Twitter Thread by Alex Garcia ■



Alex Garcia ■
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5 Tactics I Used To Improve My Open Rate By 12%.

And Sometimes Even By 15-20% ■

Currently, my open rate ranges between 45-47% with nearly 15k subs.

My last email had a 48% open rate.

With iOS15 putting fear into every email we send, I thought I'd break down how I've been able to increase my open rate by 12% on avg.

Gimme 4 min...

1. Emoji Identity

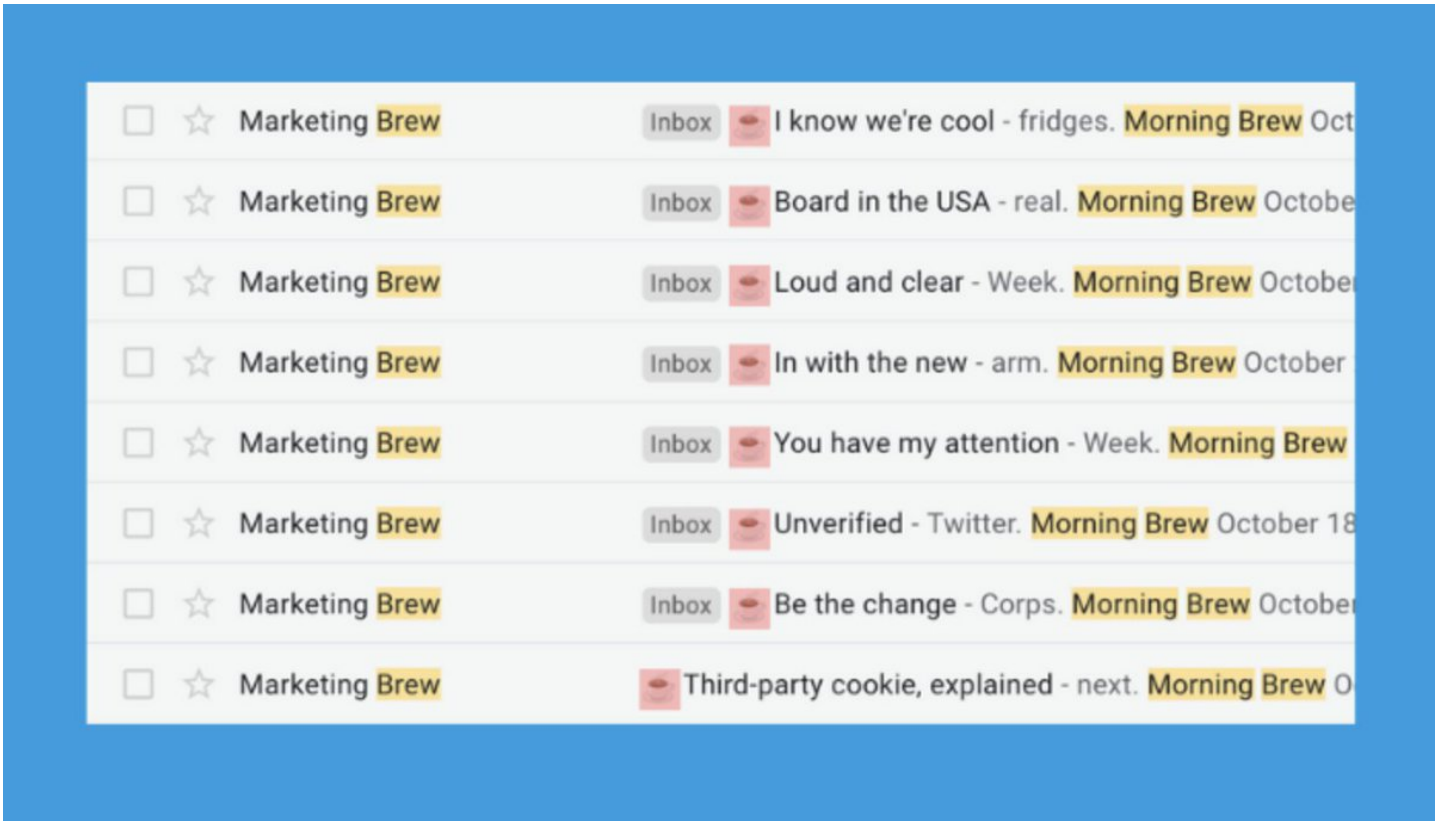
This is something I stole from Morning Brew.

Morning Brew includes a "■■" in all of their subject lines for good reason.

Because the repeated use of the "■■" ingrains their identity in a reader's inbox.

And so I did the same.

