



The Art of Courtship: Wooing Email Subscribers Pt2

- 1.** We view subscriber segmentation as the key to personalizing your email marketing efforts.
- 2.** Our subscribers are segmented based on demographics, behaviour, and preferences.
- 3.** We have personalized subject lines, salutations, and email content to show we've put thought into communication.
- 4.** We pay attention to how subscribers engage with our emails, including clicks, coupon usage, and survey responses.
- 5.** Our emails include dynamic elements like quizzes, videos, or animations.
- 6.** We offer exclusive benefits, such as discounts or early access to sales.
- 7.** Our emails are crafted to cater to the specific interests and needs of each segment.
- 8.** We monitor how subscribers respond to our emails and act on their preferences.
- 9.** We actively encourage feedback and open two-way communication with our subscribers.
- 10.** The email communication schedule is regular and consistent with our subscribers.