

2023 Email Marketing Strategies



1 Use Compelling Offers to Build Email Lists

Avoid buying email lists for a successful campaign, as it can damage your brand reputation and result in low open rates. Instead, offer innovative campaigns and gamify the process to build a healthy email list.

2 Regularly revamp your email lists

Every 6-12 months, review and verify your email list to maintain a good IP reputation. Reviewing and verifying your email list ensures you only send emails to engaged recipients and removes low open rates and disposable email addresses.



3 Keep your emails simple and contextual

Customize your emails to your audience's interests and needs. Use an AI-based platform like MoEngage to categorize users based on their behavior and actions for better targeting and personalization.



4 Personalize your emails through segmentation

Segment your email campaigns for better personalization. Use criteria such as age, gender, location, interests, purchase history, usage frequency, and behavior to create targeted segments.



5 Combine strategies with other channels

Combine physical and digital experiences through 'Phygital.' Send geo-targeted emails and follow up with push notifications or SMS to drive purchases. Be present across multiple channels like push, SMS, in-app, email, and social media.



6 Improve Email deliverability

Improve email deliverability with segmentation and contextualization. Only send to those likely to open. Good content helps but choose a high-deliverability platform.

