

4 Components of a Successful Email Marketing Campaign

Every email you send can be considered email marketing.

Whether it's an email promoting your products/services, educational information you want prospects and customers to know about via an eNewsletter, or a thank you for a purchase, your email marketing campaign can be used to grow your subscriber database, generate more leads, and/or convert existing leads into customers.

1.) HAVE A PLAN & BUILD YOUR LIST

- Before you start sending out emails, you need to build your list.
- Who is your target audience?
- What is your goal?
- What is your offer?

2.) DETERMINE FREQUENCY & TIMING

- Determine the type of email (promotional, educational, transactional) to send.
- How often are you sending your email?
- What day of the week and time of day?

3.) CREATE YOUR EMAIL

- Create an engaging subject line and don't forget the preview text.
- Think about the reader when you write your text.
- Determine your Call to Action (CTA).
- Personalization is important.
- Should you include Imagery?
- Make sure to optimize your email for mobile viewing.

4.) ALWAYS MEASURE & TEST

- Email Opens, Clicks, Click-throughs, and Conversions.
- Email Bounces and Unsubscribes.
- Email Sharing/Forwarding.
- Email List Growth and Churn.
- You can test subject lines and email content; send days and times; images and CTAs; colors, layout, design, and tone (just not all at the same time).

Contact us to learn how we can develop and deliver a successful email marketing campaign that will get your recipients to take action, engage with your business, and help you drive more leads and sales.

Benefits of Small Business Email Marketing:

- Reach new customers with your content.
- Improve customer retention through consistent engagement.
- Drive sales with a customer loyalty program.
- Build a brand through thought leadership.
- Promote new products or services.
- Stay top of mind for future customer needs.

Email marketing is a great way to get new visitors engaged with your business, as well as maintain relationships with your existing customers.

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