



Effective Email Marketing

Tips, Tricks, Do's & Don'ts

Why email marketing?

- Relationships
- Revenues
- Results

Personal Marketing is now the norm. Consumers expect one-to-one messages vs. one-size-fits-all mass media.

You serve your customer by
delivering information, offers,
and invitations that are
personal, relevant and timely.

Small Businesses, like golf courses, can benefit by selling last minute tee times.



January 28, 2011

"I like how the practice areas are built to make you a better player. The course is fair but difficult. On hole 18, Sunday - I had 208 to the flag and hit a hybrid on the green and 2-putted for the only par in the group. It was a good feeling. I'm ready to play any course after practicing at the Atchafalaya!"

Tanner M., Morgan City, Louisiana, a collegiate player after completing a qualifying round with the Nicholls Golf Team.

Tee times remaining for Saturday morning

Call today to reserve your spot on one of the last morning times available on Saturday. Great course conditions and beautiful weather...you'll enjoy getting out on the course! Call the Golf Shop 985-395-GOLF (4653) to secure your time!

Play Sunday anytime!

Call to reserve your spot at the 1st tee...plenty of times still available. You'll enjoy playing a dry course and getting that extra 20 yards roll. Call today! 985-395-GOLF(4653)

GOLF SHOP UPDATE

Check out our new arrivals of **Adidas** footwear - 3 in-stock styles to



Plan your shot strategy
with our **Interactive
Course Guide!**

[Visit our web site >](#)



**Our Clubhouse
& Restaurant**

[Get directions >](#)

**Email marketing is
immediate and measurable,
with important data
at your fingertips.**

News from Florida's *Forgotten Coast*

share:   



15th Annual Florida
Scallop & Music Festival



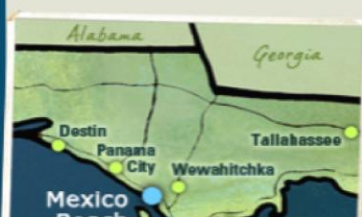
Mexico Beach
Aloha Festival



15th Annual MBARA
Kingfish Tournament

Events every weekend in August, and a 20% Off Beach Lodging Special!

Get set for the biggest [Scallop Festival](#) ever, celebrating our 15th year with The Atlanta Rhythm Section, a Classic Car & Boat show, fried scallops, & much more. The fisherman's favorite is the annual [MBARA Kingfish Tournament](#) with their huge Captain's Party on the beach free and open to the public. See complete event schedule and lodging partners below:



August Events

First Fridays at
the Thirsty Goat
August 5

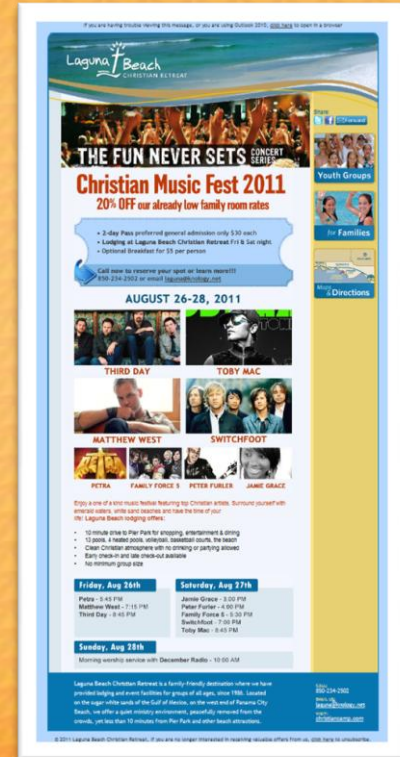
15th Annual Florida
Scallop & Music Festival
August 5 -7

Port St. Joe Pub Crawl
August 13

SaltAir Farmers' Market
August 6 & 20

“Kerigan Marketing Associates has been instrumental in the success of our Panama City Beach Music Fest promotion, August 26-28. They created two professional eblasts that were specifically tailored to my two client groups. The response was phenomenal with ticket sales of \$7,800 and room rentals of nearly \$5,000, far exceeding the costs of the system. Without them I would not have had such a profitable event!”

