Why Email and How Does it Fit Into My Marketing Plan?
HOW AND WHY SHOULD EMAIL BE PART OF MY MARKETING MIX?
BECAUSE EVERYONE USES IT.
People are twice as likely to sign up for your email list as they are to interact with you on Facebook.
EMAIL MARKETING CAN BE SIMPLE, AFFORDABLE AND EFFECTIVE.
HTML EMAILS
HOW DO I GET ON THIS GRAVY TRAIN?
HAVE A CLEAR UNDERSTANDING OF WHO YOUR TARGET AUDIENCE IS.
ENSURE THAT YOUR MESSAGING IS INTEGRATED
CREATE A LANDING PAGE WORTH LANDING ON.
CONSISTENT LOOK AND CREATE CLEAR, CONSISTENT CONTENT.
GET N’SYNC.
TRACK THAT THANG UP.