



The complete guide

to becoming an emailing **pro**



SUMMARY

01

Introduction

02

Emailing fundamentals

03

Building a quality contact list

04

Writing persuasive emails

05

Segment your email campaigns

06

Choice of frequency and timing

07

Optimization for mobiles

08

Performance analysis and continuous optimization

09

Conclusion



INTRODUCTION

Dear reader,

For any marketer, it's clear that email must be a central pillar of any digital marketing strategy. Fifty years after the first email was sent, this channel remains one of the most widely used, and offers many advantages. In 2024, there will be 4.3 billion email users worldwide. What's more, 82% of professionals believe that emailing promotes customer retention. So it's hardly surprising that email is seen as the most effective marketing channel. If email were owned by just one company, it would probably be an exceptional unicorn, serving millions of users worldwide and worth billions. Fortunately, email is a mass digital communication channel that we can all use and benefit from.

Not having an emailing strategy is like leaving money on the table, because it means missing out on opportunities to sell and strengthen links with customers. However, emailing is a vast discipline, and it's essential to know how to exploit it to its full advantage.

This comprehensive guide has been designed to help you create and execute an email marketing strategy from A to Z. You'll find a solid understanding of the basic concepts, as well as the knowledge you need to launch a successful strategy for your business.



Responsible of marketing digital
Thiery Faustine

ABOUT US



Our mission

Used by over 40,000 users worldwide, AcyMailing makes it easy to create newsletters and marketing campaigns with a comprehensive range of tools.

Positioned as the most complete and affordable emailing solution for WordPress and Joomla!, AcyMailing continues to transform the way businesses communicate with their customers.

Our vision

We have also invested heavily in research and development, pushing back the boundaries of innovation. Our talented teams have developed revolutionary new products and services, enabling our customers to benefit from an even stronger value proposition. These advances have enabled us to consolidate our competitive position and seize new growth opportunities.



Our values

- Kindness
- Questioning
- Generosity
- Customer satisfaction at the heart of our business



In 2024, there will be 4.3 billion email users worldwide.



But what is emailing?

Emailing is a direct marketing approach that involves sending targeted electronic mail to several recipients in a database at the same time. Practical and economical, this technique pursues a number of objectives, whether for prospecting, building customer loyalty or keeping customers informed. Emailing is implemented using software that automates the sending of e-mails and targets specific profiles.

Why is emailing crucial to your marketing strategy?

Emailing is a highly effective marketing tool, enabling direct, personalized communication with customers and prospects. By sending regular, relevant emails, you can build customer loyalty and strengthen customer relations, while driving traffic to your website or online store, often resulting in direct sales through special promotions and product recommendations. What's more, emailing is cost-effective, enabling you to reach a wide audience at low cost, and offers measurement and optimization possibilities thanks to powerful analysis tools. Personalizing and segmenting emails according to recipients' preferences and behaviors increases the relevance and effectiveness of campaigns, making emailing an essential channel for any digital marketing strategy.

A quality contact list is the cornerstone of any successful email marketing campaign. To maximize the effectiveness of your email marketing efforts, it's crucial to collect email addresses legally, and to keep your list clean and up-to-date.



Techniques for Collecting Email Addresses Legally

Website Registration Forms

Double Opt-in

Events and Webinars

Social media



Regular segmentation

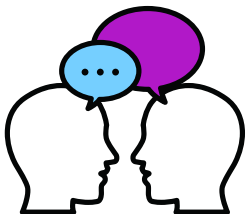
Categorization: Segment your contacts according to criteria such as engagement, source of subscription, content preferences and so on. This allows you to target specific campaigns and keep subscribers interested.



Deleting inactive addresses

Inactivity Detection: Identify contacts who have not opened or clicked on your emails for an extended period (e.g. 6 months).

Re-engagement campaigns: Send re-engagement campaigns to try to win back these contacts before deleting them.



Email validation

Verification tools: Use email verification tools to detect and remove incorrect or obsolete addresses that can harm your deliverability rate.



Preferences Updates

Preference forms: Offer subscribers the opportunity to update their preferences and contact information regularly, by including links to preference management forms in your emails.



