# Top 5 Email Marketing Tips For Creating a Successful Campaign

Despite what may have heard, email marketing is a complex process with many moving parts. Despite the complicated nature of this marketing method, you can still have a successful marketing campaign while keeping the process relatively simple. Here are five of the top email marketing tips for creating a successful campaign.

**Tip #1 – Make Sure Each Email Contains Obvious Links**

The entire purpose of your email marketing is to drive more traffic to your landing page, website, or a product page. Without driving more clicks to your website or page, you won't be able to convert customers. The way you accomplish this is by including a lot of links in the copy of the email and making sure that they can't be missed.

**Tip #2 – Make it Easy to Unsubscribe**

While this may seem counter-intuitive to make it easier for users to leave your email list, the other option is a lot less appealing. If your users become frustrated when trying to remove themselves from your list, they will eventually start flagging your email as spam. Every time a user marks your email as spam, it counts against your sender reputation with the email providers, which makes it much harder for your emails to end up in the inbox instead of the junk folder.

**Tip #3 – Keep Your Text Short and Easy to Scan**

Most of the people who get your emails aren't going to read the entirety of your email. They will scan it for the key points that they are interested in. Use bold font and additional colors to highlight keywords or phrases and keep your text short. Having too much text will quickly get your emails deleted and can create more risk of your emails triggering the spam filters.

**Tip #4 – Send Test Emails Before You Send to Your Main List**

There is nothing worse than sending out an email and then finding out that something broke in the email providers preview pain. Before you send out emails to your entire list, make sure to send a test version to a test account using all of the big email providers. This way you can catch any errors and fix them before you send out to your main list.

**Tip #5 – Always Ask User to Add Your Email to Their Contact List**

You need to remind users, at every opportunity, that if they want to be sure to continue to get the valuable information they love getting from you that they need to add your email address to their contact list. This way you can ensure that your emails won’t automatically be delivered to their junk mail folders.

These top five email marketing tips won't make you a perfect email marketer, but they will put you ahead of your competition. Just utilize these tips as a checklist when you're putting together your email campaigns to ensure it’s successful.