WDL

CONTENT101

The Fundamentals
of Email Marketing

Effective Mass Marketing Communication

Drive Users To Your Site

Creating content for your website is one thing, but developing an effective marketing email is a whole different kettle of fish. Whilst website visitors are already present and accounted for, the purpose of an email campaign is to drive users to the site in order to complete whichever action you deem most valuable.
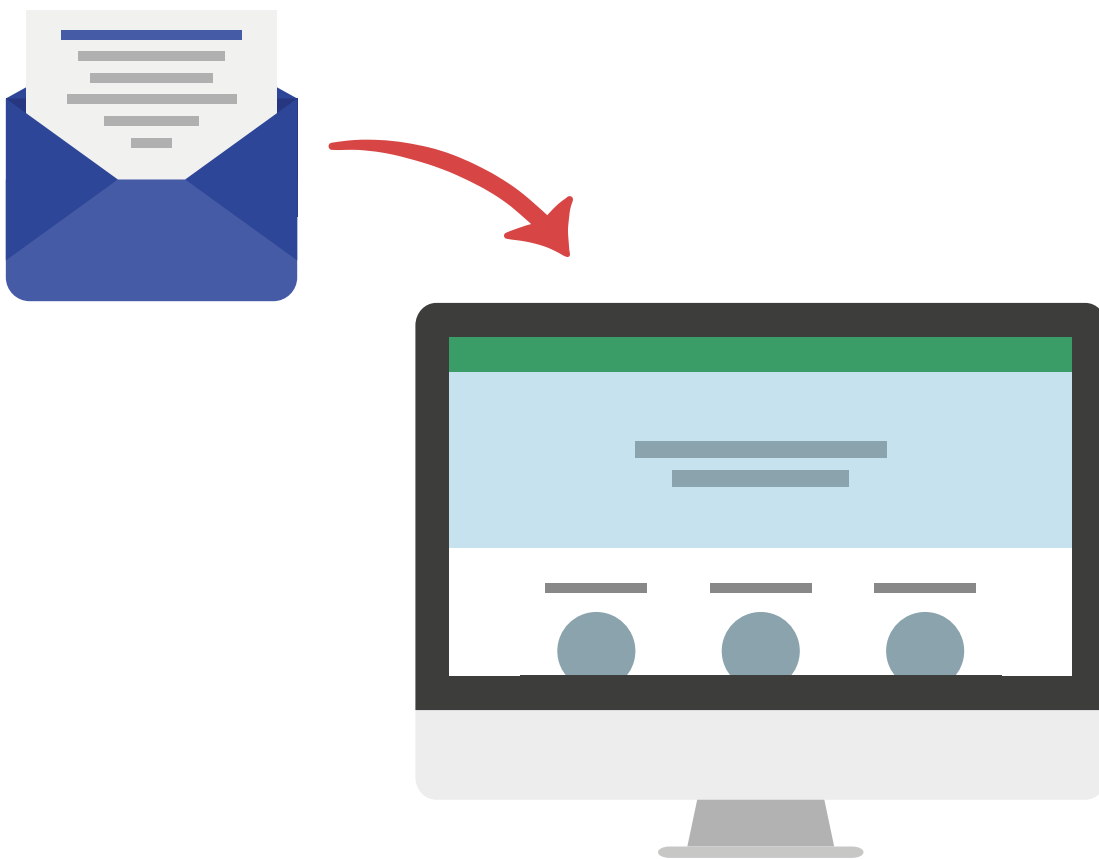
These Are Your First Steps

The first step in the development of your email campaign is going to be deciding upon a primary goal so that you can decide which metric is going to be the most valuable measurement tool upon completion. Ultimately, what do you want your campaign to achieve? Are you looking to drive conversions, generate leads, or garner traffic to a particular part of your website such as a particular services page or blog? Do you want users who read your email to be inspired to pick up the phone? Do you want them to watch a video, or to navigate to a page on your site to tell them more? How do you want to prompt recipients to take those steps? The planning stage might seem chaotic and overwhelming at first, but it is important that you make the most of the organisational stage whilst you can.

