

# 13 Things Content Marketers Should Know About Email Marketing

Content and email—better together.

Make the most out of your content marketing by making your email marketing campaigns irresistible. Here are a handful of tips to do just that.

## THE BUILD

### 1. Make your email great on mobile.

About 53% of emails are opened on mobile devices.

— Campaign Monitor



### 2. Make your CTAs clear and bold.

Including a call-to-action button instead of a text link can increase conversion rates by as much as 28%.

— Campaign Monitor



### 3. Create interactive content like videos & GIFs.

GIFs increase click-through 26%, videos can increase click-through 22%.

— Email Institute and Wixie



## THE AUDIENCE

### 4. Make it easy to sign up for your newsletter.

Entry should be easy with one or two fields, and the form should be easy to find.



### 5. Use a preferences center to create targeted messages.

74% of marketers say targeted personalization increases customer engagement.

— eConsultancy



### 6. Quantity & quality for list building.

Improve your sender score by clearly stating intent and using double opt-in.

Abide by GDPR.



### 7. Avoid being flagged as spam.

Make sure your list has opted in and send them a welcome email to solidify.



## THE CONTENT

### 8. Use dynamic content to increase click-through.

You could see a boost of 20%.

— EmailMonks



### 9. Use both original and curated content.

Drive more long-term conversions when you use both.

— The Search Agency



### 10. Use strong images to drive engagement.

65% of your readers prefer image-heavy emails.

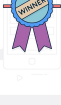
— Hootsuite



## THE RESULTS

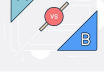
### 11. Test to learn your audience.

Best practices are great, but only you can get to know your audience.



### 12. A/B test to improve every email.

Split test subject lines, tone of voice, visual layouts, and more.



### 13. Measure performance over time.

See how your testing results in open rates, click-through, unsubscribes, and end-of-funnel conversions.

