Why email marketing is important and how to get started

What is Email Marketing

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between.

01

Select an Email Marketing Provider

02

Clean Up Your Existing Database

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Get People to Opt-In

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Keep Your Contacts Organised

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Determine the Purpose of Your Campaign

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Focus on the Subject Line

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Setup Tracking

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Test and Refine

MailChimp

ActiveCampaign >

flodesk

01

Select an Email Marketing Provider

It's best to try a couple of different email marketing provider to see who you like best. Also looking at any newsletters you receive and like they style, sometimes it tells you who they use or you could ask them.

02

Clean Up Your Existing Database

This is a good chance for you to look at the information you already have to go through your current email lists and clean it up so that you have an active list.

SIGN UP NOW

03

Get People to Opt-In

On your website or social media have somewhere that people sign up, especially if you are talking about it in social media. Also have it as an opt-in option when they shop with you.

04

Keep Your Contacts Organised

Make sure that you tag the contacts and also break them into different distribution lists..

VIP

Contact List

Newsletter

Members

05
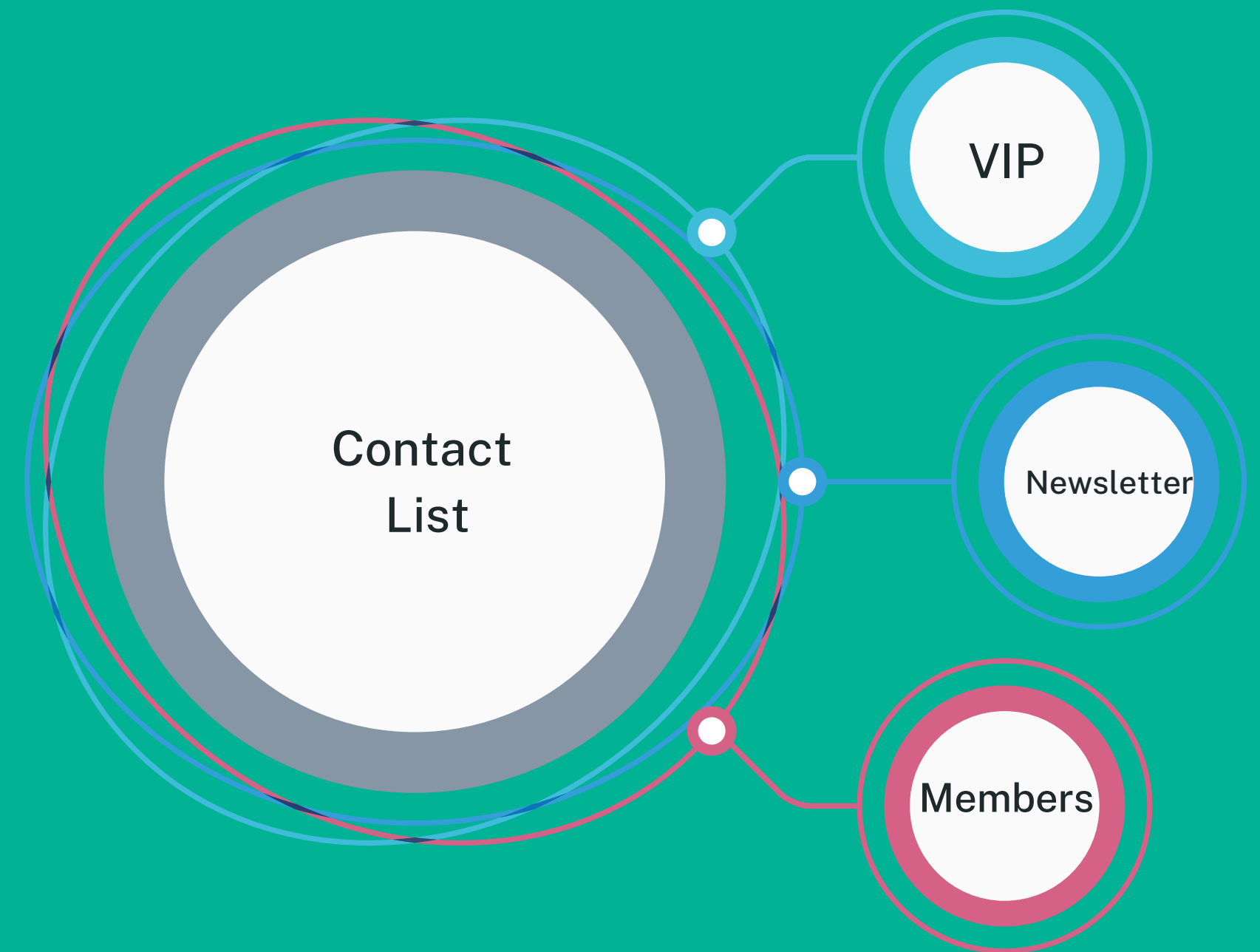
Determine the Purpose of Your Campaign

Just like it's important to have customer avatars it's good to work out who the main target is for each campaign and how you do this.

