

# TIPS: Email & eNews Marketing

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In the past 5 years, Anas Marketing & Management has written, designed and distributed 75 client email campaigns, sent to over 337,000 recipients, with the following outcomes:

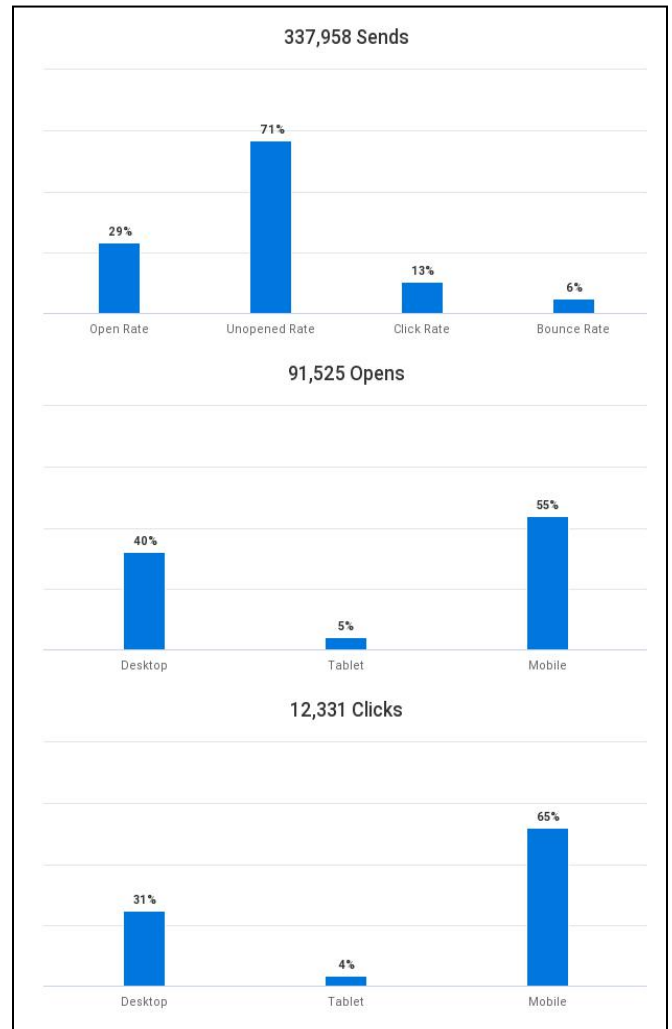
- **Open Rate: 29% Average\*** (ranging from 25% - 64%)
  - **190% HIGHER** than Industry average\*\* of 10%
- **Click Rate: 13% Average** (ranging from 8% - 42%)
  - **44% HIGHER** than Industry average\*\* of 9%

\* One aspect not able to be taken into consideration, is how many people read the email in their display panel without actually opening the email. This skews the numbers higher.

\*\* Average computed by Constant Contact email services.

## Tips on How to Improve Open & Click Rates

- Keep your email **List** up-to-date;
- Have an enticing **Subject Line**;
- Have a professional **Header** graphic;
- Deliver recent **Content**, *short and sweet*, with categories and enticing headlines;
- Have a clean **Layout**, adaptable for desktop, tablet & mobile;
- Have **Links** to pdfs, or web pages, to provide more details and interesting info;
- Include good **Graphics & Photos**;
- Give the reader a good overall **Experience** upon exit, so they will open the next email you send.



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