

Effective Email Marketing

Despite the relentless torrent of spam emails that flood into our inboxes email continues to be a preferred method of contact for many and the most cost-effective marketing tool at your disposal. It's a great way to keep in touch with clients and to encourage repeat custom. Here's our top tips on creating and running successful emarketing campaigns...

Encourage to Open

The first thing a recipient sees when it arrives in their inbox is the 'subject' and 'from' info. Make best use of it. Incentivise the user to open the email. An enticing subject line from a recognised person and company will increase your open rate tenfold.

Grab Attention

Include a prominent, text based call to action in the top of the email; don't rely on images, as many users won't see them by default and some won't see images at all. Bear in mind a viewer's attention is focussed top left and drops off down and right.

Don't Spam

Run your mailer through a spam checker, this will give an indication of whether it should pass through filters or is likely to be flagged as spam. Test your mailer on different email clients to be sure your design and layout holds up across the board.

Maximise Reach

Where appropriate promote links to your email campaigns through your social media networks and encourage redistribution. Include a 'forward to a friend' facility and social sharing buttons to maximise reach and increase your click throughs.

Gather Intelligence

By far the most compelling case for email marketing is the ability to track who has opened and clicked through from your campaigns. Use this information to build profiles, follow up with telemarketing, segment users based on interest and fine-tune future campaigns for optimum results.

Contact us today to discuss your email marketing needs or visit our website at www.brightnewmedia.co.uk

Example Mailer



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