Know Your Email Marketing

Key Elements of an Email Marketing Campaign to Promote Your Small Business

Interesting subject lines capture interest and increases open rate

Emoji in subject line to call attention to email to increase open rate

Subject: Jump into July with these small business tips! ✅

VtSBDC
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Business logo

Make Waves with These Tips for your Small Business!

Headline to announce email

- **Leverage Social Media Trends**
- **Summer Sales and Promotions**
- **Refresh Your Website**
- **Stay Hydrated with Customer Feedback**

Relationship-building body copy to explain offer, event or topic

Call-To-Action (CTA) button to drive traffic to website, social media, blog, Facebook event or other goal

Image(s) to create content mix and show products/services, etc.

CLICK HERE

f 📷 in   unsubscribe

Social share buttons with links to increase social media platform engagement to grow brand

"Unsubscribe" button to follow CAN-SPAM Act Rules & Regulations

Call-To-Action (CTA) button color stands out to bring attention.

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Helpful Tips

- **Goal Setting**: Before anything else, you should identify the goal of your email campaign. This might be to increase website traffic, sell a product, generate leads, or nurture relationships with your existing customers. Having a clear goal will guide your content and overall strategy.
- **Target Audience**: Know who you are sending your emails to. This could be your existing customer base, leads you've generated, or a purchased email list. Understanding your audience will help you create more targeted, relevant content.
- **Segmentation**: Segment your email list based on relevant factors like demographics, purchase history, and behavior. This allows you to tailor your emails to specific groups, increasing their relevance and effectiveness.
- **Email Design and Content**: A well-designed email with engaging content is crucial. Your emails should be visually appealing, easy to read, and contain compelling content that provides value to the recipient. This might include useful information, special offers, or engaging stories.
- **Subject Line**: The subject line is the first thing your recipients see, so it needs to be compelling and relevant to encourage opens. It should provide a clear idea of what the email contains.
- **Call-to-Action (CTA)**: Each email should have a clear and compelling CTA telling recipients what you want them to do next. This might be to purchase a product, read a blog post, or fill out a survey.
- **Personalization**: Personalize your emails where possible, whether it's by using the recipient's name or tailoring the content to their interests and behavior. This can improve engagement and conversion rates.
- **Testing**: Test different elements of your emails to see what works best. This might include testing different subject lines, content, CTAs, or send times.
- **Analytics**: Use email analytics to track the performance of your campaigns. Metrics like open rate, click-through rate, conversion rate, and bounce rate can provide valuable insights into what's working and what isn't.
- **Follow-up**: Plan a follow-up strategy to engage your recipients further. This could involve sending a series of emails as part of a drip campaign or sending a reminder email to those who didn't open or click on your first email.
- *Remember, a successful email campaign is not only about selling but building a relationship with your audience. Providing value, staying consistent, and being respectful of your recipients' inboxes can go a long way towards earning their trust and loyalty.*

Resources

- [10 Tips on Writing Engaging Email Marketing Campaigns](#)
- [Email Marketing Glossary of Terms](#)
- [How to Build Your Email List](#)
- [Email Drip Campaigns: Examples and Best Practices](#)
- [2024 Online Marketing Calendar: Template and Marketing Holidays](#)
- [The Top 19 Best Email Marketing Services in 2023](#)
- [12 Different Types of Marketing Emails You Could Be Sending](#)
- [CAN-SPAM Act: A Compliance Guide for Businesses](#)
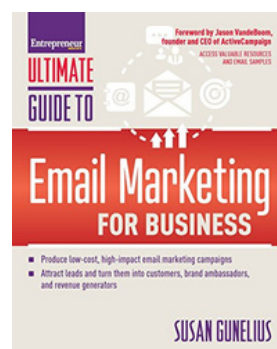
[Email Marketing for Business by Susan Gunelius](#)

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