# 5 Must-Have Components of an Email Marketing Campaign

Email marketing has always been a powerful marketing channel, and automation makes the entire process lot more effective, faster, and smarter. If you want to continue to see a positive ROI, then your campaign must be done right. If you have seen a decrease in your email marketing campaign performance, then you might be missing one of these five must-have components of an email marketing campaign.

**A Plan**

You have to have a plan in place before you can even start your email marketing campaign. You need to create a content strategy that includes topics that are relevant to your audience. They should be topics that are based on their interests. To ensure that you keep on schedule, create a content calendar that outlines the release dates for each campaign.

**Best Performing Subject Lines**

The subject lines that you include in your emails will significantly influence open rates. You want to avoid confusing, generic, misleading, and over-the-top subject lines. Make the subject lines short, informative and to the point for the best results. The subject line should set reader expectations and provide them with the jist of the email. Refrain from using all caps and spammy keywords like “free,” “gift,” and “bonus.”

**Personalization**

Personalizing your emails is one of the easiest ways to stand out in your subscribers' inboxes. Sending personalized emails will help to build trust in the mind of your audience. A simple personalization trick, like addressing readers by their first name, can prove to be incredibly useful. It has been shown that by personalizing everything from the subject line to the products offered, can help to increase click-through rates, which can lead to a significant increase in revenue.

**Segmentation**

When it comes to successful marketing strategies, one-size-doesn’t-fit all. Email marketing focuses on getting subscribers to take action, and it requires you to have a solid understanding of your recipients. Knowing your audience better can help you create segments that will allow you to tailor content to each subscriber, which will ensure better engagement.

**Mobile Optimization**

Sending out a non-responsive email will appear outdated on a mobile device and tablets. With more and more people opening their emails on their smartphones and tablets, mobile optimization needs to become a natural part of the process. If you want to run a successful email marketing campaign, make sure you are optimizing your emails for mobile phones and tablets.

If you want to run a successful email marketing campaign, then you need to ensure that these five must-have components are included in every campaign you send out.