Unsubscribe management

Easy unsubscribe process: Make sure the unsubscribe process is simple and accessible in every email. Meet unsubscribe requests promptly to avoid potential compliance issues.



Analyses and List Audits

Periodic review: Perform regular audits of your list to identify trends and potential problems, such as high bounce rates or spam complaints.

By following these techniques for collecting email addresses legally and regularly maintaining your contact list, you can ensure that your database remains clean, active and engaged. This will not only improve the performance of your email campaigns, but also strengthen the relationship of trust with your subscribers.



WRITING PERSUASIVE EMAILS

What is email copywriting?

Email copywriting is the art of writing emails with content designed to drive conversions. To succeed, you need to combine creativity and strategy. On the one hand, it's essential to stand out in the inbox by using original ideas and captivating hooks. On the other hand, every element of the email must be carefully thought out to work in synergy and guide the recipient towards the desired action. This means paying particular attention to structure, message clarity and call-to-action, to maximize impact and conversion rates.

The main elements of an effective email



1- Object



2- Header



3- Introduction



4- The body of the message



5- CTA



6- The signature

How do you attract your audience?

The screenshot shows an email campaign editor interface. At the top, there is a navigation bar with tabs: 'Choose template', 'Edit email' (highlighted), 'Recipients', 'Send settings', 'Tests', and 'Summary'. Below the navigation bar, the 'Edit email' section contains several fields: 'Campaign name' with the value 'AcyMailing - March recap', 'Email subject' with the value 'AcyMailing - March recap', and a 'Visible' toggle switch which is turned on. To the right of these fields, there is a 'Tags' section with four tags: 'acymailing', 'new-newsletters', 'newsletter', and 'recap'. Below the tags, there is an 'Email preview line' section with the text 'AcyMailing Update: Come and Discover the Changes!'. At the bottom left, there is an 'Attachments' section with a 'Select' button and a link to 'Attach a new file' (total max upload file size: 32M). At the bottom right, there are two buttons: 'Save & exit' and 'Save & continue'.

Choose template > **Edit email** > Recipients > Send settings > Tests > Summary

Campaign name
AcyMailing - March recap

Email subject
AcyMailing - March recap

Visible ☒

Attachments
[Select](#)

[Attach a new file](#) (total max upload file size: 32M)

Tags
acymailing × new-newsletters × newsletter × recap ×

Email preview line
AcyMailing Update: Come and Discover the Changes!

< Back to listing [Save & exit](#) [Save & continue >](#)

Clear and concise

The email subject line is the first thing your recipients see, so it needs to be clear and concise to grab their attention immediately. An effective subject line gives a precise idea of the content of the email without being too long or too vague. For example, instead of 'Discover our new products', a more specific subject such as 'New: 20% off summer products' is more effective. Short subject lines (around 6 to 10 words) are ideal because they are fully visible on most devices and email clients.

Personalization

Personalisation is a powerful lever for attracting the attention of your recipients. Including the recipient's name in the subject line, such as 'John, here's an exclusive offer for you', creates a sense of personal connection and increases the chances of it being opened. In addition to the name, other personalised elements such as recommendations based on purchase history or birthdays can also be used. For example, 'Happy birthday, Marie! Take advantage of a 15% discount today'.

Urgency and exclusivity

Creating a sense of urgency or exclusivity can greatly improve the open rate of your emails. Use words that indicate immediate action or a time-limited opportunity, such as 'limited offer', 'last chance', 'today only' or 'special invitation'. For example, a subject line such as 'Last day to save 50%' encourages recipients to act quickly. Make sure the urgency or exclusivity is credible to avoid losing your recipients' trust.

Attractive summary



The header is a short sentence visible just after the subject line in many email clients. It is an additional opportunity to convince the recipient to open your email. An effective pre-header complements and reinforces the subject line, providing an attractive overview of the email's content. The pre-header should be short and punchy, usually between 40 and 60 characters, to be fully visible on most devices.