06

Don't Overdo the Design

80% text 20% images

07

Invest in Great Copy

Very important for you to do this depending on the campaign and your focus and ability.
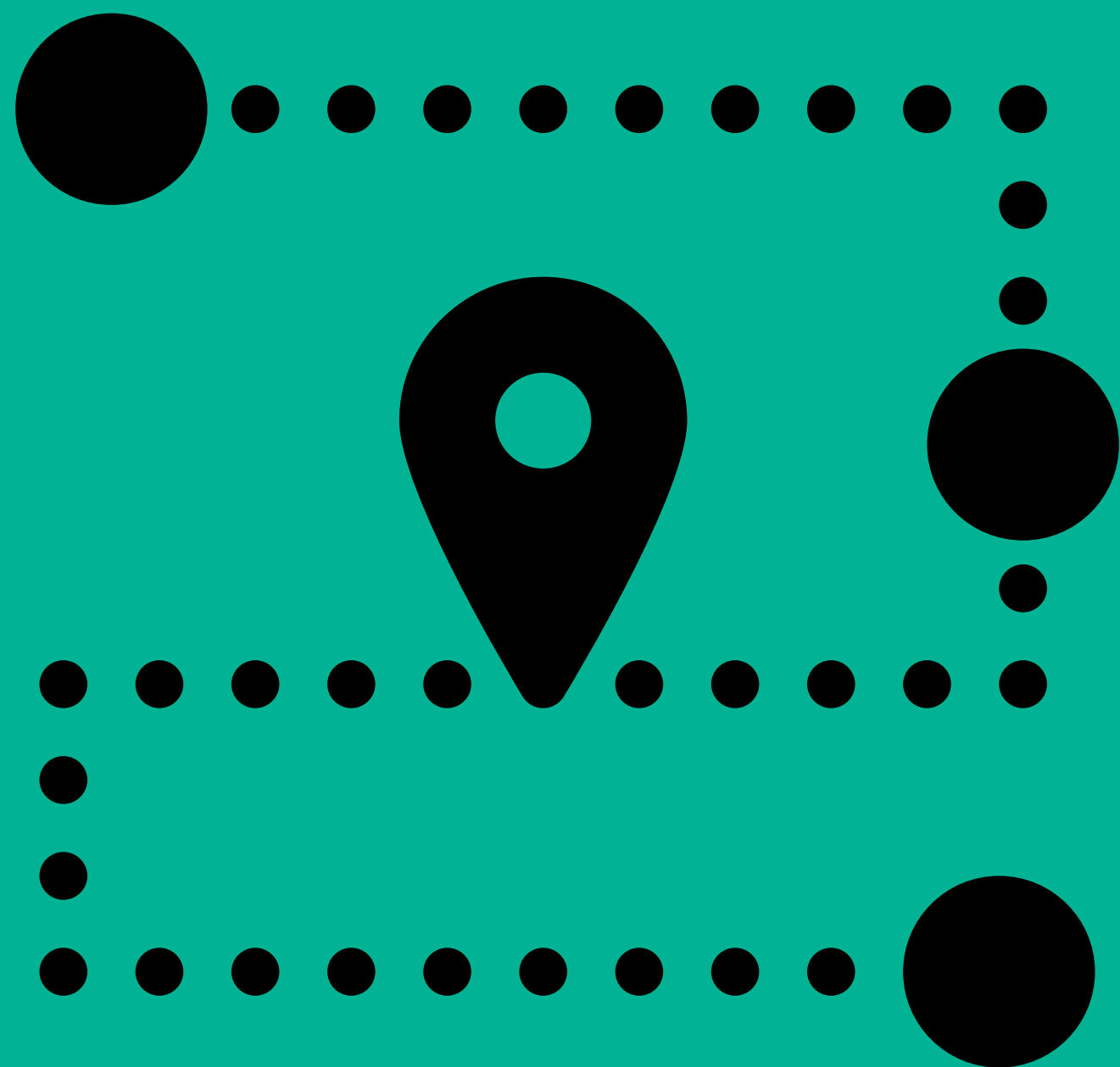
08

Focus on the Subject Line

Grabbing people's attention to open the email

09

Setup Tracking

See who opens a document and which item they clicked on. This will give you more data and information what interested most people. Test a couple of different things ways and words as see if any are more effective.
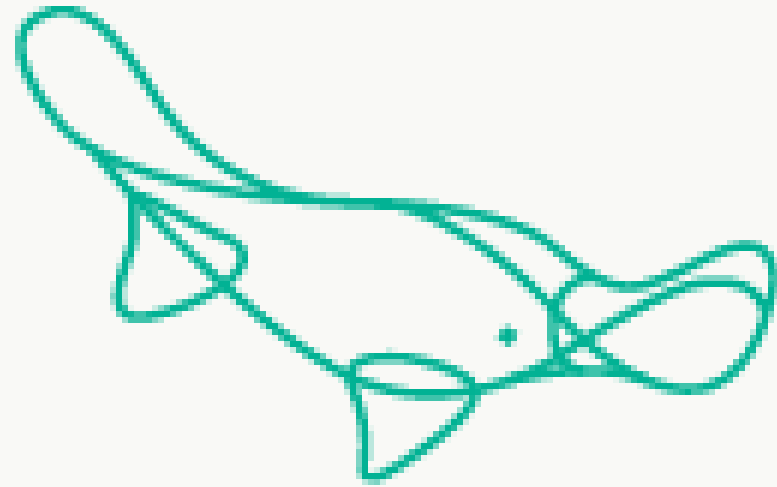
10

Test and Refine

Send yourself a test and check that all links work and re-read and refine where possible.

Join Us

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