EMAIL SECRETS

4 Tips To Make Your Emails More Effective



Xpress-pay



WRITING THE PERFECT SUBJECT LINE

There are many factors that go into delivering an effective subject line, but...

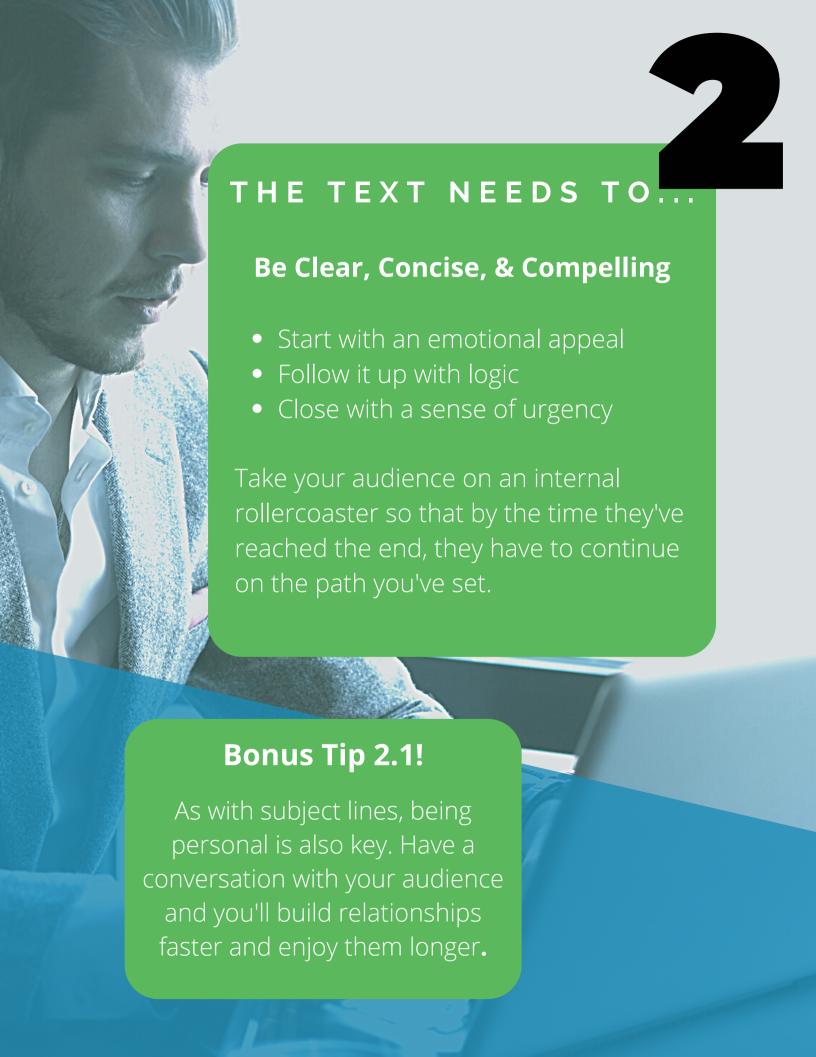
Did you know that phrasing subjects as questions improves open rates?

According to our own email marketing data, when using a question in the subject line, our open rates went up 34%!

Bonus Tip 1.1!

People also love a personal touch. Using someone's name or simply the word "you", or "your" can have a positive impact in open rates! Try something like...

"We have your [____] inside..."





PROVIDE A CLEAR CALL TO ACTION

Tell Your Audience *Exactly* What They Need To Do Next

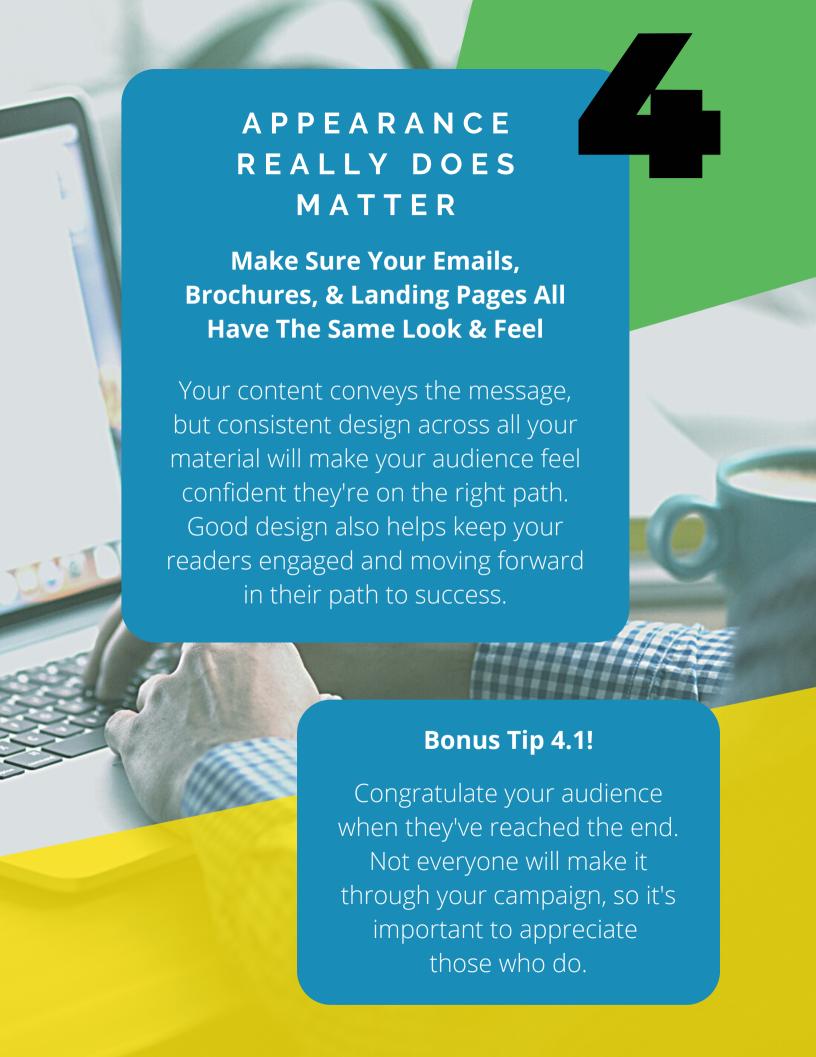
Now that folks have read your message, give them a clear path to success with a call to action. Ask them to download a brochure, sign up for a webinar, or get a coupon.

Put a time limit on the offer to boost response such as...

Get Your 4 Email Secrets Now! Hurry, this offer expires in 2-days!

Bonus Tip 3.1!

Use the same text in your call to action as your subject line to increase the number of readers who follow thru.





Those Are Our 4 Best Tips To Getting More From Your Emails

What insider tips do you have?

Share them with the community by joining our Facebook Group now!

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