



**MULTIPLY 417**

Passion: The Bridge between People and Purpose

## Improve your Email Results 5 more tips

Oct 24, 2022

There are numerous factors that affect your email's performance. If you are already employing the standard basic best practices and still not seeing the results you want, here's a few additional (perhaps more advance) ideas to improve results.

Remember the standard metrics for email success are; Open rates, Click thru's, and Conversions.

### **1.A/B test your subject line**

The subject line is the first thing your contacts see when you send an email.

Most of the standard email marketing platforms (Constant Contact, Mail Chimp) have integrated tools that will allow you to run A/B testing on various subject lines.

You can try out two different subject lines and let your contacts pick the winner! Comparing two subject lines with an A/B test ensures you're always sending the most enticing subject line to the majority of your audience.

### **2.Segment your contacts**

People are more likely to open and read content that's relevant to them.

Segmenting your contacts based on their location or interests allows you to tailor your emails for each group's taste, helping to improve open rates and overall email engagement.

### **3.Use dynamic content**

The content of your email is just as important as your subject line when it comes to encouraging contacts to open and click.



### **Email marketing help? Just let me know.**

I've earned a series of certifications, on the way to becoming a Certified Fundraising Optimization Specialist. Yes, that's a thing (CFOP).

Depending on the traffic level you are handling through your landing and giving pages, making just a couple of simple changes based on the research around donation pages, you could be talking about a difference of \$1000's per year in increased giving.

[Email me](#)

### **Teaching your staff biblically based development**

8 years as the National Coordinator for Development Training for YFCUSA and

Sending targeted content is key to making sure your readers only receive the information that's important to them.

By using dynamic content blocks you show or hide content based on the details you have collected on your email recipients. That allows you to further customize what content they do or don't see in a given email piece.

#### 4. Authenticate your email address

Using email authentication builds your sender reputation and helps ensure your emails land in your contacts' inbox rather than in the junk folder. All email sent through platforms like Constant Contact or Mail Chimp typically receives some form of authentication, but you can add an extra layer by generating and self-publishing a DKIM key if you have your own domain.

#### 5. Include a clear call-to-action

Looking to improve your click rates? Making your email shorter and including a clear call-to-action increases the chances that your contacts will do what you're asking of them while they're reading your email, and not later.

Also, try to use buttons instead of just links. Buttons (or boxes) tend to be more dynamic and more attractive.

Case in point, [click here for help](#).

versus

[Click here for help](#)

now 2+ with my ministry at Multiply 417, I've trained a lot of ministry staff and Executive Directors in development-fundraising.

I know finances can be tight. I know you have a great responsibility to be fiscally wise. But I also know you've must make some wise investments in your foundation, structure, and systems.

Allow me an opportunity to be one of those investments. I can and do provide training, coaching and consulting that will reflect a positive, ROI (spiritually, emotionally, team morale, and yes, financially).

I know how to provide training that converts into implementation and positive behavior (or skill) changes.

But if you want to double check, feel free to interact with a few of the chapters I've already had a chance to serve. Becky Wilburn at Chicago YFC, Craig Dickinson at Lane County, or Jameson White at Fresno.

Once you are convinced, let's talk about letting me help you plan what kind of training and/or coaching might be the next step to a whole new level of impact.

**Because of my Multiply 417 partnership team, we can create agreements that are very affordable**

[Just email me for help or call \(209\) 541-5720](#)

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