



# USING EMAIL MARKETING FOR YOUR BUSINESS

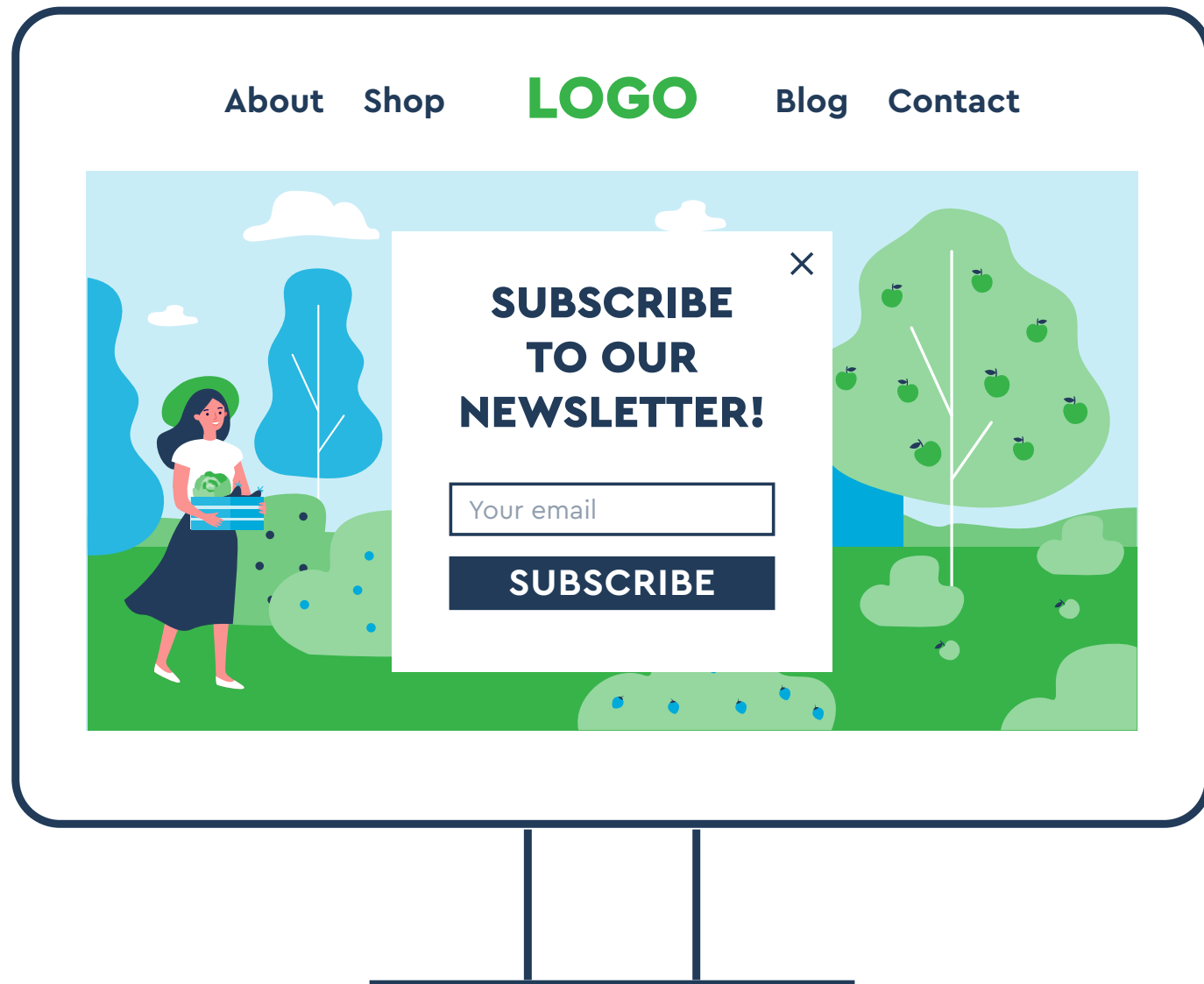


**WASHINGTON COUNTY SMALL BUSINESS TOOLKIT**



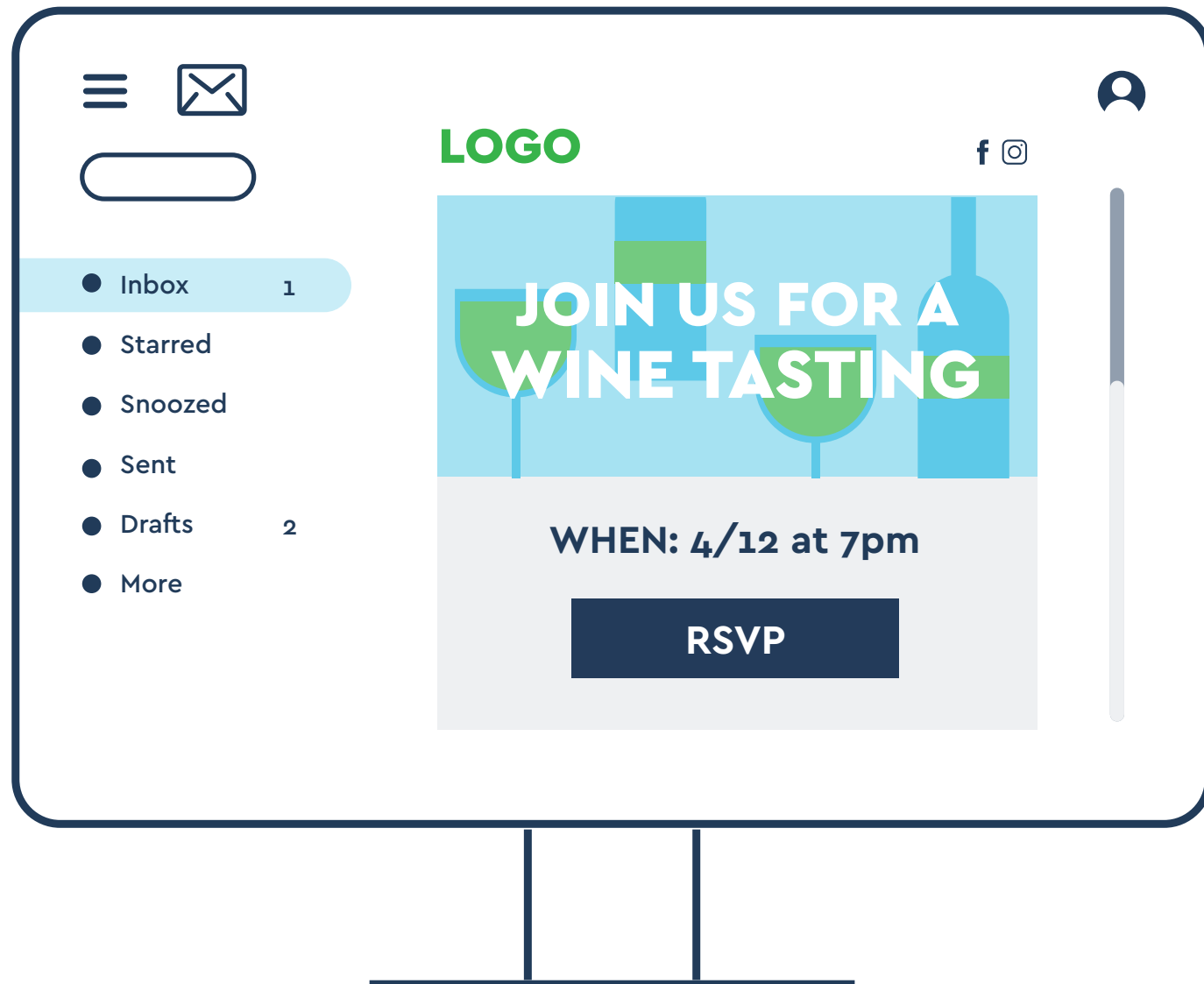
## How to Use a Email Marketing for Your Business

Email Marketing is a powerful channel to reach your target audience. The key is to identify what goals you want to accomplish with your emails. Whether that be to drive more traffic, increase sales, or keep people up to date on your products or services.



