

ADD MAGIC TO YOUR EMAILS



BEST ROI: Email is **THE** most effective marketing tool for magic dealers. These 7 essential tips *will* impact sales.

1 DEDICATED EMAIL SERVICE

The first step is to ensure your emails get through Spam filters. Third party email services, like Mailchimp, are dedicated to improving email deliverability.



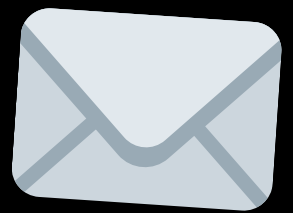
2 DOMAIN BASED EMAIL

Emails coming from gmail and other free accounts are more likely to get caught in spam filters. Purchase an email BOX based on your domain name to improve deliverability. eg. help@magicstore.com Forwards DON'T count.



3 RECEPTIVE EMAIL LIST

Don't expect people to give their email for nothing in return. Offer an incentive. Don't always use discounts as incentives because that attracts bargain hunters.



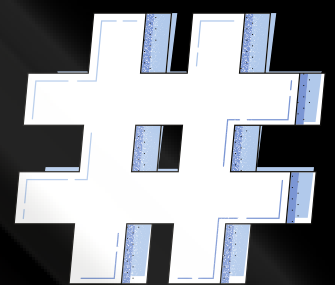
4 CATCHY SUBJECT LINE

Most email browsers cut off lengthy subject lines so use fewer but more attention getting words. eg. "5 Hottest Tricks of 2019" Avoid overuse of spammy words like "#1, Best Price, etc."



5 LIMIT NUMBER OF IMAGES

Captivating images are necessary to grab the readers' attention but too many images relative to the amount of content can be flagged as spam. Many people don't turn on image display in their email readers so add alt tags to all images.



6 ADD LINKS

The purpose of your email is to encourage readers to interact with your website. Make it EASY. Buttons and images should link to the intended conversion. Don't use Bitly or other shortening services because they can be flagged as Spam.



7 CREATE A FOCAL POINT

Every email needs a purpose: to signup, to purchase, etc. Make It SUPER EASY with a BIG "Buy" button that stands out. Keep the email clean and focused. Too many choices = NO choice at all.



Everything is as chaotic as it seems. Nothing is.
Courtney of: Premium Magic Network Resources

...very scary, said Steve Morrison.