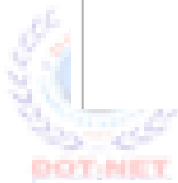
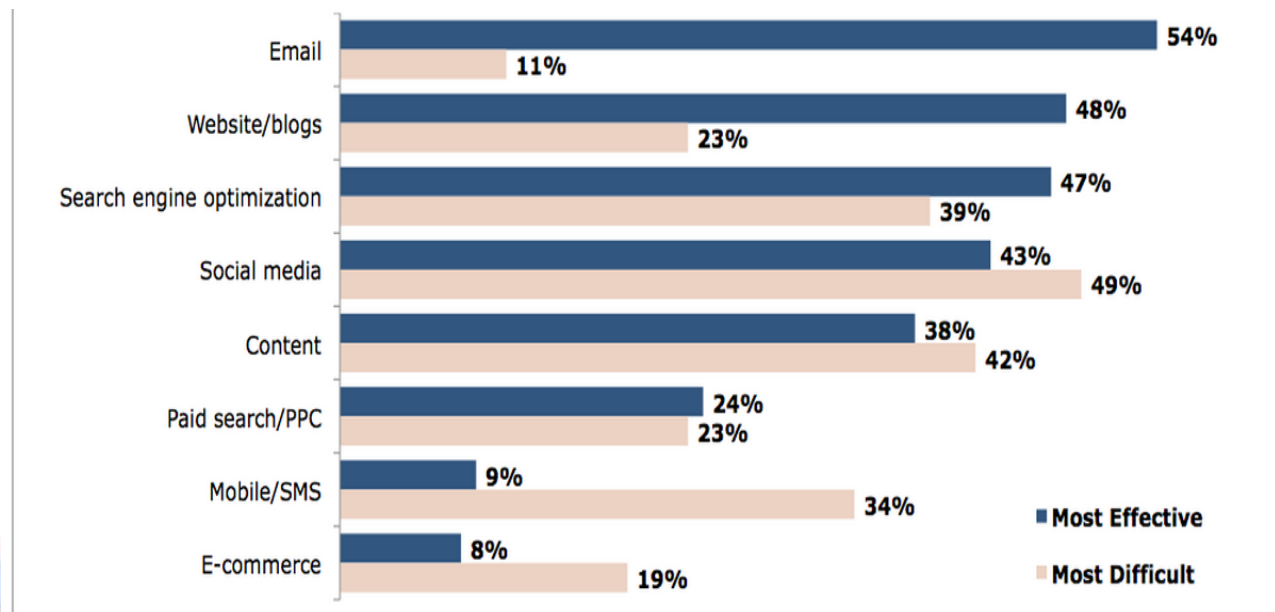
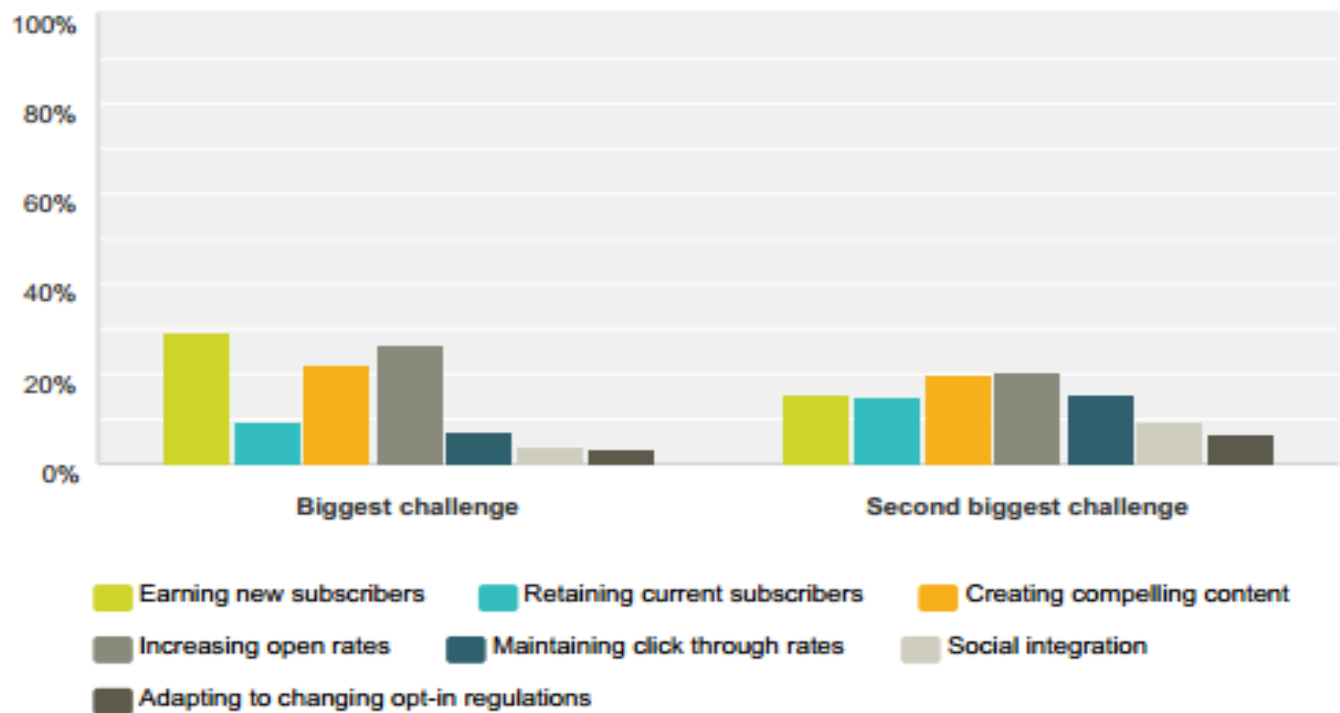