Grow Your Audience

In the early stages of your email marketing output, you will likely look to grow your initial audience as much as possible, which makes perfect sense seeing as the more email addresses you can gather, the more eyes you are going to get on your content. Growing your audience is an integral first step in making sure that your voice is heard. There are a number of successful ways of doing this.
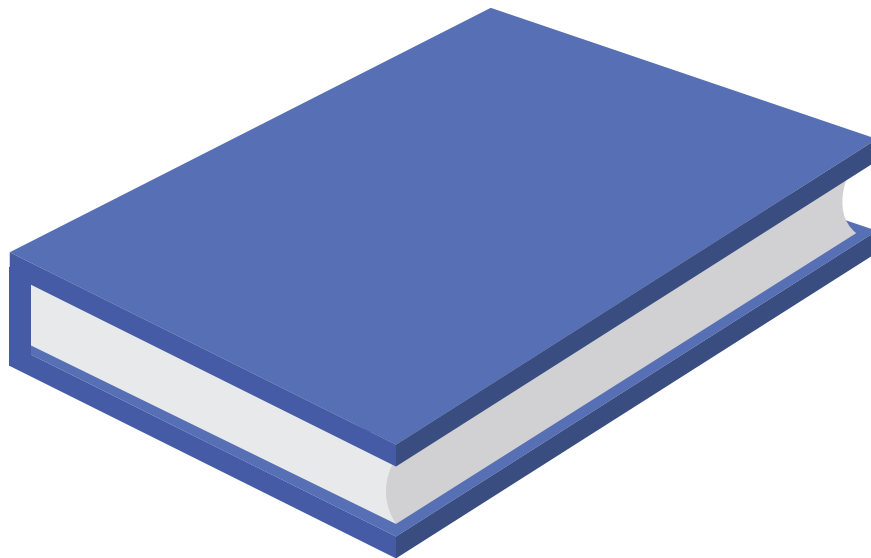
Your address book will grow.

[...]

Firstly, it's imperative that you resist the urge to purchase email lists, and we cannot stress that enough. More often than not, the quality of the leads contained within those lists is going to serve as a waste of time, effort, and money. As an analogy, imagine walking into the middle of Trafalgar Square ranting and raving through a megaphone about the benefits of your product or service to the thousands of tourists and city-dwellers. They are likely to ignore you, walk away from you, or to swiftly call the police. You're much safer staying at home and using legitimate tactics to target the right audience in a far less abrasive way, particularly if you don't want to risk any harm being done to your brand.

£££

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steve@btinternet.com

amy@gmail.com

DON'T RISK IT

[...]

The hard truth is that there are no shortcuts when it comes to creating your audience, and that you're going to need to put in the effort to continually develop your own list. Email signup is going to be your primary tool for sourcing customer email addresses, particularly in the wake of new GDPR legislation which requires all users to actively opt in to all recurring email marketing communications from your organisation. You can no longer soft-opt users, with them having to actively opt out of email marketing communications without breaching legislation, which is likely to slow down your list-building. It's important not to be disheartened, just remember that, like with all marketing practices, collecting email addresses is a process.

Once you have a legitimate list of email subscribers, it is about making the most of your opportunity to communicate with them by producing frequent, relevant content that is going to inspire readers to take a valuable action.

'The First Date'

Think of email not just as a way to communicate a message, but as an opportunity to begin a relationship, even if you're speaking to previously existing customers. Having a steady stream of outgoing emails to your customers is an opportunity to keep your products and ideologies fresh in their mind, but also to encourage discourse that benefits both you and your customers in the long run. In an otherwise crowded market, email can help you find your audience, an audience you know is already interested in what you're doing & is sat waiting for you to help them find what they're looking for.

email