

EMAIL MARKETING TIPS



Email marketing has probably become the most well-known tactic of all to sell your products and services. The ability to email a group of people all at once is a very powerful marketing tool; it's also very inexpensive and dovetails well with other marketing systems. Here are a few key pointers to get the most out of your email marketing efforts:

Know What You Want

Identify the goal of your email communications and how you'll define the success of your campaign. The most important factor in a successful email marketing campaign is defining a good strategy. When writing your email, a couple of key components to keep in mind are:

Offer something of value. When you invite people to receive email communications from you, be specific about the potential benefits. Instead, ask something like, "Would you like to receive tips/special offers from us every month?" but instead, ask something like, "Would you like to receive tips/special offers from us every month?" Provide specific content about topics in which you are knowledgeable. Not only will it attract clients to your business, but it can also strengthen your position as a recognized expert in your field.

Put your subject line to work. The subject line of your email is your opportunity to grab your recipient's attention. Avoid words such as "free", and symbols like dollar and percent signs—which increase the risk that your email will get caught in spam filters. In addition, keep the main body of your message simple. You have less than one second to capture the reader's attention, so instead of a letter format, opt for pictures with a clear message about your business, such as "Durable roof coatings that will last longer and provide a fast return on investment with increased energy savings."

Lead them to more information. If you're going to invest in email marketing, it is generally recommended that you have a website and provide a link within the email to direct recipients to your site. Consider directing them to a "Contact Us" page within your site, so that you can capture their information and continue to send them content in the future. And don't forget to include a "Subscribe" link in each email, so when your current subscribers pass it on to others, your new recipients have a means of signing up to receive it directly.

Be Persistent . . . and Consistent

Thanks to the internet, your market audience is inundated with advertising messaging constantly. So, chances are, if you're not reaching them in some way on at least a monthly basis, they may not remember you. The first three emails are the most critical; once they've given you contact information, the first email they receive should thank them for subscribing (it's amazing how far a simple "Thank You" can go). The second should let them know what to expect to receive in future communications (helpful information, discount offers, etc.), and the third should begin to deliver on those expectations with the promised information.



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