– John Haas, Laguna Beach Christian Retreat





THE FUN NEVER SETS CONCERT SERIES

Christian Music Fest 2011

20% OFF our already low family room rates

- 2-day Pass preferred general admission only \$30 each
- Lodging at Laguna Beach Christian Retreat Fri & Sat night
- Optional Breakfast for \$5 per person



Call now to reserve your spot or learn more!!!
850-234-2502 or email laguna@knology.net

AUGUST 26-28, 2011

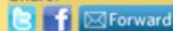


THIRD DAY



TOBY MAC

Share:



Youth Groups



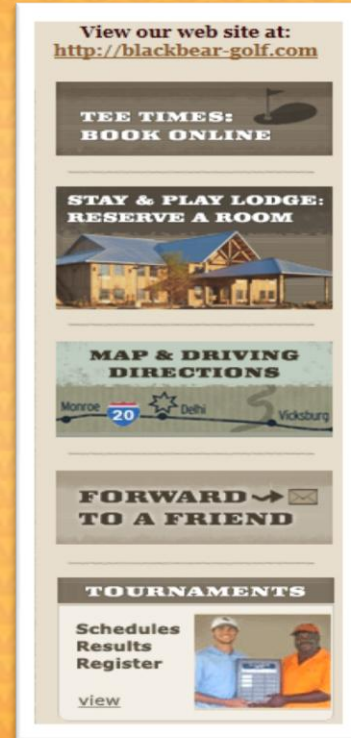
for **Families**



**Maps
& Directions**

Email Marketing Do's and Don'ts

“Connect” Your Eblast to Your Website with Relevant Links



Easy Parking & Best Buffet Value!

Buffet Menu Week July 26 – 31, 2011

TUESDAY

Pork Scallops, Mushroom Sauce
Cajun Roasted Chicken
Veggie Lasagna

WEDNESDAY

Chicken Cacciatore
Italian Stuffed Peppers
Beef Pot Pie

THURSDAY

Baked Meatloaf, Gravy
Red Beans & Sausage
Chicken with Cheese Pasta

FRIDAY

Fried Catfish & Hushpuppies
Seafood Eggplant Casserole
Baked Chicken

SUNDAY

Iced Tea or Soft Drink
with Buffet \$1

Child's Buffet (age 12)
\$6



[Driving directions](#)



[Meetings & Banquets](#)



[Our complete
menu online](#)



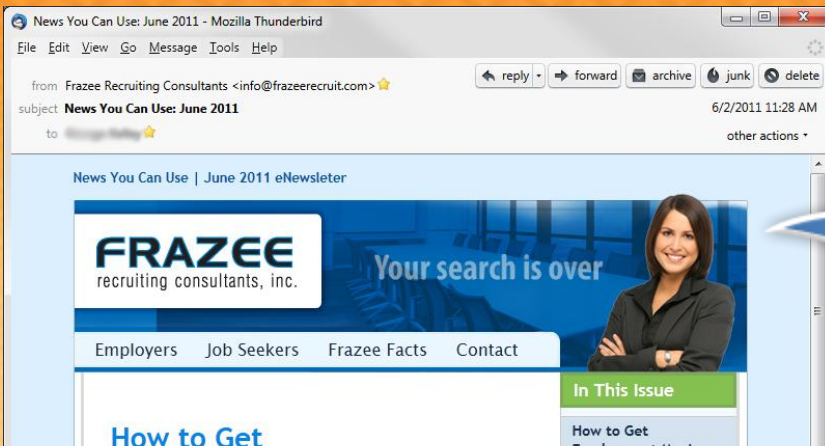
[Golf Course](#)

The Subject Line is Critical!

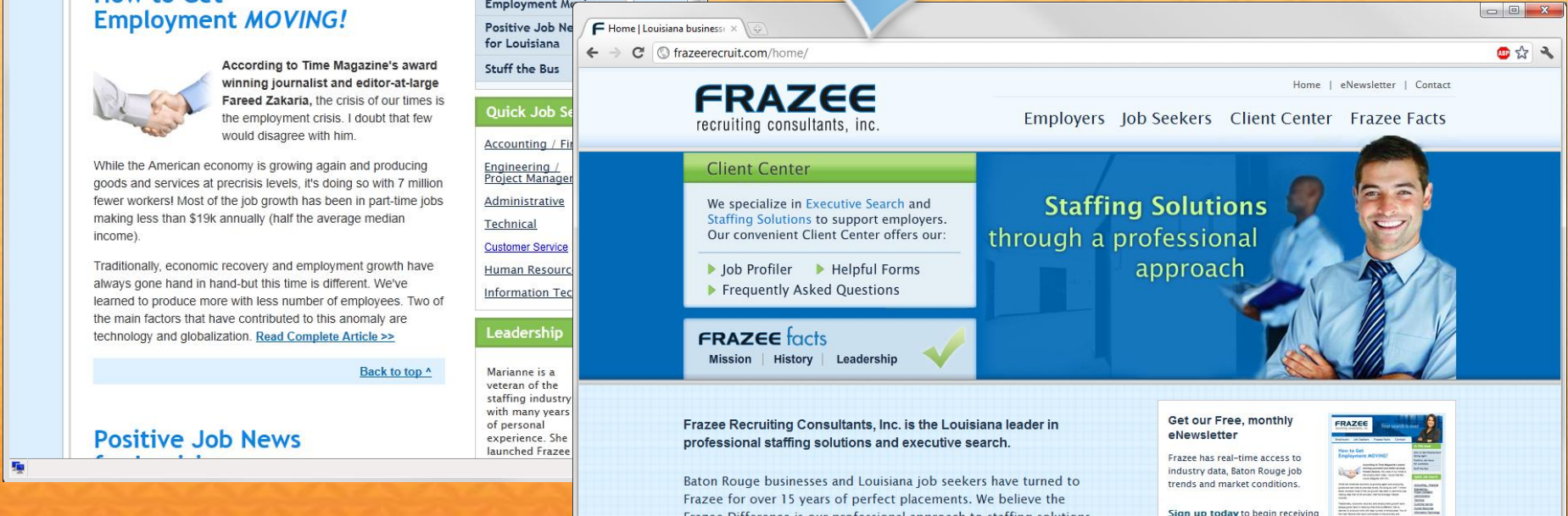
- Brand yourself in the “From” (sender) line
- Limit Subject Line to 25 characters
- Be specific, provide an offer or price point