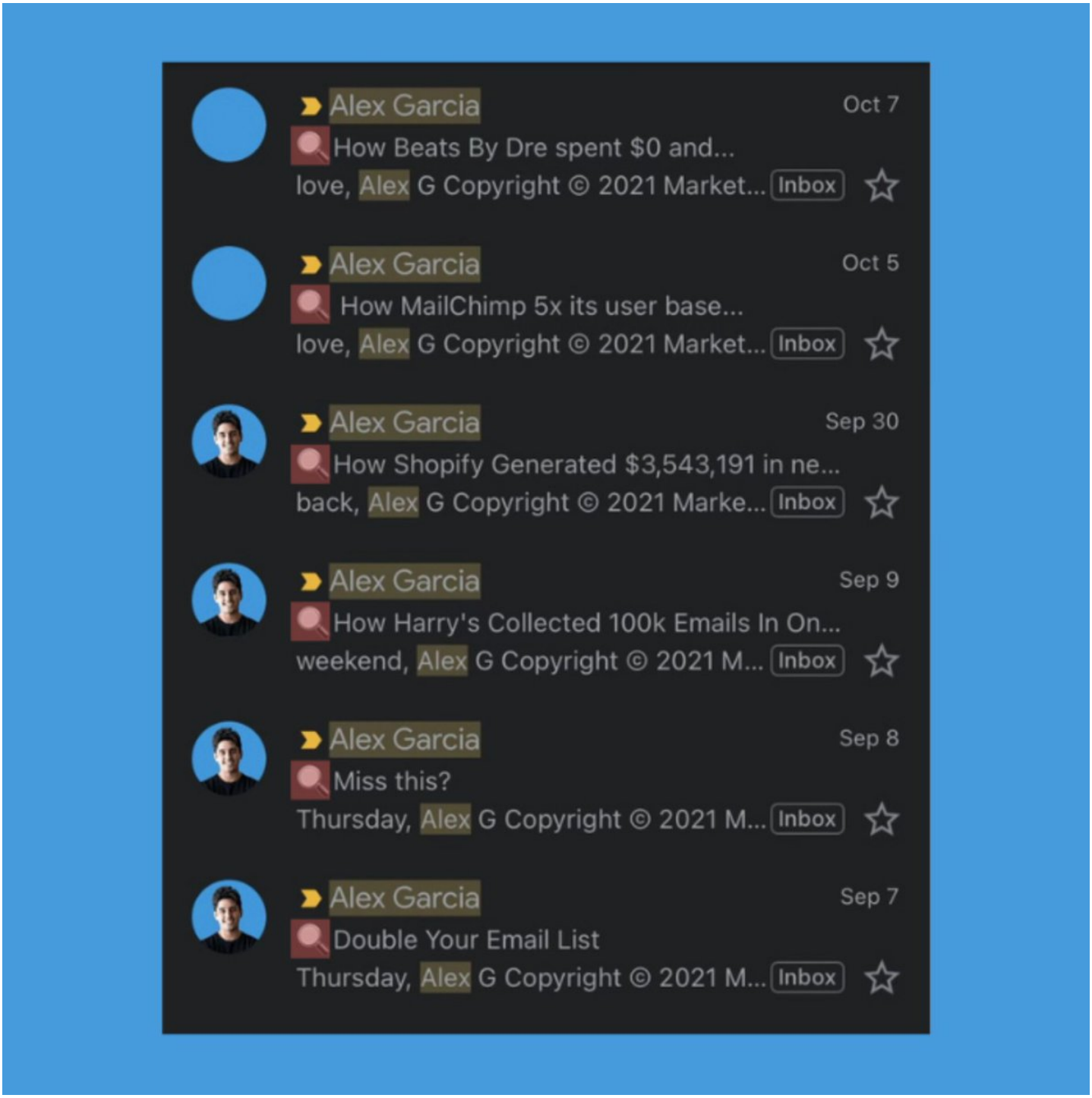
Example: Morning Brew



Every email I send, the subject line starts with the "■"

And when you signed up for Marketing Examined, I let you know in the welcome email that each email subject line would start with the "■" " so that you would know it's me.

