

# 3-Touch Email Campaign



25 pts.

Score 25 points with your 3-touch email campaign!

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## Email 1

Subject: How to increase sales with email

[Headline]

## What's in an email?

A successful email campaign requires clearing key hurdles. The first and biggest hurdle is getting someone to open your email. That's why your **subject line** has to kill it has to persuade recipients to click, but it can't be so sensational as to trigger spam filters.

The best way to get people to open your email is include an **offer** in your subject line. If you can include your company name in there, you're even better off, since recognition is closely linked to open rates. (If the recipient doesn't recognize you, they'll assume you're a spammer.)

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### Insert call to action!

Email is not the place to be subtle. Tell recipients exactly what you want them to do and why they should do it—drive them to a landing page on your web site and push them further down your sales funnel.

[Click here now. Do it.](#)

[End right rail]

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## Email 2

Subject: 3 surefire email tips

[Headline]

### 3 strategies for making the most of your email

#### **Design your email with the preview pane in mind.**

Most people will view your email in the preview pane. This means that they won't see the entire email—just the very top. Make the most of this space! And be sure to include 'alt descriptions' with any images (that way, if the recipient's email client blocks images, he'll still be able to get the gist).

#### **If you highlight an offer in the subject line, build upon it.**

Make sure the body of your email expands on the promise of the subject line. And remember, people are busy and flooded with email—don't spend a lot of time clearing your throat. Get to the point fast and encourage prospects to take action and follow a link to your landing page.

#### **Monitor unsubscribes carefully—and don't send too often.**

How often is too often? There's no rule of thumb. Take into account your audience, your product and industry, demographic data, unsubscribe trends, and anything else that provides a window into your consumers' preferences. When in doubt, err toward fewer touches: 73 percent of consumers have opted out of receiving email because of high volume.\*

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\* Source: Borrell Associates Inc

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#### **We want you!**

*To take action.* Your email should spur prospects to act. Use clear language to describe what action they should take and why.

[Click. Click. Click.](#)

[End right rail]

### Email 3

Subject: Why consumers unsubscribe

[Headline]

## The biggest reason people unsubscribe

It's all about *relevance*. If a person deems your email irrelevant, he or she will likely opt out of your email list (or, even worse, label your email as spam). According to a 2009 Borrell Associates study, 75 percent of consumers have unsubscribed because of irrelevance.

So how does one stay relevant? It's pretty simple: Give people what they want. And what do they want? Deals, offers, discounts, tips, prizes, specials, free stuff, insider secrets, coupons, news alerts, shortcuts, promotions, incentives—you get the idea. Your email must appeal to self-interest.

Here's another secret to staying relevant: Make sure your message volume correlates to your prospects' desire to hear about your products and services. *Occasional* emails about buying flowers or insurance? Relevant. *Daily* messages about those things? Irrelevant!

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### **Do this—here's why.**

Giving clear direction isn't the same as being pushy. Tell recipients exactly what you want them to do and why they should do it—drive them to a landing page on your web site and push them further down your sales funnel.

[Click it!](#)

[End right rail]