



We **BOOSTED** email click-through rate by **60%** with this one **SIMPLE TWEAK**

Hi Michelle,

Just like fanny packs (they're now called "belt bags," apparently), email is making a comeback.

Well, email never *really* died. It's just getting a lot more attention in marketing circles these days.

In the words of ExactTarget, "Email is not only alive — it's the **number-one direct channel** in terms of daily use and consumer preference for both personal and marketing communications."

Leveraging the power of email, however, is not as simple as sending out blast emails. Success depends on the quality of your distribution lists, drafting perfect subject lines, creating engaging content and more.

If you've ever obsessed over click-through rates, open rates, unsubscribe rates and more, you know how important it is to constantly refine your email strategy. That's why we're sharing a simple change we made recently to one of our client's email marketing programs that boosted click-through rate by **60 percent**.

Click below to learn our simple tweak as well as other strategies you can use to achieve email nirvana in 2019.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [Our top 4 email marketing predictions for 2019](#) — Campaign Monitor predicts what's to come in 2019 in email marketing, including greater authenticity, more mobile, chatbots and more. (*Campaign Monitor*)
- [8 stellar examples of B2B email marketing](#) — Email provider Emma provides eight examples of B2B email marketing that proves B2B email "doesn't have to be underwhelming, ugly, or forgettable." (*Emma*)
- [Gyro research shows B2B buyers want to feel 'confident optimism' when they form marketing relationships](#) — Contrary to popular belief, emotion does play a role in the B2B purchasing process, according to new research. B2B buyers want to feel "confident optimism" when connecting with companies about a potential partnership, and thought leadership is one of the best ways to create that feeling. (*B2B News Network*)

CASE STUDY:

Read how our work with software-as-a-service (SaaS) leader Instructure helped the company enter — and succeed — in a new market.

[Learn More](#)



ABOUT US:

Reputation Ink is a content marketing and public relations agency for complex B2B industries.

We get you. And we'll make sure your clients do, too.

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