

7 More Ways to Enhance Your Email Marketing Strategy

*This is an extra resource to go along with the original article:
[10 Easy Ways to Improve Your SaaS Email Marketing Strategy](#)*

1. Send on a Consistent Schedule

Pick a schedule for when you'll send out your email newsletters and stick to it.

2. Reach Out to Inactive Customers

If a subscriber goes silent for over 14 days, reach out to them with a “hey, we miss you” type of email.

3. Choose a Quality Email Marketing Service

Not all email marketing services are created equal. Pay for a quality service. Free services can affect your deliverability.

4. Entice With a Killer Subject

Choose a subject line that will spark your subscribers' interest To avoid being marked as spam, avoid triggers like “free” or “\$\$\$”.

5. Don't Forget About the Preview Text

Preview text is the first 90 characters in an email and is shown in the inbox. Subscribers can see this text before opening. Use this space to ask an enticing question.

6. Choose the Right Time to Send Your Emails

Timing is everything. Be sure to send your emails at times when your subscribers are more likely to open. Take into account your segments, such as their locations and customer persona (b2b customers are less likely to open emails on the weekends).

7. Create an Onboarding Series of Emails

Go beyond a single welcome email. Create a series of emails to build a relationship with your subscribers.