

# Maximize Conversions, Minimize Unsubscribes

The checklist that highlights how to avoid a shrinking mailing list



## Campaign Details

Get the inbox preview right.

- Make your subject lines short, simple, and meaningful. Pair them with appropriate pre-header text that will give the readers a clue about what's inside.*
- Authenticate your sender address so your identity appears genuine.*
- Provide a valid point of contact for replies, and keep it active and amiable.*



## Capstone Content

Create and deliver the best message.

- Don't just send, engage. Make your email relevant so your recipients get the apt answer for "What's in it for me?".*
- Keep your intentions clear. Make sure you use a conspicuous call-to-action that entices readers to click.*
- The average individual's attention span is approximately 8 seconds—your content should be brief but compelling to capture the reader.*

- *Give your messages a personal touch. Your email will stand out from the hundreds of other messages in your recipients' mail folders.*
- *Work to produce error-free content (e.g., use the correct images, make sure links work). Sending out half-finished emails can cost you.*



## Email Design

Craft the perfect template.

- *Restrict the number of images in your email to avoid long load times or other issues.*
- *Revise your campaign's look—depending on the context and audience, shift between plain-text and pre-designed template formats.*
- *Give more visual importance to the elements you want to highlight in your template.*
- *Strike a balance between the text and image sections of your template. 60:40 is the ideal text-to-image ratio.*
- *Your recipients will scan your email the minute they open it—include white spaces to make it look professional and improve readability.*
- *In case of mobiles, follow the standard touchscreen target size of 44x44 pixels and 9mm for your call-to-action button.*



## Persuasion

Optimize your engagement approach.

- Excite your audience with emails that invoke the scarcity heuristic—limited editions, time-bound offers, and special giveaways will encourage your audience to buy.*
- Send promotional campaigns about enticing, exciting events like product shows, big sales and contests with incentives.*
- Give and take. Provide a curated list of educational deliverables and turn more subscribers into long-term, loyal customers.*



## Email Deliverability

Take your email straight to the recipients.

- Only engage people when they have given their consent to receive your emails. Use double opt-in process to get subscribers genuinely interested in your business.*
- Keep a check on the frequency of your emails. Don't overwhelm your recipients with messages and turn yourself into a spammer.*
- Stick to the ethics and laws of email marketing—CAN-SPAM Act, CASL, Spam Act, and privacy and electronic communications regulations.*



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