

The 6-step guide to optimising email nurture conversions

You're not [entirely](#) happy with your email nurture conversions.

We get it.

So here are 6 steps to take your emails to the next level and help a ton more prospects through the buying process.

1 Keep them short

Keeping your emails between 50 and 125 words can [increase your response rates by 50%](#)!

Short emails with a strong hook work best because your prospects can skim and see what you have to say without needing to scroll down.

This helps them to remember your words and engage with you when they have a spare moment.

So here are 6 steps to take your emails to the next level and help a ton more prospects through the buying process.

2 Check your tone

No one wants to read something that makes them feel bad, so it's best to keep your marketing emails positive, upbeat and friendly - it can [increase your response rate by up to 15%](#)!

Other best practices include:

- Keeping the copy short, punchy, and to the point.
- Using conversational language - write like people talk!
- Avoiding too many colours, GIFs and images - they can be overwhelming for the reader.
- Adopting a theme for your email and building your copy around it.
- Emphasising the value of your product or promotion.

3 Make them personal

Your prospects respond best to emails that are tailored to them.

To do this:

- Use 2-3 personalised words and phrases like "you", "your team", "your business".
- Don't use words like "I", "we", "our", "us".
- Use merge fields.

4 Add relevant value to prospects

B2B prospects don't purchase the second you land in their inbox. Instead, you need to build trust before they're willing to be guided through the buying process.

To do this, use an 80/20 split between value-add and sales emails, offering access to ungated resources, case studies, and blogs. Coupons and freebies can also work too.

5

Include a CTA

Your CTA pushes your prospect towards the ultimate goal of your campaign. And a personalised one **could convert 202% better** than something more generic. Here are our top 3 CTA rules:

- If you're offering something for free (e.g. trial, scoping), mention it in your CTA.
- If your offer is time-sensitive, tell them. Create some urgency!
- Make your CTA very clear. Don't have more than one CTA in an email.

6

Pore over subject lines

47% of emails are opened because of the subject line. So thinking hard about yours is a must.

Here are some from us that you can cut and paste into your own nurtures.

- **Webinar seats limited: sign up now** - including a deadline encourages action.
- **[Company Name] 's outbound is a piece of cake?** - 60+ character subject line cuts off final word "cake" in prospects' inboxes, resulting in a 23.25% unique open rate against a 10% benchmark for outbound campaigns.
- **Don't open this email** - teasing prospects to "push the red button" is a sure-fire way to increase your open rates.
- **Cognism sent you a friend request** - creating familiarity with prospects helped us achieve a 12% CTR against a benchmark of 6% for rekindle nurture campaigns.

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