



# Boost Your Small Business with Email Marketing

# Index

## 7 Email Marketing Tips For Small Businesses

1. Build Stability and Persistence
2. Receive Your Subscribers' Consent & Be Transparent
3. Mobile Optimization For Larger Audiences
4. Always Target Better Results With A/B Testing
5. Lighten Your Workload With Email Marketing Automation
6. Make Unsubscribing Easier
7. Put More Effort In with Your Content

## Change the Rules of the Game with Striking Strategies

Focus on the Competition  
Remember: Quality Is More Important Than Quantity  
Make Your Customers Feel Special With Personalization

## Promote Your Blog For Larger Target Audiences

Optimize For Search Engines (SEO)  
Promote Your Blog Through Other Marketing Channels  
Don't Leave The Comments Unanswered  
Make Your Blog More Visible On The Web

4  
5  
6  
6  
7  
8  
8  
9

10  
11  
12  
12

13  
14  
15  
15  
16



One can easily witness the fact that not every suggestion or idea is applicable to every company, especially when there is an over-abundance of resources about digital marketing strategies. The digital marketing needs of companies can seriously differ depending on the industry they are in, the brand identity, the target audience, and especially the size of the company.

The promotional requirements of small-sized companies belong to a completely different place when compared to those of middle and large-scale businesses. While the digital platforms and channels these companies emp-

loy are similar the procedures require unique strategies. The marketing departments of small businesses, their marketing budgets, and their need for creating brand awareness are all factors that give birth to these strategies that are unique for small businesses.

Since small businesses have smaller marketing budgets and workforces compared to large ones, email marketing is one of the best digital marketing channels they can use for maximum efficiency. **Email marketing** has the potential to reach large audiences, is flexible and customizable, and helps add value to your brand while creating effective communication between your brand and your customers.

With the right strategy and procedure, email marketing can become even stronger as a digital marketing tool for small businesses. As the **euromsg express** team, we have created this guide to help you procure more successful results with your email marketing campaigns by building brilliant communication with your customers to build brand loyalty. From the tips and suggestions we have offered, you can select the ones that are most applicable to your brand to build your marketing strategy and create unique and attention-capturing emails immediately.







## 7 Email Marketing Tips For Small Businesses

# 1 Build Stability and Persistence

Being stable and persistent are two of the most important aspects of a successful email marketing strategy. While this rule is applicable to companies of all sizes, it becomes even more crucial for small businesses.

Generally, it's more difficult and time-consuming for small businesses to gain their customers' trust and promote their products while introducing their brand. That's why you should be meeting all of the expectations with your emails and communicating with your subscribers on a regular basis. Send out bulletins and newsletters with certain periods between them to tell your subscribers about your new products and updates, and include them in your growth journey.

Another way of building stability is through the design of your emails. When your emails are formatted correctly and have a design in line with the theme of your brand identity, your customers are automatically going to trust your brand. To make your job easier, you can always opt for using email templates.

Another advantage of email templates is being able to find information like unsub-  
scription notices, and social media accounts

of your brand at the same spot, on every email. This will not just make your brand look more steady, but also can save you time and effort. Since the workforce of small businesses is quite limited, this means hitting two birds with one stone.



## 2 Receive Your Subscribers' Consent & Be Transparent

If you don't want your emails to end up in the spam folder and lose your potential customers on your first step of the journey, you should be extra careful about consent. Don't fall into the mistake of adding random people's email addresses to your email marketing campaigns.

Instead, offer your website's visitors, more advantageous reasons to subscribe to your mailing list. The most well-known strategy is to offer small promotions to your new subscribers, like 10% sales with their first purchase.

In addition to that, you have to take the utmost care with the privacy of your subscribers and be as clear and honest as possible with your care. Don't forget to add a small note about your privacy notice on your email templates to increase brand loyalty.

## 3 Mobile Optimization for Larger Audiences

The number of mobile device users is increasing day by day. **According to emailmonday, an email consultancy service, 61.9% of emails are opened on mobile devices worldwide.\*** If the emails delivered to your subscribers are not mobile-optimized, the recipients may not view them as you have designed. The non-optimized emails can have unreadable texts, unviewable images, or just plain messy design.

The texts can be read easily on mobile-optimized emails, and that can make your brand look more professional in the eyes of your subscribers. And don't forget about it, no matter how good and useful your content is, if it is not accessible then your campaigns won't be successful.

