

Key Elements of a Successful Email Automation Strategy

To stand out from the rest:

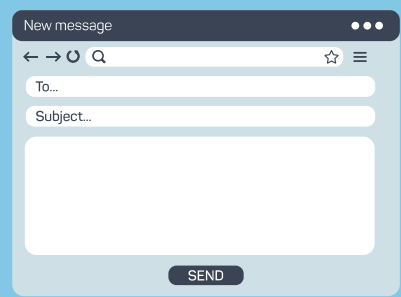
01

Ensure that your email is mobile responsive so it can be read easily on any device.



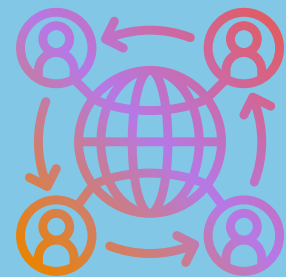
02

Use the preview text and subject lines wisely to encourage customers to open your email.



03

Use storytelling and conversational language to entice your audience and build a connection.



04

Add calls-to-action in your email that align with your business goals and objectives and help in driving sales.



05

Develop engaging and relevant content based on where your customer is in the journey, then set up nurture flows with drip campaigns—ways to introduce bits of relevant information in a timely manner to push prospects through the sales funnel.



06

Track the customer's activity in the email and connect it with other digital activity such as website usage, social media, and gated content to understand the customer's interests and level of engagement with your brand and services.



07

Finally, test and optimize your email regularly to improve its effectiveness.

