

## 5 Ways to Use Email to Increase Leads

Believe it or not, email is still your ace in the hole when it comes to lead generation.

According to the [Content Marketing Institute](#), “31% of B2B marketers say email newsletters are the best way to nurture leads.”

But, avoid falsely believing that email marketing is easy. It's not. If you get the subject line wrong ... wham! You're hit with an opt-out request, or worse, being ignored, even before getting started.

What can you do with your email program to help drive leads and keep them coming?

1. Automate
2. Use autoresponders
3. Write open-worthy subject lines
4. Design matters
5. K.I.S.S.

Download this [five-point infographic](#) to keep handy as you build your next email campaign.

For more details, visit [CPA Practice Advisor](#), where I share more information.



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