FB Blog Post

Edition No. 1

Title: Expert Email Marketers Spill The Beans On Increasing Your Email CTRs!

Sub-title: 5 Top Marketers In The “Online Entrepreneur/Work From Home” Niche Weigh In On Increasing Your Email CTRs!

Post Body:

The Experiment

Last week I decided to conduct a little “experiment” of sorts on Facebook. I'm happy to say the results were very positive, to say the least.

All I did, really, was take about 10 minutes to craft a little Facebook post. I could have used Facebook's “poll” feature, but I wanted real input, not just a mindless button check.

I got the idea from someone who had heard about me from somewhere, and decided to send me a PM. He had been having some issues with his email marketing campaigns. Mainly, he was getting good open rates, but absolutely terrible click-through rates from the people who opened his email. I mean, the CTRs were very low. The interesting thing about this, though, was the large interval between the email open rates and the click-through rates.

It's no secret that if you can't get people to open your email, you can't very well get them to click the links inside. Usually, most email marketers have problems with their open rates. That's what I work on the most. The logic is that the more people I can get to open my email, the more potential clicks I can get on my links. More clicks equals more eyes on product. It's my hope that will result in more sales, and usually, if the audience
is targeted well, it does.

So, I decided to put up a Facebook post and invite some of my fellow marketers to comment. ANYONE could comment, but I decided that I would only pick the TOP 5 answers for this blog post. Keep in mind there were a lot of folks who commented, and a LOT of great answers. I narrowed it down to these following five.

Solving The Problem

**PROBLEM:** The email marketer is getting open rates of 20%. Pretty decent, right?

**HOWEVER,** of the 20% that open the email, LESS THAN 2% are clicking the links inside.

**QUESTION:** If you are that email marketer, how do you fix that?

Our very first answer came from Momen Khaiti.

**Internet Marketer Momen Khaiti**

Momen Khaiti is an internet marketer who has been making money online since 2016. He launched multiple products, ranging from software to courses. Committed to helping as many people as possible achieve their financial freedom goals by working from the comfort of their homes, Momen runs a coaching program, a successful blog and newsletter and is the founder of one of the fastest growing and most engaged groups of like-minded marketers on Facebook.

*This is what Momen had to say:*

“Well, the answer to this is really two-fold and I'll elaborate a bit on each.

1. **Prevention:**

One of the most important aspects of email marketing is the quality of the leads. Get the wrong audience, and your business is going nowhere. When they open but don't click it tells me that they're interested in something specific, they're just not that interested in clicking.
Now the right audience means the ones who match what you're selling so unless you're putting the right offer in front of the right audience, you won't get that much traction. Segmentation is key here.

2. Cure:

Now that the problem already exists, your friend needs to apply a few measures to fix it. Here are some ideas that might help:

- Send an email telling his/her audience telling them that in order for him/her to help them, they need to reply with where exactly they're stuck. Their answers will not only tell them where to put that lead in, it will increase trust and authority, both are key ingredients to success at any marketing effort.

- Send a survey (the same rules apply). To encourage people to answer the survey, put a valuable high quality bonus at the end of it so they have to answer a few questions to reach to the bonus.

- Test with different copy, different subject lines and different formats and see what gets more clicks and scale that.

- Use curiosity instead of spelling out the whole story in the copy. Start with talking about something exciting and tell them they'll learn everything about it in the link. (e.g. I did an experiment, and here are the shocking results (hyperlinked))

- Generally speaking, the subject line's only purpose is to sell the idea of opening the email (they seem to already do a good job with that), but similarly, the email copy's only job is to sell the idea of clicking on the link, so whatever is stopping them from clicking, needs to be removed.

- Move non-clickers to a different list and run a re-engagement series to them. A good re-engagement series should typically test their willingness to clicking links within the email.

- Test adding a link as a button instead of adding it as a textual link

- Test adding the link in different locations within the email, including the very first line, which should typically match the headline

- Add the link to the images in the email (if any)
- Run a competition where subscribers can win something but they have to follow a certain link. This will train them on becoming clickers.”

**WOW!** Thanks Momen! What can I say? That was just **AMAZING** stuff! I don't think I could elaborate on that and make it any better than it already is. Momen is a smart guy, that's for sure!

Next up, Dan Bradley.

