

Email Best Practices



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1 Define your target audience

Research and develop your target audience based on age, gender, income, location, interests, etc. **Then:** create 2-3 customer personas based on this research.

2 Establish your goals

Establish clear engagement and conversion goals for the month, quarter, and year that are clearly defined and fit within your marketing budget. **Goal Examples:** Increasing website traffic, increasing Instagram followers, increasing newsletter sign-ups, increasing purchases at a specific location, increasing click through rate (CTR) by X%.

3 Create content for your target audience (while keeping your goals in mind)

Create visuals & copy that provide value for your target audience. **Example:** If you have a specific product or promotion conversion goal, the copy should clearly define which product you want viewers to purchase, how to purchase that product & why they should (what is the VALUE for them?).

4 Create a WELCOME email

Create an email every new subscriber receives that welcomes & rewards for signing up. This will feel personal and rewarding immediately, creating reason for loyalty.

5 Produce valuable & rewarding content

Customer loyalty greatly depends on the value that content brings to said customer. The goal is to produce personalized content over attention-grabbing content. Promotions, discounts, exclusive offers, community events, gifts, exclusive information, and first dibs are valuable, but can feel gimmicky if not presented correctly. If said promotions are presented in an intentional and value-seeking way that speaks directly to your target audience—then the promotions become personalized content that have a purpose.

6 Good User Experience (UX)

User experience is a critical element that determines whether a customer will return or not. A thoughtful, smooth, and rewarding user experience (from the top of the funnel to the bottom of the funnel) will produce a great return.

7 Audit & clean your email lists

Create an annual rhythm to clean and audit your audiences. This will provide the highest quality analytics and also save you money in the long run.

8 A/B testing

Running monthly or quarterly A/B testing (copy, visual & offer) will help clarify what your customers respond best to, allowing your marketing content to be more powerful and more productive.

9 Keep it valuable / Keep it short

Keep your copy and call to actions short, to the point, and full of value for the best customer retention experience.

10 Personalization

Create segments and targeting based on engagement & data. This will personalize your customers' experience, give them valuable content & a reason to return.

11 Spark curiosity with headlines

Write headlines that spark customer attention and lead them to want to learn more. This will increase engagement and click-thru rates.

12 Focus on driving engagement & building customer loyalty

Emails should be focused on engagement & loyalty goals. Give the customer a clear reason to click, reasons to find out more information in the email & a reason to visit the physical location.

13 Compelling CTA

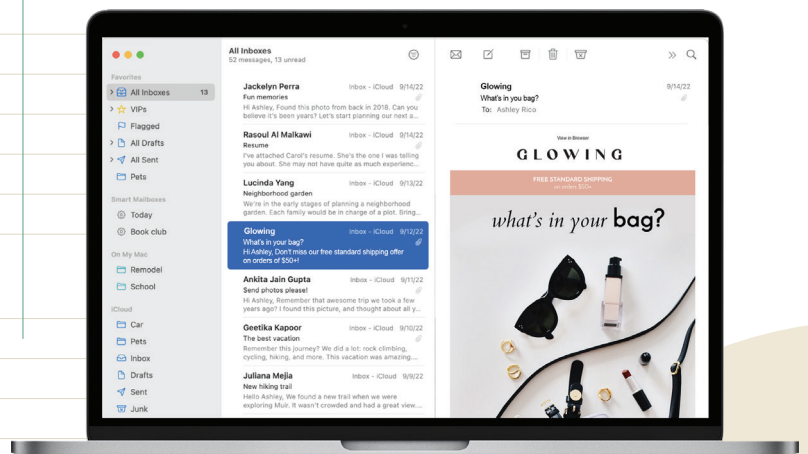
Utilize time based CTAs such as “limited time”, “act now”, “one day only” and curate clear CTA “action” words such as “click” “download” “visit”.

14 Set a consistent cadence

Define how often your audience should receive an email based on A/B testing and analytics. Then stick with that cadence.

15 Use analytics to drive strategy

Create analytic rhythms with your team to research and develop “What, Why & How” to strategically target your audience based on monthly analytics.



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The 6 Best Email Marketing Softwares - 2023*

Best Overall



Best Automation

ActiveCampaign >

Easiest to Use



*Best all-in-one
Mktg. Suite*



Most Affordable



Best E-Commerce



*According to [Investopedia](#)

Tactics to Grow Newsletter Subscribers

- Offer incentives for signing up like promotional deals, discounts, and exclusive offers.
- Run contests or sweepstakes that require customers to sign up for newsletters in order to be entered to win.
- Utilize social media to market incentives for signing up for newsletters by sharing sneak previews of email-exclusive deals via Instagram stories with a link to the email sign up form.
- Take sign-ups on location (events, vendors, community outreach) & reward customers for signing up by offering exclusive coupons or discounts.
- Identify & communicate the value of the newsletter (we offer deals, etc.) via social media or your website.
- Add an opt-in link at the end of press releases, social media posts, on the website.
- Turn popular posts into Lead Magnets (something that compels your site visitors to exchange information, such as their email address for access). What is working on your other marketing platforms? Leverage that content and repurpose it for email content.
- Change the button color of the opt-in every so often—to grab attention.
- Collect & show testimonials from happy customers or happy readers.

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