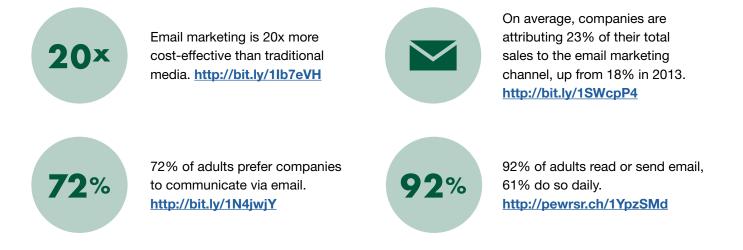


Email Marketing Best Practices

How your inbox can bring in new customers

All the reasons to love email marketing



Types of marketing emails

Three types of marketing emails you might consider sending are:

Email Newsletters – Provide regular information on topics relevant to you and your business. Regularity is important. Set a schedule and send to your subscribers to promote news, events and offerings. This is a common and proven tool that can help brand awareness, customer retention, and other goals. Consider quarterly newsletters if you're new to email marketing.

Announcement Emails – These provide time-critical information. You might use one of these for limited time offers, products, promotions, one-off announcements, or even weather-related emails. Consider warning your customers of impending heat waves so they remember to get their system checked.

Process Emails – Any email that's sent as a regular part of your business transactions could fall into this category. Follow-up customer service surveys, new customer welcomes, and even warranty registration reminders can help create a long-lasting relationship.





How your inbox can bring in new customers

Marketing Emails

What to leave in and what to leave out

- **Don't Forget The Basics** Make sure your customers get something out of your marketing emails, and make sure you target them appropriately. The couple that just moved into a new build isn't a great candidate for a new system.
- **Timing Matters** You can control the time and day of week your emails are delivered. Generally send during the workweek around mid-morning. Read more at http://bit.ly/1jgcBfL
- Subject Line Counter to what you may think, don't be too clever. Tell, don't sell.
 - Avoid overused words like "free, sale, percent off"
 - Tell them what's inside and why they want to open it
 - Keep it short: 50 characters or less
 - Avoid CAPITAL LETTERS, !!!, and super sales pitches
- Sending Address It's one of the first things the recipient will see, so tell them who it's from.
- Have A Plan Make email part of your regular marketing efforts and keep your message consistent across media types (direct mail, print ads, radio, etc.).
- **Be Professional –** Include an unsubscribe option (mandatory per CAN-SPAM law) and company details at the footer.
- Testing 1 ... 2 ... 3 There are plenty of free resources to check for errors and reduce the likelihood your email ends up in a spam filter.

Additional Resources

Spam Tester – <u>https://www.mail-tester.com/</u> Email Resources From Emma – <u>http://myemma.com/content-hub</u> Check Your Grammar – <u>https://www.grammarly.com</u>