

7 Tips for Email Marketing Success - Resources

Evaluate and Analyze Your Email Marketing

Metric	Why is it useful	How to calculate	Example/Notes
Click Through Rate (CTR) Typical CTR ranges by industry from 1.5% to 7%	Tells you how many of your subscribers find your campaign content useful	clicks (unique or total) ÷ emails delivered * 100	500 total clicks ÷ 10,000 delivered emails * 100 = 5% CTR
Delivery Rate Target 95% or higher delivery rate, if much lower investigate the cause	Detects issues with lists and content	(emails sent – bounces) ÷ emails sent	Reasons for a lower rate: -Too many invalid email addresses -Subject line or content picked up by SPAM filters
Bounce Rate	Uncover potential problems with your email list	total bounced emails ÷ number of emails sent * 100	Soft bounce: temporary problem with a valid email address (full inbox) Hard bounce: invalid/closed email address (remove these from your list)
List Growth Rate	Combat the natural decay of your email list	(number of new subscribers) – (number of unsubscribes + email/spam complaints) ÷ total number of email addresses on your list * 100	(500 new subscribers - 100 unsubscribes and email/spam complaints) ÷ 10,000 email addresses on the list * 100 = 4% list growth rate
Email Sharing/ Forwarding Rate	A method to generate new contacts	(number of clicks on a share and/or forward button ÷ number of total delivered emails) * 100	
Conversion Rate	Measures people that clicked on a link and completed a desired action (making a purchase, registering for an event, downloading a tool or eBook, etc.)	(number of people who completed the desired action ÷ number of total emails delivered) * 100	40 people made a purchase ÷ 1,000 total emails delivered * 100 = 4% conversion rate Requires integration of your email with your website/event registration/etc.

Tools

Content

- Writing Editor: [Hemingway Editor](#)
- Thesaurus: [Word Hippo](#)

Images

- Stock photography (paid): Shutterstock, iStock

Free:

- [Pixabay](#)
- [Vecteezy](#)
- Google search (Click “Search Tools”, “Usage Rights”, select “Labeled for reuse”)

Design Tools

- Design Software: [Canva](#)
- Animated GIFs: [Giphy](#)
- HTML Colour Picker: [Color Picker Online](#)
- Free Photo Editors: [Pic Monkey](#)
- Colour Palettes: Palette Generator
- Banners and Call to Actions: PowerPoint (right click on image/text boxes, click “save picture as”)
- Call to Action Templates: [Hubspot](#)

Testing

- Email Spam Tester: [Mail Tester](#)
- Subject Line Tester: [Subject Line.com](#)