



# 7 Steps to GREAT EMAIL MARKETING

1

## HAVE A DEFINED STRATEGY

Email marketing should have defined objectives such as: generating more leads, creating sales opportunities, increasing loyalty among your customers, or demonstrating thought leadership.

2

## KNOW YOUR AUDIENCE

Send targeted emails based on particular segments (e.g., industry, title, geography) to increase conversions.

3

## PROVIDE VALUE

Provide a reason for your recipient to want to engage and interact with your email. If you fail to provide value, they will fail to respond.

4

## FORMAT FOR THE MASSES

While the majority of emails are now opened on mobile devices first, most people use a variety of devices throughout the day to access email. Make sure to optimize your message for the masses.

5

## CONSIDER ONLINE EXPERIENCE

Provide at least one path for the recipient to be able to click and find out more about your product, service, or brand, otherwise the dialog is over.

6

## CLEAN YOUR DATA

CRM tools are only as good as the data within them. Marketers must review their CRM data for accuracy and segregate records that were clearly pulled from third-party lists.

7

## PROOFREAD!

Think about the individual recipients who are receiving your emails. Only send information that is legal, relevant, and compelling.