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Email Marketing Guide PDF

Email marketing sends messages to people who have agreed to hear from you. Build the list with clear consent, segment by interest or behaviour, write specific subject lines and one clear call to action, automate welcome and follow-up sequences, protect deliverability with clean lists and easy unsubscribes, and judge results by clicks and conversions.

Key takeaways

- Permission comes first; never buy or scrape lists.
- Segmentation makes messages more relevant than one blast to everyone.
- Every email needs one main purpose and a clear call to action.
- Unsubscribe links, accurate sender details and honest subject lines are required by common laws.
- Open rates are less reliable now; prioritise clicks and conversions.

What is email marketing?

Email marketing is the practice of sending permission-based commercial and informational emails to subscribers to build relationships, share useful content and encourage actions such as purchases or sign-ups.

Why does email still matter?

An email list is an audience you own. Unlike social platforms, you do not depend on an algorithm to reach subscribers. Email suits welcome messages, updates, offers, reminders and education, and it is easy to measure with links. It works best when subscribers expect and value what you send.

How do I build a list properly?

Invite people to subscribe through forms on your site, at checkout (with a clear opt-in), at events or in exchange for useful resources like a checklist. Say what you will send and how often. Use confirmation where required or helpful. Do not buy lists or add people without consent: it harms deliverability and may break laws and platform rules.

What rules apply?

Laws differ by country, so check those that apply to your audience. Common requirements include accurate sender and subject information, a physical or contact address where required, a working

unsubscribe method honoured promptly and consent in some regions. Inbox providers also publish sender guidelines on authentication and complaint rates. Read the official sources and, for legal questions, consult a professional.

How do I segment subscribers?

Basis	Example
Interest	Subscribers who clicked beginner guides
Behaviour	Cart abandoners, recent buyers
Stage	New subscribers, long-time customers
Location	Event or store in a city
Engagement	Active versus inactive
Send different messages to different groups. Even two segments often beat one general email.	

How do I write effective emails?

Use a clear subject line that says what is inside without tricks, a preview text that adds information, a short body with one main message and a visible button or link for the action. Write like a person, use short paragraphs and make it work on a phone. Avoid misleading claims and excessive capital letters.

Which automations should I set up?

A **welcome series** introduces your brand and best content. An **abandoned cart** reminder helps shoppers who left items. A **post-purchase** sequence supports use and asks for feedback. A **re-engagement** sequence tests whether inactive subscribers still want mail. Keep sequences short and review them regularly.

How do I protect deliverability?

Authenticate your sending domain as your provider instructs, send from a consistent address, remove bounced and long-inactive contacts, keep complaint rates low, avoid sudden large volume jumps and test emails before sending. A smaller engaged list is better than a large ignored one.

Which metrics matter?

Delivery rate, click rate, conversion rate, unsubscribe rate and complaint rate. Open rates can be inflated by privacy features that load images automatically, so treat them as a rough signal. Test one element at a time, such as the subject line or the call to action, and wait for enough data.

What mistakes are common?

Sending without a plan, writing about yourself rather than the reader, putting many calls to action in one email, hiding the unsubscribe link, ignoring mobile and never cleaning the list.

How do I design a simple welcome series?

Send the first email immediately, thanking the subscriber and delivering anything you promised. Send a second a day or two later introducing your best resource and what to expect. Send a third a few days after that sharing a story or a case that builds trust. Add a soft invitation to the next step, such as a trial or a consultation, in the fourth. Keep each email short, measure clicks and trim steps that people ignore.

How do I test emails before sending?

Send a preview to yourself on a phone and a desktop, in at least two mail apps. Check the sender name, subject line, preview text, images with alternative text, links, unsubscribe link and spelling. Review the email in dark mode if your audience uses it. A short checklist before every send prevents the small errors that damage trust and results, and it takes only a few minutes.

How do I write a strong subject line?

Be specific, honest and short enough to read on a phone. Mention the benefit or topic, and avoid tricks, all-capital words and false urgency. Test two versions on a small portion of your list when volume allows.

How often should I email?

Set expectations when people subscribe and keep to them. Watch unsubscribes and complaints; if they rise, send less often or improve segmentation and content relevance.

What should I do with inactive subscribers?

Send a short re-engagement sequence asking if they still want to hear from you, and remove those who do not respond so that your list stays healthy and your metrics reflect real interest.

Frequently asked questions

How do I build an email list?

Invite visitors to subscribe through clear forms, offer something useful, explain what you will send and always get permission first.

Can I buy an email list?

No. Bought or scraped lists lack consent, hurt deliverability and can break laws and provider rules.

What is segmentation?

Segmentation splits subscribers into groups by interest, behaviour or stage so each group gets more relevant messages.

Are open rates reliable?

Not fully, because privacy features can load images automatically, so focus more on clicks, conversions and unsubscribes.

What makes emails reach the inbox?

Authenticated sending, consistent sender details, a clean engaged list, low complaints and useful content all support deliverability.

Sources and further reading

- FTC CAN-SPAM guide
- Google email sender guidelines

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