

# Simple Tips for Writing Emails that Resonate and Convert

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

10

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

13m

**Estimated study time**

13m 21s

**Instructor**

Nels Henderson

## Introduction

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### 1 Write great marketing emails

Writing marketing emails for conversion means that you are always focused on achieving a specific outcome.

## Craft High-Conversion Emails

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### 2 Use effective email categories

Email categories allow for marketers to direct their communications.

### 3 Increase urgency with subject lines

Subject lines are one of the most important aspects of effective email marketing.

### 4 Meet consumer needs with logical flow

Creating a logical, concise flow in the content of your emails helps you meet consumer expectations.

### 5 Align emails with sales funnels

Email categories can work in seamless correspondence with sales funnels.

## Target the Right Audience

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### 6 Personalize with segmentation

Being at the right place at the right time is where marketers want to be.

## 7 Match customer needs

Email categories can be used to match customer needs. After this lesson, you'll be able to match different types of email to parts of your email list.

## 8 Write for the customer journey

When you understand what stage the email is landing at, you can adjust accordingly.

## 9 Leverage feedback and adapt

Qualitative and quantitative data matter can make a real impact in email marketing.

# Conclusion

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## 10 Resonate, engage, convert

Thank you for watching this course.

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