7 Email Mistakes that Hurt Marketing Success

Our email inbox is one of the first sights that some of us see when we wake up every morning. It's where we find out that our favorite store is having a sale or read updates from family, friends, and co-workers.

And it's where most people prefer to hear from companies—research showed that [77% of adults](#) in the U.S. want to get marketing messages through email. That's an overwhelming majority.

It can be tough to stand out in a customer's inbox when [306.4 billion emails](#) are sent every day. But if you check for and correct these common email marketing mistakes, your brand can start sending emails that people want to read.

1. Sending from a robot

"Do-not-reply" or "no-reply" isn't the most inviting "from email address" (not to be confused with the "from name").

But seeing a real name and email address is much friendlier. People will associate your brand with being approachable, knowing that if they have a question, they can reply to your email and reach someone. Try making the "from name" of your emails the real name of someone in your company. Use their full name or their name and the company. For example, "Shannon at Station16" or "Shannon from Station16." This builds trust and customers will learn to recognize your name in their inbox.

2. Writing like a robot

Inserting personality into your brand's emails isn't unprofessional. If people know they'll see the same monotonous messages when they open your emails, they will stop.

Instead, write in a human tone. Have fun with your emails when appropriate. Make them easier to read by making them sound more like a real person. Those who open your emails won't have to work as hard to understand your message, and they'll sense that you understand them too.

3. Choosing not to segment

Someone recently told me about a swim coach who would send emails to all parents that only applied to a few kids. Not only was it annoying, but many parents stopped opening the emails altogether.

When you send irrelevant messages, you start to lose your audience. One MailChimp study reported that 27% of people unsubscribe from irrelevant emails and 23% even mark them as spam.

But segmentation is powerful. A Lyris report found that [39% of marketers](#) who segmented their email lists and sent the most relevant emails to select groups saw higher email open rates.

4. Not optimizing for mobile

Wherever you find a person, you usually won't find a smartphone too far away these days.

Outside of texting and tweeting, many people check emails on their smartphones. Data showed that [61.9% of email opens](#) occurred on mobile.

Since people view emails on mobile at such a high rate, it's critical to make sure that your email marketing design looks and functions well on smartphones.

5. Too many CTAs

A call-to-action (CTA) is simply the next step you want people to take. Is it to "shop now" and click through to certain page to view a sale? "Sign up" for an upcoming event? "Read more" of your latest blog post?

CTAs are a great way to clarify what your message is asking people to do. But piling too many of them into one email muddies the message.

6. A "manual and on-the-fly" strategy

Lacking a process and system for your email marketing is a mistake. When you come up with an email concept, write, and send "on-the-fly" there's more room for error.

And sending emails through your personal email client (such as Gmail) makes it more challenging to manage your subscriber list and takes away your creative control to design the way your email marketing looks.

Use one of the many email services (such as [Mailchimp](#), [Constant Contact](#), and [MailerLite](#)) that allow you to create email templates that match your brand, store and manage your subscriber list efficiently, and schedule emails ahead of time.

7. Neglecting the numbers

When you first start an email list, it can be disheartening to see low numbers or watch people unsubscribe. But ignoring numbers is a mistake because even the negative numbers can show you how to improve your email marketing strategy.

Pay attention to the emails with high and low open rates—what's different about them? Adjusting for stronger subject lines, timely messaging, intriguing preview text, and more can have a big impact.

Run [A/B tests](#) (closely tied to the list segmenting mentioned earlier) to help identify and confirm which aspects most affect the success of your email campaigns. A/B testing allows you to test variations of an email (subject line, design, etc.) with different audiences to see which perform best.

Below are a few other [email marketing metrics](#) to note.
- Open rate
- Click rate
- Unsubscribe rate
- Deliverability rate

Most email services calculate these for you.

Email marketing is a thriving method that produces results. Whether you've just started to build an email list or are seeking to improve your current efforts, taking a human-focused approach, refining your messaging, and analyzing the right numbers can make email marketing your strongest communication method. By avoiding these email marketing mistakes, you can make sure your next campaigns are your best.