Full example



Header: Exclusive offer for you – Discover what's new and save now

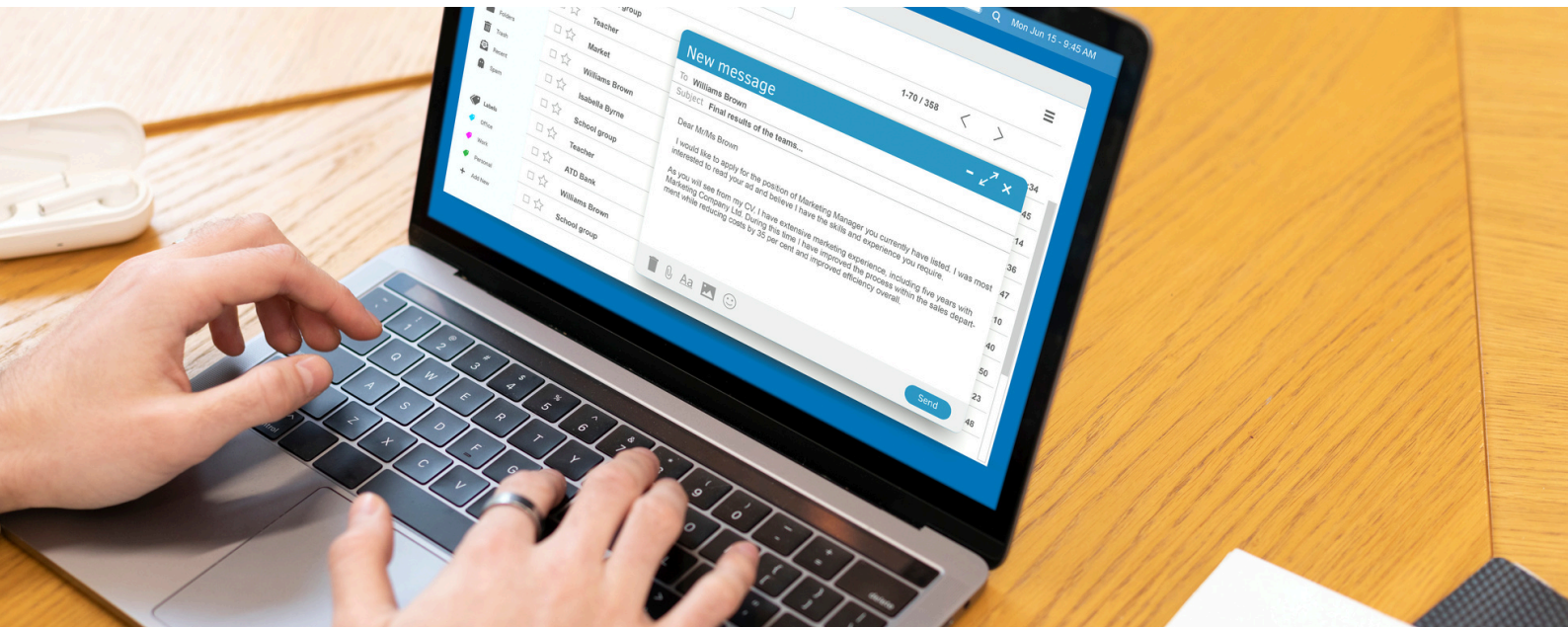
New message

To: jean@gmail.com

Subject: Jean, save 50% on our new summer collection!

By following these principles, you can maximise the impact of the subject and pre-header of your emails, increasing the chances that your recipients will open them and engage with your content.

An effective message for an effective email



Initial Hook

The initial teaser is crucial to immediately grabbing the reader's attention from the very first lines of the email. It needs to be punchy, intriguing and arouse curiosity. For example, a sentence like 'You won't want to miss this exceptional opportunity!' or 'Imagine getting 50% off your favourite product today' can pique the reader's interest. Use strong, engaging words that create a sense of urgency or excitement to keep attention right from the start.

Personalization

Personalisation goes beyond simply including the recipient's name. While starting with 'Hello [First name]' is good practice, you can go further by referring to past interactions, recent purchases or specific preferences. For example, 'Hi Marie, we noticed you enjoyed our latest collection. Here's a special offer just for you!' This approach creates a personal connection and shows that you understand and care about your customers' interests.

