%	5.3%	13.3%
Non-profit	20.0%	5.9%	12.3%
Office Supplies	16.5%	1.9%	9.4%
Personal Services	18.0%	7.6%	12.6%

Products & Services	16.0%	6.4%	12.2%
Professional Services	15.4%	6.6%	13.0%
Publishing	18.1%	4.5%	27.6%
Real Estate	14.8%	7.6%	10.4%
Religious Organization	22.4%	4.6%	9.8%
Restaurant/Bar/Catering	18.4%	6.0%	6.6%
Retail	17.7%	4.3%	15.7%
Salon/Spa	15.0%	6.9%	7.0%
Sports & Recreation	17.5%	5.9%	12.3%
Technology	15.0%	7.3%	10.9%
Transportation	18.9%	5.1%	13.8%
Travel & Tourism	15.5%	5.9%	11.6%
Web Developer	17.4%	5.8%	16.4%
Other*	17.7%	5.4%	17.8%

Open rate: Percentage of recipients to whom you sent an email that actually opened it

Bounce rate: Percentage of people to whom you sent an email that, in most cases, could not receive it

Click-through rate: Percentage of people who opened the email and clicked at least one link in the email (If Present)

Here are some hints that will help you troubleshoot and improve your click-through results going forward:

- Review your call-to-action. It may not be strong enough or clear enough.
- Review your copy. It may be too long, keeping your offer from standing out. Stick to simple words, short phrases and paragraphs of 1-3 short sentences.
- Review the subject line. Does your offer fulfill the promise of your subject line?
- Review your overall email. Did you set your contacts' expectations appropriately?
- Make sure you have created a sense of urgency. Limit the offer to a specific time period or, for example, the first 50 customers. If you're using a time period, quantify it (e.g. "until November 23rd" vs. for the next two days)

1. Use a recognizable "From" name.

The "from" line in particular needs your attention, as people are most likely to open email from senders they recognize.

2. Subject lines

The subject line is probably the single most important in-email element that drives open rates. Bad subject lines, poor open rates. Good subject lines, good open rates.

The "from" line in particular needs your attention, as people are most likely to open email from senders they recognize.

An effective subject line has all of the following characteristics:

- **Is short and descriptive:** Your subject line should have *no more than 5-8 words* or 40 characters.
Note: Most email providers will truncate, or cut off, subject lines with greater than 60 characters.
- **Does not contain words and punctuation commonly used by spammers. Avoid using any of the words and formatting listed below:**
 -
 - Free (instead, use Complimentary, On The House, Our Treat, Be Our Guest, Giveaway, or Zero Cost)
 - % off
 - Full words in all caps
 - Act now
 - Exclamation points (!)
 - Dollar signs (\$)
 - Multiple periods (...)

If your subject line does not comply with these guidelines, it is likely that your email may be routed directly into contacts' spam folders. Even if the email is filtered into the contact's junk mail folder, they may still report it as spam.

Entices the reader to read further: A subject line should act as a teaser or state a benefit of opening the email. It can contain an "offer" as long as it does not contain spam-like characteristics like those mentioned in the previous bullet.

Tip: Always use the Spam Checker while previewing your email.

3. Timing

Open rates will vary for the same email sent on different days or at different times of the day.

There are a lot of folk who will claim various days and times are best. These recommendations are based on averages and not on the specific characteristics of your list and situation.

- **Days of the Week**

Previously, Tuesday through Thursday were considered to be the best performing days. Recent surveys indicate Monday may be the new favorite.

- **Time of Day**

Because the volume of email sent is highest between 10 am and 2 pm, your emails may have a greater chance of being seen from 8 am - 10 am *or* 4 pm - 6 pm.

Use your intuition to gauge when people are most likely to have the time and interest to view your email and go from there. Then test alternatives and see how they work out.

4. Frequency

Send too much email and people lose interest. Send too little email...and people lose interest.

What's the right amount of email to send out? It depends on your situation. And don't forget that responses to your marketing emails are affected by all the email your company or business sends out to recipients (transactional emails, personal emails, account updates, welcome messages etc.)

As a rule of thumb, it's hard to sustain open rates when you send more than two marketing emails a week to a recipient. Ditto at once a month or less. Not impossible -- just hard -- as you're fighting email fatigue and forgetfulness on top of all the usual problems.

Here are some ways you can help your deliverability rate:

- Monitor campaign reports routinely
- Remove non-existent and persistently undeliverable bounce addresses
- Monitor your communication's Reply Email Address inbox and honor unsubscribe requests that you may receive there. Some of your recipients may unsubscribe "manually" by replying to your email rather than by using "SafeUnsubscribe"
- Use an instantly recognizable From Email Address and From Name, accompanied by a clear and relevant Subject Line. Two of the most common reasons for recipient spam complaints are failure to recognize the email's sender and failure of the email content to match the expectations the subscribers had for the subject matter and frequency when they opted in to the list
- Stay current with email communication best practices. Doing so helps ensure your email is recognizable, pleasing, and unlikely to trigger an ISP's spam filters
- Use the spam checker tool provided when creating emails. This can also assist in preventing your email from going into a bulk or spam folder.

Note: It's important to remember that email marketing is not an exact science; it is an ongoing learning process! Keep reviewing your statistics and making the necessary tweaks to improve your next mailing.