

# 9 WAYS to get your E-MAILS READ



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## SEND an E-MAIL from a person.

Through tests conducted by HubSpot, the industry learned that e-mails sent by a real, living person received more clicks than a message coming from a company. 3% of more consumers will click an e-mail if it's from a person and not a company's sales team.

## ALTER your PLAIN TEXT OPTION

Use your mail client to modify what users see if they need to review it on a plain text platform. Not everyone has access to Outlook, especially after hours or on holidays.



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## ADD LINKS TO YOUR IMAGES

When reviewing an e-mail, users almost always use their mouse to hover over the image. Consider plugging your website, you might get even more clicks.

## Always be SOCIAL

Add your social media buttons to every message that you send. Creating more ways for your audience to connect with you is never a bad idea. Many times, your mail platform will come with built-in social sharing buttons that you just fill in.



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## SIMPLIFY SHARING

- If you're rallying your target audience to share a post, give them a reason to.
- Create shareable content that matters and posts that you want others to see. Try creating a Tweet for your audience or a premade post that they just need to copy and paste.

## Have a clear CALL TO ACTION

Why are you doing what you're doing? Make it clear and make it matter. Your audience will want to engage with you if your call to action is transparent, usually at the end of your message.

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## MAKE IT COMPATIBLE

If it becomes a trend for your audience to expect an incompatible e-mail message, they will begin ignoring all of your communications. Make sure that your e-mails are compatible wherever your audience could view it. Most e-mail platforms have this option for all different devices.

## KEEP YOUR E-MAIL SHORT AND SWEET!

A user never wants to start an e-mail that they can't finish in under 45 seconds. Your subject line sets the precedent for your entire message.

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## HAVE FUN.

Remember you're communicating with people. Do something out of the ordinary and take a chance to grab your audience. Spice it up by trying something innovative and don't be afraid!



Do you want to show off your newfound skills? Let us know how you did or if you need more guidance. We're here to help!

Chatter Buzz

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