

6 Powerful Email Marketing Tips to Increase Sales Close Rates



Email marketing is an effective way to elevate your sales process, close more deals, and ultimately drive more revenue for your company. But that's easier said than done. You need to implement the right tactics to ensure your email marketing campaign is a success. And that's what this guide is here to help you do!

Keep reading to discover six email marketing tips that will help you increase your sales close rates!

- 1 Use CRM data to personalize messages
- 2 Create drip campaigns based on sales pipeline stages
- 3 Automate your email campaigns
- 4 Add engaging calls to action (CTAs)
- 5 Implement A/B testing
- 6 Track and analyze your results

1 Use CRM data to personalize messages

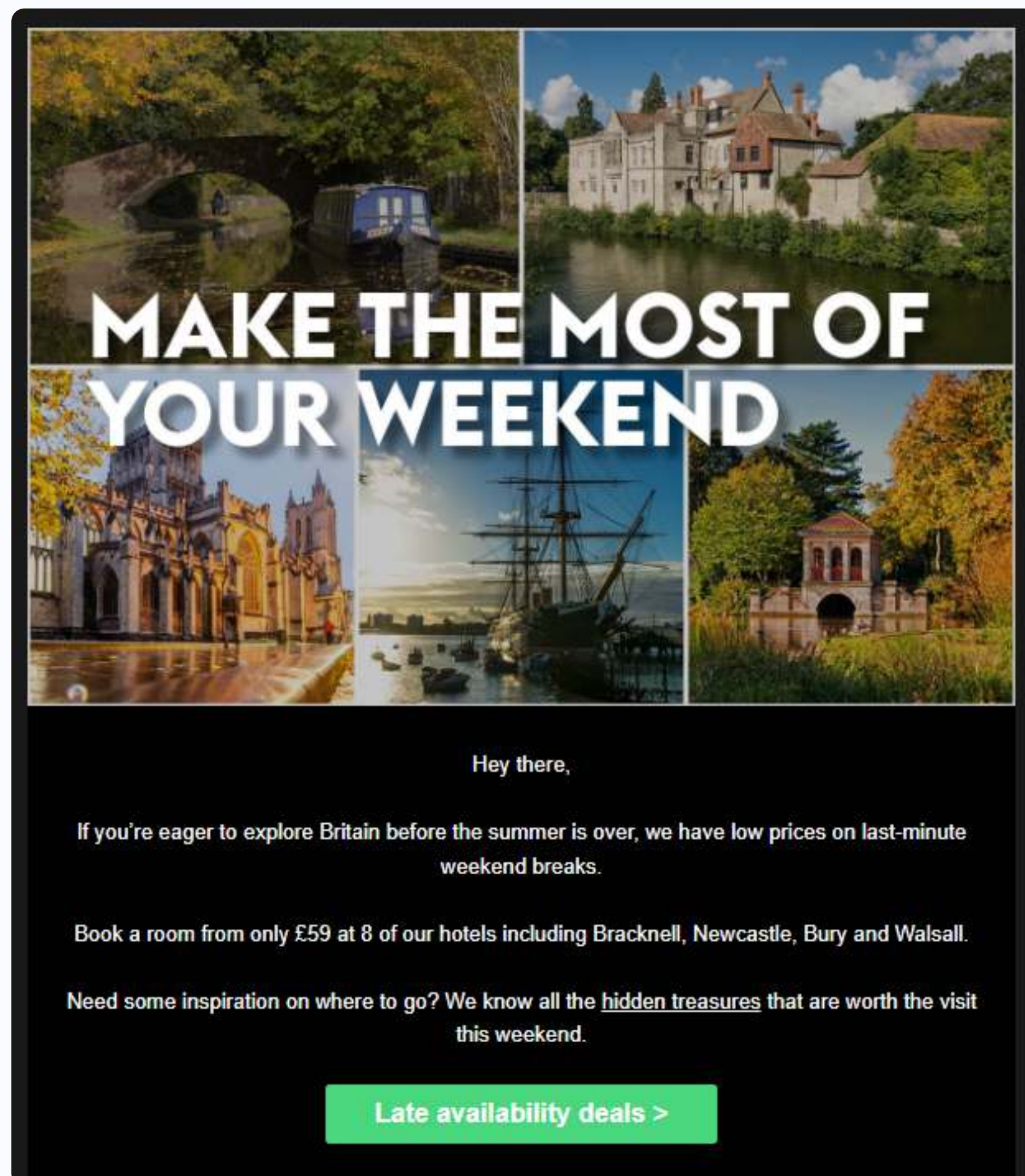
People love seeing personalized email messages tailored to their unique interests and needs. In fact, personalizing your emails can increase your conversions by up to 10%.