Clarity and relevance

The body of the email should be clear and relevant, immediately offering information of interest to the reader and directly related to the subject of the email. Use short paragraphs and bullet points to make the content easy to read and digest. Avoid long blocks of text that can discourage reading.

For example, instead of a dense paragraph, you could write:

We are delighted to present our new summer collection:

- Elegant, comfortable designs
- A vibrant colour palette
- Sustainable and eco-friendly materials

Explore the collection today and get 20% off with code "SUMMER20".

Added value

Make sure that each email offers real added value to the recipient. This can take the form of useful information, special offers, exclusive content or personalised recommendations. For example, 'As a loyal customer, we're giving you exclusive access to our private sale before anyone else. Take advantage of discounts of up to 50% on your favourite items!' or 'Discover our expert advice to get the most out of your new product.' Providing tangible value encourages recipients to open your future emails and interact with your brand.



Full example



Header: Exclusive offer for you - Discover what's new and save now

New message

To: jean@gmail.com

Subject: Jean, save 50% on our new summer collection!

We are delighted to present our new summer collection:

- Elegant, comfortable designs
- A vibrant colour palette
- Sustainable and eco-friendly materials

Explore the collection today and take advantage of a 20% discount with the code SUMMER20. As a loyal customer, we're also giving you exclusive access to our private sale before anyone else.

Take advantage of discounts of up to 50% on your favourite items! Discover our expert advice on how to get the most out of your new product in our latest blog post.

By adopting these strategies for the introduction and body of your emails, you can create engaging and convincing messages that capture your recipients' attention, offer them real value and encourage them to take action.

An effective call to action



Visibility and clarity

The CTA is the central element of your email, because it's what encourages the recipient to take the action you want them to take. For it to be effective, it must be clearly visible and stand out from the rest of the content. Use buttons in contrasting colours and text large enough to catch the eye. CTA text should be short, to the point and actionable. For example, phrases like 'Buy now', 'Download the guide', 'Sign up', 'Discover more', or 'Book your place' are direct and clear about what the recipient needs to do.

Urgency

To make your CTA more effective, add a sense of urgency. This encourages recipients to act immediately rather than procrastinate. Use phrases like "Offer valid until midnight", 'Limited quantities', 'Last chance', or 'Book before it's too late'. These elements of urgency can be integrated directly into the CTA text or into the sentences surrounding the button. For example, 'Buy now - Offer valid until midnight' or 'Register today - Places limited'.

Contact information

Your email signature should include the sender's full contact details so that the recipient can easily reply or contact your company. This shows that you are accessible and ready to interact with your customers. A good signature will include:

- The sender's name (e.g. John Smith)
 - Position or department (e.g. Marketing Manager)
 - Company name (e.g. ABC Entreprises)
 - Email address and/or telephone number
 - The physical address of the company (if relevant)
-

Links to social networks



Including links to your social media profiles in your signature encourages recipients to interact with your brand beyond the email. This can help build an ongoing relationship and increase engagement with your content across different platforms. Make sure you use clear and easily recognisable icons for each social network. For example:

- Facebook
 - Twitter
 - LinkedIn
 - Instagram
 - YouTube
-

Full example



Call to Action (CTA):

'Explore our new summer collection and enjoy 20% off with code SUMMER20.
Buy now - Offer valid until midnight!'

Signature and contact details:

Yours sincerely
Jean Dupont
Marketing Manager
ABC Entreprises

+33 1 23 45 67 89
123 Rue de l'Exemple, 75000 Paris



Follow us on :



By following these guidelines, you can create a CTA and signature that not only incite action but also reinforce your company's credibility and connectivity with its customers.

Email campaign segmentation is a powerful strategy that involves dividing your contact list into smaller, homogenous groups based on specific criteria. This approach allows you to personalise and adapt the content of your emails, increasing their relevance and effectiveness. Here's how you can segment your email campaigns effectively.

Segmentation offers a number of advantages:



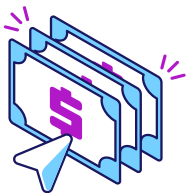
Increased relevance:

By sending messages tailored to the specific interests and needs of each segment, you increase the relevance of your emails.



