

TIPS: Email & eNews Marketing

January 2023

In the past 10 years, Anas Marketing & Management has written, designed and distributed 139 client email campaigns, sent to over 547,000 recipients (100 - 15,000 people/campaign) with these outcomes:

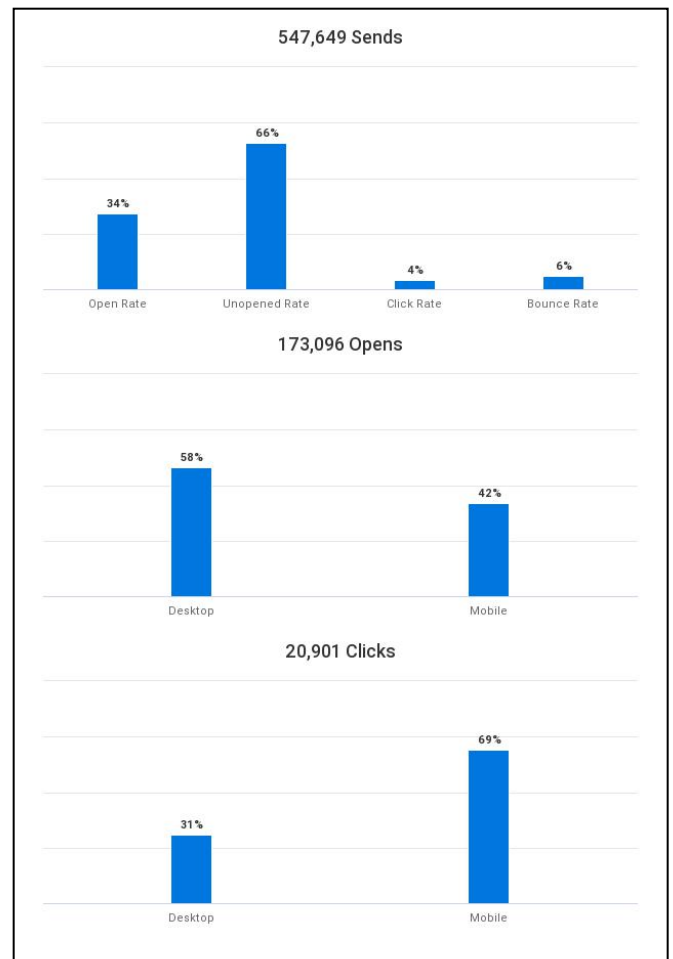
- **Open Rate: 34% Average*** (ranging from 31% - 64%)
 - **114% HIGHER** than Industry average** of 27%
- **Click Rate: 4% Average**
 - **400% HIGHER** than Industry average** of 1%

* 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 lower.

** 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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