

BUILD YOUR EMAIL LISTS



Email marketing is a way to communicate to a list of current or potential clients through automated messaging. Marketing emails generally contain information regarding your business, products, services, offers, and other relevant information.

Building a list of active and engaged newsletter subscribers should be a priority in your digital marketing strategy.

Building a healthy email marketing list takes planning and consistency.

Here are some tips for building and growing yours:

- Add a subscription section or pop-up to your website. Invite users to enter their details (name and email) and opt-in for exciting news and information.
- Offer a free download (ebook, checklist, how-to guide, etc.) to encourage people to sign up. Once they enter their details, provide an instant pdf download link.
- Send an instant welcome email to users who sign up to receive updates, welcome them into your community and tell them what to expect.
- Nurture your audience and communicate often. It's essential to send out regular newsletters full of valuable information.
- Don't forget to send out communication on upcoming product or service information. Include instructions and links for the reader to follow to claim a promotion or to learn more.
- Add links to your social media platforms and encourage a 'like' or 'follow.'

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WHAT KIND OF EMAILS SHOULD YOU SEND?



It's important to map out your communication strategy along with your content plan. Posting is great! But, so is keeping in constant contact with the people interested in your brand and actively participating or buying what you offer.

Start with sending out one or two emails per month to your list and increase the frequency if needed.

Email Topic Ideas to Keep Your List Engaged

- Introduce new products or services
- Provide tips and tricks related to your field of expertise
- add a snippet from your latest blog post and invite users to 'click the link' to read more
- Add links to valuable external resources
- Add videos and images from events or workshops
- Provide news and updates on your team, business, and any other exciting workplace initiatives
- Upcoming events and links to learn more

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