

Top 6 Mistakes You're Making With Email Marketing

1



NO CALL TO ACTION

- Have a goal in mind
- Use buttons to link to relevant pages
- Avoid competing calls to action

2



INCORRECT LINKING

- Don't link to contact page
- Link up your photos
- Ensure the page you link to references the email special

3



MOBILE COMPATIBILITY

- Always test email by viewing on your phone
- Avoid huge, elaborate images with text overlaid

4



TOO LENGTHY

- Keep the email focused
- Avoid overloading patients with specials
- Keep your paragraphs short

5



POOR SUBJECT LINES

- Avoid punctuation, misleading subject lines
- Don't use "sale" or "special"
- Keep it under 6 words

6



TOO FEW OR TOO MANY

- Work up to 1-2 emails per month
- Work in segmented campaigns