



Small Business Brief

More Effective Email Marketing Begins with Defining Your Audience

1 Send the right message to the right people at the right time.

An effective email is a relevant email. No matter what you sell, you need to have a clear idea of who your audience is in order to effectively communicate with them. The key is to understand what your buyers want and tailor email campaigns to your audience's needs.

2 Establish your goals

You can research the average email stats for your industry and use them as benchmarks for your campaign. For an example, knowing that the average click-through rate (CTR) for a business services email is 8.01% will help you measure campaign results.

3 Segment your campaigns

On average, segmented campaigns result in 23% higher open rates and 49% higher click through rates than unsegmented campaigns.



How To Tip: Just by identifying a single characteristic that you want to filter your audience by, you can start to be more intentional about what you say. And by sending more targeted messages to smaller segments, you'll learn more from how these contacts interact with campaigns.

4 Personalize your messages

Customers are 29% more likely to open personalized emails—and those emails drive 6x times more transactions than generic ones. According to Campaign Monitor, emails with personalized subject lines are 26% more likely to be opened. And Experian found that personalized emails get 6X higher transaction rates.



How To Tip: Gather customer data through purchase behavior, customer survey forms, or if you have a marketing automation platform, you can track and target audiences with those tools based on your business objectives.

5 Generate Greater ROI

Targeted emails that help increase engagement will help your small business build trustful relationships and generate greater ROI.