Lesson no. 3: Challenges faced in sending bulk emails

1. CHALLENGES FACED IN SENDING BULK EMAILS



[An ISO Certified Institute]



a) Earning New Subscribers

A recent report from Campaigner on the biggest email marketing challenges for 2016 revealed that earning new subscribers is #1. The report was based on a survey of 506 email marketers who claimed that increasing open rates was the biggest problem for them the previous year.

b) Increasing Open Rates

The Campaigner report shows that increasing open rates continues to be one of the biggest email marketing challenges marketers will face in 2016. While 26.3 percent of respondents felt that it will still be the top issue, 20.2 percent believed it will be the second biggest challenge in email marketing.

c) Improving Deliverability

It won't matter if you craft a compelling email with an interesting subject line if all your emails get sent straight to the spam box. Passing the spam filter has always been one of the huge email marketing challenges for marketers. There are also deliverability issues arising out of a full inbox or non-existent email address.

When your deliverability rate is exceptionally low, you may get blocked by Internet service providers. Low deliverability is also a sign of wasted time, money and effort.

d) Retaining Subscribers

What's the point of growing your email list if you're also losing subscribers every minute? According to the Campaigner report, retaining current subscribers makes it to the top five biggest email marketing challenges for marketers. If you have a bunch of active subscribers, make every effort to keep them.

e) Low Click-Through Rates

Another of the top email marketing challenges for marketers is improving email click-through rates and maintaining a constant number. Even if recipients open your emails, it doesn't mean they'll read through the entire thing and click on the links inside. If they're not clicking, you don't have a good chance of converting them into paying customers.

f) *Achieving Measurable ROI*

Last but not least, measuring the performance of campaigns is another of the significant email marketing challenges. As a result, marketers often have difficulty in achieving measurable ROI. Maybe you saw a four percent increase in CTR for your latest email blast, but did you experience any increase in conversions or leads?

2. HOW TO OVERCOME THESE CHALLENGES

a) *Earning New Subscribers*

The best way to overcome the issue of earning new subscribers is to clearly state the benefits to your customers.

Let people explicitly know why they should subscribe to your emails and how they will benefit from doing so.

Remember to always grow your email list organically instead of buying subscribers. You could promote the email subscription on your website by launching a sidebar opt-in box.

