Email marketing is an affordable and useful tool that connects business with potential or ongoing customers in an easy to digest format. In 2020, litmus.com reported that the ROI for email marketing was $36 for every $1 spent! Whether encouraging customers to make a purchase or signup for an ongoing service, email marketing can fit in to almost any business overall marketing strategy. To get started:

1. Build a great email list: Defining your audience is the first step in a successful email marketing campaign. Using preexisting contacts will be the most direct strategy, but building a simple persona for your target audience can be a great exercise in expanding a quality email list. Encouraging viewers of your website to sign up for your promotional emails is also a great way to build out a quality list. Using lead magnets to offer something for free is a great way to get more subscribers. This could be an eBook, infographic, or any other useful tool for your customers. Always ensure that your emails are opt-in and opt-out though, and ask your existing contact list for permission to maintain trust with your customers.
2. Choose an email marketing service: Using a service like Mailchimp, will greatly simplify the process of managing an email marketing campaign. These services will amplify your reach overall and lend a professional look and feel to your emails. As well, they provide helpful tools for creating and laying out engaging emails that work on desktop and mobile devices.
3. Create useful and engaging content: Your emails should contain engaging content that is relevant to the customer. Utilizing email segmentation will help ensure that your email subscribers are delivered content that pertains to their unique perspectives and sensibilities. Creating personalized content helps the customer connect to the overall call to action. When crafting content for your emails, make sure to avoid “spammy” words that could trigger spam filters.
4. Stick to a schedule and perform analysis: Make sure your goals with an email marketing campaign are clearly defined, so that they can be tested and analyzed down the road. KPI’s could include open rate, clickthrough rate, subscribes/unsubscribes, deliverability or other metrics related to your specific needs. Avoiding spam filters and making sure you’re in compliance with CAN-SPAM and GDPR will also help ensure that your emails get delivered. Keeping to a consistent schedule with the timing of your emails, will also help customers in knowing what to expect from your email marketing campaigns.

Email marketing can be a great way to connect directly with customers on a regular basis; and following the steps above can ensure that your email marketing strategy is a success.

Screenshot of Mailchimp email:

ScreenshoGraphical user interface, text

Description automatically generatedt of Mailchimp email design:

Screenshot of LinkedIn Cert:

Text

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