Example: Marketing Examined



2. Ask For A Reply In Your Welcome Email

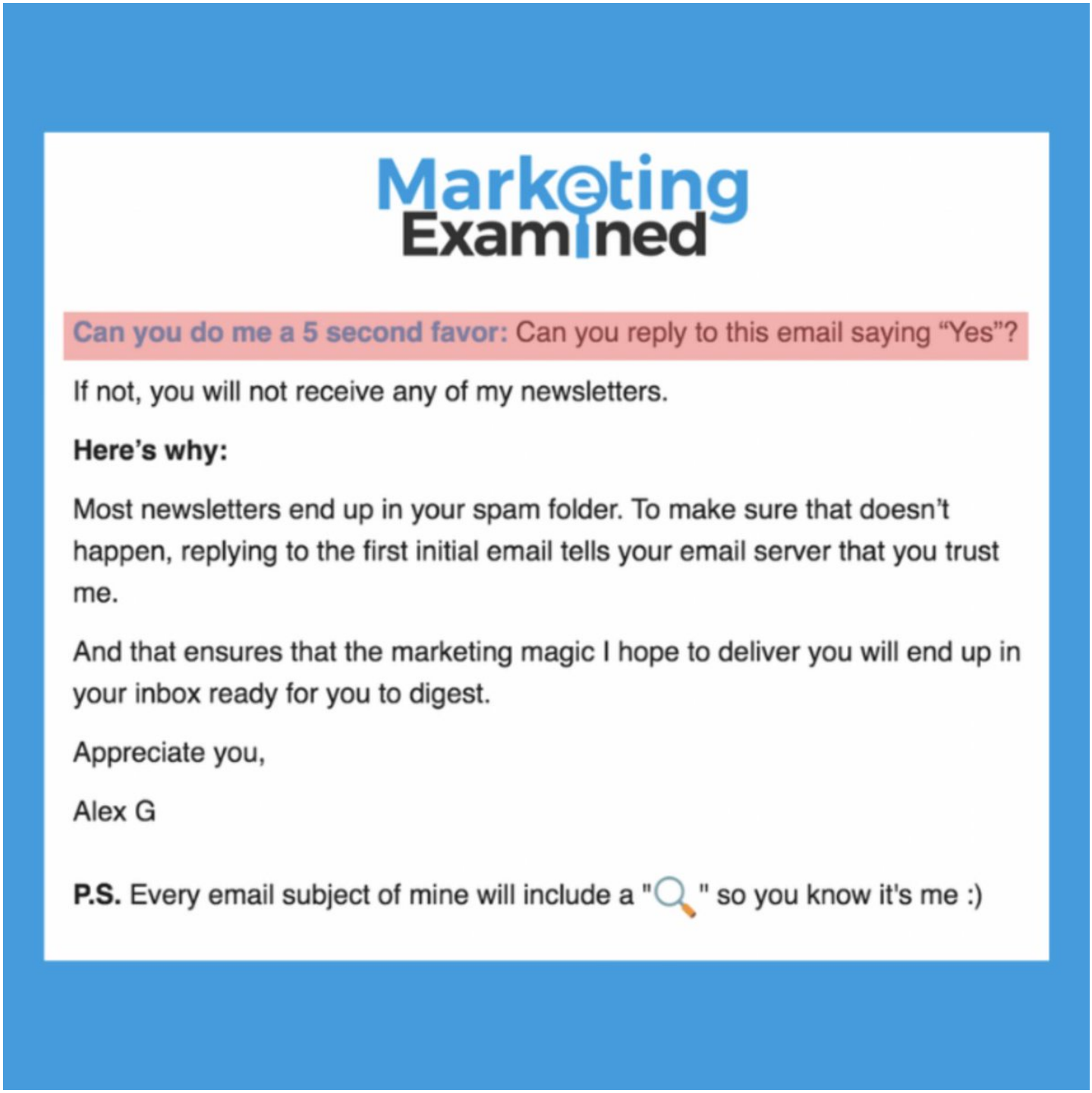
The almighty spam and promotion folder where open rates go to die.

And where newsletters go to be forgotten.

One of the most effective ways I've found to combat this is by asking for a simple reply in your Welcome Email.

Reason is, a reply or conversation is a strong signal to your email server that you trust the sender. With this, you can ensure that your email will land in your reader’s inbox.

Here's how I do it:



3. Change Your Email's Profile Picture

When I first started Marketing, Examined my email's profile picture was my logo.

