

Email Marketing Basics



Email Marketing Basics

- ▶ Make a plan, know your audience
- ▶ Tips for not being flagged as a spammer
- ▶ Before you click send
- ▶ Measuring success



Make a Plan

- ▶ Define your audience
- ▶ Figure out what you want to say
- ▶ Make it worthwhile
- ▶ Keep it short
- ▶ Determine how often, and what time of day, to send

Don't Be a Spammer

- ▶ Get permission before you send someone an email
- ▶ Ensure people want your advertisements
- ▶ Make it clear who you are

Before You Click Send

- ▶ Send yourself a preview
- ▶ Proof read
- ▶ Verify all links are correct

Measuring Performance

- ▶ Click-throughs
- ▶ Unsubscribe rate
- ▶ Bounces
- ▶ Website traffic spikes

Recap

- ▶ Make a plan
- ▶ Don't be a spammer
- ▶ Review before you send
- ▶ Measure and improve