Your CRM data is key to personalizing your email messages. For example, Nutshell stores tons of information about your leads and current customers, like their location, company industry, and interests.

For example, you can easily view all of your customers who purchased a specific type of product or service.

You can then use this data to personalize your emails. For instance, if you offer plumbing services across the United States, you might add a dynamic field to promote your plumbing services in [City].

Alternatively, you could create an audience list for each your top 10 cities, and promote local teams, offers, or unique services to increase sales in those areas.



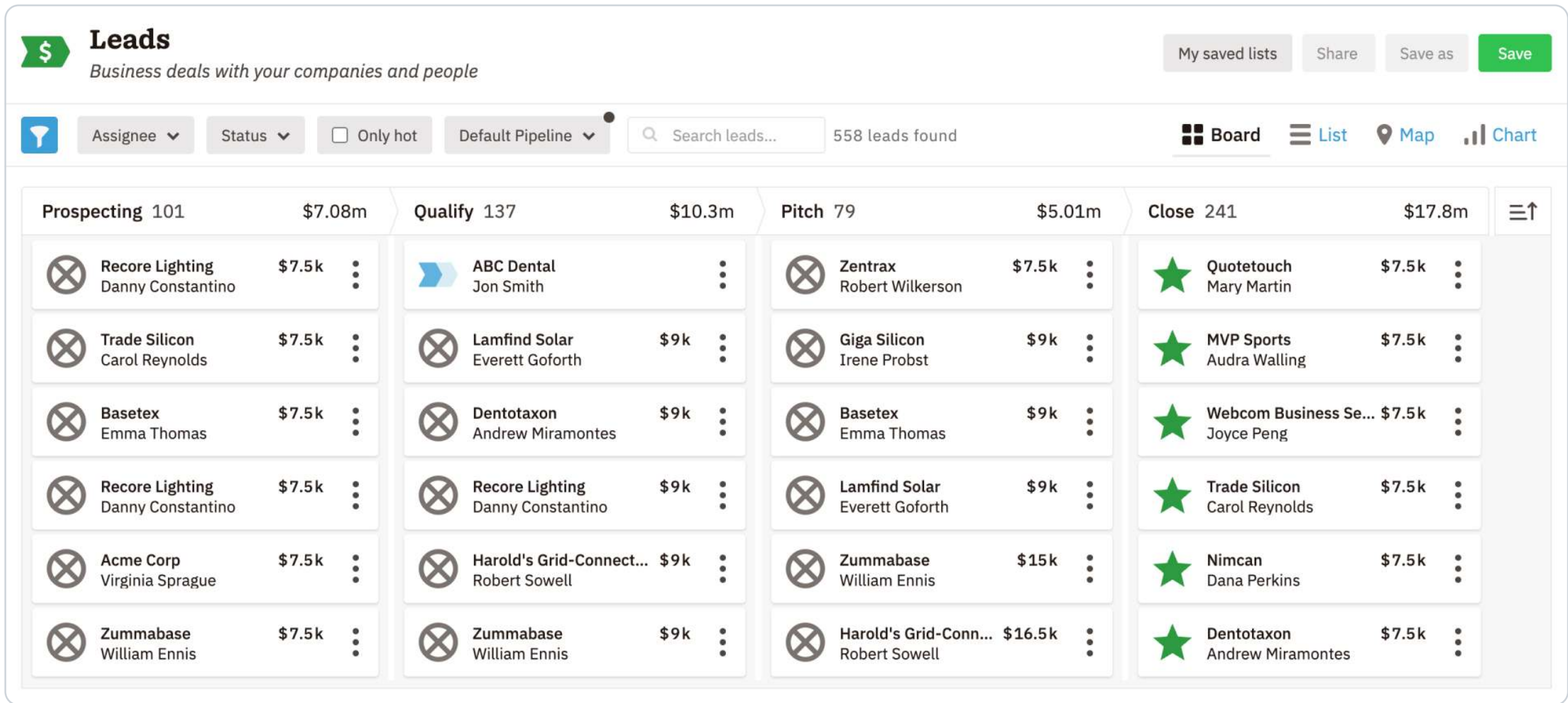
Personalizing your emails like this is the best way to show relevant messages to your audience that resonate with their needs and interests. By sending personalized emails, you can keep your audience engaged throughout your email and encourage them to contact your business and close the deal.