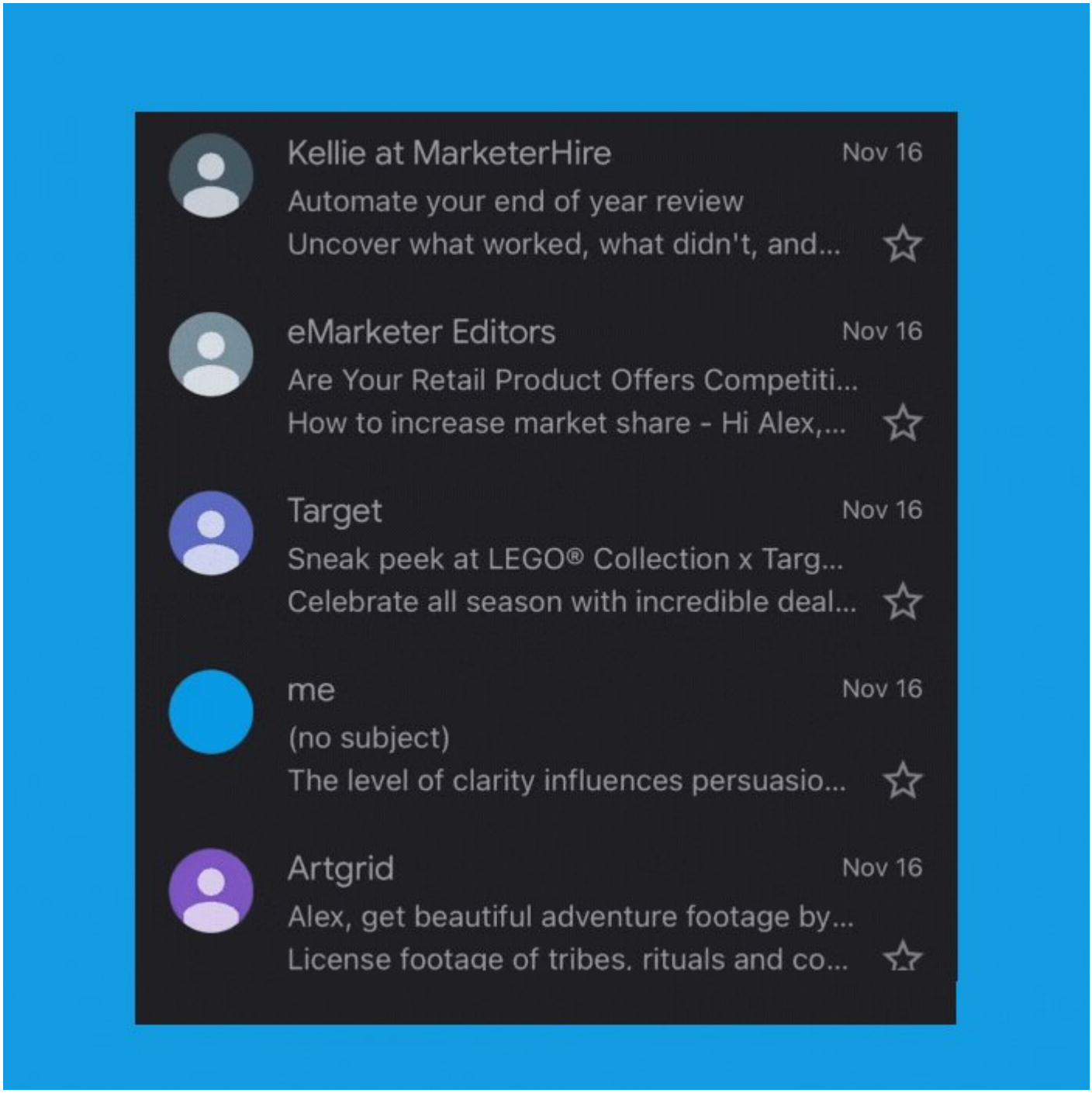
Then I realized, nearly all of my subscribers came from Twitter and had NEVER seen my logo.

So, why would they recognize it in their inbox?

They wouldn't.

Then, I took it a step further and created an animated GIF using my Twitter profile picture.

That way, the movement from the animation would naturally draw the reader's eyes to my email.



4. A/B/C Test Your Subject Lines

This will make a drastic difference in your open rate.

Before sending your email, create an A/B/C test that runs a few hours prior to your send that determines a winning subject line.

Run this test on your most unengaged subscribers.

Take the winning headline and run with it.

Think about it -- your subject line is sometimes the only thing a subscriber will see.

Test it and optimize it.

5. Segment Your Audience

My audience is segmented into four parts.

The first segment: Subscribers with an open rate of 75%-100%.

The second segment: Subscribers with an open rate of 50%-74%.

The third segment: Subscribers with an open rate of 25%-49%.

The fourth segment: Subscribers with an open rate of 0% -24%.

I avoid sending a mass email that can potentially hurt my sender's reputation by segmenting my audience.

Other ways you can segment your audience:

- Demographics
- Clicks
- Interests
- Customers
- Entry Point

That's a wrap :)

If you enjoyed this then follow @alexgarcia_atx for more growth marketing content on your feed.

Threads to come:

- copywriting
- ad development
- landing page development
- newsletter optimization

BTW I got a newsletter centered around growth marketing :)

If you want to join 15k+ marketers, founders, and creators who get the best growth marketing tactics in their inbox every Thursday...

Then you can join them here ■■

https://t.co/zVVjCzP7OM



If you enjoyed this thread then you'll hopefully enjoy this one too

https://t.co/MRnAuBh2ao

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