

3 Common Email Marketing Errors

Mistakes are common, even in business. While some mistakes may not cause a huge financial blow, they can still have a significantly negative impact - like ones made with email marketing. Here are three common email marketing mistakes you will want to avoid:

1. Sending Too Many Emails

Understandably, there may be plenty of things you want to share with your audience as a business owner. It is exciting to get new email subscribers because it means people are interested in hearing from you.

By directly receiving contact information, you technically have permission to send as many emails as you like. Yet, this is not a permission to take lightly. Emailing too frequently can give your subscribers a negative impression before they even read your messages. Too many emails can overwhelm your audience and make them think of you as a spammer.

Here are a few ways that you can avoid making this mistake:

- **Combine Your News**

There are more disadvantages to sending too many emails than losing subscribers. In fact, it can result in you competing against yourself. Ultimately, all your messages will not get the attention they deserve because they are competing against your other messages.

One easy way that you can streamline your email communications is by sending an e-newsletter. While there are different structures, e-newsletters are commonly designed in a way that lets you have dedicated spaces for all your business news.

- **Set Up a Schedule**

Do you take time and plan out emails that will be sent to your customers, or communicate with them on a whim? If you do not have a schedule set up, it is critical you take the time to do so. This will help you realize just how often you communicate with your subscribers. Research shows receiving too many messages is the [main reason people unsubscribe](#) from email lists.

- **Envision Your Communications Differently**

One of the best ways to improve your marketing is to see it from the perspective of your audience. Consider reviewing how many emails you sent out in a particular time frame to your email list. When examining your communications from a different perspective, how does it make you feel? Do you think you would feel annoyed or overwhelmed if you experienced this personally?

2. Not Segmenting Subscriber Lists

Your customers are not the same and they will not react to your emails in the same way. Some of your subscribers may take the action you are hoping for, while others may take no action at all. While it is easiest to send the same message to everyone, this approach will be noticed by your subscribers.

The [purpose of email segments](#) is to make your emails better match your different customers. When you make your customers feel like you are interested in them individually, they are more likely to want to connect. There are a variety of ways that business owners choose to segment their subscribers. Two examples include loyal customers and those who expressed interest in a product but never purchased. As you have built up credibility with loyal customers, you may focus on letting them know about discounts or new products. When communicating with the segment that never purchased, you will likely want to focus on brand values and the benefits of your products.

3. Not Having a Clear CTA

When preparing email campaigns, you want to see results and leave few to no questions unanswered. In fact, one of the worst things you can do is leave your audience wondering what they should do. You should always try and find a way to get your audience to take action.

For example, let's say you wanted to get the word out about a new blog post you published. As a result, you may include a short snippet for people to read. However, doing so will not necessarily encourage people to take action. Instead, below the snippet, you may want to consider adding a button that reads "*read the full blog post here*". This not only tells your audience what to do but it gives them an easy way to do it. By providing a clear call-to-action, you will get the website traffic you desire.

Successful email marketing isn't just achieved by sending messages to your

audience via email. It involves having a well-planned strategy, knowing what your goals are for your communications, and keeping your audience in mind.