2 Create drip campaigns based on sales pipeline stages

As leads move through your sales pipeline, reaching out to them with the right messages at the right time is critical to encourage them to take the next step toward closing the deal.

Consider creating email drip campaigns based on your different pipeline stages. Your CRM data can help you with this.

In Nutshell, you can get a bird’s-eye-view of your entire pipeline and how many leads are in each stage. Use this information to create separate email lists of leads in each stage.



Once you have your lists, you can work on creating a personalized email drip for each stage. For example, if you have a list of leads who just received a proposal or quote from your company, you can send them emails highlighting how your company can help them reach their goals or meet their needs.

You might also create an email list of leads who haven’t contacted you in a while. In that case, you can create an email drip to remind them of your company and how your products or services can benefit them.

Creating drip campaigns like these is the perfect way to nurture your leads through your pipeline and entice more of your leads to convert into paying customers or clients.

3 Automate your email campaigns

Sending emails is time-consuming. Not to mention that it’s tricky to follow up with all of your leads and ensure none of your leads fall through the cracks, which could make you miss out on a sale.

Enter email automation.

Nutshell’s email automation features help you save so much time by automating time-consuming email tasks.

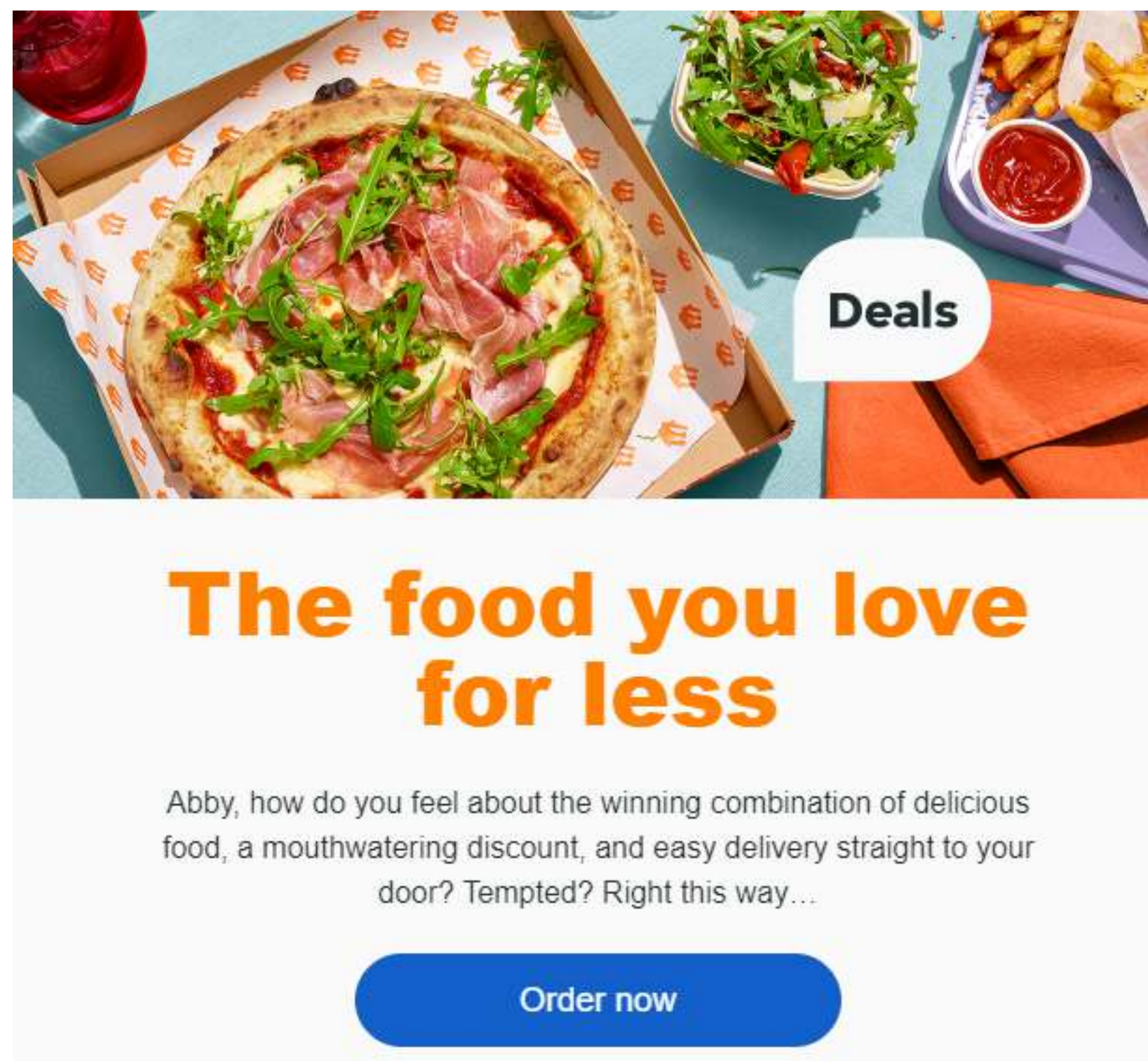
You can send a variety of automated emails in Nutshell. For example, you can automatically send an email whenever someone signs up for your newsletter or fills out your online contact form. You could also send an automatic email each time a lead enters a specific stage in your pipeline.

