# TOP 5 Tips to Run a Successful Email Marketing Program

**Build up your database of interested customers and prospects. Offering good content and enticing promotions will always lead to more sign-ups.**

**Segment. Segment. And then segment again. Not everyone wants to - or should - receive the same email from you. There is a science to segmenting. So become a marketing scientist.**

**Mobile-first design. Before you start to write copy or design your email look at your mobile phone and let the height and width of your screen influence your message and visuals.**

**Write subject lines that are compelling. Get to the point. Reference a promotion in the first three words. Try funny. You've won if you inspire an emotion from the recipient.**

**Analyze the results. Start by looking at your Open Rate, Click-Thru Rate and Conversion Rate. Once you've established a baseline after a few sends, you'll begin to learn what is and isn't working.**