

10 things to avoid in b-to-b e-newsletters

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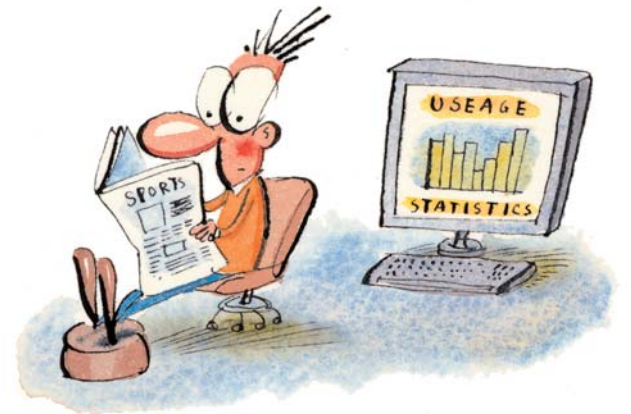
CC'ing everybody.

Still showing your entire list of recipients in the To or CC field? Yowza. Show some discretion and personalize that delivery, amigo.



Ignoring results.

If you're investing in e-mail, tracking (and reviewing) the response helps you make sure it's worth it.



Forgetting the opt out.

Leaving off the opt-out link isn't just annoying, it's also illegal.



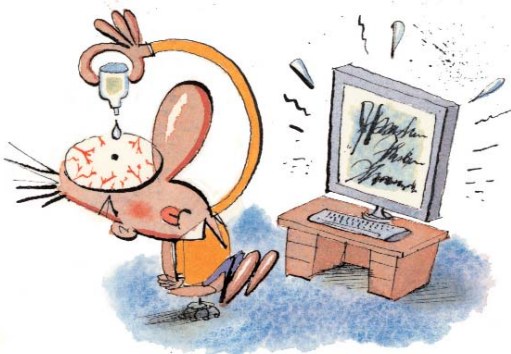
Sending a novel.

Respect readers' time—and short attention spans—by getting to the point(s).



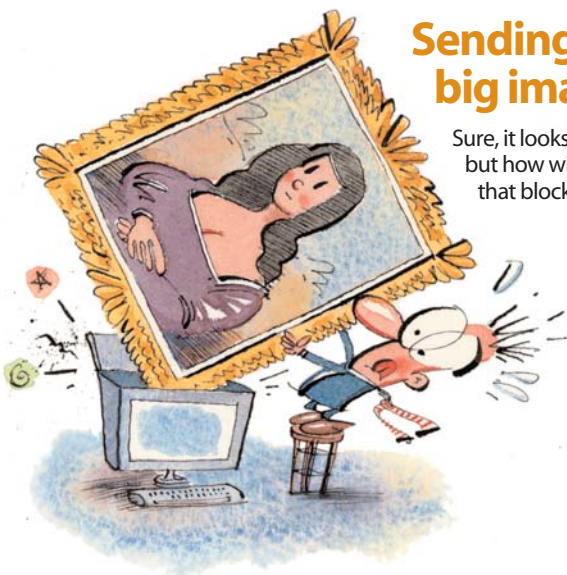
Getting freaky with the Comic Sans.

Fonts, graphics, links and colors are great; just make sure all that formatting has a purpose.



Sending one big image.

Sure, it looks lovely in Photoshop, but how will it fare in an e-mail client that blocks images?



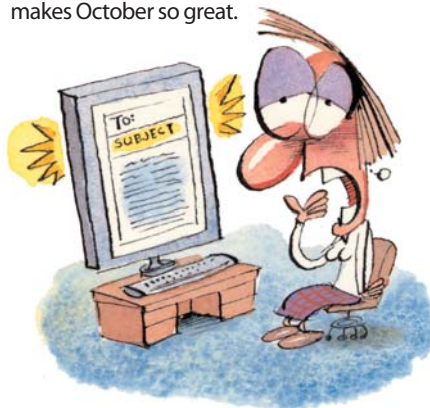
Sending too often (or not enough).

Send too often and you might annoy; send too infrequently and they might forget you. Work toward finding your ideal frequency.



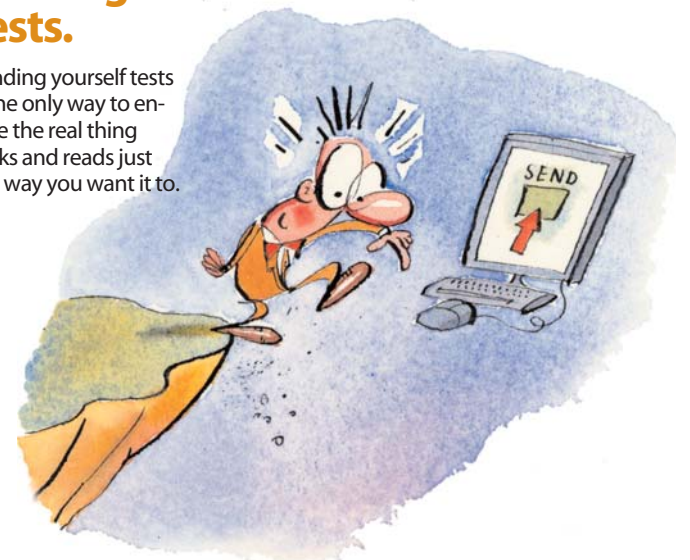
Using generic subject lines.

"October Newsletter" may in fact be what you're sending, but readers need something catchier to know just what makes October so great.



Not sending tests.

Sending yourself tests is the only way to ensure the real thing looks and reads just the way you want it to.



Neglecting to personalize.

From greetings to the content itself, make a point to connect with readers in a personal way.

