

Chambers BizTips # 4 – Email Marketing – does it still work?

On any given day, our email boxes are flooded with emails that are mostly deleted because they are automated garbage. However, Constant Contact reports that for every \$1 spent in email marketing, the marketer receive \$38 in return on their investment.

An email campaign is a planned distribution of content via email with the ultimate goal of accomplishing a marketing objective for the mailing organization. Like all marketing campaigns, the first step is to define clearly to whom you are emailing. Who is your target recipient? Meredith Hill advises, “When you speak to everyone, you speak to no one”. Building email segmentation into your strategy allows you to be more creative and specific with your messaging.

After determining who you are going to target, set specific, focused, time-sensitive goals. What do you want to achieve through the campaign? The more intentional you can be with your goal, the more focused your target audience will become.

The subject line is the key to opening. If the subject line does not grab the attention of the reader, they will delete the message before even giving it a chance to do its work.. It needs to show URGENCY, CURIOSITY, make an OFFER and be PERSONALIZED. The subject line needs to be RELEVANT and TIMELESS by offering a COOL STORY, but a SHORT one. Don't make PROMISES you cannot keep. Use CONCISE LANGUAGE and make the reader feel special. It has to have a sense of IMPORTANCE and USE NUMBERS. One way to get readers to open your message is to ASK COMPELLING QUESTIONS.

Copy. Write copy that is suited for the target market. Once you have generated the goals and created subject lines you can write the copy that will engage your readers. Consider where the targeted buyers are in the buying process and provide copy and content that will propel them along the buying continuum.

Use a comprehensive email builder. Consider: Hubspot, MailChimp, Pabbly Email Marketing or Constant Contact. These packages can help you create, optimize, and personalize your campaign.

Test your campaign. Once you have constructed your emails that will make up the campaign, check them out by testing them with a typical audience. Make sure they can be opened by a variety of devices. Testing avoids BIG disappointments in launching your email campaign.

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437 words