\*Source: [emailmonday.com/mobile-email-usage-statistics/](http://emailmonday.com/mobile-email-usage-statistics/)

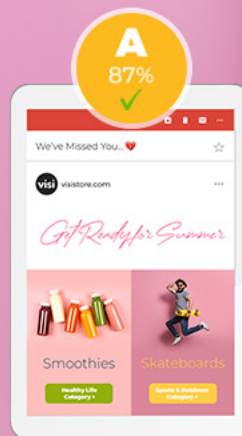
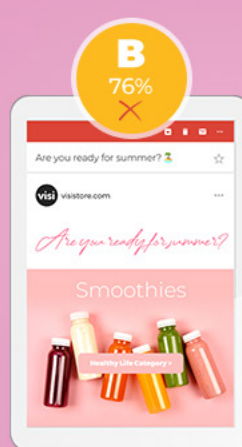


## 4 Always Target Better Results with A/B Testing

Making mistakes is in the nature of every job. Even if you are able to eliminate every mistake of yours, it would be smart to accept that there will always be room for improvement with your email campaigns. Through A/B testing, you can learn more about your subscribers' preferences, thus you can make the necessary changes to the content and design of your email's needs.

There are different methods for conducting A/B, meaning split testing, but most of them follow these steps:

- Choose the field of your test. This can be the text font of your email, the color palette you use, or even the way you address your customers.
- Define your goals before the test.
- Test only one factor at a time. If you change several things in one email you won't know what kind of results they have.
- Analyze the results and keep on conducting tests.



A/B tests and their analysis of them should be conducted continuously. The results can always be more successful.



## 5 **Lighten Your Workload with Email Marketing Automation**

Just because your company is small-scale doesn't mean you have extra time to waste with your email marketing campaigns. Use email marketing automation to send bulk or personalized mail to your subscribers, and segment them within the right categories. When a customer places an order or when their package is shipped transactional emails are sent automatically. This can minimize the number of mistakes and lighten your workload. And you can always measure the metrics of your success by examining the reports of these campaigns.

Email marketing automation is not just great for saving time and effort. Human-made mistakes can be eliminated nearly completely with its help and yield flawless campaigns. They also enable you to analyze your campaign results to target even more challenging goals.

## 6 **Make Unsubscribing Easier**

You wouldn't want to lose subscribers, especially considering that your company is still a new, small-scale one. But keep in mind that losing subscribers is much more preferable than your emails finding themselves in the spam folder. If the subscribers are not clicking on your emails, they will drop into the spam folder some time later, making you waste money and effort in the long run.

To prevent that, the best course of action is to place an unsubscription notice and link at an easily noticeable spot with a large enough font. This way subscribers will not be frustrated. You may add survey questions to the link if you want to learn more about their intentions for unsubscribing and reevaluating your campaigns.

