



TOP 5 EMAIL MARKETING CHALLENGES

1

AVOIDING ERRORS

All email marketers will eventually run into the challenge of human error. Whether it's a misspelling or an incorrect subject line, email ads are vulnerable to mistakes because they change hands often throughout the brainstorming, building and sending processes. Send email proofs to your own personal email and thoroughly check every detail before you send to the full list.

2

FINDING EXPERTS

It takes a lot of knowledgeable individuals to run successful email marketing campaigns, from expert web designers to experienced marketing analysts. Hire a dream email marketing team; if you don't have the budget for salaried employees, consider freelance marketing professionals or outsourcing your marketing to an agency.

3

TRACKING RESULTS

Collecting and analyzing your marketing data is a crucial step in the process, and one that often goes overlooked. If you aren't tracking the open and click-through rates of your email ads, how do you know what's working and what's not? Make sure you pay attention to detailed stats and data, instead of only the amount of recipients or deliverability.

4

CREATING A STRONG LEAD LIST

Your email marketing strategy is useless if you don't have a strong, targeted prospect list! Don't send your email ads to just anyone - make sure you scrub the list of email recipients consistently so you're only targeting hot leads who are more likely to interact with your brand.

5

FINDING ADEQUATE EMAIL MARKETING TOOLS

Many tools exist to help email marketers not only accelerate their production process, but add quality control measures. You can learn about many of them and how often they're used in Litmus' 2017 State of Email Workflows report. Use the findings of that report to benchmark the email workflow at your company and argue for new tools and process changes to make it more efficient.



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