## Building Your Email List

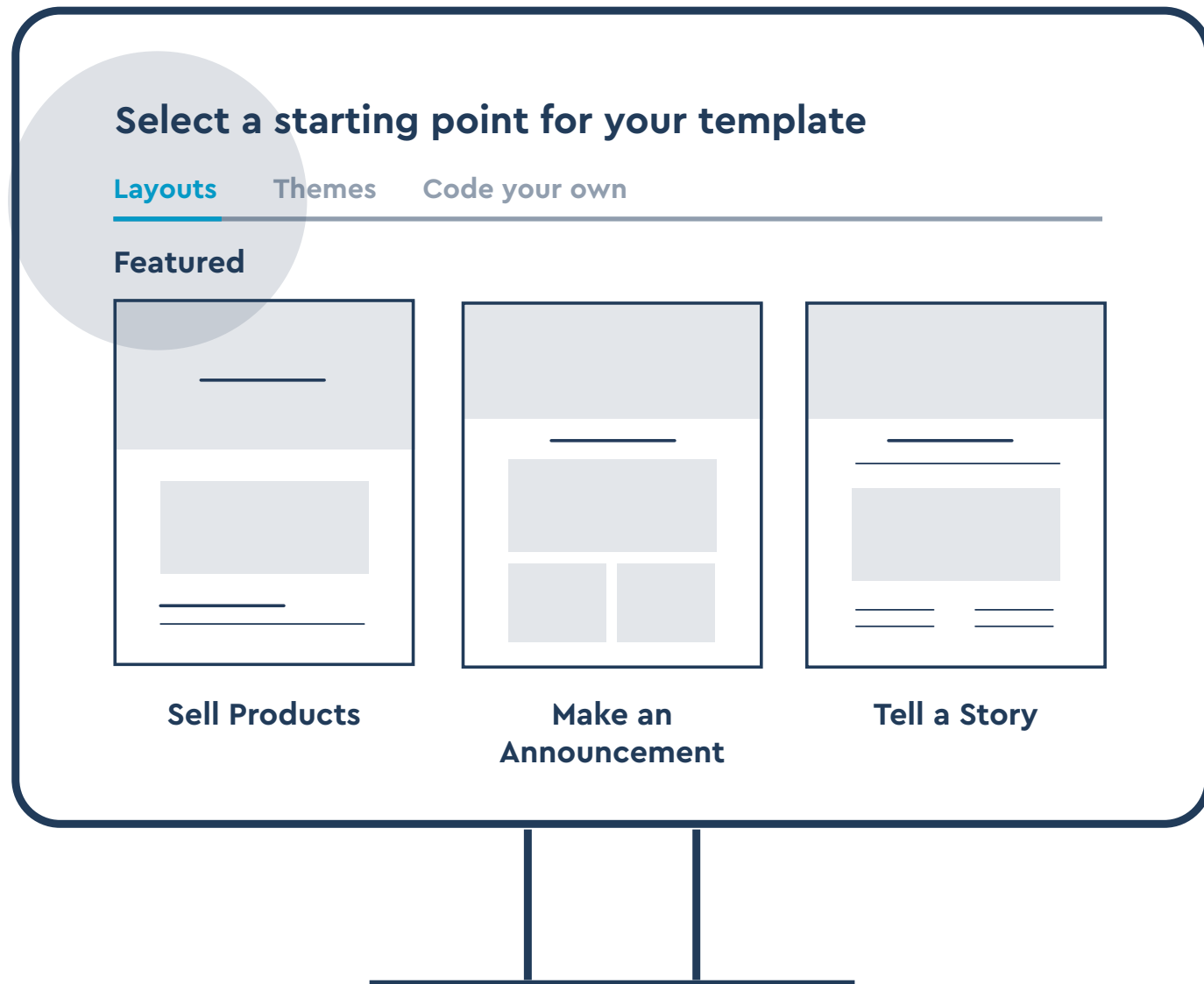
- Import a list of known contacts. This can be existing customers that have given permission to receive emails.
- Use pop ups on your website asking everyone who clicks on your website to subscribe.
- Give an incentive, like a discount or free shipping if they subscribe to your emails.
- Ask to subscribe on your social media posts and pages.



## 2

### Creating a Campaign

There are several different campaigns you can use for emails; Newsletters, Marketing Offer (deals, sales, etc), Announcements and Invitations. When creating your emails, make sure they are simple, easy to read and have the same tone as your business. Using pictures and visuals are a way for your audience to remember your email. It is important to use language that will attract customers and immediately interest them.

