

Hello <#firstname#>,

Summer is officially here, and that means capturing the attention of your on-the-go prospects and customers just got way more complicated. In this month's [Outward Media, Inc. \(OMI\)](#) newsletter, we offer proven tips for crushing your summer email campaigns and driving higher marketing ROI. Our top story provides insight into increasing email engagement, which today, is the best measurement of email marketing success.

Before you move on to the stories below, did you know that OMI offers the industry's best SMB email data? OMI's targeted, multi-channel marketing data can power your campaigns and help you find more customers-fast. Contact me for more details.

All the best,

Paula Chiocchi

CEO, [Outward Media, Inc.](#)



5 Simple Steps to Better Email Engagement

Forget open rates. Today, experts say engagement is what matters most in email marketing. Having meaningful conversations with your customers and prospects can be a catalyst for earning their trust, growing the relationship and gaining more business. Here are five essential ways to get prospects to engage with your content and click through to the next step in their future with your organization.

[Learn more](#)



The Subject of Subject Lines: 7 Top Tips for Email Marketers

If this most critical element of your email message is mishandled, everything else about your email content becomes irrelevant -- it will likely not get opened, read or even delivered in the first place. That's why the subject of subject lines is one that should be revisited and reviewed on a regular basis. Take a look at our top tips.

[Learn more](#)



5 Ways to Improve Your Email Marketing Data

Once you've decided who you want to reach with your B2B marketing, email consistently proves to be one of the most effective ways to get their attention. Many businesses, however, lack a robust email list for their campaigns. And no matter how creative your messages are -- if they're not reaching the right people, your email marketing will fall far short of its full potential. Here's how to win when it comes to email marketing data.

[Learn more](#)



Find more customers. Grow your business. Expand your reach. It's all possible with email data. Read our new book, "The Executive's 15-Minute Guide to Building a Successful Email Marketing Database."



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