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Instant Email Marketing Upgrades

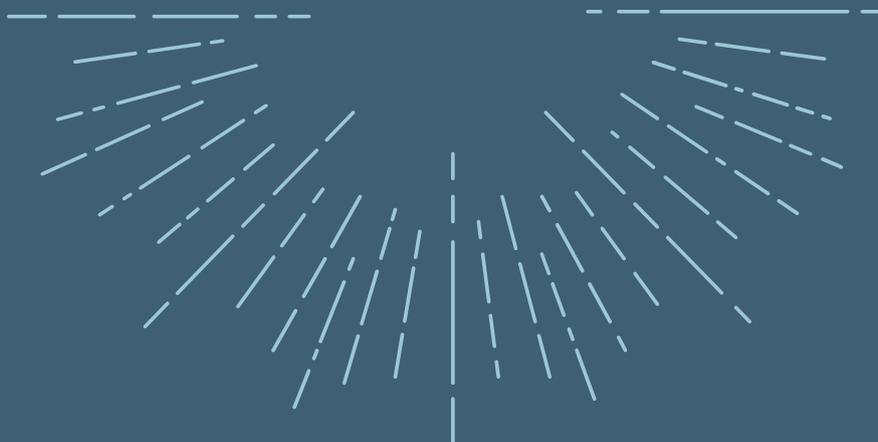
Effective email marketing tips to
improve your campaign results.

EMAIL MARKETING TIPS

Email marketing for jewelry brands can be complex, and optimizing an email marketing strategy can take a lot of time and testing.



In this ebook, we will share 5 email marketing tips that can instantly optimize the deliverability and effectiveness of your email campaigns.



01

RESEND TO NONOPENERS

Resend to Nonopeners

Resending emails works!

If you have 10K subscribers on your list and an average open rate of 30%, resending your emails can increase your open rates by 23% or more without much extra effort.

Most of your subscribers aren't opening your emails because they don't want to hear from you. Otherwise, they would've unsubscribed. The majority of them aren't opening your emails because their inboxes are stuffed. If you happen to send your email at a less-than-optimal time, you could simply be missing them.

Resend the Most Important Emails

What's "important" is going to vary from one brand to another. If you only send an email once per week or once every other week, then every email is important because you're not often engaging with your audience. However, if you send emails daily or every other day, then you'll need to decide which ones get top priority.



Test a slightly different version of the email to see if it performs better

For example, change the subject line. This literally takes a moment of your time.

Consider Send Times

Try to find the "sweet spot" when your customers are most likely to open your emails. Some email marketing platforms, like Mailchimp, have Send Time Optimization, so they can recommend the best times for you to send.



How can you take a mobile-first approach to email layout?

- Don't include too many images, and make sure that the images you do include are compressed to an optimal file size.
- If you're using a pre-designed email template from your email provider, make sure it's been optimized and tested for mobile devices.
- Be concise in your copywriting and ensure that the most important information comes in the subject line, pre-header text, and at the top of the email body.
- From a technical perspective, a developer can make tweaks to an email "behind the scenes" to ensure it's correctly displaying on mobile, on many different types of devices and inboxes.

Take a Mobile-First Approach to Your Email Layout

According to 2020 data from HubSpot, optimizing email for mobile-friendliness is the second-most-used tactic that email marketers are using to improve the performance of their campaigns.

In 2020, SuperOffice found that nearly 1 in 5 email campaigns is not optimized for mobile devices, so your campaigns could be falling flat on a smartphone, especially if you're trying to cater to a younger audience. 59% of Millennials primarily use their smartphone to check email, while 67% of Generation Z scans their inbox on mobile. (Bluecore, 2021)

03

SHORT & SWEET SUBJECT LINES

Keep Your Subject Lines Short & Sweet

Did you know that nearly 50% of your subscribers are choosing to open your email campaign not based on who you are as a sender but instead based on the subject line?

If you're tempted to write a subject line with multiple words, then you may be trying to cram too much content or information into one email.

Think of your email as a snack of information, so your subject line should reflect the bite-sized nature of your messaging.

No more than 30 characters is ideal, especially when you're optimizing for mobile devices. If it's helpful to think of that in words, aim for 4-5 words max and limit your punctuation.



Not only do you want to be relevant and appropriate while describing what the subscriber can find when they open the email, but you'll also want to inspire curiosity. You want your email to stand out in the flood of emails in your subscriber's inbox.



