

# Break These 5 Outdated Email Rules in 2014

Mobile devices have moved email marketing back to the forefront. Break these email rules to help you be successful in the mobile marketing generation.

# Break These Rules in 2014

1. Always send email in the middle of the week.
2. Never send an email at the end of the day.
3. Never have fun with email content.
4. Never send an email with one large image.
5. Keep the subject line between 30 – 50 characters



# Here's why.

1 Always send email in the middle of the week.

It seems to make sense, but think about your week. When are you most busy and focused? The middle right?

Get into the habit of scheduling emails to arrive early in the day or later in the day to maximize client's attention to them.

- 85% of opens happen 2 days after receiving an email, but
- Only 21% of purchases happen within 2 days of receiving an email.
- 32% of purchases take place 2 weeks after!
- Monday emails had the highest revenue per email.

Sources: Social Media Today & Sales Force

# Here's why.

2 Never send an email at the end of the day.

What if your business is on the east coast, but you have clients on the west coast and east coast? Are you going to send all emails in the Noon – 2:00 p.m. timeframe all the time?

Use common sense, but also use your data to see when customers are opening emails. You can do this with website analytics and email open rates.



# Here's why.

## 3 Never have fun with email.

Even if you have a conservative brand, engaging in a little fun now and again can help increase engagement with customers.

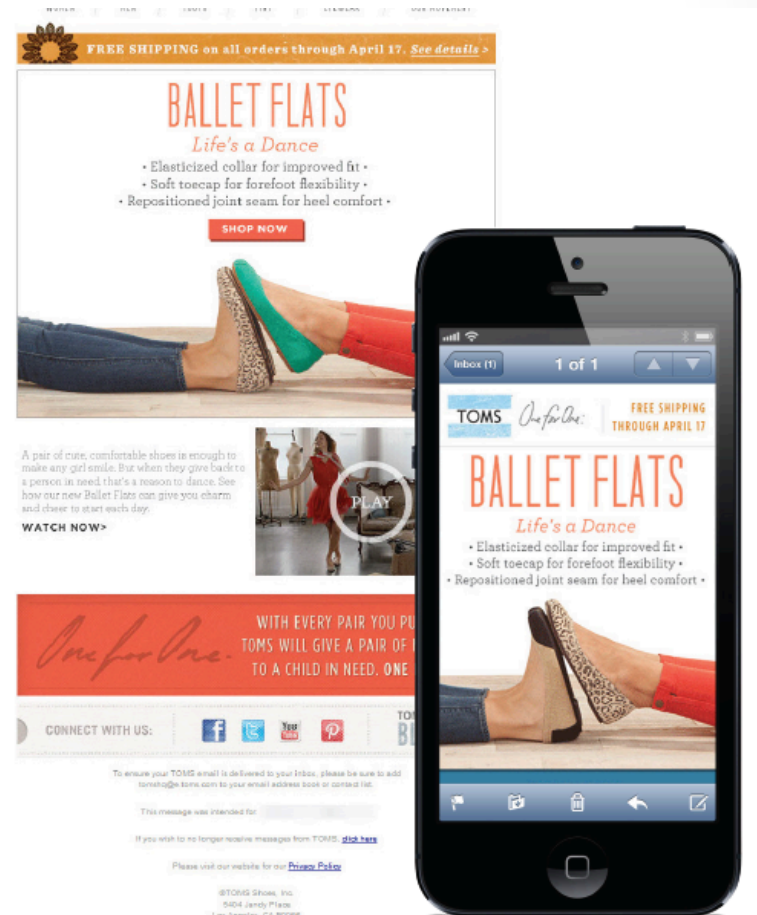
Let's say you're in the financial services industry. Avoid poking fun at someone or something. Rather think of ways to engage with customers on social media via your email communication.

For example, it's "red carpet" season. Ask customers what movies they hope win the big awards this year. Then use those statistics to share in another post.

# Here's why.

## 4 Never send an email with one large image.

In the past, graphic-centric emails may not have rendered correctly in an email ISP. However, that has changed. Using image-centric emails often engages users via mobile faster than text-centric emails.



# Here's why.

5 Keep the subject line between 30 – 50 characters.

In some instances in the past, long subject lines caused email services to count the email as spam. However, good marketers know to put the most engaging adjectives at the beginning of the email subject.

**Tip:** Think of email subject lines like a Tweet. Though a tweet has 140 characters, it's recommended to use fewer characters to allow for ReTweeting. The same goes for subject lines. Consider the forward feature and adjust accordingly.

“64% of people say they open an email because of the subject line.”

Source: Exact Target

# Who is Penheel Marketing?

Social media and digital marketing consulting firm for CPA firms, small businesses, and non-profits.

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## **Blogging**

Create blog content quickly while getting SEO tips and best practices pointers.



## **Social Media**

Publish content to your social accounts, then nurture leads based on their social engagement.



## **Marketing Analytics**

Website analytics, online advertising analytics. See which sources are generating the most leads.



## **Search Engine Optimizations**

Improve your rank in search engines by finding and tracking your most effective keywords.



## **Email**

Send personalized, segmented Emails based on any information in your contact database.



## **Lead Management**

Track leads with a complete timeline-view of their interactions with your firm.



# Resources

- 7 Myths of Email Marketing, Social Media Today.  
<http://socialmediatoday.com/leaderswest/1838336/email-marketing-counterintuitive-statistics-infographic>
- All That Sizzles Is Not Spam, Social Media Today.  
<http://socialmediatoday.com/ritu-pant/1309906/email-marketing-all-sizzles-not-spam>
- 25 Mind-Blowing Email Statistics, Sales Force.  
<http://blogs.salesforce.com/company/2013/07/email-marketing-stats.html>
- 50 Email Marketing Tips and Stats for 2014, Exact Target.  
<http://www.exacttarget.com/blog/50-email-marketing-tips-and-stats-for-2014/>
- The Ideal Subject Line Length. Size does matter in B2C, Email Audience. <http://www.emailaudience.com/the-ideal-subject-line-length-size-does-matter-especially-in-b2c/>