

KEY COMPONENTS OF EMAIL MARKETING

Email is a highly effective way to let people know what you are about and what you have to offer as part of your overall marketing strategy.

For an email campaign to succeed, you have to continually consider for each mailing

Mailing list – who you will be contacting

Purpose – why you are sending

Timescale – when you will be sending

Regularity – how often you will be sending

Targeting – who you are aiming at *in particular*

Interest – why recipients will notice your content

Relevance – how relevant or timely the content is

Benefits – what recipients will be gaining

Measure – how you will judge the success of the mailing

Tracking – how you will learn from your metrics

Subscriptions – how new readers can easily sign up

and make adjustments based on what does and doesn't work for your recipients.

Delivery is via a template design that focuses on:

- Effective and engaging content
- Clear and attractive layout
- Well defined calls to action
- Measurable results
- Links to features on your website and suitable external content
- Easy integration with your mailing lists and segments

and also takes account of:

- Email title
- Segmentation for sections of your overall list(s)
- Anti-spam criteria
- Most effective receiving time
- Enhancing your business image
- Highlighting your brand values

Degas Guruve produces email newsletters to generate interest and sales for our clients – call to discuss your project ideas with Jeremy Walker on 020 8771 7326