You could also add a signup button at the end of your posts. Offering an incentive like a free trial or sample in exchange for subscriptions is another solution.

b) *Increasing Open Rates*

There are a number of ways you can increase the open rate for your marketing emails. Your focus should be writing eye-catching email subject lines because it's the first thing recipients will notice about your message. You'll need to craft a subject line that's short and concise to immediately grab the attention of the recipient.

Great subject lines make subscribers want to read the rest of the email.

c) Improving Deliverability

You can avoid getting filtered into the spam box by avoiding spam words in your subject lines. The variety of words that can set off spam filters varies by industry. However, some common examples include: buy, cash, earn \$, save \$, sale, subscribe, make \$, click, free, trial, cost, cheap, prize, and unlimited. Avoid these as much as possible to thwart email marketing challenges.

Email Spam Words to Avoid

Commerce

As seen on	Buy	Buy direct
Buying judgments	Clearance	Order
Order status	Orders shipped by	shopper

Personal

Dig up dirt on friends	Meet singles	Score with babes
------------------------	--------------	------------------

Employment

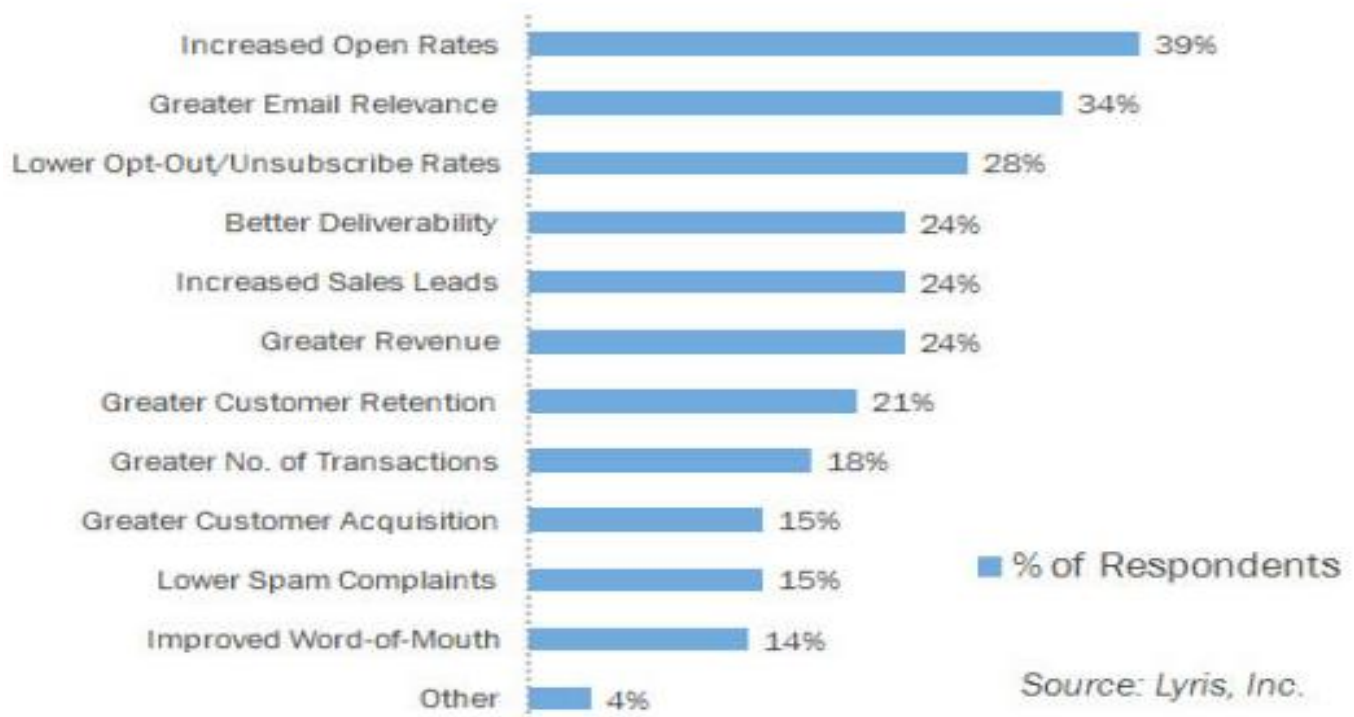
Additional Income	Be your own boss	Compete for your business
Double your	Earn \$	Earn extra cash
Earn per week	Expect to earn	Extra income
Home based	Home employment	Homebased business
Income from home	Make \$	Make money
Money making	Online biz opportunity	Online degree
Opportunity	Potential earnings	University diplomas
While you sleep	Work at home	Work from home

