



C H A

N G E

Stage 2

Email Marketing

Introduction to Email Marketing

The most important part of an email is the subject line. It needs to pull people in and get them to open it up. The subject is the first hurdle to pass when email marketing. Use short snappy subjects which tease the audience as much as possible. When writing the email content, you should write like a friend and make it personal to build a rapport with your client list. Please don't write it with text, making it evident that it's a mass email. Make the reader feel important. Keep it concise, engaging, and grammatically correct and make sure you use professional images. You can also try to tie it in with current trends and seasonal events. Include branding such as logos to ensure anybody receiving the email understands who you are.



Focus on the Subject

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Timing is key

Timing is also key to email marketing. Try to send the email at a convenient time for whatever demographic you are targeting. Ideally, when they would be free in day-to-day life. You can schedule emails for the future and go out on autopilot. We suggest building a plan and creating monthly email campaigns. This includes seasonal promotions or product launches. Write out the content in advance to save yourself time, and rushing send emails out on time.



Target the Right Audience

When building an email campaign, we advise only targeting active email accounts. Mass email services will collect data on who's active within their email list, i.e. who's opening your emails. You should only send emails to these people and not those who are inactive. The more people that don't open the email, the higher the chance your future emails will get filtered into the spam folder. So keep this in mind when email marketing. Also, keep in mind the target audience. You want to make sure you're email list only includes those who are customers or are interested in buying.



Professionalism is a Priority

A key component to building an email campaign, whether it's for dropshipping, affiliate marketing, or any other service, is establishing a professional email address. If a service uses an Outlook or Gmail email address, people are less inclined to trust the email and open it up. With so many scams out there using these email services, you'll risk being compared to these scams if you don't have a professional email address. There are plenty of services that offer mass emailing and professional branded email solutions. We highly recommend taking advantage of this. It helps build brand recognition and will increase the chances of your email campaigns being successful.



Email Address and Branding

Another great feature of having your own branded professional email address is using it for customer support or as a point of contact for interested parties. We suggest you insert your email address everywhere you can. This includes online stores, social media accounts, and anywhere else. It's an excellent tool for brand reinforcement and only solidifies your brand's credibility.



Email Marketing

This E-Book introduces the idea of email marketing and how it can effectively boost your income with minimal effort. It offers an overview of the critical components of building an email campaign and where you should focus your effort.

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