

Why Email Marketing Is Still Relevant (and Super Effective)

northcarolinanewsdaily.com/email-marketing-tips

David Straughan

August 27, 2020



In 2020, emails can seem old-fashioned and even quaint. So why are so many companies still using email marketing?

Because it works.



Despite seeming to do nothing but pile up in your inbox, emails are surprisingly effective. That's why nearly 87% of marketers use it to reach customers.

Once you know how to use email marketing to your advantage and do it properly, it can become a powerful tool for your business.

Why email marketing is effective

Marketers trust email to get their messages across. That's because customers trust emails. One study found that 72% of people prefer email to other communications from brands.

Part of the reason for this is that emails from companies require consent. When people feel like they've opted in to communications, they are more likely to interact with them.

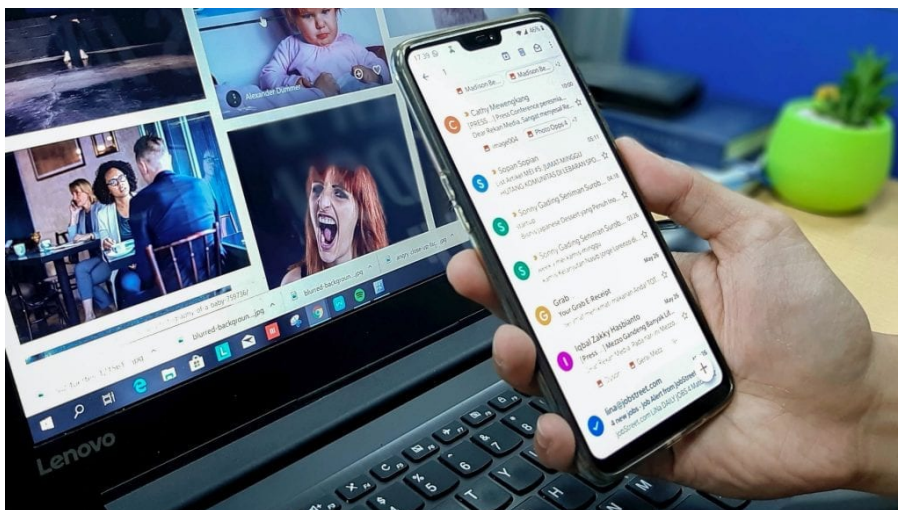


Photo by [Yogas Design](#) on [Unsplash](#)

How to get started

To get started with your email campaign, choose an email tool. They offer automation and provide templates for effective emails. Several free tools exist, but with limits. Mailchimp, one of the industry's most popular tools, offers free use for up to 2,000 contacts and the price scales after that.

Optimize email marketing for mobile for best results

Opening emails is one of the most common actions people take on their mobile devices. According to one study, 48% of emails are opened on mobile devices.

However, there is a stark contrast in open rates between emails that are optimized for mobile and those that aren't. That same study found that 69% of mobile users will delete emails that aren't optimized for their device.

Quick tips for more effective emails



Photo by [Brett Jordan](#) on [Unsplash](#)

Email marketing is a full-time job in many companies. While it can take years to become an expert, you can DIY your own email campaigns by following a few basic tips:

- **Keep it simple** – Emails can show up differently on different devices and different apps. Sticking with a clean, minimal presentation will ensure that your content is readable.
- **Use short sentences** – Remember that users will be scrolling through your text on a small screen. Short sentences and paragraphs are much easier to read.

- **Limit images** – Images can look cluttered and take a long time to load. Users tend to bounce out of an email if it's taking too long to show up. Limit yourself to one or two per email.
- **Use one call-to-action (CTA) button** – Give users one clear action to take. Not only will this increase engagement, it will give you valuable data to use in future marketing campaigns. Avoid multiple CTA buttons.

About author

David Straughan (David Straughan)

David Straughan is a writer, editor, and coffee nerd from Durham, North Carolina. Before coming back home, David served as Editor of two English-language magazines in Ningbo, China. Now, back in Durham, he is an obsessive investigator of local businesses, culture, and politics.



More posts

~~June 23, 2020~~ (June 23, 2020)

Black-Owned Clothing & Accessories Businesses in NC

Whether you're looking for vintage second-hand items or fresh designs right off the rack, there is a multitude of businesses to purchase your wardrobe from in North Carolina. We've gathered a list of 25 Black-owned businesses where you can find your clothing and accessories while supporting the African American community.

[Read More](#)

~~September 23, 2020~~ (September 23, 2020)

Third Quarter Economic Outlook for NC: The Good, Bad and Unknown

The recovery of the economy is at the front of everyone's mind. Third-quarter unemployment numbers for North Carolina so far show reasons to be positive, but also to worry.

[Read More](#)