

MARKETING MADE

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EMAIL MARKETING TRENDS AND BEST PRACTICES

If the pandemic has taught us anything, it's that plans may alter quickly. Many firms adjusted their strategy to digitally interact and communicate with their clients throughout the pandemic. As a result, email marketing received an unexpected boost, and new email trends emerged.

To keep up with the competition and nail your email marketing plan, you must remain on top of the current trends. Here are some email marketing trends that you can use to increase engagement and conversions:



- **Include User-Generated Content:** Including user-generated content in your emails is one of the simplest methods to increase organic traffic and convert more prospects. Prospects are more likely to trust a company if they see positive customer feedback from a diverse group of people.
- **Make More of Your Newsletters:** Newsletters have long been regarded as the foundation of every email marketing plan. Emails, on the other hand, have evolved into more than just a conversion tool. They also let you tell stories, offer business insights, and communicate with your audience to show that you care. Curating bite-sized news through leadership pieces and industry updates in your newsletters is a terrific approach to give value to your subscribers. You may rapidly provide information that is compelling, digestible, and relevant by giving story summaries and referring to trustworthy sources.
- **Ensure Privacy:** Email recipients are more concerned about their privacy than ever before, and they are more aware of how their data is being utilized. To ensure that you are achieving their trust and loyalty expectations, make privacy the focal point of all your email campaigns. This entails regularly analyzing data privacy legislation and remaining truthful with customers. Use your emails to notify

customers of any forthcoming data privacy changes and to highlight how you are protecting the recipients' information. This will also help promote your firm's ethics.

- **Optimization and Accessibility:** Mobile optimization is critical for any email marketing strategy. You must guarantee that all your clients and prospects have the same positive experience when viewing your email regardless of where they access it. Further, making your emails open to all is imperative. In addition to device optimization, be sure to include easy-to-read text and clear graphics, as well as clever use of typeface, size, and color to produce a fantastic user experience.
- **Hyper-Personalization:** The lack of personalization that comes with automation can be a concern in email marketing. Marketers can combat this through comprehensive personalization. Obtaining more data about your clients and prospects will make it easier to ensure customization. Customers are becoming increasingly conscious of the amount of information collected about them. Naturally, people anticipate that it will be used to better meet their needs; they only consent to give up their personal information in exchange for more personalized offerings.
- **Plain-Text Emails:** While elaborate HTML emails can surely be eye-catching, many marketers applaud plain-text email's basic efficiency. Plain-text emails have a stripped-back static nature and eliminate all superfluous components, cutting straight to the point while drawing on the minimalist design that is now trending.

We hope you find this information useful when developing your 2022 marketing plans. By adopting these practices, you can improve all aspects of your email outreach and drastically boost your business awareness and growth.

Test – Test – Test

To reiterate from previous articles, it's important to A/B test every part of your email strategy. Here are tips to keep in mind when developing your tests:

- **“From” Address:** The “From” address can be a great way to build a relationship with your clients and prospects. Determine whether your emails should come from a person, your brand, or a combination of both by comparing open rates from A/B testing. Once you have determined which one performs better, stay consistent so that you can continue to build trust with them.
- **Subject Lines:** This is the first message users read as they decide to open your email. Subject lines need to interest your recipients enough to have them open the email. Test the word length of your subject line as well as the tone and voice.



- **Preheader Text:** The preheader text is the line of text that appears right after your subject line. This is an important piece of content because it's another chance to convince your recipient to open your email. Take advantage of this real estate by testing different versions of preheader text.
- **Headlines:** Once the recipient has opened your email, the headline is the first element they see. Make sure the headline within your email communicates the main message and stays consistent with the tone or theme of your subject line. Always make sure to maintain that balance, because if your message is confused, so are your readers.
- **Images:** The right image selection can increase engagement with your recipients. Make sure your images reflect your message and your brand. However, images can be problematic when it comes to email. Not all email readers automatically display images and photos render differently depending on device and browser settings. Add relevant copy to the alt tag of your image to encourage the image to download from your users.
- **Calls to Action:** Since your CTA will ultimately drive your recipient's response, make sure it works. Test buttons, links, wording, and colors. An effective CTA can exponentially increase your response rates.
- **Links:** Including too few or too many links can have a negative effect on your email campaigns. Try testing different versions of your emails with more and fewer links to see what the right ratio is for your campaigns.
- **Message Length:** If you're seeing that your recipients are clicking on the first link in your emails, then you can shorten your email. If they are scrolling to the bottom, try moving your link up to see if you can gain a faster response time.
- **Templates:** Your email template is a great place to test color palettes, size, and placement of images. Run tests but stick with your winner, so your emails maintain a consistent look and feel.
- **Date/Time:** There is no perfect day or time to send a marketing email that works for all senders. Response rates will vary across industry, by the day or time of day. However, keep in mind that getting to the top of the inbox is a great way to increase the likelihood of your recipients seeing and subsequently opening your email. Consistent A/B testing will give you a good picture of when you should plan to send your email.
- **Frequency:** Frequency should be determined by both the type of email communication you send and by your engagement rates. If your subscribers are opening and clicking, your frequency (and relevance of your content) is likely healthy. If you're experiencing low engagement, perhaps you should scale back and reassess your content and send frequency.

Track and Improve

Planning a solid email marketing campaign is an art, not a science. This means that you must consistently monitor and improve your email marketing efforts to get the best results. Although email campaigns are mostly automated, this does not mean that you create them and then forget about them. Regularly assess and identify the areas of your marketing campaigns that need improvement, and your email campaigns will surely provide more engagement and generate more leads.



MONTHLY MEGA HIT

Abbas Danesh AWMA®, MCEP®, EA

Each month, we like to feature an advisor that's doing great work out in the field. This month, we've chosen to feature Abbas Danesh, AWMA®, MCEP®, EA, an Investment Advisor Representative with Scranton Financial Group.

Abbas has been working extremely hard to increase his marketing presence, and has made great strides with this commitment. Recently, he hosted his first educational webinar, and has shown continued interest in our various marketing programs that can help him continue generating leads. He has been working closely with us to ensure that he can develop the best marketing strategy for the end of 2021, and one that he can roll into 2022.

Primary coach Rick Bates had this to say:

“Abbas has worked hard at becoming a master of the Sales Process and is now implementing his skills via our various marketing programs. He's done this while also running a thriving tax practice. His effort and organizational skills are now coming to fruition. Great job, Abbas!”

Well done, Abbas! We're excited to see what 2022 has in store for you and we know that you'll be well on your way to exceeding the goals you have set for yourself.