Improved engagement:

Targeted emails are more likely to be opened, read and clicked on, improving your engagement rates.



Better conversion:

Personalised, relevant messages often lead to better conversion, because they respond directly to the expectations of the recipients.



Reduce unsubscribes:

By avoiding generic and irrelevant messages, you reduce the risk of unsubscribing.

Use CRM data

Integrate your emailing platform with your CRM (Customer Relationship Management) to access detailed data on your customers and create segments based on their history and interactions.



Detailed registration forms

Use detailed registration forms to gather additional information about your subscribers as soon as they sign up. Ask for relevant information but be careful not to overwhelm the new subscriber with too many questions.

Behavioural monitoring

Use analytics tools to track subscriber behaviour, such as products viewed, pages visited or emails opened. This information can be used to create segments based on specific interests and behaviour.



Surveys and questionnaires

Send out surveys or questionnaires to find out more about your subscribers' preferences, interests and needs. Use the responses to refine your segments.



Use marketing automation tools to create dynamic segments that update automatically depending on the subscriber's actions, for example if they go from being a new customer to a loyal one.



Examples of segmented campaigns

1. **Re-engagement campaigns:**

Target inactive subscribers with special offers or exclusive content to encourage them to interact with your brand again.

2. **Personalised welcome emails:**

Send different welcome emails depending on the source of acquisition or stated interests of new subscribers.

3. **Promotions based on purchase history:**

Offer promotions or product recommendations based on customers' past purchases.

4. **Local newsletters:**

Adapt the content of your newsletters according to subscribers' geographical location to include local information or events.

5. **Birthday emails:**

Send personalised emails for your subscribers' birthdays with special offers or discounts.

The frequency with which you send your emails plays a crucial role in the effectiveness of your email campaigns. A well-chosen frequency can keep your subscribers interested without overwhelming them, while an inappropriate frequency can lead to high unsubscribe rates or a drop in engagement.

- **Know your audience:** Analyse the behaviour and preferences of your subscribers. Some audiences prefer frequent updates, while others may feel overwhelmed by too-frequent emails. Use analytical data to understand how responsive your subscribers are to different email frequencies.
- **Test and adjust:** Start with a moderate frequency and test different sending frequencies to see how your audience reacts. For example, send weekly emails for a month, then switch to twice-weekly or monthly to compare the results in terms of open rates and clicks.
- **Segment according to preferred frequency:** Allow your subscribers to choose the frequency with which they wish to receive emails by offering options in your registration forms or in their account preferences. You can segment your lists according to these preferences to personalise the frequency of delivery.
- **Use customer life cycles:** Adapt the frequency according to your customers' life cycles. For example, send more frequent emails to new subscribers to engage them quickly, then reduce the frequency once they're established.
- **Monitor unsubscribe and spam rates:** A high unsubscribe or spam report rate may indicate that you're sending emails too frequently. Monitor these metrics and adjust your sending frequency accordingly.

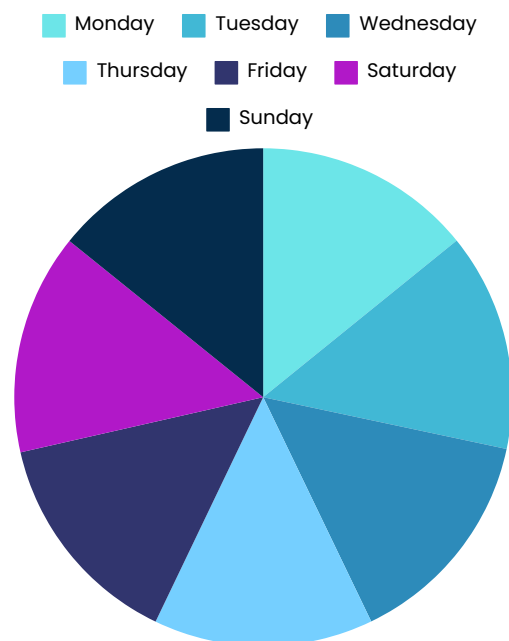
Some key figures:

What day should I send my newsletter?

