

Getting Started With Email Marketing

When planning your email marketing promotions, be sure to answer the following questions:

- ▶ Does your message resonate with your customer?
- ▶ Do your email marketing efforts work hand-in-hand with your other marketing efforts?
- ▶ Are you using your email to “learn” about your customer (i.e., surveys and tracking drive through traffic on your web site)?
- ▶ Have you considered four key ingredients when creating your email marketing promotion?
 - a. The medium
 - b. The list
 - c. The offer
 - d. The creative
- ▶ Does this promotion/communication deliver your audience value?
- ▶ Are you tracking response?
- ▶ Have you considered whether you should have an email newsletter, or a series of email blasts?



BEWARE of the Image Heavy Email

Image heavy emails can take longer to download and it may not appear properly. Most email clients allow users to receive their emails without rendering the images, letting the recipient decide if they want to download the images. This is fine and expected, and even if you do have your logo and a key photo or two, it shouldn't disrupt your email appearance too much. But make sure you do not put key copy in your image(s) as it may never be seen.