

Keeping it REAL

Strategic Marketing Direction

For novices of all levels

MarketingBuddha.com

How to get email subscribers to click through to your website

PROBLEM:

Our email marketing campaign doesn't get high click through results but email analytics reveal high open rates.

SHORT ANSWER:

Send the right email to the right audience. Keep readers from getting distracted with relevant, clickable text that links to your landing page or specific area on your website where subscribers view compelling content.

Step-by-Step Strategy

A high open to low click through ratio indicates email subscribers want to receive your email messages but don't find the content in them interesting enough to 'hear' all that you're saying.

Step 1

Specify what goal you want your email message to achieve:

- Get email shared in social media
- Build a reputation
- Promote a new offer
- Expand your marketing reach
- Engage lapsed donors
- Win old customers back

Step 2

Segment your audience. Create messages that each audience wants to hear.

Step 3

Write non-salesy subject headers that create an instant customer connection: "Tom, what can we do to make you happy?"

Step 4

Start your first sentence with a strong benefit and begin your email with a compelling mini-version of your entire message. Choose keywords that set readers expectation to learn something new, find out how to do something or to be inspired. Content can be:

- Step-by-step instructions
- Case studies
- Survey results
- Product comparisons

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- Customer reviews
- Customer success stories

Step 5

When readers click on the text ensure they are transported directly to the information you promised (not your home page, where they might have to search through all types of content). On that page present readers with content that engages. Such as:

- A video showing a product demonstration
- An audio of your press interview
- An article in which you're featured
- Survey results
- Blog comments submitted by your key influencers
- Photos (with captions!) of customers who love your work

Step 6

Break the body of your email into sections and include one click through per section. A common mistake is to include more than 3 links in a single email. Remember it's the copy that drives click-throughs, not the number of links.

Step 7

Include a call to action that ties back to the marketing goal of your email.

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