

## Six Simple Steps to Email Marketing

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### Short Description of the Presentation:

Email has been used and abused, however when used properly it can help you company grow and prosper. This presentation will provide six simple steps to email success.

### Six Step to Email Success:

- **Create Specific Goals and Objectives**
  1. Multiple positive uses of email
  2. Trying to use email for too much, all at once
  3. Importance of tracking
  4. Collecting email address at every opportunity (opportunity points)
  5. Don'ts in terms of where to "collect" emails
- **Email Content**
  1. What questions are your customers asking?
  2. Information you have that your customer does not
  3. Sharing information on "other" related home services
  4. Call to action
  5. Getting Your Emails Open!
    - What should and should not go in the email Subject Line
    - Who it should come from
    - How timing affects open rate
- **How Often Emails Should Be Sent and to Who**
  1. New customer emails
  2. Thank for your using our company
  3. Requesting referrals
  6. Having the Right Tools
- **Third Party Tools To Consider**
- **Measure Your Results**
  1. Email software
  2. Goggle Analytics
  3. Calls, etc.
  4. Watch unsubscribe rates and spam reports
- **List Hygiene**
  1. Large list vs. quality small list
  2. Clean up list after each email (bad addresses, undeliverable, etc.)