

# 10 Don'ts of Email Marketing





**Effective email marketing can increase brand awareness, drive up room bookings and improve guest retention. To get optimal ROI for your time and money, however, you must sidestep the following common mistakes which stand in the way of success.**

10 Don'ts  
of Email Marketing

**1. Don't Treat All  
Emails Equally**

According to the technology research firm, [The Radicati Group](#), about 269 billion emails are sent every day. For the average person, that translates to over 100 messages every 24 hours. With limited time and narrow attention spans, modern consumers require personalized campaigns that foster immediate engagement. If there is no relevance or perceived value to your email, recipients are liable to delete, unsubscribe or mark the content as spam.

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You can improve the chances of engagement by segmenting your database, so you aren't sending one campaign to all addresses in every mailbox. This means organizing your emails based on specific characteristics, such as locations, demographics and income.

While a family package might be a big sell to certain recipients, it won't resonate with childless couples. Likewise, although a special offer for a local event in Miami might

# 1. Don't Treat All Emails Equally

hit home to Florida residents, it won't mean much to someone living in California. This kind of saturation email strategy doesn't just lead to reduced open rates, it could harm your campaign's credibility, causing subscribers to opt out of future messages.

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**2. Don't  
Overestimate  
the Recipient**



The average person has an attention span of just over **8 seconds**, according to some research. With this in mind, it's clear that your target audience will not have time to pore over long-winded emails. When crafting your marketing emails, always assume your audience will be too busy to read every word. Make your copy scannable, and ensure that your value proposition stand outs. Cut unnecessary words and make sure recipients immediately know what you want them to do. You should also resist over-designing your campaign and include plenty of clean, white space to help frame your content. Be brief and compelling without overwhelming recipients with a flood of information.

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**3. Don't  
Underestimate  
the Power of the  
Subject Line**

**Studies** suggest that 64 percent of people open - or delete - an email based on the subject line. You can boost your click rates by making sure your subject lines tap into at least one of the C.U.R.V.E. principles - curiosity, urgency, value, relevancy or emotion. You should also keep your subject lines under 35 to 45 characters to prevent truncation. If possible, personalize the subject line by adding the recipient's name or the word "you." You can also create a more personalized subject line by including the recipient's city or state.

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**4. Don't Bury  
your CTA**

An effective call-to-action (CTA) is essential for driving conversions, but only if your recipients can quickly identify it. Make sure your CTA doesn't blend in with your copy or graphics. Alter its color, change the font and keep it short and easily digestible. Whatever you do, make sure your CTA will summon the eye with clear instructions that invite an immediate response.

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**5. Don't Overuse  
Graphics or  
Images**

Eye-popping graphics can be especially engaging in an email newsletter; however, they tend to confuse and overwhelm the eye in large amounts. Too many graphics can also trigger spam filters in certain email clients. Stay on the safe side by adhering to the 30 percent rule, which limits your graphics to only three-tenths of your email content. You should also include alt text, since email clients don't always download every image. Your photos should also be relevant to the offer or email copy.

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**6. Don't Design  
with One Big  
Image**



Remember that email content should look like email content. It shouldn't be designed like a print piece, poster, magazine or web page. Since a recipient's email client may not download an image, it doesn't make sense to include critical text in your photos. Keep your text outside your images and make sure to balance your graphics by adhering to the 30 percent rule.

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**7. Don't Dismiss  
your Email  
Reputation**

There are several factors involved in email deliverability, including the reputation of the sender. You might be surprised to learn that you have a “Sender Score” which mailbox providers use to determine whether to deliver your emails or send them to the SPAM box. The Sender Score algorithm calculates the reputation of all outgoing mail server IP addresses on a scale from 0-100. The data is gathered from the biggest ISPs to determine how frequently people unsubscribe or report spam from email senders. You can build up your score by maintaining a clean database, avoiding bulk emails and by maintaining a very consistent delivery rate. You should also monitor your rating at [Senderscore.org](https://senderscore.org) to make sure it stays well above 80.

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**8. Don't Send  
without Editing  
and Testing**

Grammatical errors, bad formatting and broken links will make your hotel look bad, sloppy and unprofessional. Carefully look over your email before pressing the send button. Create a seed list of colleagues to review your emails, and do rendering tests to see how each one will look on different browsers, email clients and mobile devices.

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**9. Don't Forget  
about Mobile**

**Surveys** have shown that up to 66 percent of all emails are now opened on mobile devices. Make sure your email is designed for the small screen, so you won't have any rendering problems. Keep each message free from clutter and make sure your CTA is obvious and compelling. You should also pay close attention to the pre-header, which gives users a quick preview pane of every email message.

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**10. Don't  
Dismiss your  
Campaign  
Metrics**



While it's not always easy to determine your ROI on certain promotional campaigns, email marketing is one of the most measurable marketing mediums today. Make sure to monitor your open rates, bounces, click-through rates and unsubscribes. Determine how well your messages are driving reservations and determine individual revenue attributions.

Before crafting your email, ask yourself why you are sending it. Is it to increase engagement, drive revenue, publicize an offer or build long-term relationships? Once you settle on a goal, use your analytics to gauge your success rate. If things aren't going according to plan, make some targeted changes to see if you can get your metrics where you need them.

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# Putting it All Together

Hospitality emails show the **highest open rates** from consumers among the 17 most profitable industries. To reap optimal benefits, however, you have to carefully plan your campaigns using personalized strategies and advanced analytics. This is the best way to pique interest, while breaking down pre-purchase barriers which limit potential ROI.

To learn more about how Revinate can help you determine your guest feedback management needs, contact us at [info@revinate.com](mailto:info@revinate.com).