Now that we've seen that it's best to send 1 or 2 emails a week, it would be interesting to know which day is ideal for sending your emails. Without a doubt, the best day to send your newsletter is during the week.

Let's take an example based on the open rates of several BtoC e-tailers:

- Monday: 44.9
- Tuesday: 44.9% open rate
- Wednesday: 46% open rate
- Thursday: 45.2% open rate
- Friday: 45.4% opening rate
- Saturday: 45.5
- Sunday: 44.9% of sales



When should I send out a newsletter?

Obviously, the best time to send a newsletter is during working hours.

Most people check their email inbox several times during the day.

- ☛ 53% of emails are opened between 9am and 5pm, excluding the lunch break.
- ☛ 24% of emails are opened between 6pm and 11pm.
- ☛ 16% of emails are opened between midnight and 8am.
- ☛ 7% of emails are opened during the lunch break.

Mobile optimisation has become essential in today's world, where the majority of users access their emails via mobile devices. This section explores why mobile optimisation is essential and provides practical advice on how to adapt your emails to these devices.

Why is optimisation for mobile essential?



Increase in mobile usage:

Over 60% of emails are opened on mobile devices. Ignoring this fact can lead to a significant loss of engagement and opportunities.

Smartphones and tablets have become the main tools for communication, work and entertainment. Your emails need to be easily accessible and readable on these devices.

Improved user experience

A mobile-optimized email offers a better user experience, which increases click-through rates and engagement.

Users are more likely to read and interact with a well-designed email on mobile, which can improve your conversion rates.

