

## *Ten TOP E-Mail Marketing Tips*

*by Linda Lullie*

1. **Have a Reason for the Campaign** – sure, it's important to keep your company in the spotlight with customers. Just be careful you're not wasting their time. Consumers want information that is useful to them. So whether you're sending a Newsletter, Coupon, Customer Service notice, New Product or Service Announcement, or hopefully an Order Confirmation – make sure it's news they can use.
2. **Sweeten the Offer** – keep E-mail marketing specialized and offer deals, info and specials not readily available through other means. If you don't, you'll run the risk of lower click through rates or higher Opt Outs. Offering "Secret Sales", "Limited Editions" and "You're The First to See" promos is a great way of making your recipients feel like they're getting something no one else can have.
3. **Use Your Best** - make sure whatever your offering is, it's a varied selection to attract more respondents, and ALWAYS offer your best products or your top selling services if you want to make the campaign successful.
4. **Mix it Up** – Keep your graphics and layout ever changing to add interest. Just keep the images small so they're quick to open and draw on the screen.
5. **Subject line is KEY** – Avoid SPAM trigger words, but write a subject line that's broad and clever to increase the chances of recipients opening it. But watch out for words that trigger the big providers into dumping your E-mail efforts into the junk mail pile.
6. **Keep it in the family** – Don't prospect E-mails and run the risk of blacklisting yourself, and make sure you offer an Opt Out option. Keep track of your opt outs – that'll tell you if you're on the right or wrong track with your E-mail marketing.
7. **Personalize** – Use that information you have about the recipient's buying habits or preferences. If you don't have that info, then at least use their name.
8. **Provide a Call to Action** – and make sure it's crystal clear what you want the recipient to do, provide a Click Here Link. Or even better, make the entire E-mail clickable – you never want to frustrate the reader by forcing them to click all over trying to find the link.
9. **Test Market** – different ideas and keep track of response rates.
10. **Call in the Experts** – A professionally written and designed E-mail is critical, employ the services of an experienced copywriter and graphic designer. E-mails greet your customers just as a salesperson would. They become your storefront. Be sure you're putting your best face forward.

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