

# Everlytic launches new playbook for email marketing success

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New year, same email marketing stats? Everlytic has launched a guide to remedy this.



As South Africa's largest digital messaging platform, [Everlytic](#) is constantly looking for new ways to help industry professionals get the best results from their email marketing.

If there was a single, golden principle to make open and click-through rates skyrocket, the company would share it, but the secret to effective email marketing lies in optimising all key aspects of a campaign.

This is why Everlytic has created a new guide to support marketers at every step of their email campaign journey – from solid strategic planning to performance tracking. It's called [Crafting Impactful Emails: A Marketer's Playbook for Success](#).

The guide – which is free for anyone to download – shares best practices that present a holistic picture of what's needed to create a powerful email campaign.

You'll learn:

- A 4-step approach for developing effective email campaign strategies
- 7 Tips for creating promotional email copy that engages readers
- How to streamline mobile responsive email templates and landing pages
- 4 Ways to optimise your subscription forms to prompt recipient action
- How to identify focus areas for improved data privacy and deliverability
- Steps to measure your campaign success through tracking
- Simple ways to free up capacity and boost campaign performance

That's not all. As building, sending, and tracking email campaigns can be challenging and time-consuming, Everlytic is giving marketers an easy solution.

The company has a [Digital Services Team](#) that can take the reins and fine-tune email campaigns to ensure marketers get the best results. The guide shares details on how the team can lend a helping hand to give campaigns a boost.

[Click here to download Everlytic's free playbook for email marketing success today.](#)

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