

EMAIL MARKETING 2020 BEST PRACTICES

GIVE VALUE



Always be giving value, even when selling. Makes people enthusiastic about your emails.

RESPECT



Treat your subscribers with respect & develop a relationship with them. They'll love it.

COPYWRITING



Use copywriting techniques to transform your messages from boring to high-converting.

KNOW THEM



Uncover the pains, fears, hopes, and dreams of your audience to easily hook them emotionally.

SEGMENTATION



Segment your list and start sending people personalized, specifically targeted emails.

NO SLEAZINESS



You're better than that... Gain respect and loyal fans by leaving scammy sales tactics behind.

MAKE IT FUN



No one wants formal emails anymore. Infuse some sizzle and your personality into messages.

SEND MOAAAR



Email marketing still has the highest ROI of all marketing channels. Why not scale it up?

AUTOMATION



Use even more drip campaigns, flows, and autoresponders to build a recurring revenue engine.

TESTING



Keep testing, refining, and optimizing like a mofo. There's ALWAYS room to improve.