

Five Tips on Email Marketing for Retail

Tip
1

Send Welcome Emails

Welcome emails are sent to new subscribers when they sign up to your mailing list.



320%

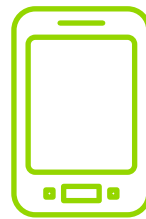
more revenue than other promotional emails.¹



More than double the average **open rate**.²

Tip
2

Design for Mobile First



>28.1%

Local emails are **opened on mobile devices**³, so:

- Use a single column
- Use smaller image files
- Make buttons big

Tip
3

Leverage Modern Design



138%

more spend by consumers who received an email offer.⁴

Get creative.

Use design features like:

- Animated GIFs
- Countdown timers
- Striking imagery with a 70/30 text-to-image ratio

Tip
4

Automate Your Campaigns



50%

Automated B2C **email conversion** can get this high.⁵

Automate

campaigns to:

- Save time and money
- Nurture leads
- Engage existing customers

Tip
5

Respond to Client Activity

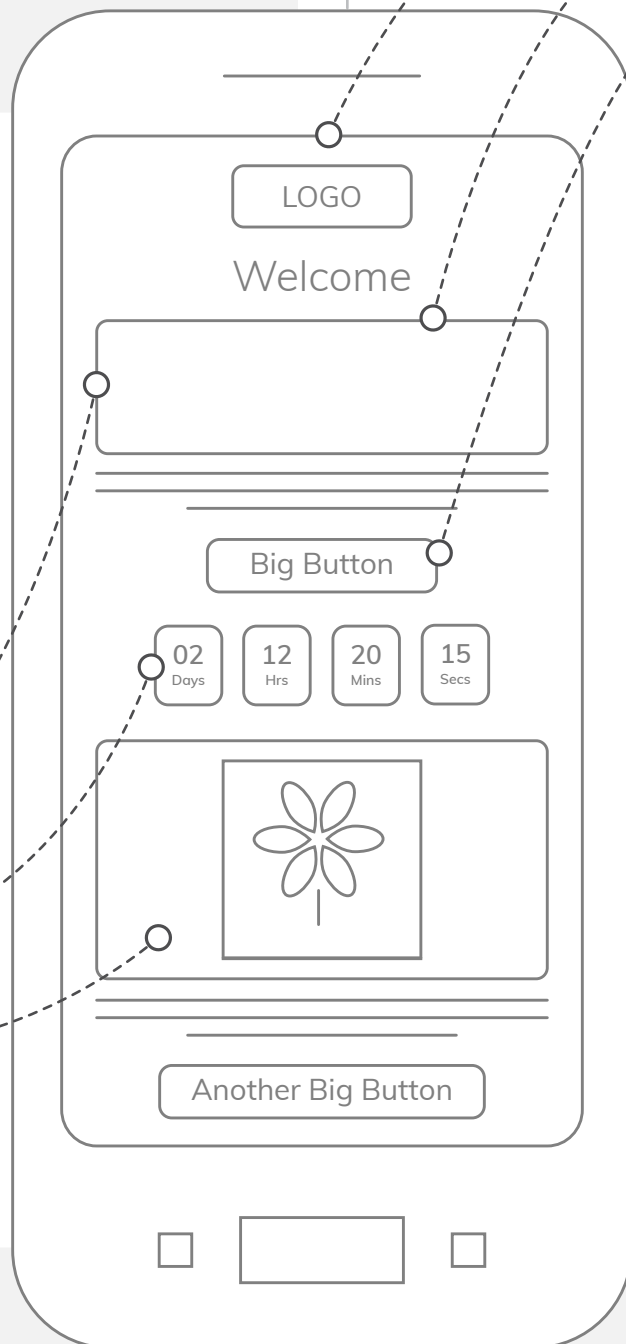
Target things like:

- Clicks in emails
- Subscriber preference updates
- Holiday and birthday shopping



624%

higher conversion on emails triggered by **consumer actions**.⁶



Sources

- [1 https://www.easy-smtp.com/welcome-email-marketing-optimization](https://www.easy-smtp.com/welcome-email-marketing-optimization)
- [2 https://www.wordstream.com/blog/ws/2017/06/29/email-marketing-statistics](https://www.wordstream.com/blog/ws/2017/06/29/email-marketing-statistics)
- [3 https://www.everlytic.co.za/whitepapers/email-benchmarks-2017-whitepaper/](https://www.everlytic.co.za/whitepapers/email-benchmarks-2017-whitepaper/)
- [4 https://venturebeat.com/2016/10/14/study-shows-triggered-push-notifications-are-2770-better-than-batch-messages/](https://venturebeat.com/2016/10/14/study-shows-triggered-push-notifications-are-2770-better-than-batch-messages/)
- [5 https://www.emarketer.com/public_media/docs/eMarketer_Email_Marketing_Benchmarks_Key_Data_Trends_Metrics.pdf](https://www.emarketer.com/public_media/docs/eMarketer_Email_Marketing_Benchmarks_Key_Data_Trends_Metrics.pdf)
- [6 https://marketingland.com/email-marketing-report-email-volume-18-2017-subscriber-numbers-dropped-235994](https://marketingland.com/email-marketing-report-email-volume-18-2017-subscriber-numbers-dropped-235994)