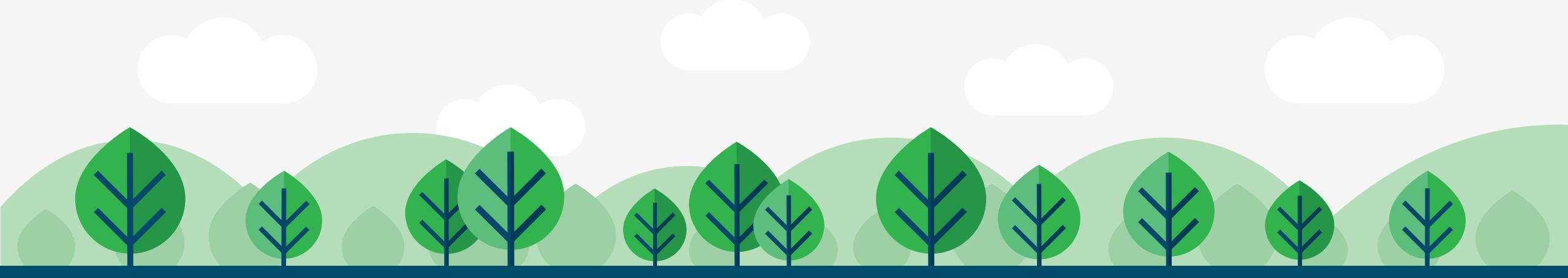


Email Marketing Basics



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



