

10 Tips for Email Best Practice



Email is the direct link between you and your client, which makes it a highly effective way to turn your value proposition into revenue. It has a higher average read rate than most other forms of advertising, and return on investment rates that far exceed broader channels. Research has found that for every \$1 marketers spend in email marketing they receive \$42 in return.

Here's how to use email as an effective marketing channel.

www.bomamarketing.com

1. Build and Maintain a High-Quality List

- Collect sign-ups through your website, social channels, and in-person interactions—always obtain permission and make unsubscribing easy.
- Offer incentives for subscribing, such as templates, guides, or short consultations.
- Regularly clean your list; remove inactive subscribers for better deliverability and engagement.

2. Plan and Segment for Maximum Relevance

- Define audience segments (client type, interest, engagement level) and personalise emails accordingly.
- Use an email platform that enables segmentation, analytics, and automation.

3. Content: Valuable, Relevant, Compelling

- Plan campaigns and newsletters with the client's needs and current pain points in mind—think tax deadlines, tips, compliance changes, or success stories.
- Send educational and advisory content, not just promotions—aim to inform, support and build trust.

4. Attention-Grabbing Subject Lines

- Clear, direct, and relevant subject lines achieve the best open rates; avoid jargon and spammy phrases.
- Match the subject to the season or need (“Don’t miss this tax deadline”, “Opening hours for Christmas”, “Are you claiming every deduction?”).

5. Design for Readability and Mobile

- Use a single clear call-to-action per email to avoid confusion and boost engagement.
- Keep messages concise and visually appealing; use headings, bullet points, and images to break up text.
- Test emails on both desktop and mobile for formatting and links.

6. Consistency and Frequency

- Choose a realistic schedule (monthly is minimum, weekly or biweekly for more engagement).
- Set expectations for frequency and content type, then stick to your schedule.

7. Compliance and Professionalism

- Ensure you follow privacy and anti-spam laws (such as GDPR); always provide a clear unsubscribe option.
- Proofread, test, and have someone review before sending.

8. Measure and Improve

- Track open rates, click rates, unsubscribes, and conversions. Use this data to adjust subject lines, content, and timing.
- Survey clients periodically to check relevance and value of your content.

9. Key Metrics to Track

1. Open rate (goal: 30%+ for engaged lists)
2. Click-through rate (goal: 3%+)
3. Unsubscribe rate (should remain low, <0.5% per send)
4. List growth (month-on-month change)
5. Conversion rate (enquiries or meetings booked from campaigns)
6. Survey/feedback responses about content relevance

10. To Do's:

- Build a purpose-built database: try adding a sign up button on your website, offering an incentive through Facebook, or offering a valuable piece of content when people submit their emails.
- Create a content plan based on your marketing goals: ask yourself who you're talking to, what they will care about and how you can deliver on that in a way that will engage and motivate them.
- Ensure each email is useful and compelling: each email must earn its place in people's inboxes. Ideally, people should look forward to hearing from you.

BOMA is rated 5 Stars on Xero Marketplace & Google



"Boma has been awesome to help me with my email newsletters, blogs and social media content! A platform that is easy to use and they send out the new content often so we know what new information we can post or send to clients. Also the team are really helpful! Cheers Boma team!"

Stacey Armstrong, Manage My Cashflow



"Get into it!!! Boma is SUPER, super easy to use and intuitive, I LOVE IT! It's a timesaver platform for me, incorporating all of our social media (Facebook and LinkedIn) and our newsletter in one platform. Hip Hip Hooray for Boma!"

Michelle Fox-Bishop, Rural Accountants





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