

eMail Marketing
 UNLOCKED

NEILPATEL

Higher Open-Rate Strategies

How To Go **From Zero To 50,000** Subscribers
With Email Marketing

STRATEGIES FOR GETTING A HIGHER OPEN-RATE

- ✓ **The Double Opt-In Technique**

Write one email and two subject lines. Send the email with subject line one. Then the next day, send the email with subject line two to the people who didn't open subject line one. This has been shown to increase open-rate by 30%.
- ✓ **Test Send Days & Times**

Don't listen to the myths. Every email list is different when it comes to the best day and time to send your email. In fact many are opened as far as 2 days after they are sent. Test to see what works for you.
- ✓ **Name From Company**

Make sure that your readers know who is sending them messages. Make your send-from address "Name from Company". For example, Neil from Neil Patel.
- ✓ **Optimize Your Preheader**

Most major email providers now have a "preheader"—an area next to the subject line displayed in your inbox that gives a preview of the email inside. Use this real estate wisely!
- ✓ **Optimize Your Subject Lines**

Constantly test subject lines to see which gets you a better open-rate. This is almost always the biggest reason why someone does or does not open an email.
- ✓ **Optimize for Mobile Readers**

More than 50% of emails are read on a mobile device. Make sure that your email is optimized for mobile reading, so you don't miss out on getting an open from a mobile reader!
- ✓ **Segment Your Emails For Better Targeting**

People want to feel like they're spending their precious time on something that was specially meant for them. Segment your emails as specifically as possible to better give them that thoughtful one-on-one experience with your emails.