

strategy

*Email Tips
& Strategies
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Email Tips & Strategies

As we send more and more emails daily and the open rate becomes lower hopefully some of these tips will prove useful.

- Keep emails simple, something primary school children can understand
- Subject lines to be no more than 7 words as that's the max that will show on a mobile
- Use intrigue on follow up emails they need to have a reason and call to action
- Read your email you are sending to a customer 2 or 3 times as you can't get an email back after you send it
- Written words come off different to spoken words
- Don't use "Urgent" if it is not
- Tuesday, Wednesday and Thursday have the highest open rates
- 40% of emails are opened on a mobile device, they can only fit 4-7 words on the screen
- 33% of emails are opened based on the subject line only
- Having the subject line create urgency and exclusivity will give a higher open rate
- Keep the subject line short and sharp, no more than 3 words
- Put "FREE" in the subject line increases openings
- Don't over use **Bold** or *italics*
- Have a headshot in your email signature
- Phrases not to use
 - "Just checking in"
 - "It's been a while"
 - "Following up"
 - "If you have a second"
- Don't start your email with "My name is"
- Don't use "I have been thinking"
- Some subject lines that work
 - (Mutual Friend/Connection) said I should get in touch
 - (First Name) Quick Question for you?
- Prospecting Emails need:
 - A reason for sending
 - Need to be Call to action
 - Provide relevant and useful advice/information
- Use Paragraphs
- Don't have an ugly signature
- Don't use misleading subject lines



- Mirror match email reply's
- Use spell check
- Don't use "I know how you are feeling" if you don't
- Sound human and sound helpful
- Some good email sign offs
 - Trust your week is off to a great start
 - Have a fantastic Monday
 - Happy Friday, Trust you have a great weekend planned
- Have a "touch it once" policy on emails

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