

# 10 Steps....

...To Email Marketing Success

## 1 Your List

Your marketing campaign is only as good as your data source. An opt-in house list will always out-perform any other list - you'll need opt-in for legal reasons too.

## 2 Personalise

You should personalise your message with your targets name. Your response rate will be increased by doing so.

## 3 Subject

Select a relevant and interesting subject line. What's in the subject line can be the difference between your email being opened or being deleted.

## 4 Summarise

Tell your audience what the email is about straight away. Decisions to read emails are made in the first few seconds of opening it. People won't bother to read the whole email if they don't know what it's about in the first paragraph.

## 5 Test

Test everything. Your title, your content, your offer and your pricing - everything

## 6 Keep it Simple

Use friendly, simple text. Keep paragraphs short and easy to understand.

## 7 Response

Your potential customers should be able to contact you easily. Have a "click here for more info" or "contact us" button on your mailer. Make it easy to unsubscribe - explain the procedure to be taken off your mail list.

## 8 Brand

Use your brand at the bottom of your mailer - perhaps within a signature. Give your website address and put contact details and maybe even a list of your products or services.

## 9 Tracking

As with all marketing campaigns, you should track your progress and results. Get reports on click-throughs, orders and conversion rates.

## 10 Follow Up

Call everyone. Did they receive it? Did they like it? What didn't they like? You may be able to convert a follow up call into a sale.....