



# 25 EMAIL MARKETING BEST PRACTICES FOR FINANCIAL PROFESSIONALS

*In most industries, 22% is considered a great email open rate.*

***Here's how to vastly improve your email marketing results:***

1. Don't purchase contact lists and never "cold" email someone – that violates the CAN-SPAM and can get you booted from your email platform.
2. To "scrub" a new email list, send out an introductory email asking them to opt in or unsubscribe.
3. Never use 'No-Reply' as the sender's email address.
4. Use 3 fonts or less.
5. Optimize your email's preview text.
6. Include an email signature from a specific, real person.
7. Clean your email list regularly – unsubscribe those least engaged.
8. Keep main message and CTA "above the fold."
9. Personalize the email greeting with their name if possible.
10. Put your logo in the center or upper-left hand side of the email.
11. Use incentives in subject line.
12. Include email subscribe button and encourage people to share the email.
13. Short subject lines - between 30 and 50 characters including spaces.
14. It should take less than 5 seconds and optimally 2 seconds for your email to load.
15. Get creative and fun with subject lines to gain interest.
16. Stay on brand with email layout – same colors, fonts, etc.
17. Keep typeface standard – 12 or 14 at most, black, and a common font.
18. A white background is best. Skip the colored backgrounds with white text.
19. Block off sections with lines, boxes, and light gray fields.
20. Include lists and bullet points to break up long fields of text.
21. A/B split test different layouts, designs, emails etc. to see which one is most effective.
22. Have a web landing page with just an email opt-in form.
23. Post the link to the email signup page often on social media.
24. You can even run raffles, contests, etc. for subscribers and new subscribers.
25. Make it interactive – run polls, surveys, photos of happy clients, a Mailbag, etc.



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