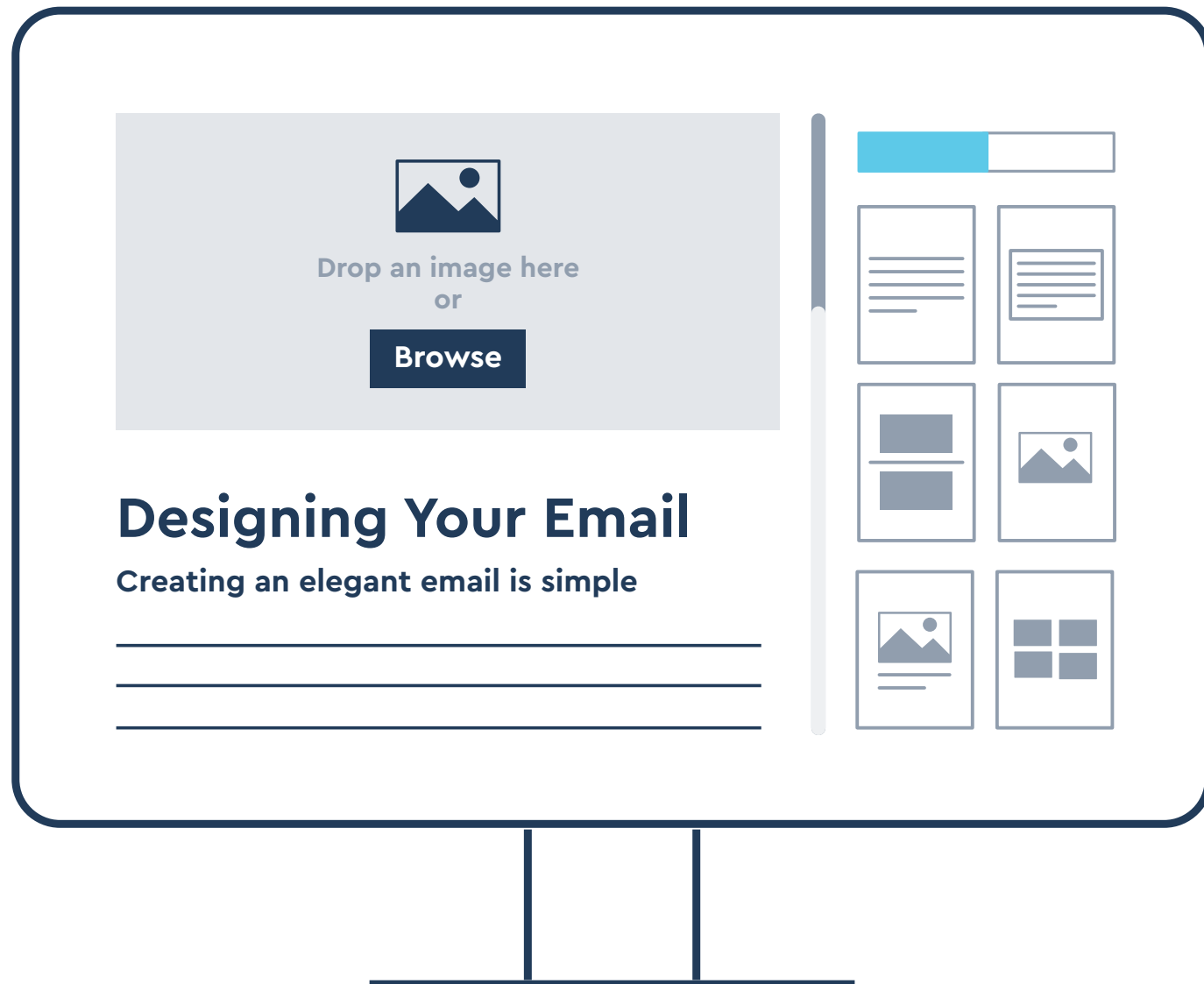


## A. Choose a Platform

There are several different platforms that can help create your email campaign like Campaign Monitor or Mailchimp. The photos are from Mailchimp to help show how to make an email setup, but feel free to use whatever platform you would like best.

## B. Identify Your Needs

Identify the need for an email. The Mailchimp templates to the right show different campaigns that are used for different goals: selling products, making announcements, and telling a story.



### **C. Document Campaign's Requirements**

This makes it easier to check.

### **D. Draft Email Copy & Artwork Illustration**

You can do this yourself using Mailchimp's templates, or hire a copywriter and/or graphic designer.