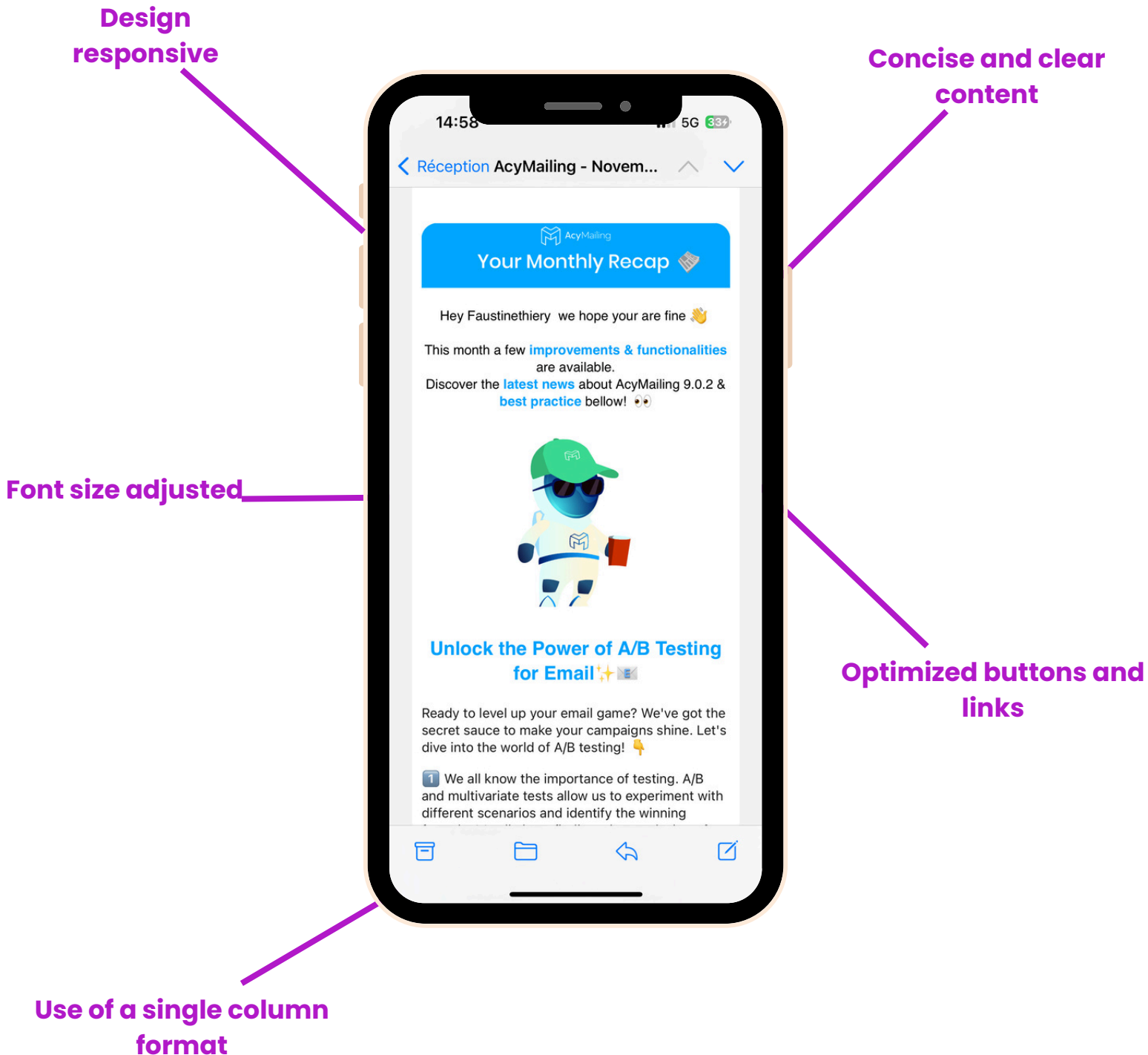


Reduction of bounce rates

An unoptimized email can be difficult to read and navigate, resulting in user frustration and high bounce rate.

By optimizing your email for mobile, you reduce the chances of users dropping out.





By following these tips, you can ensure that your emails deliver an optimal user experience on mobile devices, which can greatly improve the engagement and results of your emailing campaigns.

Open rate

The percentage of recipients who open your email.

Importance: Indicates the effectiveness of your subject line and the level of interest of your subscribers in your emails.



Purpose: A high open rate suggests that your subject lines are attractive and relevant to your audience.

Click Through Rate (CTR)

The percentage of recipients who clicked on one or more links in your email.



Importance: Measure the engagement of recipients with your email content.

Goal: A high click-through rate means that the content of your email is engaging and action-inducing.

Conversion rate

The percentage of recipients who completed the desired action after clicking on a link in your email (purchase, registration, etc.).

Importance: Assesses the overall effectiveness of your email to achieve your campaign goals.

Goal: A high conversion rate indicates that your email is achieving its marketing goals.



Bounce rate

The percentage of emails that could not be delivered to the recipient's inbox.

Importance: A high bounce rate may indicate problems with the quality of your subscriber list.

Objective: Maintain a low bounce rate by regularly checking and cleaning your contact list.



Unsubscribe rate

The percentage of recipients who unsubscribe after receiving your email.

Importance: A high unsubscribe rate may indicate irrelevant content or too high a frequency of submissions.

Objective: Minimize unsubscribing by providing relevant content and finding the right balance of frequency.



Spam

The percentage of recipients who mark your email as spam.

Importance: A high complaint rate can affect your reputation as a sender and the future deliverability of your emails.

Objective: Minimize complaints by ensuring that recipients have explicitly chosen to receive your emails.



To learn more, check out our white paper on metrics.

By following these 8 tips, you are well equipped to become an emailing pro. We covered the fundamentals, from building a quality contact list to writing compelling emails, and from segmentation to mobile optimization. Each step plays a crucial role in the development of effective and successful emailing campaigns.

Performance analysis and continuous optimization will help you constantly improve your strategies and maximize the impact of your communications. By carefully monitoring key metrics and adapting your approaches, you can ensure that your emails not only reach their target audience but also generate meaningful results.

Remember that emailing is a powerful tool that, when well mastered, can transform your relationship with your customers and boost the growth of your business. By applying the tips and techniques presented in this guide, you will be able to create emailing campaigns that captivate, engage and convert your audience.

Good luck in your journey to become an emailing expert!





12 Avenue Tony Garnier Lyon, 69007

<https://www.acymailing.com/>

support@acyba.com