

Simple Tips for Writing Emails that Resonate and Convert

GoSkills online course syllabus

Skill level

Beginner

Lessons

10

Pre-requisites

No prior experience needed

Video duration

13m

Estimated study time

13m 21s

Instructor

Nels Henderson

Introduction

1 Write great marketing emails

Writing marketing emails for conversion means that you are always focused on achieving a specific outcome.

Craft High-Conversion Emails

2 Use effective email categories

Email categories allow for marketers to direct their communications.

3 Increase urgency with subject lines

Subject lines are one of the most important aspects of effective email marketing.

4 Meet consumer needs with logical flow

Creating a logical, concise flow in the content of your emails helps you meet consumer expectations.

5 Align emails with sales funnels

Email categories can work in seamless correspondence with sales funnels.

Target the Right Audience

6 Personalize with segmentation

Being at the right place at the right time is where marketers want to be.

7 Match customer needs

Email categories can be used to match customer needs. After this lesson, you'll be able to match different types of email to parts of your email list.

8

Write for the customer journey

When you understand what stage the email is landing at, you can adjust accordingly.

9

Leverage feedback and adapt

Qualitative and quantitative data matter can make a real impact in email marketing.

Conclusion

10

Resonate, engage, convert

Thank you for watching this course.

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