



Creating a successful email marketing campaign

HERE ARE A SOME IMPORTANT TIPS TO HELP YOU IMPLEMENT A SUCCESSFUL EMAIL CAMPAIGN

Opt-In email marketing

Use “opt-in email marketing” which is also called “permission based email marketing.” This approach, considered best practice, involves obtaining the permission of the recipients of the email campaign prior to sending the first email.

Building your email list

While building an opt-in email list takes time, it will bring you higher response rates and greater growth at a lower cost than a purchased list. Here are a few ideas to get you started.

1. Create a marketing plan for how you’ll find, approach, and sell your target audience on giving you their email addresses. Make this a priority.
2. As you make new contacts, ask if they’d like to be included in future communications so you can keep them updated on industry trends and important information.
3. Create an offer to incent people to give you their email address.
4. Place one to two lead generation offers on your website so that someone can give you their information in exchange for a free resource. Potential offers include a free eBook, consultation, newsletter, seminar, white paper or video.
5. Offers can range from service to a free webinar to a free product (ice scraper).
6. Promote your offers.
7. Host an online webinar and collect email addresses at registration.
8. Add an email signup call-to-action as a custom tab on your Facebook page.
9. Add a QR code to your print marketing collateral that people can scan to opt in to your email database.
10. Run a promotion on a partner website (like a car dealership or community bank) to collect email addresses from a fresh source.
11. Collect email addresses at offline events like trade shows and bridal and town fairs. Be sure to send these contacts a welcome email that confirms their opt-in to your list.
12. Promote your lead generation offers on Twitter. Create a Twitter campaign to promote an offer like an ebook or a free resource to your followers that requires an email address to redeem.
13. Use your Facebook business page to promote an offer that requires an email address.
14. Leverage Travelers materials. The “8 Ways to Keep your Family Safe from Carbon Monoxide” booklet (PL-16298), available through Marketing toolkitPlus, makes a great lead generation offer.