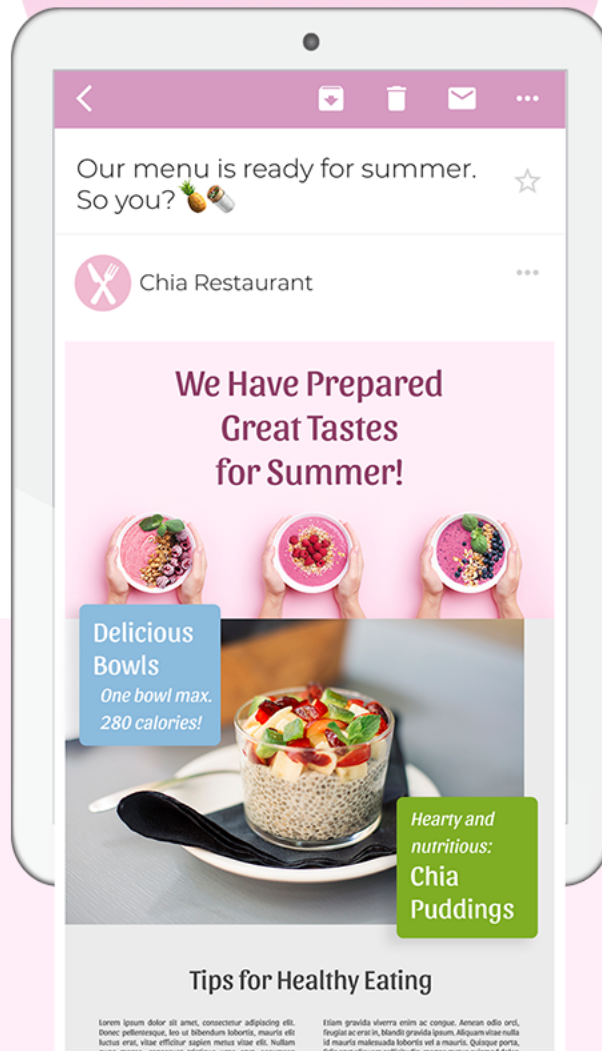




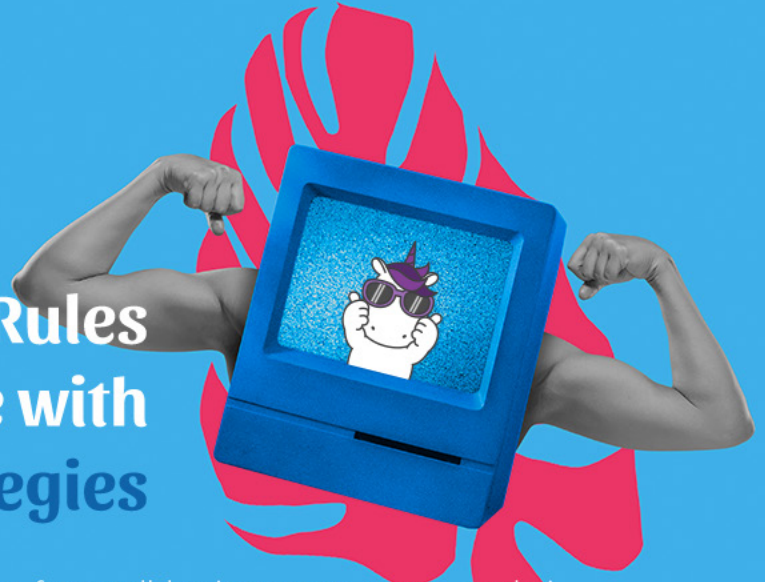
## 7 Put More Effort in with Your Content

You have completed the technical side of the business, and now it's time to enhance the content of your campaigns. Good email content should cut to the point quickly and be precise. The texts and images can change depending on your email type but always keep in mind that no one has the patience to read long paragraphs anymore.

If there are longer texts that you really believe should be shared with your subscribers you can always publish them on your website's blog and promote them through your newsletters.



# Change the Rules of the Game with Striking Strategies



It can be even more challenging for small businesses to create a relationship built on trust with their potential customers since they don't have the type of promotional budget big businesses have. That's why they have to make long-run plans and take extra time to analyze their competitors while building their strategies. Through the right strategies, you can reach out to more people with a lower budget with your campaigns and increase efficiency.

## ● Focus on the Competition

It is, of course, crucial to follow your own path with your email marketing campaigns but to do that properly you need to learn what your competitors are doing, and in-depth. This absolutely doesn't mean that you should be repeating what they have done with their email campaigns. Just start by targeting similar small businesses in the same industry as you and how they execute their email marketing campaigns. Examine their content, and design, and find out what works and what doesn't.

Analyzing competition includes not just successful ones but unsuccessful companies too. That's how you can learn what not to do, and what types of strategies are not attractive to potential customers.



## ● Remember: Quality is More Important Than Quantity

Some small businesses increase the number of their sent emails to increase the rate of clicked emails. Unfortunately, this strategy not only doesn't work but can also end up in unwanted results

Sending too many emails raises the chances of irritating your subscribers. There are healthier and smarter ways of increasing your subscribers' clicking rate. Writing interesting and striking email subjects is one of the most important ones.

For your email campaigns, choose subjects that are short, and interesting. They should summarize your campaign correctly. Spend extra time with the subjects if needed, they are important. Write a few different alternatives if needed and choose one among them. **At this point, try to stay away from clickbait titles, and don't promote what your content does not promise.** Don't use a subject line about sales if you don't offer sales, for example. This will shrink your mailing list in the long run.

## ● Make Your Customers Feel Special with Personalization

You can utilize the personalization feature of your email marketing automation tool and send your subscribers personalized emails. These features allow you to address the recipients with their names, mention their past purchases and offer special promotions.

Personalized emails can include the recipient's name in the subject line and personalized content in the body. You can analyze the customer behavior and offer promotions depending on the results. For example, an online bookshop can send an email with a subject like *"#Name#, we know you love crime fiction!"* and increase their chances.

Personalization can sometimes take too much time and energy, utilizing an extensive email marketing automation is perfect for segmenting your customers and subscribers.



# Promote Your Blog for Larger Target Audiences

It is now a well-known fact that content marketing is one of the most ideal marketing tools for small businesses. Compared to paid ads, content marketing requires smaller budgets and informs your target audience further about your brand and your products.