Automating your email campaign is a great way to ensure that you always stay in touch with each and every one of your leads and nurture them toward conversion.

4 Add engaging calls to action (CTAs)

A CTA is the desired action you want your reader to take. Depending on the recipient of your email, your CTA might look different. For instance, you might want new leads to request a proposal from your company and have other leads book a consultation with your sales team.

Whatever action it is you want the recipient of your email to make, it's essential to make it as clear and engaging as possible in your message.



Include only one CTA to make it as easy as possible for your leads to understand the action you want them to take. Too many CTA options can overwhelm readers and cause them to not take any action at all.

Include eye-catching buttons or images where possible to help your CTAs stand out and attract more clicks.

5 Implement A/B testing

A/B testing is the process of creating and sending two variations of an email campaign to two different groups of your subscribers. One group of subscribers will receive email A, and the other group will receive email B. After all the emails are sent, the email that performed the best will be sent to the remainder of your email list.

This process is a great way to better understand which emails perform best with your leads.

You can A/B test your subject lines to understand which one results in more opens. You could also test plain copy emails and emails with images and buttons to determine which one receives more conversions.

Once you understand which email types work best with your leads, you can send these emails out to more leads in your pipeline, resulting in higher conversion rates for your business.

6 Track and analyze your results

To improve your sales close rates from email, you'll need to continuously improve your campaign. And to improve your campaign, you'll need to track and analyze your results to gather actionable insights.

That's where your CRM data comes in. With Nutshell, you can view custom, easy-to-understand reports that measure the performance of every email you send, making it easy to see what works and what doesn't.

You can then use these insights to optimize your email marketing strategy to ensure every email you send has the best chance of converting your leads, boosting your sales close rate in the long run!

WebFX can help you win more sales with email

WebFX is an industry-leading digital marketing agency that partners with Nutshell to bring you even more ways to drive revenue and power business growth.

The email marketing specialists at WebFX can help you leverage your CRM data in Nutshell, along with data across all of your digital marketing campaigns, to implement a revenue-driving email marketing strategy that boosts your sales close rates.

Whether you need a team to manage your entire campaign or are just searching for advice, the team at WebFX would be happy to help.

Find out how WebFX's email marketing services can help you reach your sales goals by getting a free proposal!

