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# 4 tips to boost your email marketing engagement



Getting your brand to stand out among the abundance of email marketing campaigns sent to consumers is difficult — but not impossible. Below we break out four tips for elevating your brand’s email marketing campaigns. With most businesses using some automation as part of their marketing strategies, customers see more messaging coming into their inboxes and can easily get overwhelmed by email marketing. Elevating your brand within your customers’ mailboxes can sometimes feel impossible, but we have four tips that can help you increase engagement, build brand trust, and provide your team with more customer insights.



## 01. Timing strategy

Gone are the days when you could “batch and blast” emails to your list and expect high levels of engagement. To be seen, opened, or interacted with now requires a new level of personalization — in the form of timing. Leveraging tools that capture real-time behavioral insights can enable your team to produce triggered messages based on a set event or interaction. Making contact with your customers in nearly real-time, or after specific interactions, enables a personalized experience. It also increases the chances your messages will be relevant to the customer’s stage in the buyer journey.



## 02. Refined segmentation

Similar to how “batch and blast” has gone by the wayside, so have generalized list touchpoints. It’s no longer effective to just send an email to contacts in your database and hope it resonates — spoiler alert: it won’t. That’s a surefire way to lose a customer’s interest before you ever have a chance. Instead, think of quality over quantity and spend the time to fully understand your audience’s needs and refine your messaging before sending emails. In the same spirit, reviewing your list on a regular cadence to ensure relevance will also help confirm you’re focusing on the right audience.



## 03. Concise experience

It’s important to ensure that the experience within your message is fluid, concise, and well laid out. It’s also imperative to verify that your message is optimized for mobile devices, provides a concise call-to-action, and features links that stand out from the rest of the body text. Focusing on these items before sending the email can help increase your click-through-rate and click-to-open-rate metrics and make it easy for your audience to know where to go next.



## 04. Unsubscribe strategy

One way to help your engagement and brand reputation is to have a well-thought-out way to allow your audience to easily unsubscribe. Not only will it save you time and resources cleaning up your lists, but it also increases positive sentiments toward your brand. Besides, a truly engaged customer will eventually find their way back to you.

Tightening your strategies and leveraging tools that enable real-time behavioral analysis can help you stay ahead of the email marketing curve and deliver more personalized brand engagement to your audience.

To learn more about how you can get the most out of your email marketing campaigns, and see industry and geographic breakdowns of campaign performance, download our **2024 Marketing Benchmark Report**.

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