

5 Email Marketing Mistakes You Need To Fix Right Now

Email marketing is still an incredibly effective marketing tool, *if* you are doing it correctly. Sadly, that's a big if. Often, marketers make the following five mistakes. Are you?

Here are five email marketing mistakes that may be affecting your campaign's performance.

1. Not getting permission

Are you sending out your email marketing that haven't signed up for it? Then not only are you making a crucial mistake, you are also running afoul of the CAN-SPAM law. This is huge mistake that you must stop right away.

2. Sending image-only emails

Did you know that Outlook and many other email programs do not show images until the user authorizes their download? This means that if your email is all images, and no plain text, your recipients will not see anything except a bunch of red xes. Don't make your recipients work so hard! Send both text and images.

3. Sending too frequently or too many emails

When people sign up for your email marketing, they are indicating interest in getting information from you. However, they are not indicating they want their email box to be flooded with your stuff. And yet, some marketers feel that reach is not enough to cut through the clutter, and frequency is needed. Excessive frequency will not cut through the clutter, instead it may get you cut off entirely.

4. Not checking your analytics

How many people open your emails? How many click on links? How many bounces are you getting? If you don't know the answers to these questions, you aren't checking your analytics. You are missing out on valuable information that can help guide your future email marketing efforts.

5. Not cleaning up your list

Periodically, you should go through your list. You should pay special attention to recipients that are not opening your email. If they've been on your list for a long time, keeping them on does not improve your email marketing. You could try sending them an email asking them if they wish to remain on your list or whether there is information that they need from you and aren't getting. If you get no response, then delete them from your list. Getting rid of these users will actually help increase your open rate.

How many of these email marketing mistakes are you committing? Which mistakes would you add?