# Boost Your Web Traffic with These 5 Email Marketing Techniques

Email marketing is an effective and inexpensive way to reach both your current customers as well as your prospective customers. Correctly creating a strong email marketing campaign can take your business to the next level and provide you with a healthy ROI. Also, you can effectively leverage your email marketing campaign to increase traffic to your website and enhance subscriber engagement with your company. Here are five email marketing techniques to help boost your web traffic.

**Start with a Healthy List of Subscribers**

The most important thing when planning to build an effective email marketing campaign is your subscriber list. Instead of buying a subscriber list from a third party, it's better for you to use effective strategies to grow your subscriber list and employ a double opt-in procedure for your emails. Doing this will ensure that your list is comprised of quality subscribers who are genuinely interested in hearing from your company, and will increase your traffic as well as repeat visits.

**Keep Your Landing Pages in Sync**

If you want to keep the email subscribers engaged when they make it to your website, you need to have relevant landing pages that convey even more information about the offer from the email. Directing your subscribers to a relevant landing page will help to increase the traffic to your website.

**Create Lists Based on Subscriber Interests**

It is essential that those who subscribe to your email list receive emails that contain information that interests them. When creating your initial opt-in request, make sure to include a clickable list that subscribers can use to share their interests and then only share emails with information that focuses on those interests.

**Monitor Your Email Metrics**

To understand which email marketing campaigns are working you need to keep a close eye on your email marketing metrics. If you discover that your click-through rates aren't in line with your expectations, it might be time to create a better email copy and consider adjusting the placement, design, or text of the call-to-action buttons. Many email service providers will provide you with the tools to check your metrics.

**Combine the Email with Social Media**

To enhance the visibility of your website, you need to integrate your social media and email marketing campaigns. Highlight your social media sharing icons in the emails and impart consistent marketing experience throughout the marketing channels.

A well thought-out and well-designed email marketing campaign can encourage your subscribers to stop by your website, click on the offers, and convince them to make a purchase. Correctly execute it and quickly reach your website traffic goals.