ALWAYS ADD VALUE

04

Focus on Providing Value

Too many jewelry brands send emails because it serves them; they have a promotion they want to share, or they have a new product they want people to know about.

Instead of asking yourself, "How is this email going to benefit us?", always ask yourself, "How is this email going to benefit our subscribers?"

Turn the focus on enriching the customer experience.

Decide what you want your emails to do for your customers, in line with your brand mission in voice.

Your emails can inspire, entertain, inform, delight, educate, amuse, etc. Or they can do a mix of a few different things depending on the content and the day.

- Share unique styling ideas
- Share something entertaining like an authentic behind-the-scenes peek at your business operation
- Share an exclusive tip of the month

05

INTEGRATE EMAIL MARKETING ACROSS DIFFERENT CHANNELS

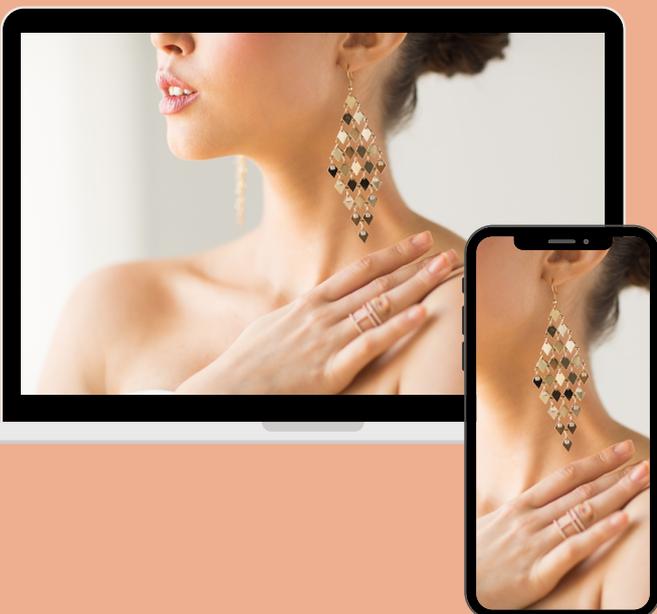
Integrate your email marketing efforts across channels

When it comes to your email marketing efforts, don't assume that your message will sink in the first time your customer sees it. You need to present your message multiple times across multiple platforms for the idea to "catch."

Your social media marketing efforts as well as any other digital marketing initiatives should all be coordinated with your email marketing, so customers receive a unified experience no matter how they interact with you.

Why is this important?

Consider your typical customer journey. They may see your latest product in an email campaign but completely forget to return to the email because they're busy, and their inbox is flooded. Later that day, they scroll through Instagram and see the same product presented in a similar way on your Instagram feed. They recognize the product and click the Instagram Shopping details for more information, and they remember to check out.



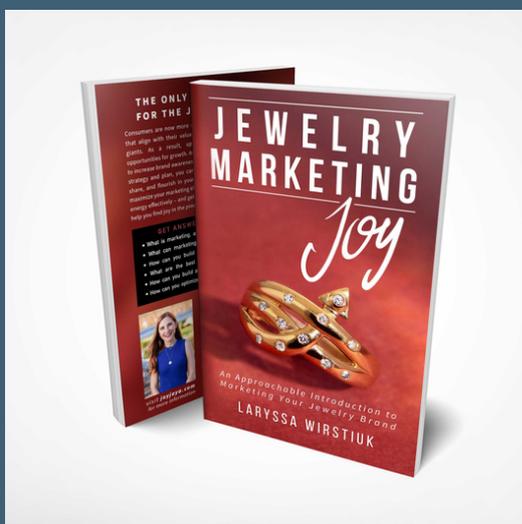
THANK YOU FOR READING!

If you'd like to start doing more research and exploration on your own, you should consider checking out these two helpful resources.



THE JOY JOYA PODCAST

Weekly, host Laryssa Wirstiuk speaks about various topics in jewelry marketing, from effective email marketing subject lines and customer data protection to product descriptions. You can listen on iTunes or your favorite podcast platform.



JEWELRY MARKETING JOY

The only book of its kind of the jewelry industry, Jewelry Marketing Joy is an approachable Introduction to marketing your jewelry brand. This book will help you find joy in the process. To Learn more, visit joyjoya.com/book