Email marketing has become one of the cornerstones of the digital shopping experience, but it has a slight problem: many subscribers get extremely annoyed by the emails they receive from businesses and instead of purchasing, they disengage and unsubscribe. Needless to say, this is a terrible outcome for businesses hoping to use their lists to build their customer base. However with a little bit of careful planning, it's possible to take your email marketing from painful to powerful, boosting subscriber engagement and turning your subscribers into sales.

One of the biggest problems that users have with email marketing is the value they receive from it. If you're emailing subscribers who aren't interested in what you're showcasing, they're more likely to unsubscribe. By performing a process called list segmentation, you can significantly boost user engagement by ensuring that your emails are targeted to subscribers interests. Segmentation can be a complex undertaking, but to get a basic sense of how effective it can be, try simply segmenting your email list based on which page of your website the user subscribes on, and then specifically tailoring the emails you send out to the interests of each segment.

Value in this context doesn't have to be restricted to sales and promotions, but can also cover free 'insider' information that your company can provide. If you create the impression that you're honestly trying to help your users instead of constantly selling to them, your user engagement metrics will show the benefits almost immediately. It takes a bit more thought to prepare this sort of information, but your users will appreciate it.

Another important consideration that can boost the effectiveness of your email campaigns is the timing of your emails. If you contact your list too regularly, people will simply start deleting your emails without opening them, but if you contact them too infrequently, you could be losing brand awareness and leaving sales on the table. A general rule of thumb is to contact your list no more than once a week, although of course this may not apply if, for example, your business offers daily deals and other extremely time-sensitive information. Offering users the option to customize how frequently they are contact can also be an effective tool.

Finally, one of the most effective ways to improve your email marketing is to employ a technique known as 'split testing' or 'A/B testing'. In a simple example, you would divide one of your list segments in half, and send a slightly different email to each half of the segment. You then compare the open rates and click-through rates to determine which email was the most effective, and use that model as the basis for your next split test. Continually improving the format of your emails can have a massive impact on your user engagement numbers, but try not to adjust more than

one or two elements per split test, or else you may not be able to determine which change impacted your results.

No matter what techniques you choose to improve, above all, keep your emails personal and avoid traditional marketing language - users always respond well to a more friendly, personal tone. Happy tweaking!