

6 EMAIL MARKETING HACKS FOR L&D



TRAINING
INDUSTRY

1

KEEP YOUR SUBJECT LINE

SHORT & SWEET

sticking to fewer than 60 characters.

2

MAKE YOUR



CALL TO ACTION

Examples:

DOWNLOAD NOW

REGISTER NOW

START YOUR FREE TRIAL

VIEW EBOOK

CLEAR

CONCISE

DIRECT

3

INCLUDE HIGH-VALUE CONTENT

that establishes your thought leadership

like:



e-books



infographics



job aids

for your audience to view or download.

4

MAKE THE COPY "SKIMMABLE"

keep your messaging easy to understand.

USE:

LARGE HEADINGS

- Bullet
- Points

BOLD TEXT

SHORT PARAGRAPHS

5

FOCUS ON SOLVING YOUR AUDIENCE'S PAIN POINTS

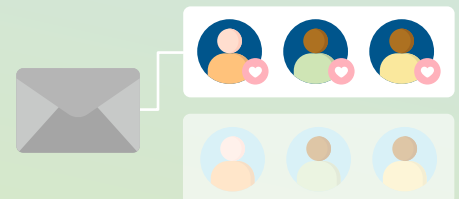


Make sure your copy is more about them and less about you.

6

SEGMENT YOUR EMAIL LIST

to those who have previously shown interest in the topic of your email.



And always send your email to active email addresses that won't bounce.

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