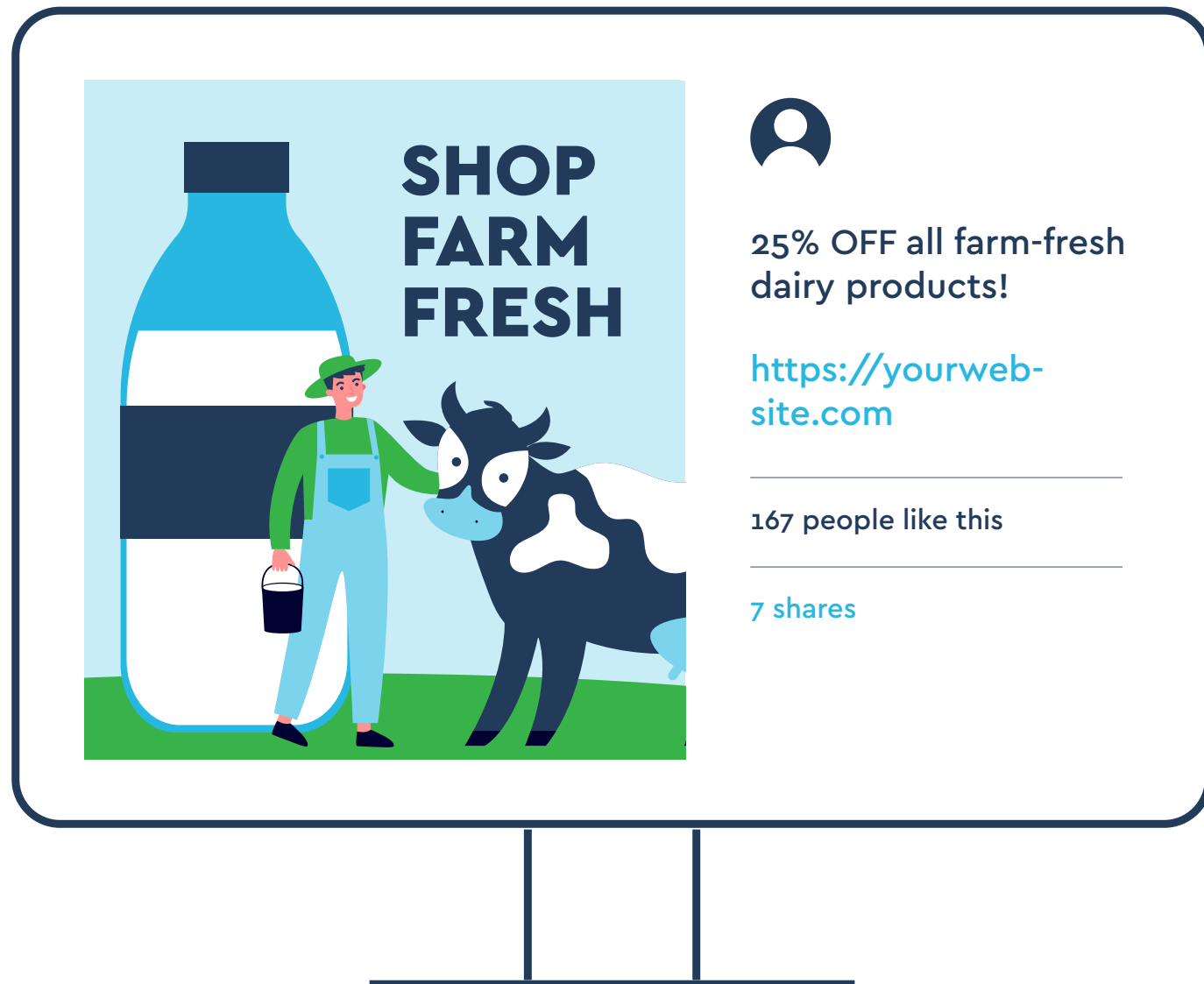
### **E. Set up Automation (if needed) & Tracking**

### **F. Test Your Email & Make Any Edits**

### **G. Check Your Campaign Requirements**

See if your email satisfies them.

### **H. Schedule & Send Out Email**



3



**TIP:** Creating automated emails (such as an abandoned cart email) can help increase sales.

### Retarget Your Subscribers Through Social Media

- Segment your email list into groups so your ads can serve the right audience.
- Separating subscribers into Leads (subscribers who have not spent money with your business) and customers (subscribers who have) and creating social media ads that personalize to each group can make ads more successful.
- Re-engage with inactive customers. If they have not unsubscribed, you upload inactive customers into social media, you can send them a personalized message that they will see.



4

### Track Your Analytics

After your email is sent, you can measure your results on sites like website analytics such as GoogleAnalytics or an email marketing tool such as Campaign Monitor. These show how your audience interacts with your emails, how many people click the links on your emails and compare campaigns against each other to see which one is more successful.





# THANK YOU!



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