

Beat E-mail Fatigue

Your customers are bombarded with multiple email messages a day. There are a lot of other demands for their attention and opening, much less reading, e-mail falls to the bottom of their to-do list.

Here are five ways to help get your e-mail opened:

1. Make sure your content is relevant and useful. Don't send the same tired information over and over again. Relevant e-mails engage. Your customers are looking for value-make sure your e-mails deliver it.
2. Message timing is everything. If customers hear from you too often, they will unsubscribe, not often enough and they will forget you. Think about your e-mail campaigns. How often would you like to receive them? Use your content to help you determine the frequency-monthly, weekly, daily. Frequency can also be decided by your customer's actions and behaviors. Check your opt-out rates and look for patterns. If you increased your frequency from weekly to daily and your opt-out rates increased significantly you need to re-evaluate your timing. Set the expectation with your customers for how often you will be sending out e-mail messages and stick with it.
3. Simplify any processes. Whether it's opting in, opting out, or clicking through to view or order something, make the process as easy as possible for your customers. If your customers experience frustration at the length of the process they will abandon it.
4. Word your from and subject lines to gain attention. You've heard over and over again to stay away from the word "free" but it bears repeating again. You should be able to write a subject line that captures attention and makes your reader want to open your e-mail without offering them something for free. You should try to keep your subject line to 50 characters. That is not a lot of room so make your words count. Make sure your from line is not misleading. Your customers should be able to tell the e-mail is from you, or something they have subscribed to they are familiar with.
5. Define your best customers-they buy high volumes, buy more often and prefer to hear from you by e-mail. These customers expect to hear from you when you have a new product or service so they are the most likely to open, read and respond to your e-mails.

Of course, you'll never get every e-mail you send opened but incorporate the above five steps into your e-mail campaigns and watch your open rates and opt-out rates and see what happens.