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## 8 Tips to Improve Your Opens and Clicks

Entice subscribers to open the email

1. **From:** Recognizable & Consistent <name@yourbusinessdomain.com>
2. **Subject:** 4-7 words to capture attention
3. **Preheader:** 5-8 words to provide additional information

Encourage subscribers to take action

4.

**Supporting image**  
• **Make it clickable**

### What are you offering?

Answer the question, "*How will it help the reader?*"

- Provide enough information to get them to take action.
- You typically only need 3-5 sentences.

### What do you want them to do next?

Use action-oriented words for button text.

Southside Cycling  
123 Main Street  
Washington, MA 02160

Store Hours:  
Monday - Thursday: 11 am - 8 pm  
Weekends: 8 am - 6 pm

[www.southsidecycling.com](http://www.southsidecycling.com)

866.289.2101



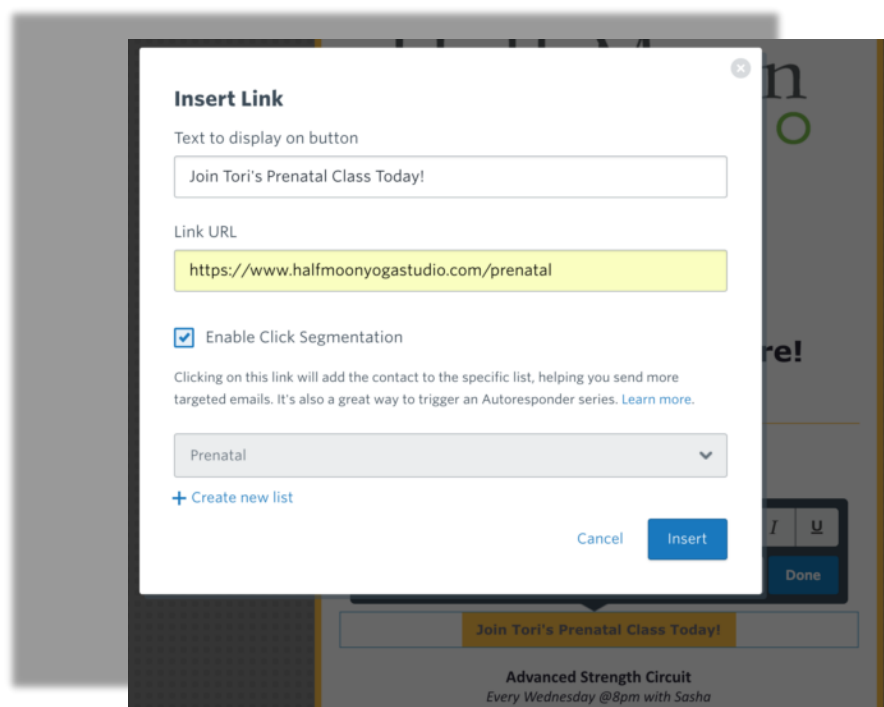


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## 5. Send the right messages to the right people

Divide your email list into segments or groups of contacts based on:

- Demographics: Age, gender, marital status, or income
- Location: Zip code, city, state or their closest store location
- Behaviors such as purchase history or clicks
  - [Get the right message to the right people with click segmentation](#)



## 6. Send at the right time

Identify trends that are specific to your own audience

- [Use your open report to look for trends](#)

## 7. Adjust your sending frequency

Find a balance between communicating on a regular basis and sending too much

- [How often should you email your customers](#)

## 8. Keep your list clean

Remove bounces to protect your sending reputation and maintain a high deliverability rate

- [Understanding, managing, & removing bounces](#)

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