



Making the Most of Email Marketing



Understanding the advantages and disadvantages of email marketing helps you approach it more strategically. With the right setup, following these steps can significantly improve the effectiveness of your email marketing and help you build stronger connections with your audience.

Use our handy checklist to improve your campaigns and get better results:

Keep your mailing list healthy

Regularly remove inactive subscribers, correct invalid addresses and confirm consent to maintain engagement and protect your sender reputation.

Segment your audience

Group your subscribers by behaviour, interests or demographics to send more relevant and personalised content that resonates with each group.

Focus on value over frequency

Make sure every email provides useful or engaging content. Avoid sending emails just for the sake of it, as this can lead to fatigue and unsubscribes.

Test subject lines, layouts and send times

Run A/B tests to see which approaches drive higher opens, clicks and conversions. Small adjustments can make a big difference over time.

Monitor results regularly

Keep track of key metrics like open rates, click-through rates, conversions and unsubscribes. Use the insights to refine your strategy and improve future campaigns.

Ensure accessibility and readability

Check that your emails display correctly on different devices and platforms, use clear fonts and include alt text for images to make content accessible to all subscribers.

Maintain compliance

Follow GDPR and other email marketing regulations. Provide clear opt-in processes, easy unsubscribe options and store subscriber data securely.