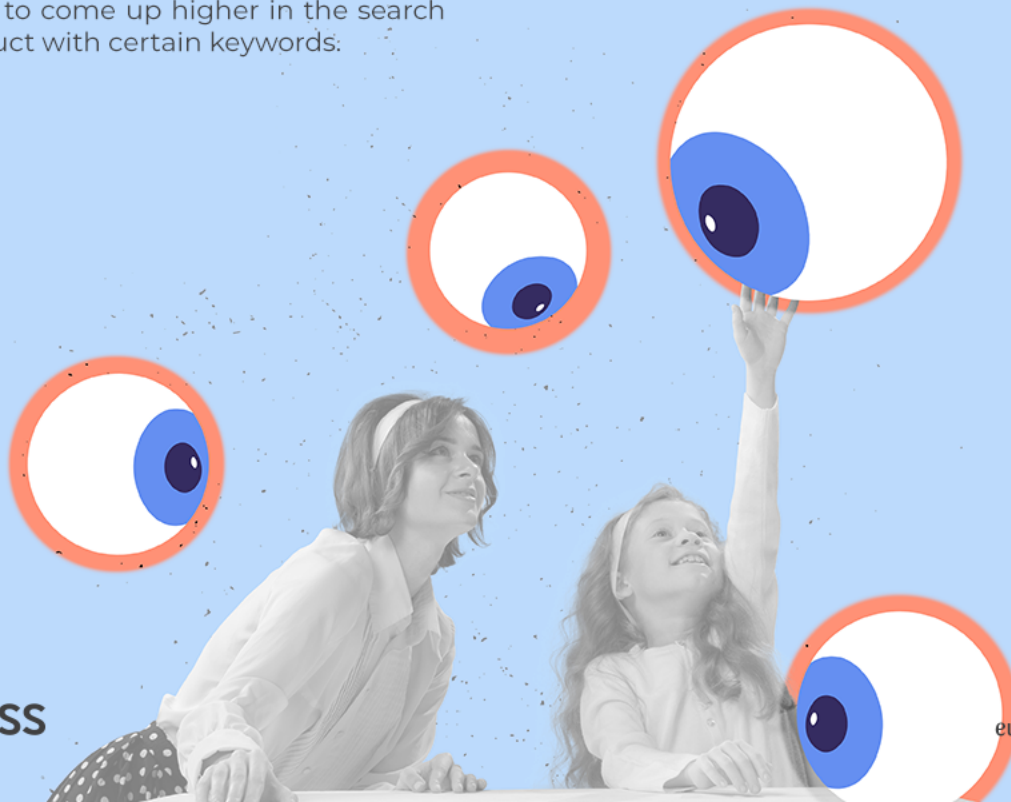
**But do you know how to promote the excellent blog posts you have published on your page and attract more visitors?**



## • Optimize for Search Engines (SEO)

**SEO**, meaning search engine optimization can help you reach out to more people with any texts you include in your content marketing campaigns. Optimization can help your website rank higher on search engine results. You need to have SEO services performed on your website regularly if you want your brand to come up higher in the search users conduct with certain keywords:

For an optimized blog post, you need to include some keywords, format your content so that it can be read easily, and use sub-headers and lists. The important point is that you should never put SEO before meaningful and useful text. The keywords must be relevant to the subject and the content should provide some kind of information to the visitors. If this isn't the case the visitors will immediately leave your website, and in the long run, this can lower the rank of your website in the search results.



## ● Promote Your Blog Through Other Marketing Channels

If you expect all of your visitors to come from search results your blog will starve for attention in the end. You should always promote your blog through other marketing channels you use. Small businesses especially should regularly and actively promote their blogs.

Share the recently published blog posts on your social media accounts and newsletters to gain more readers. In addition to that, you can always promote your old blog posts when necessary. Blog posts are not to be read only the week they have been published.

## ● Don't Leave the Comments Unanswered

Tell your visitors that you are open to questions and comments on your blog posts and try to get in contact with your readers. Don't forget to thank them for their comments and answer their questions as clearly as you can, and direct them to the helpdesk if needed.

This process can take 1 or 2 hours most a week for a small business. But it can increase your traffic and build brand loyalty by strengthening your brand identity.





## ● Make Your Blog More Visible on the Web

If you want your blog to be more well-known and have more readers, make your blog address visible on your social media channels and email templates. The blog page should be easily accessible on your website's homepage.







euormsg  
**express**

**Fast. Reliable. Simple.**

Email Marketing Solution.  
Create Easily, Send Immediately.

[www.euormsgexpress.com/en/](http://www.euormsgexpress.com/en/)