

4 SIMPLE WAYS TO IMPROVE YOUR EMAIL OPEN RATES

You put a lot of effort into the emails you send to members. Use these easy techniques to get them to actually open them.

1. Write a Great Subject Line

Never underestimate the importance of the subject line. In the battle of the inbox, you're fighting for attention. An engaging subject line makes all the difference. It should catch the reader's attention and give them a reason to open your email.

2. Use a Recognizable Sender Name and Email Address

The sender name is just as visible as the subject line in an inbox. On mobile devices, it's even more visible. The sender name greatly impacts open rates. Use a real person's name with the organization's name. For example, "Marcy from ChamberMaster" is better than "Marcy" or "The Chamber-Master Team".

3. Be Mobile Friendly

With the surge of mobile email readership on smartphones, consider how your emails display on mobile devices. It is also important to keep in mind that mobile screens are smaller, so your subject lines should be shorter as well.

4. Remember, the First Sentence (really) Matters

Some inboxes display part of the first sentence under the subject line. Readers often use the subject line and first sentence to decide if an email is worth opening or not.

You're competing with a recipient's personal, work, and marketing emails. It's time to take steps to win the battle for their attention.

