Discover How ChatGPT Can Transform Your Email Marketing

When it comes to email marketing, one line is repeated ad nauseam, “The money is in the list!”

Well, technically, it’s in the relationship you have with your list. If your subscribers like and trust you, they’ll eagerly open your emails and read what you have to say.

If they don’t, your emails will have abysmal open rates and even lower conversions. That said, even if you’re a reputable marketer, it’s always an uphill struggle getting your subscribers to open your emails.

We live in a ‘noisy’ world where apps like TikTok and Instagram are always competing for people’s attention. Let’s not forget Netflix, instant notifications, text messages from Whatsapp and all the other distractions that consume our time.

Now more than ever before, attention is the currency online – and getting it is of paramount importance to keeping your business afloat and successful.

In this article, we’ll look at how you can use ChatGPT to increase your email open rates and write entire email marketing campaigns for you.

* Interesting subject lines

Your email subject line is similar to the headline on a sales page. It’s what gets people to open your email.

Ask ChatGPT to give you a list of subject lines which are interesting and attention-grabbing. Give it a keyword related to the content in your email and let it generate gripping email subject lines for you.

You’ll be amazed at how effective these subject lines can be.

* Write generic emails

Usually, cart abandonment emails are of a generic nature. Instead of struggling to create one, you can ask ChatGPT to generate one (or a few) for you in seconds. Use that in your email sequence to boost the sales in your ecommerce store. This is a huge time saver.

* Write welcome emails

Someone signed up for a freebie on your landing page?

Go ahead and ask ChatGPT to create a welcome email that you can use in your autoresponder. Then you just need to tweak it and add your own links within.

* Write entire emails and sequences for you

Let’s assume you’re in the fitness niche and you plan on selling pre-workout supplements. You can ask ChatGPT to create a 5-day email sequence about why people skip workouts and how to avoid this problem.

ChatGPT will not only give you a sequence but will also write the entire email for you in a conversational tone, if you ask it to. Once you have something to work with, you can tweak the email and get it to sound like it came from a human – which is what you want.

You may even ask ChatGPT to write the emails in a way that ultimately lead to your subscribers clicking on a link within the email to see how your pre-workout supplements ‘energizes’ people and makes them want to work out more enthusiastically.

ChatGPT’s emails and sequences will not only simplify the planning process, but will also give you something to work with rather than having to struggle writing emails from scratch.

* A/B split testing

With ChatGPT, you can do split test email subject lines, calls to action (CTAs), email content and all the other components that go in your emails more easily.

This AI tool will rephrase subject lines and email content for you. It can be used to generate different CTAs, and much more. From here, it’s just a matter of split testing and choosing the option that gets the highest conversions.

The process is so much easier because ChatGPT is very effective at rewriting content and coming up with new slants for existing ideas.

In conclusion, ChatGPT can be used by most email marketers to increase their open rates and also to create emails that their subscribers love. The tool may not have emotions, but it does a lot of the heavy lifting for you.

Once you have the generated content, it’ll be a breeze to rework it. The end result is that your emails will be informative, engaging and fun – and you’ll do it all in a fraction of the time. It doesn’t get better than that.

**(669 words)**