

What NOT to Do with AI Email Marketing

AI can supercharge your email marketing by automating personalization, optimizing send times, and generating content ideas. However, misusing AI can lead to poor engagement, brand damage, and compliance risks.

This guide highlights common mistakes marketers make with AI email marketing and practical ways to avoid them. Following these best practices ensures that AI enhances your campaigns without sacrificing authenticity, compliance, or customer trust.

Common AI Email Marketing Mistakes & How to Fix Them

Mistake #1: Let AI Write Everything

Why it fails: Emails lose brand voice and authenticity.

✓ Fix: Use AI for ideation, but refine all content with human oversight to maintain your unique brand voice.

Mistake #2: Over-Automate Without Testing

Why it fails: Assumptions go unvalidated, leading to poor performance.

✓ Fix: A/B test AI-generated content and campaigns against control groups to ensure effectiveness.

Mistake #3: Ignore Data Quality

Why it fails: Poor data results in inaccurate predictions and ineffective campaigns.

✓ Fix: Clean and validate data regularly before feeding it into AI systems.

Mistake #4: Set It and Forget It

Why it fails: AI models drift over time, reducing accuracy and relevance.

✓ Fix: Monitor AI performance monthly and make necessary adjustments.

Mistake #5: Ignore Customer Privacy

Why it fails: Violates regulations (e.g., CASL) and erodes trust.

✓ Fix: Be transparent about AI usage in privacy policies and honor opt-ins/opt-outs.

Mistake #6: Focus Only on Metrics

Why it fails: Campaigns can become transactional, losing the human connection.

✓ Fix: Balance automation with personalized, human interactions to maintain engagement and loyalty.