Design Makes a Difference

**Does your eblast relate to
your destination website?**



Eblast
Relates to
Website



**Do NOT send an eblast
without an unsubscribe
link, but don't force the
unsubscribe link, either.**



Let Harmon Realty Vacation Rentals coordinate your travel and budget needs. Whether you're traveling for a family vacation or a girlfriend getaway we provide more than your average hotel room. From beach front homes to condo rentals, we offer luxury accommodations at affordable prices.

www.VacationRentalsMexicoBeach.com
(800) 239-4959



Get ready for a sweet Southern time along the Forgotten Coast. With plenty of time to scallop, book your stay with us and Save up to 20% this Late Summer & Fall!

Ready. Set. Go Southern.

www.SouthernResorts.com
(866) 295-7314



Forward this to a Friend

If you are no longer interested in receiving beach information and specials, [click here](#) and we will promptly unsubscribe you.

Send an Email Survey to Learn More About Your Database

- Ask questions to find out what they want in future email marketing efforts
- Learn valuable customer data like age, gender and interests



**10-question survey:
Average completion time - 2 minutes.**

1. Where do you live?

- ☐ Florida
- ☐ Georgia
- ☐ Tennessee
- ☐ Alabama, Mississippi, Louisiana
- ☐ Other

2. What is your age?

- ☐ 18-34
- ☐ 35-54
- ☐ 55+

3. Have you visited the Cape San Blas-Mexico Beach-Gulf County area before, and, if so, when?

- ☐ No, I have never visited this area before (skip to question 6).
- ☐ Yes, within the past year
- ☐ Yes, within the past 2-3 years
- ☐ Yes, but it has been over 3 years

Use a Valid & Accurate Email List

- We use authenticated, opt-in subscriber lists
- Rented lists are much less accurate

Study the Stats

- Study your delivery reports to insure your Open Rates and Click Thru Rates are increasing
- Analyze which subject lines delivered better results



Consider synchronizing with your Social Media.

Links allow advocates to “post to social”
allowing campaigns to spread virally.

share:



Focus on Growing Your Database, Ongoing and Always!

- Be creative with website signup forms, off line forms and forward-to-friend options
- Email databases degrade at 25% per year



Reaching out to prospects with email marketing builds relationships and delivers incremental sales. At Kerigan Marketing we've been building email marketing programs clients can manage themselves for nearly 10 years. We create a professionally-designed, custom template for you and train you how to add your content to send out simple eblasts. You own the software and we're always available for over-the-phone support. And our costs don't increase as your database grows, like they do with Constant Contact!



Cost summary:

Annual Payment Option	Custom Template Design		Unlimited Email Database		Annual Cost
First year	\$ 725	+	\$ 125	=	\$ 850
Second year cost			\$ 125	=	\$ 125
Third year cost			\$ 125	=	\$ 125
			Three-year total	=	\$1,100

Monthly Payment Option

	First Month				
First year	\$ 349	+	month 2 – 11 @ \$ 50	=	\$ 899
Second year cost			\$ 13 per month	=	\$ 156
Third year cost			\$ 13 per month	=	\$ 156
			Three-year total		\$1,211



Email Database Size			Custom Template		First Year Total	2nd Year forward
501-2,500	\$ 360	+	\$ 599	=	\$ 959	\$ 360
2,501 - 5,000	\$ 600	+	\$ 599	=	\$ 1,199	\$ 600
5,001 - 10,000	\$ 900	+	\$ 599	=	\$ 1,499	\$ 900
Cost summary:						
First year	With custom template design and database size of				1,000	\$ 959
Second year cost	Assuming database stays under				2,500	\$ 360
Third year cost	Assuming database increases to over				2,500	\$ 600
					Three-year total	\$1,919

Thank You!



www.kerigan.com

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