**Internet Marketer Dan Bradley**

Dan Bradley is a passionate marketer with years of experience helping start-ups get their message out to the world. Former Chief Marketing Officer for one of the UK’s leading travel agents, Dan knows what it takes to grow brands despite heavy regulation and competition in today’s fast moving markets. If you are looking to start your own entrepreneurial journey and craft an online escape, discover why you need Dan in your corner here: [www.danbradleyofficial.com/introduction/](http://www.danbradleyofficial.com/introduction/)

Dan really dropped some wisdom here. **Here's what he said:**

“Sounds like his list needs segmenting ... Niche is important and he needs to be putting the right offer in front of the right audience. If he is using non-specific subject lines this will explain the opens but actually, they might not be interested when they read the full email.

I would start with segmentation and then look at the choice of offers and copy / layout of emails.

He should identify why the clicks are not coming through. Is there too much text and a link right at the bottom?

Is his format terrible for mobile (Lot's of views are on mobile in most niches) and therefore hard to read?

What is the copy all about? Is there a clear CTA?

Literally lots to do, but start with segmentation because niche sure does matter.”
Dan pointed out some great questions that one should be asking. Seeking the answers to those questions should go a long way in education the email marketer in the art of writing enticing emails that hold the reader's attention.

Our next scrumptious tidbit comes from Carl Topping.

**Internet Marketer** Carl Topping

Carl Topping's entrepreneurial journey started in 2004. Carl has offline experience, but his main experience is online. Carl has achieved many levels of success in his field, and is passionate about sharing his knowledge with others to help them succeed.

Visit Carl's website and learn more about how he can help you! Here's the link: [www.stepstoentrepreneurialsuccess.com/](http://www.stepstoentrepreneurialsuccess.com/)

Carl had a somewhat short answer, but it was very relevant. I like the simplicity of it, because we tend to overthink problems in Internet Marketing. A lot of times a simple, sensible solution is the best one.

*Here's what Carl said:*

“My two cents is to build a targeted list in the niche they are interested in. Niche does matter, however if it's a targeted niche list the size doesn't matter as much as you can make decent income from a smaller list. In that case, scale up the targeted list building and then hopefully be even more profitable.

If it's not a niche targeted list, you could send out a survey and put them in front of right of an offer. Plus, if they send to un-opens the percentage will increase.”

I have to agree. The idea of using surveys to re-segment your list is really smart. Sometimes you can lose control of segmentation. I've done it myself. That's why presenting your subscribers with a short survey to pinpoint their likes and dislikes will help you get your list back under control.

**Internet Marketer** Rick Tenney

Rick is a masterful marketer who has a lot of email marketing experience in the Internet Marketing tools niche. Rick is also into real estate marketing.
Rick had this to say:

“Sounds like a call-to-action issue. A 20% open rate suggests the subject line is good, but the content inside may not be as good. If you're not getting people excited and giving them instructions to click the link to take action, they won't be excited or interested enough to follow through. So to sum that up, I would say it's a content issue within the email itself along with a lack of a proper call to action.”

This is true because in order to get your subscribers to click that link, the email content should be just as enticing as the headline. I admit, there needs to be a certain amount of restraint. Obviously, we should never make false claims of any kind in either the subject line or the email body.

That was an excellent answer, and while it may appear simple or obvious to experienced email marketers, beginners may not understand this concept.

Visit Rick's Blog: RickTenney.Com

Rick's favorite email marketing tool: Click Here For Info!

Internet Marketer Steve Haase

Steve Haase is a smart marketer and often posts great content on his Facebook page. Visit Steve's page: https://www.facebook.com/steve.haase.94

Here's Steve's input:

“The entire point of a marketing email is to drive traffic to something, it's meant to get the click. It sounds to me the email probably talked the audience out of going to the desired destination.

The biggest mistake I see marketers make is selling in an email. For some products with weak or blind sales copy that might be necessary, but if the sales page is converting, let it do it's job and let your email do it's job, which is drive the viewer to the page.”

I really liked Steve's answer. It clarifies and simplifies the true function of what out marketing emails are designed to do. We need to stop and remember this from time to time.
Conclusion

I think we truly some fantastic insights into the subject of increasing our email marketing click-through rates.

The opinions and thought processes of colleagues in our industry are very valuable. Having insight from others who are successful and maybe even where you want to be someday – is SOLID GOLD!

If you wish to continue discussing this subject, the Facebook thread is still open. You can find it here:

www.facebook.com/cjmollo/posts/2267472893313992

Thanks for taking the time to read! I hope you enjoyed this post.

CJ Mollo
www.cjmollo.com