

Email is a little like taxes. It's not going away; it's always changing. For 2017, that's still the case and why it's your ace in the hole. But, like a good card player, you need to be thinking a step or two ahead.



Email is still your ace in the hole!

Here are some changes for your email marketing to consider for 2017.

1. Automation. If you're not automating your email's workflow then you are missing out on lead generation opportunities. Not only do you need a dedicated email registration landing page on your website, its form should be linked to an automated workflow to follow-up with leads. The follow-up message could encourage them to read your blog, to contact you for a free consult, or to download a tip sheet or checklist from your site.
2. Reduce the copy. In the past the email sweet-spot length ranged from 50-125 words. Due to the major use of mobile phones, expect that to get even shorter. What does that mean for you? Make headlines very engaging, with a short descriptor that links to your website. Also, consider engaging graphics that include a call to action to drive readers to accomplish the email goal.
3. Consider a conversational tone rather than an impersonal, business tone. This helps the reader to engage on a more personal level, and often makes the email easier to write.
4. Look at software advancements to match content to subscribers' needs, which increases overall satisfaction with email engagement.
5. Interactivity within email is something users crave. Social media and websites have proven that interactivity increases engagement for visitors. Consider ways you can implement an interactive element (such as hide and display menus, animated gifs, and video) within your email.

Knowing that email could be your ace in the hole for 2017, how will you adjust your marketing plan to adapt?

Additional Resources

- [The Future of Email Marketing](#)
- [5 Interactive Email Design Elements That Increase Click-Thru Rates](#)
- [How Buying Email Lists Can Get You Into Trouble](#)

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