

How To Manage Your Email Subscriber Lists



A great email subscriber list is vital to successful campaign performance and helps you reach engaged users, boost your sender reputation and prevent your emails getting flagged as spam.

The tips below can help you manage your subscriber list, ensure your campaigns perform well and keep your target audience engaged.

Welcome new subscribers

A good email list is full of engaged users who open your emails. Whenever you get a new subscriber, send them a welcome email within 24 hours. Your welcome email helps foster engagement and dive deeper into your brand and value.

Thank the subscriber for signing up and give them an idea about the types of emails they can expect to receive from you. Will they receive monthly newsletters? Will they receive deals or updates on your latest products? Help the subscriber understand the benefits they will receive when signing up for the email.

Segment, segment, segment

Having one big subscriber list is not the ideal way to deliver relevant content to each subscriber. Instead, break the list down into different types of subscribers. For instance, it might make sense to group email addresses into commercial or personal lines, home-based businesses, small business owners or large business owners or subscribers with automobile but not homeowners insurance. By breaking down your list, you can tailor your email campaigns to fit the needs of each group.

When you're ready to send an email, choose the email group you want to target and make sure the content is tailored specifically to them.

Don't buy email addresses

While it is possible to buy a list of email addresses, it's typically not a good idea and is even illegal in some places. These lists can be full of dead-end and low-quality email addresses and put you at risk of being marked as spam.

Instead, put in the effort to grow your subscriber list organically through great content and marketing efforts such as social media sign-ups, e-newsletters, a free downloadable or a link to a free webinar.

Clean up your list regularly

Your list can get big and unwieldy fast. But not every email address is worth keeping. Regularly, at least once per quarter, go through your list to remove:

- Duplicate email addresses
- Email addresses with typos or invalid addresses
- Email addresses that bounce emails back

You may also want to clean up your list if your bounce rate suddenly spikes. A high bounce rate due to poor-quality email addresses can hurt your campaign overall and affect your sender reputation. Sender reputation is a score that the internet service provider gives to a company based on the number of emails sent, the number of recipients who mark an email as junk and how often an email hits a spam trap.

Run a re-engagement campaign

You'll notice over time that you have a group of subscribers who are completely unengaged with your content. They may not click any links or even open your emails. Unengaged subscribers can hurt your sender reputation and your campaign performance.

Before removing these users from your list, try running a re-engagement campaign. In this campaign, send an email only to subscribers who have not opened an email from you in at least six months. Send them an email

with information on the benefits of your emails and maybe even a small offer to entice them into better engagement. If they respond to the campaign, you know you can keep their email address. If they don't, it's okay to go ahead and take them off your subscriber list.

Give your subscribers options

An engaged subscriber is good for your list and boosts your sender reputation. To increase the odds that your user will open and interact with your email, give them more control over the content they receive.

In all of your emails, be sure to include a way for your subscribers to manage their email options. They should be able to choose what type of content they want to receive and/or how frequently they receive content. Subscribers who have more control over their emails are better engaged and more likely to stay on your list instead of unsubscribing completely.

Though it sounds counterintuitive, you should also give your subscribers an easy way to unsubscribe in every email. It's the law, but it's also a good email marketing practice. If a subscriber can't figure out how to unsubscribe, they may mark your email as spam, hurting your sender reputation.

Managing your email subscriber list can boost the performance of your campaigns and keep you out of the dreaded spam folder. Take a little time each month to review your analytics, update your subscriber list and reflect on your marketing and business goals.

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