d) Retaining Subscribers

The best way to ensure that your current subscribers continue to subscribe is by sending out relevant emails to the right audience. This means that you'll have to correctly segment your email subscription list. Using segmentation, you can address the different pain points of various buyer personas. According to Lyris, email list segmentation results in a lower unsubscribe rate for 28 percent and greater customer retention for 21 percent of marketers.

stitute
Institute]

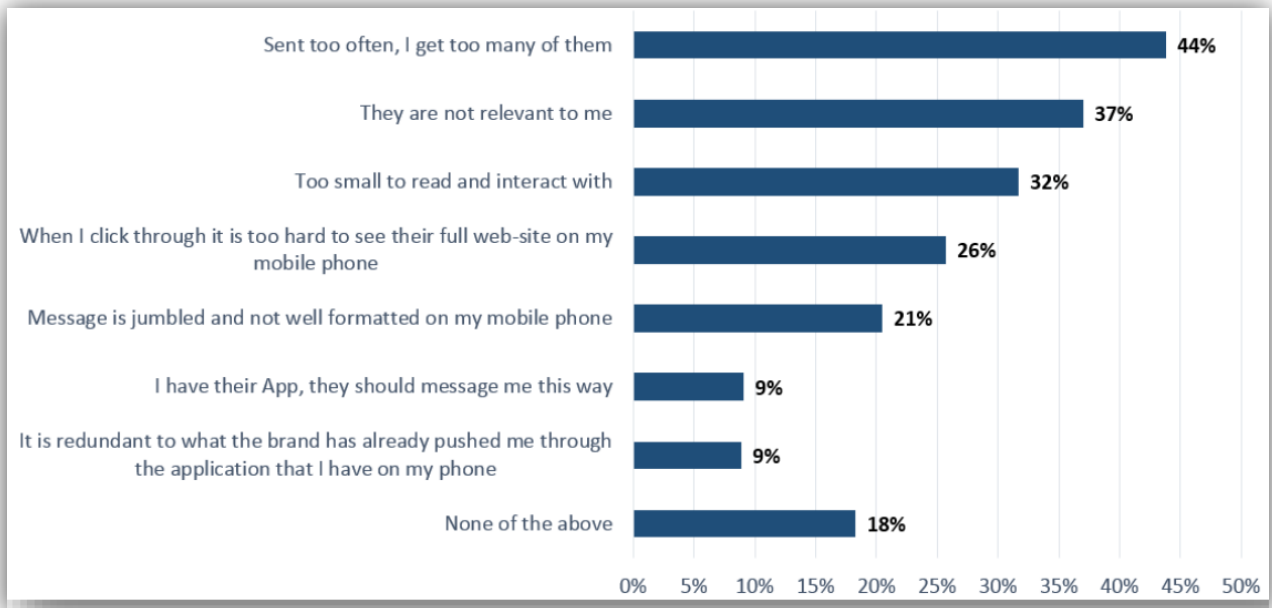
Email List Segmentation Results



e) Low Click-Through Rates

Email list segmentation not only helps with subscriber retention but also with click-through rates. Yet your low click-through rates may be simply a result of disinterested subscribers. What you can do to fix this issue is run a re-engagement campaign every year. Send out emails asking subscribers if they want to keep receiving your emails and offer an opt-out option.

Low click-through rates can also be email marketing challenges because you're sending emails too frequently. In fact, The Relevancy Group and LiveClicker conducted a research study which found that high frequency of emails was the biggest reason why consumers disliked getting marketing emails on their phone. Give subscribers the chance to customize the frequency based on their preferences.



f) Achieving Measurable ROI

Closed-loop marketing can help you in achieving measurable ROI for resolving your email marketing challenges. Close-loop marketing would require you to follow a subscriber from the first point of contact (visiting your website) to their final conversion into a paying customer.



[An ISO Certified Institute]