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Vol 5. Oct 2024



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**THE POWER OF EMAIL PERSONALISATION:  
HOW TO TAILOR CONTENT FOR MAXIMUM ENGAGEMENT**

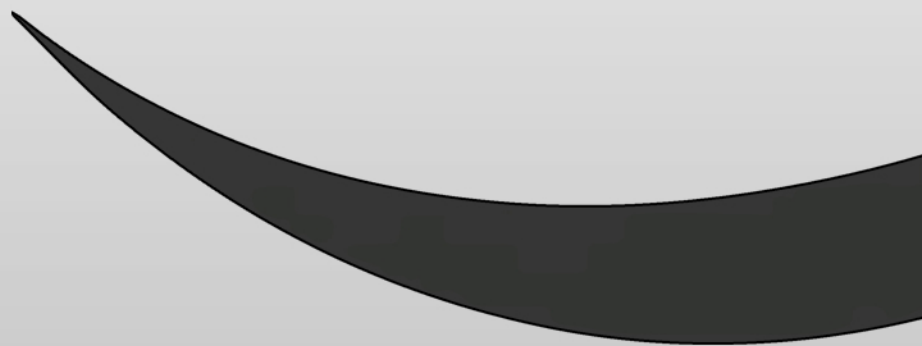




# THE POWER OF EMAIL PERSONALISATION



 **Learn how tailoring  
your email content can  
skyrocket your engagement  
and build stronger  
customer relationships!**



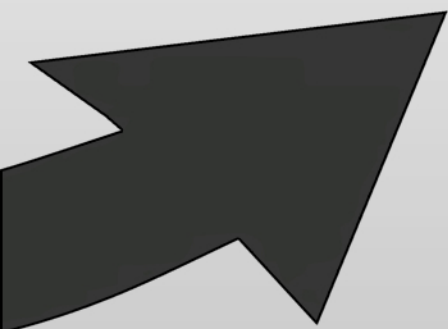
# Why Personalisation Matters

 **Email personalisation is more than just adding the recipient's name.**

**It's about making your audience feel understood, leading to better engagement.**

**Personalisation builds connections.**

**Customers want to feel valued, not like just another name on a mailing list. Tailored content improves open rates, click-throughs, and conversion rates.**





# Start by Collecting Data




**Data is key to effective personalisation.**

**Use sign-up forms, past purchase behaviour, or website interactions to collect relevant data.**

**The more you know about your audience, the better you can tailor content to them.**




# Segment Your Audience

 Audience segmentation allows you to group your subscribers based on shared characteristics like age, gender, location, purchase history, behaviour or interests.

This allows for targeted messaging that resonates more deeply with each segment.

You really do not want to market women's clothing to men, for example.

# Dynamic Content for Different Segments

 **Dynamic content automatically customises parts of your email (like product recommendations) for each recipient.**

**This ensures that every recipient gets a message that feels personal and relevant.**

**For example, someone who recently browsed shoes on your site might receive personalised suggestions in their next email.**

# Personalised Subject Lines

 **A personalised subject line grabs attention.**

**Try including the recipient's name or referring to a recent interaction: "Hi [First Name], check out our new arrivals just for you!"**

**This increases the chance of your email being opened.**



# Timing Makes All the Difference

 **Personalisation isn't just about content - it's also about timing.**

**Send at the right time. Use data to determine when your subscribers are most active.**

**For example, sending emails in the morning might work best for a certain segment, while others respond better to evening emails.**





# Product Recommendations Based on Behaviour



**Send tailored product recommendations based on browsing or purchasing behaviour.**

**If a customer bought a coat, send them an email suggesting matching accessories. If they bought skis, recommend lubricants, ski boots and warm underwear.**




# Test, Optimise and Improve

 **Regularly A/B test different personalised elements, like subject lines, offers, or content placement.**

**Learn what works best with your audience and continually optimise for better results.**

## Final Thought

 **Personalisation is powerful because it creates a one-to-one connection with your audience.**

**When done right, personalisation can turn a generic email campaign into a powerful, customer-centric experience.**

**Tailored content is more relevant, more engaging, and ultimately more effective.**

**Start small, then scale up as you collect more data!**



## Like, Share & Comment!

If you've found this useful or inspiring, I would surely appreciate a ping.

Feel free to connect or just spread the word, all interaction is welcomed and it lets me know what kind of content you want to receive in future also!

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