

7 REASONS YOUR EMAIL OPEN RATES

AREN'T AS HIGH AS YOU WANT THEM TO BE

1. Stale Content

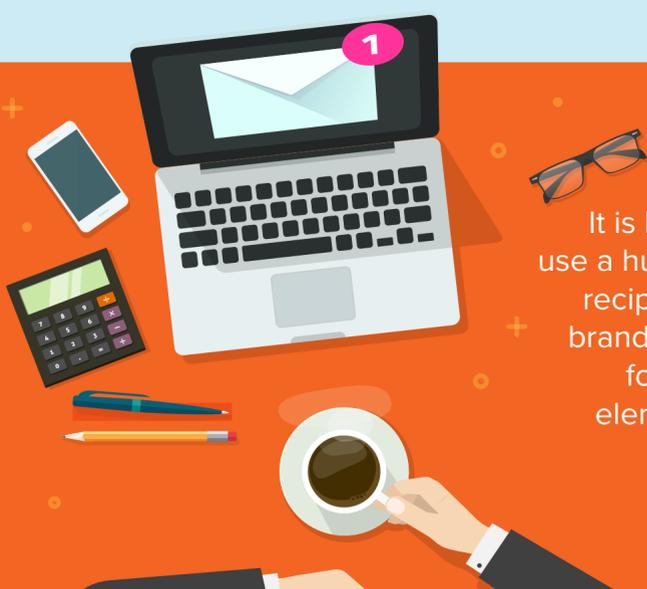
Stale content can drive down open rates. So, experiment with multimedia email assets like surveys, videos, and slideshows. While long form content, like whitepapers, can deliver terrific metrics, emails full of nothing but text do not engage an audience as well as more visually interesting, relevant and interactive content can.



So keep it fresh.

2. Too Impersonal

It is hard to stand out when you sound like a robot, so use a human brand voice in emails to better engage your recipients. Funny, science-y, smart-y...the heart of your brand is conveyed by your branding and voice so don't forget to be inbox friendly. And personalizing email elements like subject line, greeting and message can further customize emails, growing metrics.



So get personal.

3. Inconsistent Cadence

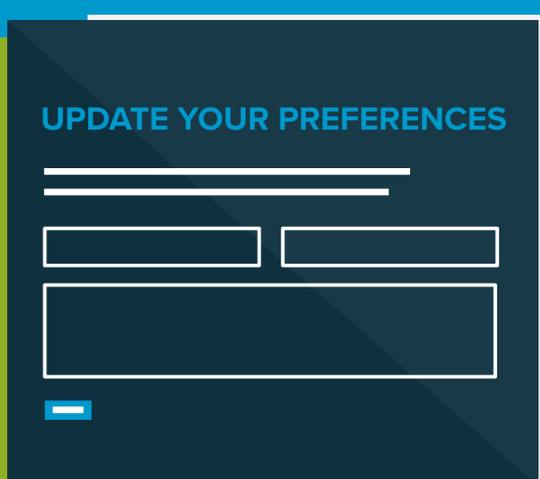
Consistency is key, especially with relationship-building email programs like newsletters, so pick a cadence and stick with it. And make sure you're consistent with ratios as well by establishing the appropriate number of sales messages to relationship-building messages for your brand and being consistent with that ratio.



So make your cadence consistent.

4. Messy Lists

Keep your lists clean by ensuring recipients can add themselves to your list, take themselves off your list, or update their contact info easily.



So tidy up your lists.

5. Not Optimized for Mobile

Roughly half of emails are now opened on mobile devices* so make sure your emails are mobile-friendly with a mobile preheader, larger text and buttons, and email organization that renders well on tablets and smartphones.

*Source: <https://www.hubspot.com/marketing-statistics>



So optimize for mobile.

6. Just Ugly

Nothing says "spam" like ugly and irrelevant emails. Make sure your emails are well branded and appealing—emails should reflect your brand, not your sender's. And test, test, test before sending so you know how recipients will see it on various devices and systems.



So make it easy on the eyes.

7. Ignored Distribution Details

Small details like from line, subject line, and distribution time can make a big difference. The essential litmus test is honesty. So, for example, use a brand name for the from line so recipients know exactly who the email is truly from. And A/B split testing distribution details can help you figure out what works best for your brand.



So button up the distribution details.